

OUR STORY

It all began with astonishment. In the early nineties, Gijs Meeusen, founder of Artesc, was in the middle of his PhD in Physics. "I remember it very clearly. It was almost summer when I went to my first international conference, an annual get-together in a remote, sunny place. Scientists from all over the world had gathered in an enormous, dark lecture hall and in front of the audience stood a young researcher from I don't know where. Mumbling, looking at the floor. And everywhere people were dozing off, some even fast asleep. Never have I been more astonished in my life! If science is solving the problems of tomorrow, we need to communicate so much better than that!"

This astonishment was the beginning of Artesc. Audience attention levels always decline in scientific talks. And we all know that the same happens in lectures, lessons and business meetings. Isn't it strange? When content really matters, communication fails and everybody dozes off.

But not in the movies.

That's when we asked ourselves: why do we lose attention in talks and lessons while we can easily watch a movie for hours? And what would happen if we took ideas from actors to help teachers, scientists and other professionals? Brilliant.

But the harsh reality is that the ideas from the world of theatre are complex and taught in the language of theatre. And as a result they just failed to travel beyond the walls of theatre schools. There was just no bridge to get those ideas across.

So we decided to team up. A small group of scientists, artists and teachers. And we built a bridge to make theatre skills available to everybody. The artists brought the ideas, scientists unravelled the logic behind them and teachers transformed those findings in didactically effective programmes. We succeeded in cutting everything down to the core so we became able to solve communication problems in a matter of days. And it caught on - through word of mouth alone, our courses have already found their way to seven countries.

Here we are, a decade later, and we continue to be amazed. If we can truly make a difference in the way we share our visions, ideas and knowledge, then we can help build a better world. So that is why we want our ideas to spread to every researcher, every teacher, every manager, and every policy maker, basically to everyone with a story that needs to be told, a story that needs to be heard. Your story.

With a world-wide network, we can solve a world-wide problem. We just have to do it.