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Cover photo: Dave Fleming
What does the Language Centre offer to Oxford students and staff?
It is the University’s language hub, offering teaching across 11 modern languages and in academic English. We’ve recently completely overhauled the modern languages courses, launching the new Languages For All programme last term.

The centre provides everything from intensive short courses to in-depth three-term programmes, with classes running during the day and evening to help people fit them into their schedules. We operate from a dedicated building on the Woodstock Road which is home to modern resources and a friendly community of language lovers.

What do the new courses offer?
We now offer three different types of course, or streams. The General stream includes two hours of teaching a week followed by an intensive course at the end of term, the Fast Track is for those who need to quickly improve their language skills, and the Academic stream is for those looking to develop their professional and research skills.

All of these new courses have been well received – particularly the Academic stream, which now includes courses in Spanish and Russian. Our Fast Track learners have reported that having two classes a week is helping them to make all-round progress.

Are the courses designed for staff or students?
Both! They’re designed to be flexible and work around the timetables of both students and staff. Those in professional roles may find our General stream fits in with their schedules, while researchers are likely to benefit from our Academic stream. We also work closely with faculties, departments and colleges to host bespoke events and workshops – and to make sure that our courses meet everyone’s needs.

Are colleagues often concerned about the commitment needed?
Learning a language is a little bit like taking on a new exercise regime – we know that it is good for us but it can be tricky to maintain the momentum beyond the initial desire. However, the Language Centre has a personalised approach, and we have different levels of learning that work around you – so come and have a chat with us to find out how we can help make it manageable.

What are your plans for the future?
We’re working hard to develop the Language Centre’s presence on the Oxford map. Aside from Languages For All, we’ve been working on our academic English offering for those who have English as a second language. As part of the wider Academic Administration Division we’re also investing in our professional development and improving our systems and administration – so there’s a lot going on. The University is an international institution, and it’s rewarding to work somewhere that cultural and language exchange can have such a meaningful impact for so many individuals.
WELCOME TO
REGISTRAR GILL AITKEN

Registrar Gill Aitken joined the University in September 2018 after 25 years in Whitehall as a government lawyer, most recently as Director General and General Counsel at Her Majesty’s Revenue and Customs (HMRC). After her first term in post she speaks to Shaunna Latchman about what she has learned so far and her plans for the future.
I spent much of my first term listening and visiting colleges, departments and divisions. I want to understand how people feel about the University: what do they care about? What are they proud of? And where would they welcome change?’ explains Gill.

‘Common themes are emerging – there’s a real appetite for better communication and collaborating more across the University. It’s very encouraging that people are so eager to get involved. The Focus Programme is developing ideas for streamlining and improving business processes and training people to carry out the improvements, but people have other ideas and the determination to tackle many other issues too.’

The Registrar is the University’s senior administrator, so people and their development are at the core of Gill’s plans. ‘Administrators are working incredibly hard. It’s crucial that colleagues have the space and capability to deliver the myriad activities that the academic University needs to thrive. I want to ensure that people can develop and share their professional skills, structuring their careers to give wider and more varied experience – for example, through secondments and training programmes. This will enhance skills and also build understanding of how the different parts of the University work.’

During her time as the Civil Service Social Mobility Champion for the Professions, Gill offered new routes into highly skilled, professional roles by sponsoring people through apprenticeships, degrees and professional qualifications. Her commitment to people has been a focal point throughout her career and continues here at Oxford.

Gill sees her role as being pivotal to ensuring that the University is as effective as possible in supporting the academic mission. Having led most corporate functions, such as IT, Estates, Personnel, Procurement, Communications and Finance services, she knows that improvements can only be made when the professionals providing those services are valued and nurtured.

This is reinforced by her recent appointment as a Companion of the Order of the Bath on the 2019 New Year’s Honours List – awarded for her services to taxpayers and social mobility while Director General, General Counsel and Solicitor at HMRC.

Although fairly new to the role, Gill is no stranger to the University. ‘It is an absolute delight to return to the university I studied at, and I was thrilled to be elected as a St Hugh’s Fellow (my college as a student). Many things remain the same: the buildings, and pride in the excellence of our education and research, but the University has also changed in important ways. I am impressed by the investment and emphasis on doing fabulous research and then celebrating and translating it into the outside world.

‘Being a world leader in both the sciences and humanities means that academics here mingle and develop ideas which might cure disease, teach machines to learn, or inform how we think about current events through the lens of history, literature or the ancient world: this offers wonderful opportunities to collaborate and contribute globally.’

Gill explains that we are supporting these endeavours through our commitments in the Strategic Plan. ‘The University is determined to enable the academic mission to flourish. One example is building accommodation to house our growing numbers of students and staff, allowing their experience at Oxford to be as positive for their personal lives as for their academic and professional development – while also ensuring that our growth isn’t burdening the city.

‘Another example is our commitment to widening participation. There is much thinking and planning about encouraging talented students from all backgrounds to apply to study here, so that our students reflect the make-up of our society and can all benefit from belonging to a vibrant and diverse community.

‘We need to show the outside world – we’ll announce our access plan later this spring – how much we value all students, whatever their background. These are dynamic and important developments – it’s a really exciting time for me to join.’

Clear and passionate, Gill is clearly committed to helping the University achieve its ambitious and inspiring vision for the future.
Taking the Pulse of Mars

Ruth Abrahams, Media Relations Manager (Research and Innovation), explains Oxford’s involvement with capturing the first sounds ever recorded directly from Mars
Dr Neil Bowles, from the Department of Physics, says:

‘The InSight SEIS-SP seismometer is one of the most sensitive and challenging instruments we have worked on for spaceflight in Oxford. After launch in May and successful instrument checks during the cruise to Mars, the team were absolutely delighted to witness the landing. We’ve shown that a traditionally delicate scientific instrument is capable of being launched on a rocket and the next challenge is to see how it behaves on the surface of the planet.’

‘With our partners at Imperial College London, STFC RAL Space and the UK Space Agency, getting the SEIS-SP seismometer assembled and qualified for flight has been a significant effort. After nearly a decade of preparation, building and testing we are incredibly excited that the science can now start.’

The stakes for successfully landing InSight were astronomically high, unlike the odds. The current record for Mars missions is 25 failures to 19 successes.

