

SILBERSALZ¹⁹
SCIENCE & MEDIA FESTIVAL
HALLE (SAALE)
20. - 23. Juni 2019
www.silbersalz-festival.com

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**THE
SCIENCE
OF
LOVE**

SILBERSALZ Conference: 22 & 23 June 2019

Conference Day 1: June 22

The SILBERSALZ Conference is a closed format consisting of lectures, panel discussions, a science and media pitch as well as keynotes given by leading experts at the German National Academy of Sciences, the Leopoldina. Here, scientists and media professionals have the opportunity to discuss the latest developments in science and media communication, share their insights and make new connections.

This year, scientists, scholars, storytellers, technologists and artists will guide an interdisciplinary audience through the surprises and controversies behind the theme „**The Science of Love**“. Bringing together cutting-edge research across neuroscience, philosophy, evolutionary biology, sociology, history, psychology as well as narrative media and technology to unlock the secrets of love, the conference explores how scientists and storytellers can collaborate to create science programming that fascinates global audiences. By embedding debates and case studies within larger discussions of bioethics, epistemological limits, sexism and anthropocentrism in science, as well as the market forces shaping knowledge production, the SILBERSALZ Conference sheds light on underlying challenges that scientists and science communicators must tackle together.

Conference Day 2: June 23

The SILBERSALZ Science and Media Pitch is one of the highlights of the SILBERSALZ Conference. This innovative pitching forum is open to submissions from scientists, science journalists and media professionals looking to develop their concepts into specialist factual content and interactive experiences.

At the SILBERSALZ Science & Media Pitch and targeted matchmaking sessions, a selection of 15 projects will receive crucial feedback from an international audience of funders, media experts and science institutions and may find their future partners in the field of science or the media industry. In addition to the pre-selected projects, there is a chance to win a surprise pitch slot during the Conference on location.

All information about the conference, confirmed speakers and more will be available in due course on our website: <http://www.silbersalz-festival.com/en/programme/industry>

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CONFERENCE DAY 1: The Science of Love

June 22 from 09:00–18:00

Opening Keynote: *The Science of Love and its relevance for today's world.*

Dr. Helen Fisher, Senior Research Fellow at The Kinsey Institute.

The world's leading expert on human sexuality and romantic love across cultures and human history, Dr. Helen Fisher, will reflect on the current landscape of scientific research into love and the importance of this research to global societies, as well as for her own personal journey in science and science communication.

Chapter 1: BODY– ARE WE PROGRAMMED BY NATURE FOR LOVE?

Is love purely physical, chemical, hormonal? How did it evolve to become part of our bodies? Can scientists harness love, synthesize it and use it for the greater good? Is the science of love and sex influenced by sexism? Three fast-paced ignite talks will address these questions from by drawing on evolutionary biology, pharmacology and bioethics, and feminist philosophy of science. After a moderated panel discussion with the ignite talk speakers, two documentaries revealing love's most extreme emotions will be analysed through the lens of science communication and storytelling.

Chapter 2: MIND - IS LOVE ALL IN OUR HEAD OR ARE WE MAKING IT UP?

Is love all in the mind? If so, can scientific study of the brain unlock all of its secrets? Or is it too ambitious to say we can pinpoint love on a brain scan? In what some have dubbed an age of 'neuroglamour', how much can neuroscience really tell us about love? Two leading neuroscientists will debate the promises and pitfalls of the new sciences of the brain when it comes to explaining love. A case study discussion on a documentary premiering at SILBERSALZ will bring to light the challenges of communicating multidisciplinary research to broad audiences. To close this chapter, we will shift our focus from individual minds to entire societies and the market forces that shape them with a keynote on love, labor and the invention of dating in the 20th Century.

Chapter 3: COMMUNITY – DOES LOVE CONQUER ALL?

How is love shaped by complexifying global societies? How does it intersect with large-scale phenomena of borders, migration, class difference and social justice? Which narrative forms, media and technologies can help us understand and tell the stories of global love? These questions will be explored in a case study discussion, this time on a fictional film, with its director and a leading anthropologist. Moving from the human to the nonhuman, a panel discussion on love and ecology will see biologists and environmental philosophers explore the importance of love stories in an age of global climate crisis. This will be followed by a mini-screening of an award-winning nature documentary that explores the place of love in natural history filmmaking.

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Closing Panel: THE FUTURE OF LOVE

Will scientific and technological innovations change the way we love? A discussion with scientists, technologists, philosophers and artists on cutting-edge research and technologies that are, for better or worse, reshaping our relationships, will close the conference day. Interwoven into the discussion, mini-screenings of documentaries on the intersections of love and robotics, artificial intelligence and platform economies will introduce the audience to their possible future lovers.

CONFERENCE DAY 2: The Science & Media Pitch

June 23 from 09:00–16:00

- 09:00–13:00 Presentation of 15 science projects from scientists and media professionals in a moderated speed pitch format of 4min pitch and 6min audience feedback afterwards.
 - 13:00–14:30 Networking Lunch
 - 14:30–15:30 1-hour pre-matched meeting roundtables with pitching teams.
 - 16:00 Departure
- All times to be confirmed closer to the festival.



The **SILBERSALZ Science & Media Pitch** accepts applications now. Guidelines and more information is available at:

<http://www.silbersalz-festival.com/en/call-for-science-projects>

Submission Deadline:
 15 April 2019

INITIATORS

DOCUMENTARY CAMPUS **Robert Bosch Stiftung**

FUNDERS

hallesaale* mdm Mitteldeutsche Medienförderung mdr

COOPERATION PARTNERS

ATH Burg Giebichenstein Kunsthochschule Halle University of Art and Design FALLING WALLS FOUNDATION HoMe BIOLOGISCHE MERSEBURG KUNSTMUSEUM MORITZBURG HALLE | SAALE KULTUR STIFTUNG SACHSEN-ANHALT Leopoldina Nationale Akademie der Wissenschaften werkleitz

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