

Bringing science alive through art

Sciart Solutions uses the visual arts to interpret scientific ideas for target audiences in an accessible way.

Overview

When marine biologist Dr Joanna Henley was working with fishermen in the Orkney Islands, she needed to find new ways to explain some key scientific issues. What she came up with was a simple interactive installation in the form of a floor-based diagram, which allowed people to, quite literally, get down on their hands and knees and engage with the information for themselves. This is typical of how Sciart Solutions works. It uses creative and artistic skills to communicate scientific principles to a wide variety of different audiences.

Now based at Jubilee Wharf, in Penryn, the company continues to work with museum and heritage groups, schools, local authorities, science and technological industries and local community groups. 'My business and my skills are ideally suited to Cornwall,' said Dr Henley. 'It has a wonderful marine environment, a thriving education sector and a vibrant artistic community.'

Clients

Recent projects have included working on a programme of science education for the Royal Cornwall Polytechnic Society and working on the Cornwall Education Departments Beach Classroom initiative. Sciart Solutions is also pleased with the success of week-long science weeks, often with a marine theme, that seem to be increasingly in demand in Cornish Schools. Starting in October, Dr Henley will also be a part-time lecturer on the new Natural History and Marine Photography Course at University College Falmouth.

Technology

Often, Dr Henley works with the simple, natural materials, but she also makes use of computer design software. Like many businesses in Cornwall, Sciart Solutions has taken advantage of actnow's offer of subsidised broadband.



As well as being a being a marine biologist working in marine resource management, Dr Henley is also a highly skilled artist. Whether she is working with local people to write and illustrate children's books, helping Sixth Formers to build a 3-D marine map, or constructing models to convey complex statistical concepts, participation is central to her work. By actually making things with the target audience, she can make sure that real communication takes place, and genuine creative partnerships are formed.

Dr Henley has always loved Cornwall. Like many people, she has good memories of childhood holidays there. Through Sciart Solutions, she is now able to combine her artistic talent with her academic and scientific background, and develop projects that are both relevant and significant to the local area.

Support

Dr Henley hopes the move to Jubilee Wharf, in Penryn, will be key to Sciart Solution's growth, with the possibilities of collaboration now on the horizon. 'It's very important for me to meet clients, in a fresh, exciting work space, that's truly inspirational in terms of both it's image and philosophy', said Dr Henley. 'I do a lot of education work on a sustainability theme, so it seems only right that I adopt a sustainable approach to my business'.

'Cornwall Pure Business helped me get my work in front of the right people,' said Dr Henley. 'I also had advice and assistance in building the business from West Cornwall Enterprise Trust, who gave me a mentor and helped me develop my business knowledge; and Cornwall Arts Marketing also introduced me to some important contacts.'