So, on that tense November evening last year, Dr Neil Bowles gathered with colleagues from Physics, the UK Space Agency and members of the public for a live screening of NASA’s landing coverage. The moments before landing is described as ‘seven minutes of terror’. No wonder. The spacecraft has to slow down from travelling at 13,000 miles per hour to 0 mph in seven minutes.

InSight landed near the Martian equator, in a region called Elysium Planitia, an ancient lava flow. Matt Golombek, a geologist on the InSight mission, explains why Mars is the perfectly sized planet to discover its early formation secrets: ‘Earth and Venus are so large and so active they’ve destroyed their early history. They’ve resurfaced, and they’re really mostly young rocks on the surface. ‘On the other hand, the Moon and Mercury are too small and they have very old surfaces but nothing young. ‘But Mars is just big enough that it’s had geologic activity throughout the entire history of the solar system – and that’s the only place we have that is like that – making it ideal.’

To tune into the sounds of Mars and find out more about Oxford’s role with InSight see: www.ox.ac.uk/news/science-blog/tuning-sounds-mars

To follow developments of Insight, including podcasts, videos and pictures see: https://mars.nasa.gov/insight

NASAs InSight mission is led by Dr Bruce Banerdt at NASA’s Jet Propulsion Laboratory, the SEIS instrument is led by Professor Philippe Lognonné of the IPGP, Paris, and the SEIS-SP instrument is led by Professor Tom Pike of Imperial College London. The UK team is supported by the UK Space Agency.
Susannah Wintersgill, Head of Communications and Marketing at Oxford University Gardens, Libraries and Museums (GLAM), shares details of Multaka-Oxford, a two-year project at the History of Science Museum and Pitt Rivers Museum.

The project involves the two museums working in partnership with local organisations such as Asylum Welcome and Refugee Resource to provide inclusive volunteering opportunities for forced migrants.
**Multaka –** which means meeting point in Arabic – aims to bring different perspectives to the presentation and interpretation of objects in two collections: *Islamic Astronomical Instruments* at the History of Science Museum, and *Textiles from the Arab World* at the Pitt Rivers Museum – a collection recently donated by Jenny Balfour-Paul. It also offers people who have recently arrived in the UK the opportunity to practise their English, learn new skills and gain work experience.

Funded by the Esmée Fairbairn Collections Fund, the project currently has 26 volunteers, who have recently arrived from Syria, Egypt, Iraq, Zimbabwe and Sudan, working alongside a four-strong project team.

At the History of Science the volunteers are running guided tours of the collection in Arabic, while at the Pitt Rivers they are helping select and label objects for the *Textiles from the Arab World* exhibition, which opens in April. Both museums are actively involved in collections research and documentation, organising events and managing social media.

Since May 2018 the volunteers have given more than 500 hours of their time, and their contributions have helped bring new insights to the collections and attract new audiences. In November a Multaka event, programmed and run by the volunteers, attracted over 1,000 visitors, with people queuing down Broad Street to attend.

‘The feedback from this event showed just how much people enjoyed hearing the guides talk personally and with such a connection to the objects,’ says Rachel Harrison, Volunteer and Community Engagement Co-ordinator. ‘The volunteers’ skills in language and culture is such a benefit for the museums.’

The collaboration has also proved rewarding for the museum staff. ‘Working with the volunteers has transformed our practice,’ adds Rachel. ‘It’s made us reflect on how we can be more inclusive in everything we do.’

But the benefits of Multaka run much deeper than this. Key to the success of the project has been a focus on what people want to gain from volunteering as well as on the skills they can bring.

‘Our long-standing partnership with community organisations means we’ve developed a good understanding of the role museums can play in supporting social inclusion,’ explains project manager Nicola Bird. ‘The project not only offers practical support such as on-the-job training, but also personal support such as providing a sense of inclusion.’

The next six months promise to be a whirlwind of activity. More volunteers are coming on board, guided tours are being set up at both museums, a new exhibition launches in April at the Pitt Rivers followed by a public event in May, and the project team will also be mentoring colleagues at two other museums.

But it is the day-to-day working with the volunteers that remains the beating heart of the project. ‘What I really look forward to is the time I spend with the volunteers – watching them lead tours, talking with visitors about objects, or working in the research room with gloves on and heads down,’ says Rachel.

And for the volunteers too, the opportunity to work alongside people from different cultures and share experiences has proved hugely rewarding. As Abdullah ALKhalaf, a Syrian volunteer, puts it: ‘Here at the museum we see we share a human history and culture. We see we are similar. The museum really is a multaka, a meeting point for culture.’

Find out more about the project at https://multaka-oxford.tumblr.com
Dr Victoria McGuinness provides insight into her Business Manager role with the University’s TORCH (The Oxford Research Centre in the Humanities) team

Led by the TORCH Director, Professor Philip Bullock, and working very closely with the Associate Head of Research, Professor Dan Grimley, Knowledge Exchange Champion, Professor Wes Williams, and International Lead, Professor Johannes Zacchuber, TORCH is the Humanities Division’s vehicle supporting hundreds of researchers each year in their interdisciplinary research networks and wider engagement activities.
‘My job is brilliantly complex and exciting – I am still thrilled I got the job of Business Manager, even after five years of doing it,’ says Victoria. ‘I am not sure how many people can say that – and it is because of all the great people I work with.

‘A typical day for me involves interacting with lots of researchers and potential partners; providing a warm welcome to all is essential to TORCH’s operational culture. We are a small team with lots of communication and engagement skills and we use these to support the research community.’

Victoria and the team help everyone from early career researchers struggling to understand the range of funding opportunities available, to senior researchers wanting to explore public engagement opportunities. External organisations often make contact to find out how they can engage with humanities researchers.

‘Each person brings new ideas and the opportunity for potential partnerships and collaborations,’ Victoria explains. ‘Working on innovative ways to support these ideas is what we strive to do through our website, through funding and – most importantly – through our in-kind support for researchers.’

Previously, Victoria spent seven years working at the Ashmolean Museum, involved with capital redevelopment and new exhibitions. She also worked with education teams from across all the University museums. ‘Witnessing them reaching out to new audiences will always remain with me – they are at the heart of what museums do. I really enjoyed my work so it took something very special to entice me away.

‘When the TORCH role was posted, I was drawn to being a part of this new and exciting venture. I particularly liked the idea of investigating different ways of communicating and engaging with humanities research.

‘I am grateful every day that the Humanities team chose me for the role – and for how they always support me and my ideas for collaboration.’

Since its creation in 2013, TORCH has worked across disciplinary boundaries, and supported research in areas of diversity and inclusivity at more than 2,000 events.

‘A recent public event involved working with Projection Studio, the large scale projection and sound artists who worked on the 2012 Olympics. As part of the national Being Human Festival and the local Oxford Light Festival, we created a late night event Victorian Light Night in the front area of the Radcliffe Humanities and Maths buildings.’

Collaborating with Professor Sally Shuttleworth from the Faculty of English, a five-minute film was created based on the research from Diseases of Modern Life (an ERC funded project), which was projected onto the full height of the Radcliffe Humanities building and played throughout the event – enticing around 2,500 people to engage with University research.

‘This event helped to demonstrate that the public are interested in humanities research, and also created audience evaluation material for the researchers. This is one of the ways in which we support researchers from the Humanities and other divisions.’

When asked what is on the agenda for 2019, Victoria replies, ‘As always we’re keen to hear from researchers at all career stages to learn more about their projects and how we could potentially work with them.

‘Each year we have a headline theme – for 2019 it is Humanities and Performance, so we are particularly interested in hearing from researchers whose work is relevant to this.

‘Additionally, if there are any researchers interested in public, policy or business engagement or developing research networks, please visit our website and sign up to the TORCH newsletter for updates on the range of opportunities for funding and engagement – or contact me to find out more.’
Laurence Garfield, who joined the Public Affairs Directorate in September 2018 as Local Government and Community Relations Officer, talks to Annette Cunningham about his return to Oxford after working in a public affairs role in London

What attracted you to the post in Oxford?
Joining the University is like coming home for me. I grew up in Oxfordshire, on and off, and studied as an undergraduate at Oxford Brookes. After six years at a public affairs consultancy in London, I wanted a role that combined my background in policy and communications with the chance to campaign for major organisation at a time of rapid change. What better place than here?

How does the University work with the local community and why is that important?
We undertake a huge amount of public engagement and this is something I want there to be a better understanding of. From GLAM’s fantastic work with local schools to the Medical Sciences Division’s patient and public involvement in research, we have a lot to be proud of. That said, it is essential to challenge the lingering perception of the University as being separate from the local community. The University is accessible to our neighbours and this needs more awareness and recognition.

Can you give some examples of how we help community groups?
The Community Grants Fund is one way we directly benefit local groups and organisations in many different ways. The last round of grants in November included funding to help a primary school grow its library, a group provide outdoor activities for child refugees and support for an exhibition of artwork by Homeless Oxford. The grant also helps fund Oxford Open Doors, a proven way of encouraging more people into our buildings and connecting with our academics.

Volunteering is another aspect of our relationship with the community. The University is well represented by students and staff giving their time for a good causes. I’ve also received great feedback about the pilot College Space Sharing scheme. A partnership with the city council, it allowed arts and community organisations to submit requests for free space in participating colleges for rehearsals, talks and meetings. The pilot ended in 2017 and bringing it back is proving popular in conversations. I’m eager to reinstate and expand the scheme later this year.

What does your local government role involve?
With the University being a key player in the regional economy and a part of the physical fabric of so much of Oxford, maintaining a good relationship with the local authorities is essential. The changes that will be delivered through the Strategic Plan underline this further, and I see myself acting as an ambassador for the University with councillors and officials. Alongside this, I interact with local authorities on day-to-day issues, including requests for assistance and sharing information.

How can you help teams across the University?
With so much going on it can be difficult to know who to talk to about involving external partners in a project. I can play a co-ordinating and opportunity-spotting role, helping to give our public engagement even more of an impact.

How can others help you?
Please do keep me in the loop and let me know about community engagement activities. Additionally, we’re planning a revamp of the Local Community pages of the University website and need new content to showcase our public engagement and highlight the numerous opportunities on offer to the public.

What do you most hope to achieve in your new role?
I want people – be they residents, councillors or voluntary groups – to feel that the University is approachable, actively involved in the life of the city and, above all, a valued member of Oxford’s community.
Oxford Women

Suffrage
Oxford Suffrage

The centenary of women’s suffrage was widely commemorated in Oxford in 2018, highlighting the particular role of the University and the city in the campaign. Oxford cultivated lively suffrage circles and willing audiences for feminist speakers and activists, as well as a variety of suffrage societies.

Oxford’s history of feminist activism goes back to at least 1878 and the founding of Lady Margaret Hall and the Association for Promoting the Higher Education of Women. By 1893 Oxford had four women’s colleges, and by 1909 there were suffrage societies at St Hilda’s, Lady Margaret Hall and St Hugh’s.

Professor Senia Paseta, Fellow in History at St Hugh’s and co-Director of Women in the Humanities, has created a timeline and a set of leaflets to help commemorate the 100th anniversary of suffrage which are designed to outlive the centenary. A few extracts are included below:

Emily Wilding Davison (1872–1913)
Davison studied at Royal Holloway College and St Hugh’s Hall. She achieved first-class honours in English in the Oxford University exam for women, but could not graduate as Oxford degrees were closed to women. She worked as a teacher and governess and became one of the most active members of the militant Women’s Social and Political Union. Involved in many forms of militancy, she is best known for her death at the Epsom Derby in 1913, where she was fatally injured by the King’s horse.

Agnes Maitland (1849–1906)
A women’s education campaigner and author, Maitland was appointed Principal of Somerville Hall in 1889. As a committed suffragist, she allowed the Oxford Women’s Suffrage Society to hold its first public meeting at Somerville and remained active in the society.

Jessie Payne Margoliouth (1856–1933)
Margoliouth was a Syriac scholar and a founder member of the Oxford Women’s Suffrage Society which launched from the home she shared with her suffragist husband, Professor David Margoliouth, and 88 Woodstock Rd remained central to the Oxford movement.

Clara Evelyn Mordan (1844–1915)
Despite having little formal education herself, Mordan became a major supporter of women’s university education after reading a paper on the subject by Annie Rogers. The endowment of a scholarship and her subsequent bequest to St Hugh’s made her the most important female benefactor of women’s education in the period.

Eleanor Rathbone (1872–1946)
A Somervillian (1893–96), Rathbone supported the establishment of a University League for Promoting the Political Education of Women which would train women to organise for citizenship and suffrage. Rathbone became a city councillor in Liverpool in 1909, succeeded Millicent Fawcett as president of the (renamed) National Union of Societies for Equal Citizenship in 1919, was an independent MP from 1929 and was a pioneer of family allowances.

Margaret Robertson (1882–1967)
A student at Somerville, Robertson left Oxford with first-class honours in 1904, before becoming a teacher and a suffrage activist. She was a permanent organiser for the NUWSS and a prolific public speaker for feminist, socialist and peace causes before becoming a local councillor.

The timeline and the leaflets are available to download on the Women in the Humanities website at https://wih.web.ox.ac.uk/history-in-oxford
Meghan Lawson, Policy and Communications Officer with Personnel Services, talks to two members of staff about their experience of using My Family Care, a staff benefit for University employees which provides information, advice and support for working carers.
Jennie Bumfrey leads a busy life as Head of HR in the University’s Department of Oncology. Last year, in the midst of juggling meetings, projects and her team, Jennie was confronted by a further challenge: helping to care for her ageing parents. Her experience points to a growing trend, with three out of five of us having caring responsibilities at some point in our lives. Carers UK report, that there are approximately 7 million carers across the country, a figure expected to rise to more than 9 million over the next decade. To help staff deal with the diverse needs of their own family alongside their working life, the University has partnered with My Family Care to provide free advice and information.

To sign up for My Family Care you just need your Single Sign On and your employee number – available on your payslip or through HR Self-Service

When Jennie’s father developed severe dementia, her mother struggled to cope with his increasing care needs – so Jennie stepped in. Added to the emotional and physical strain was the challenge of distance: with Jennie’s parents living three hours from Oxford, the frequent lengthy commute complicated matters further.

Needing support to find the right care solutions and help with balancing the competing demands of work and family, Jennie decided to speak to My Family Care. They put her in touch with the diverse needs of children, dependent adults, elderly relatives and people with disabilities. My Family Care also offers a wealth of resources for working parents. Their online portal, the Work + Family Space, offers a large library of downloadable guides and webinars about parenting topics – everything from teaching young children to listen, to advice about setting boundaries for teenagers.

Gillian Morris, Assistant Registrar in the Medical Sciences Division, turned to My Family Care for help with her child’s sleeping difficulties. The daily battle persuading her 6-year-old to go to bed was affecting the whole family.

After completing a simple online form detailing her situation, Gillian was pleasantly surprised to receive an email back just a few hours later. The message provided contact details for a relevant expert and the available times for a discussion – flexible to include weekend and evening slots. She arranged a call for a Sunday morning for herself and her partner.

‘It was all really straightforward,’ says Gillian. ‘Our expert talked us through everything, gave us practical advice and followed up with a comprehensive email and also even invited us to call to follow up with her any time. Speaking to someone with expertise gave us the confidence to action her suggestions, and I am pleased to report that we are now back on track with bedtime!’

My Family Care can also help with personal development and mindfulness. Sign up today to find out more.

Finding balance between work and family life has become a common goal. Find out how My Family Care might be able to assist you to do so at www.admin.ox.ac.uk/personnel/staffinfo/benefits/family/mfc

More than 700 staff have already signed up for this benefit, which can assist with caring at all stages of life, including needs of children, dependent adults, elderly relatives and people with disabilities. My Family Care also offers a wealth of resources for working parents. Their online portal, the Work + Family Space, offers a large library of downloadable guides and webinars about parenting topics – everything from teaching young children to listen, to advice about setting boundaries for teenagers.

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As recently as 30 years ago, doctors and scientists questioned whether a baby’s nervous systems was mature enough to generate the experience of pain. Consequently, pain relieving medication was not always given to babies during surgical procedures.

“There was a historical misconception that babies may not be able to feel pain because their nervous system was immature,” explains Professor Rebeccah Slater. This practice was challenged in 1987 but, although it is widely accepted that premature babies do feel pain, essential medical procedures such as intubation, injections and blood tests are often still performed in babies without adequate pain medication.

Established in 2013, the Paediatric Neuroimaging Group – a multidisciplinary team of 16, led by Rebeccah as Professor of Paediatric Neuroimaging – brings together scientists, clinicians and engineers to further our understanding of early human brain development, specifically in infant pain. The group is based in the Department of Paediatrics at the University of Oxford, and is situated in the Women’s Centre in the John Radcliffe Hospital.

The average baby in neonatal intensive care experiences around 10 medical procedures every day – up to 50 if born extremely prematurely. Without language it’s difficult to know what causes pain and how medication helps. For example, applying a local anaesthetic cream may reduce pain, but the baby may still cry because they are distressed by the procedure.

Pain manifests in the brain and in adults this is normally associated with changes in cortical brain activity. Assuming this is also true for infants, the group hopes that measuring changes in pain-related brain activity will provide a better understanding of how pain experience develops in babies.

They also measure other behavioural and physiological changes, such as facial grimacing, limb reflex withdrawal and changes in heart and breathing rate. A core goal of the group is understanding the relationship between these different measures and how these responses develop in early life.

Parental bonding is a big concern for these infants who can spend weeks in incubators having regular daily tests. A recent study by the group focused on gently stroking the babies before a blood test. Professor Slater explains that adults find having their skin stroked at about 3 cm per second is pleasurable and report that it can reduce their pain experience.

When Deniz Gursul, a DPhil student in the group, stroked babies at this rate she found that it significantly reduced the amount of pain-related brain activity.

Above: Deniz Gursul is demonstrating how infant brain activity can be recorded in response to tactile stimulation – in this case with a baby doll.
The work carried out by the group is directly translational the staff and students have a massive range of different skills and the teams work together extremely closely. Every single person in the group is so dedicated and motivated because they care so much about the questions they are asking.

Rebeccah Slater, Professor of Paediatric Neuroimaging

generated following a blood test. Professor Slater continues, ‘Better understanding of the neurobiological underpinnings of techniques like infant massage will allow us to improve advice to parents about comforting their babies.’

Engaging with parents goes beyond the neonatal unit for the group. The Wellcome Trust has funded a programme that allows the group to host five public engagement events each year. This covers anything from visiting schools and attending science festivals to presenting talks to lay audiences, specialist interest groups or parents with premature babies.

The team members also work with artists to create animations, brain models and graphical images to showcase their work to different audiences. They recently created a mother and child sculpture that shows the different parts of the brain that are activated when a child feels pain – and how an adult differs.

The concept of teamwork goes further than this research team; support from charitable foundations, such as BLISS and the Wellcome Trust, creating a cohesive environment with the doctors and nurses in the hospital and making parents an integral part of their studies has provided a solid base for the group, which in turn has helped them to measure the pain-related brain activity in infants and to use these measures in clinical trials – ultimately helping to soothe pain for future generations of babies.
As part of Oxford’s campaign to highlight the breadth of its research in artificial intelligence (AI), Lanisha Butterfield speaks to Dr Natalia Efremova, Said Business School’s Oxford Future of Marketing Initiative, about the impact AI is having on marketing

How can AI be used to improve consumer marketing?
Whether they are targeted online, over the phone, through the post or face to face, most people find marketing incredibly annoying. Better understanding people’s consumer habits helps us make the experience more engaging and enjoyable, so you really do see what is relevant.

The key to great marketing is understanding consumer behaviour and the people who buy your products. Neural network-based applications can help us understand what affects people and influences their buying decisions.

With people’s consent we can analyse their behaviour using a variety of devices to understand what they want and to make the shopping experience more interesting, engaging and generally better for them.

How does your research support these aims?
I am working on a project that uses neural networks – systems by which algorithms can work together to process information – and biometrics to understand the mechanisms that capture people’s attention and affect their shopping behaviour.

Online shopping is a key consumer environment now, but a lot of time and money can be wasted on online marketing. People tend to scroll through pages so quickly that it can be hard to track what they are actually looking at and therefore target shoppers accurately. AI allows us to track their gaze and see where their eyes fixate and what they are browsing online on their phones. What do they look at and what attracts their attention when they are browsing?

How did you come to work in AI?
I don’t think there is anything more exciting than AI, although when I first started working in this area back in 2002 it wasn’t nearly as popular and widespread as it has become.

I have worked in a number of AI fields, including natural language processing and computer vision. But my main work now focuses on applying neural networks and deep learning to marketing problems, using computer vision tools such as face recognition, emotion recognition and biometrics to support development in consumer marketing.

What are the biggest public misconceptions about AI?
I believe that people really think that AI is this ‘magic black box’ that can do anything on its own, which just isn’t true. The truth is, there are a number of different forms of AI, which are tools that can be applied to different situations but are dependent on and driven by data.

I think people tend to misuse AI technology – in my opinion it is best used on a large scale for social good, particularly for supporting sustainability goals. In addition to my work on marketing and AI, I try to collaborate with peers in the School of Geography and the Environment and the Department of Computer Science. We work on projects that use AI to improve the environment, and our understanding of climate change, and help prevent species extinction.

For example, we are developing software that can make freshwater source predictions, shedding light on areas that are at risk of droughts and episodes of extreme weather.

Read more about Oxford’s work in AI at ox.ac.uk/ai and look out for future campaigns on quantum computing and building a sustainable future.
Focus describes a mind-set – one that creatively, actively and collaboratively seeks out better ways – and a skill-set to help bring things to fruition.

To enable self-sufficiency in improving processes – rather than relying on outside input – Focus is investing in developing process improvement skills within the University’s staff community. This offers career development and helps ensure these skills are retained locally in the longer term. To date, eight members of staff have completed 14 days’ training to become Continuous Improvement Practitioners, and a second cohort of practitioners has been recruited, to begin training in January. Training is also being developed for senior and operational leaders.

Practitioners will be seconded to work within a department or service area to ensure that local staff are fully involved in improving their own processes. The Practitioner contributes process improvement and engagement techniques, while staff bring their in-depth understanding of process and customer needs.

If you are interested in becoming a Continuous Improvement Practitioner and want to find out more about the role, please email focus@admin.ox.ac.uk.

For further information please see: www.ox.ac.uk/focus. If you would like to contact us with a personal query or on behalf of your department, please email focus@admin.ox.ac.uk.
Dr Sarah Griffin, Research Assistant with the Oxford Internet Institute, describes her favourite artefact in the History of Science Museum

**Crucifix Dial by Adriaan Zeelst**

What I find so fascinating about this pendant, as a medieval art historian, is how this small object manages to combine some of my favourite types of artefact into one: a scientific instrument, a piece of jewellery and a reliquary.

When first seeing the faint image of the Crucifixion on this gilt-brass cross, you can imagine it hanging from the neck of a wealthy clergy member as he slowly thumbs away the once-defined lines of the engraving.

Beautiful as the crucifix is, the numbers that run down its sides indicate that this is not solely an ornamental pendant but, in fact, far more complex. When propped open by a brass arm, the crucifix transforms into a standing dial and reveals a scale of latitudes that was previously accompanied by a compass. The pendant serves as a precious reminder of just how significant scientific instruments were to many religious practices, such as the calculation of prayer times.

When open, a small compartment is revealed, which is likely to have once held a relic: a piece of a saint's clothing or a fragment of their body – yes, a real body part! Also inside is an inscription telling us it was made in Leuven by Adriaan Zeelst, an instrument maker who wrote a treatise on the astrolabe in 1602 with the mathematician Gérard Stempel – a beautifully illustrated copy of which is in the museum.

You can find out more information about the crucifix dial on Cabinet, an online platform of Oxford's collections: https://www.cabinet.ox.ac.uk/index.php
Sarah Loving (writing as S L Powell), Communications and REF Impact Support, MPLS Division

Visible Ink is my second published children’s novel, written for 7 to 11 year olds. It deals with bullying but not the obvious sort – I wanted to write about the more subtle matter of bullying by someone you think of as a friend.

Alex, the boy at the centre of the story, finds a pen which writes the truth even when he doesn’t want it to. It tells him uncomfortable things about Lennie, the boy he considers his best friend. At first, the pen turns Alex’s life completely upside down, but ultimately it helps him change it for the better.

The inspiration for the story came unexpectedly whilst walking to work. I spied a pen lying on the path and instead of stepping over it, I picked it up and began wondering about its owner. Almost immediately, the story of Visible Ink arrived from nowhere as if it had fallen out of the sky – it was a really strange experience. I now understand why poets used to believe they had a muse who gifted them their poems!

Getting published was partly luck and partly persistence. It helped enormously that I got encouragement with my writing from others – including local children’s book illustrator Korky Paul. Taking redundancy from a job in 2010 also meant that I suddenly had time to concentrate on my writing. However, I wrote several things that were rejected before my first book, Fifty Fifty, was published in 2011.

Visible Ink is available from bookshops and from online booksellers in paperback or Kindle format.

Michaela Livingstone-Banks, Public Engagement Facilitator, MPLS Division

In my spare time I enjoy nail art which involves painting or creating designs on your fingernails. I started in 2012 after stumbling across videos on YouTube and being blown away by people’s ability to create such tiny works of art. I didn’t think I’d ever be able to master it as I can’t draw very well. However, armed with a tiny brush and lots of determination I used online tutorials to learn how to paint some basic designs. Since then I have discovered all sorts of tools and techniques and I particularly like creating images that span several nails. It takes quite a lot of concentration but when things turn out well it’s very satisfying.

I enjoy taking inspiration from around me, including the work of scientists at the University. I’ve started working on a social media project called Nailing Science that I hope to launch shortly. I’ll be filming myself talking to researchers about their work, while painting a related research-inspired design on their nails.

People often comment on my own nails and are shocked when I reveal I have painted them myself. It takes from 20 minutes to two hours to create a set, so I usually only find the time to do it once every couple of weeks. My designs have included everything from flowers and copies of famous masterpieces to comic book characters and band logos. The only limit is your imagination – and the size of your nails.
Catarina Vicente, Public Engagement and Communications Officer, MRC Weatherall Institute of Molecular Medicine

Until I discovered amigurumi (the Japanese art of knitting or crocheting small, stuffed objects) crochet summoned up images of old-fashioned tablecloths and granny-style squares adorning the backs of sofas. However, it is now the medium I use to craft cute toys for friends’ children or produce an occasional complex creation – such as a woollen space shuttle.

Recently this crafting skill came in handy at work on a project with the Wilkie group, a research laboratory that studies the genetic basis of a disease called craniosynostosis. The skull bones of children with this condition fuse together too early, limiting their brain growth. We wanted to develop a prop for a science festival to demonstrate how brain growth requires space between the skull’s bone plates. However, bespoke rubber brains turn out to be a lot more expensive than you might think!

After speaking with a prop developer we came up with a cheaper solution that utilised my amigurumi skills. We cut a plastic skull into the correct sections and I then crocheted a brain to fit inside it, with enough elasticity to enable it to expand when a balloon was inflated inside it using a hand pump. It was a challenge, but very rewarding to see festival visitors instinctively grasp the research with the help of this visual aid.

I’ve not yet added crocheting to my CV as a work achievement – but I do now have a whole new appreciation of the term ‘transferable skills’.

Andrew Carslaw, Web Officer, St John’s College

My first memory of the power of film is arriving home after fishing with my father, catching the end of Jaws on TV and being totally captivated. Soon after this I developed a fascination with the filmmaking process. However, it wasn’t until I had children that I got involved and made my first short film (shot in the Physics Department). It was reading stories to my daughters and watching them world-building that helped to unleash my own creative side.

I’ve been making low-budget short films ever since. It is important to try different things on each project and my latest film Emmi was perhaps my most challenging yet – a difficult subject and almost no budget. Emmi is the first film I have taken to a festival and to date it has been selected at over 30 international film festivals and won several awards. It’s amazing to think it was often competing alongside last year’s Oscar-winning short The Silent Child.

During these festivals I met many interesting people and my pull towards short film, and the stories they want to tell, increased. Oxford does already have an international film festival but I felt the city would benefit from one dedicated purely to the art of the short film. Thanks to the help of St John’s College, I am running the inaugural Oxford International Short Film Festival on 23 March. I hope to showcase at least 40 short films of various genres and I encourage any film and filmmaking fans to come along.

Festival details are available at: www.oxisff.co.uk
What do you like most about being part of the University?
That has to be the diversity of the talent. Stick your head into any student common room, and you’ll find a team of people who together can make anything. In the last two years I’ve worked with others on an anatomy teaching application, an AI system to combat fake news, a satellite system to map routes by safety and I am now in a team of four attempting to tackle the youth unemployment crisis. Oxford is very much made by its diversity of thought, perspective and talent.

Tell us a little bit about the AI Society and your role
The AI Society provides a platform to educate, build, connect and employ an AI community across the University and, hopefully one day, the world! The society focuses on education, research and careers and recruitment as well as creating an AI community. We have a philosophy where 50% of our time is spent working on our official role, the other 50% on helping the rest of the team. Officially I manage the society’s PR but I’m also working to set up a new AI outreach summer school for A-level students.

What is your proudest achievement since being at Oxford?
Probably becoming the youngest National Health Service Clinical Entrepreneur Fellow in the country! I joined the NHS programme designed for qualified doctors during my first year of study at medical school. The program has provided amazing opportunities including attending the House of Commons for the reception of the UK Life Sciences Industrial Strategy and accompanying the NHS National Clinical Lead for Innovation to meet with the Finnish healthcare technology delegate at the British Embassy in Finland.

What has been your biggest challenge at Oxford?
Probably my background: I was a state comprehensive kid that spent two hours on the bus every day to get to school, but considered myself very well off compared to others. To be flagged on four of the seven contextual data measures that Oxford used for screening candidates in 2016 puts into perspective the issues Oxford has with undergraduate admissions. While I’ve made a lot of great friends from all sorts of backgrounds, there are many cultural expectations that involve spending a lot of money (attending balls being a prime example). It can occasionally make day-to-day life quite frustrating. However, my background has also been one of my greatest motivators – driving me to do as much as I can with the opportunities on offer.

What do you hope to do once you have completed all your studies?
I’m looking to complete a master’s and a PhD so it may take ten years in total! However, I plan to combine part-time clinical practice with entrepreneurial work on medical technologies. I believe that having a computational background in medicine is essential for the modern age, and health data science is a hotbed for innovation. At Oxford, I’ve also met my ‘dream’ start-up team – we’ve won every hackathon we’ve entered and I fully intend to keep working with them long into the future.

Odhran O’Donoghue
Neurtum.photo
Subscriptions, subsidies and pressure on platforms: media trends in 2019

Subscription and membership models will become the key revenue focus for the news industry this year, according to a new report from the Reuters Institute for the Study of Journalism at Oxford University. Quality news will need to be further subsidised, while use of social media will decline among news outlets and social media users alike. These are the findings in the annual 'Journalism, Media and Technology Trends and Predictions' report for 2019, a survey of 200 media executives, senior editors and digital leaders across 29 countries.


Oxford Foundry Impact Report 2017–18

The Oxford Foundry's first annual review, issued in January 2019, highlights how the University's new centre is intent on making entrepreneurship, and mostly entrepreneurial skills development, as diverse and inclusive as possible. Over the period of the report it has welcomed 2,500 members from all colleges and divisions, delivered an average of four workshops per week and supported 27 start-ups with £600k worth of expert learning, creating 29 jobs globally and raising a total of £1.2m worth of funding.

View the report at https://issuu.com/oxfordfoundry/docs/oxfo_impact_report_2017-18

Help reduce plastic waste

Refill Oxford, part of a national campaign, is committed to making it easier than ever to ditch single-use plastic bottles. To help encourage people to buy fewer plastic water bottles, Oxford now has a network of nearly 150 Refill stations across the city, including cafés at the Biochemistry and Andrew Wiles buildings. The University’s Environmental Sustainability team encourages you to fill up your water bottle for free at venues taking part in the scheme which display a blue-branded Refill sticker on their door or window.

Find out more at https://www.refilloxford.org

Oxford among 100 top LGBT inclusive employers

The University has been named as one of the UK’s most inclusive employers for lesbian, bisexual, gay and transgender staff (LGBT) by the charity Stonewall. Oxford University has long been a proud member of the Stonewall Diversity Champions programme and is an active supporter and participant in national LGBT awareness activity including LGBT History Month, Oxford Pride and a LGBT Role Models Programme. This is the first time that the University has placed on Stonewall's Top 100 Employers List – an encouraging sign that the ongoing time and resources being invested in becoming more inclusive and accessible is taking effect.

Find out more: www.stonewall.org.uk/uk–workplace–equality–index
NEWS

Latest step towards world’s largest telescope

A cutting-edge instrument developed by scientists at the University of Oxford has passed critical tests and gained a powerful adaptive optics system. Oxford engineers and scientists leading the project to build HARMONI are celebrating after it successfully completed the Preliminary Design Review. The process assessed the design of the instrument’s optics, mechanics, software and electronics. HARMONI – one of the biggest global science collaborations in history which includes an £88 million investment by the UK government – has been designed by a team led jointly by the University of Oxford and STFC’s UK Astronomy Technology Centre. It will provide the European Southern Observatory’s telescope with a sensitivity that is many hundreds of times better than any current telescope of its kind. By completing this vital step, the instrument can progress to the detailed design phase, aiming to be ready for remarkable observations of astronomical objects in the mid 2020s.

Find out more: www.ox.ac.uk/news/2018-12-20-latest-step-towards-world%E2%80%99s-largest-telescope-will-observe-%E2%80%98first-stars-and-galaxies

Technology v adolescent wellbeing

Researchers at the University of Oxford have performed the most definitive study to date on the relationship between technology use and adolescent mental health. A study of 300,000 adolescents and parents in the UK and USA shows that only 0.4% of wellbeing in adolescents is associated with technology use. Comparatively, eating potatoes has nearly as negative an effect and wearing glasses has a more negative effect on adolescent mental health than screen use. In comparison, smoking marijuana and being bullied were found, on average, to have respectively 2.7 and 4.3 times more negative association with adolescent mental health than screen use. Activities like getting enough sleep and eating breakfast, often overlooked in media coverage, had a much stronger association with wellbeing than technology use.


Centre for Demographic Science to launch with £10m from Leverhulme Trust

Oxford University is to launch a new Centre for Demographic Science with £10 million funding from the Leverhulme Trust. The centre, led by Professor Melinda Mills of the Department of Sociology and Nuffield College, will take an unconventional approach, uniting researchers not only from demography but also from sociology, criminology, economics, statistics, molecular genetics, biology, history, marketing and business, to bring science into demography. Demographic research aids society, government and industry to prepare for demands related to population growth and shrinkage, climate change, migration, longevity and ageing, fertility, and household change. The aim is to build an internationally recognised centre of research excellence that will disrupt, realign and raise the value of demography.

Find out more: www.ox.ac.uk/news/2019-01-11-centre-demographic-science-launch-%C2%A310m-leverhulme-trust
New Year Honours

Members of the University were recognised in the New Year’s Honours list for 2019:

Professor Alexander Halliday, Visiting Professor of Geochemistry at the Department of Earth Sciences and recently Head of the Mathematical Physical and Life Sciences Division, knighted for services to science and innovation.

Gill Aitken, Registrar, is appointed Companion of the Order of the Bath for services to taxpayers and social mobility in her role as Director General, General Counsel and Solicitor, HM Revenue and Customs.

Professor Richard Hobbs, Head of the Nuffield Department of Primary Care Health Sciences and Director of the National Institute for Health Research School for Primary Care Research, appointed CBE for services to medical research.

Professor Jane Armitage, Professor of Clinical Trials and Epidemiology at the MRC Population Health Research Unit, appointed OBE for services to medical research.

Professor Helen Margetts, Professor of Society and the Internet and lately Director of the Oxford Internet Institute, appointed OBE for services to social and political science.

Dr Kate Tiller, Reader Emerita in English Local History and Emeritus Fellow of the Faculty of History, appointed OBE for services to local history.

Dr Stephen Darlington, Emeritus Student of Christ Church, Oxford, appointed MBE for services to music.

Lucinda Rumsey, Senior Tutor at Mansfield, appointed MBE for services to widening participation in higher education.

Helping students get active in 2019

Students are encouraged to get active this year as part of the ongoing Active at Oxford campaign. Launched in 2018, the campaign encourages students to take part in sport and physical activity. A guide for colleagues, providing an overview of the campaign as well as advice about how colleagues can help students to get active, is available to download at www.ox.ac.uk/sites/files/oxford/oxford_sport_participation_campaign_leaflet_staff_v3.pdf.

Information about the campaign can be found at www.ox.ac.uk/activeatoxford

Concerned about a rough sleeper?

If you have any welfare concerns about someone sleeping rough you can contact the Oxford Street Population Outreach Team (OxSPOT) by calling 01865 243229 (during office hours) or email outreach.oxford@mungos.org. OxSPOT is a seven-day-a-week service which helps people rough sleeping in the city by providing outreach, assessments and reconnection. They help rough sleepers to access accommodation and the support they need to rebuild their lives. You can also report concerns about a rough sleeper at streetlink.org.uk or call the StreetLink team on 0300 500 0914. Please be aware that OxSPOT and StreetLink are not emergency services. Call 999 if you think someone’s health is in immediate danger.
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See [www.innovation.ox.ac.uk/hotdesks](http://www.innovation.ox.ac.uk/hotdesks) for full details of where and when OUI staff will be available.
A steady stream of books written by University professors and fellows are published by Oxford University Press and Bodleian Library Publishing. Here’s a small sample of the new releases published this term:

**Bodleian Library Publishing:**

*Babel: Adventures in Translation*

**Dennis Duncan**

Munby fellow in Bibliography, University of Cambridge

**Stephen Harrison**

Professor of Latin Literature and Fellow, Corpus Christi

**Katrin Kohl**

Professor of German Literature and Fellow, Jesus

**Matthew Reynolds**

Professor of English and Comparative Criticism and Fellow, St Anne’s

This innovative and lavishly illustrated collection of essays shows how linguistic diversity has inspired people across time and cultures to embark on adventurous journeys through the translation of texts. The book accompanies an exhibition at the Bodleian Library showing February to June 2019.

Published February 2019

*Lost Maps of the Caliphs: Drawing the World in Eleventh-Century Cairo*

**Yossef Rapoport**

Reader in Islamic History, Queen Mary University of London

**Emilie Savage-Smith**

Fellow Archivist, St Cross

‘With its focus on eleventh-century Fatimid Cairo, *Lost Maps of the Caliphs* reinterprets early Islamic apprehensions of the earth and the heavens, while reorienting our modern understanding of medieval Arabic mapmaking and its part in the transmission of Late Antique cartographic knowledge. A remarkable and important book of dazzling scholarship’ Jerry Broton, author of *A History of the World in Twelve Maps*.

Published February 2019

**Oxford University Press:**

*The Territories of Human Reason: Science and Theology in an Age of Multiple Rationalities*

**Alister E McGrath**

Andreas Idreos Professor of Science and Religion and Director, Ian Ramsey Centre for Science and Religion

A major reappraisal of what it means to be ‘rational’ which will have significant impact on older discussions of this theme. How can a single individual hold together scientific and religious ideas, when these arise from quite different rational approaches? This groundbreaking volume sets out to engage these questions and will provoke intense discussion and debate.

Published January 2019

*Reptiles: a Very Short introduction*

**Tom Kemp**

Emeritus Research Fellow, St John’s

For millions of years reptiles have walked, crawled and slithered over the face of our Earth. From the mighty dinosaurs who dominated the land to the living reptiles today such as the lizards, snakes and turtles, reptiles have come in all shapes and sizes. In this latest addition to the Very Short Introduction series, Tom Kemp discusses the adaptations reptiles made to first leave the sea and colonise the land in dry conditions. He also assesses the threat of extinction to reptile species due to over-exploitation, habitat destruction and climate change, and considers what can be done.

Published January 2019

*How Population Change Will Transform Our World*

**Sarah Harper**

Professor of Gerontology and Director, Oxford Institute of Population Ageing

Predicting the shape of our future populations is vital for installing the infrastructure, welfare and provisions necessary for society to survive. There are many opportunities and challenges that will come with the changes in our populations over the 21st century. This publication looks at population trends by region to highlight the key issues facing us in the coming decades, including the demographic inertia in Europe, demographic dividend in Asia, high fertility and mortality in Africa, the youth bulge in the Middle East, and the balancing act of migration in the Americas.

Published February 2019
Portrait and installation artist Patrice Moor is no stranger to Oxford. With previous residencies at the University of Oxford Botanic Garden and Somerville, Patrice’s next move was to Lincoln. Here she became the college’s first James Watson Artist in Residence, spending 18 months creating her latest installation Portrait of Lincoln. Patrice tells us about her work to create this installation

Made up of 60 individual portraits of eyes belonging to undergraduates and graduates of the college, Portrait of Lincoln is an intimate look at the makeup of an Oxford college. What I was struck by at Lincoln was the communication between all of the people. This led me to think of eyes, because they are one of the primary means of connecting and communicating with others. It seemed a logical way of creating a portrait of Lincoln.

To create the paintings I started with a detailed pencil drawing before building up thin layers of oil paint, my primary medium. Each canvas varies in how much of the canvas and the pencil drawing is revealed, which lends itself well to the modulation of the piece, giving it rhythm. I feel that a striking aspect of the portraits is the reflection of the Front Quad in some of the eyes – allowing the college and student to merge as one.

Each eye works well as a stand-alone piece, but is also an important part of the installation as a whole. This reflects Lincoln in a broader sense: a collective made up of individuals.

Portrait of Lincoln is open to the public in the college’s Berrow Foundation Building on Friday afternoons until April 2019. More information is available at www.lincoln.ox.ac.uk/-Portrait-of-Lincoln

Patrice continues her University connection with her new appointment as Artist in Residence at the Department of Pharmacology.
Carfax Tower is all that remains of St Martin’s, the city church built in 1122. The church was declared unsafe and demolished in 1820 leaving just the tower. A magnificent new church built in its place was pulled down in 1896 to make more room for traffic. Once again the tower survived with the addition of a stair-turret and buttresses allowing it to stand alone. Photos from the University image library show the area before and after the second church was demolished.

CHANGES AT CARFAX