



The 2023 Outreach Prize of the High Energy and Particle Physics Division of the EPS is awarded to Jácome (Jay) Armas for his outstanding combination of activities on science communication, most notably for the 'Science & Cocktails' event series, revolving around science lectures which incorporate elements of the nightlife such as music/art performances and cocktail craftsmanship and reaching out to hundreds of thousands in five different cities world-wide.

Jácome Armas, Assistant Professor at the University of Amsterdam on a tenure track position in Theoretical High Energy Physics, is an innovative and successful science communicator and his activities showcase science through several different artistic forms.

Through Science & Cocktails, education and entertainment have been successfully merged, producing a relaxed, informal and pleasant atmosphere that acts as a catalyst for discussion and debate between science, society and researchers. Science & Cocktails was started in 2010 by Jácome Armas and is now internationally recognised as one of the most popular science outreach platforms worldwide and features some of the best researchers and communicators in all areas of science. Science & Cocktails events run in Copenhagen, Aarhus, Johannesburg, Brussels and Amsterdam and consist of science lectures combined with music/art performances and involve several hundreds of guests per event. The organization of such events relies heavily on voluntary work and on partnerships established with science journalists, university departments, private companies, embassies, and more. Lectures are streamed and available online on a dedicated YouTube channel.

In addition to Science & Cocktails, Jácome Armas has been scientific consultant and coordinator for the theater performance DATA DATA, based on the history of the computer, from analogue to quantum. Jácome Armas has also been scientific consultant and coordinator for the dance performance ACT OF GRAVITY, based on gravity and the multiverse together with choreographer Tina Tarpgaard and scientists Alejandra Castro, Thomas Hertog and Marianne Vestergaard.

In 2021, Jácome Armas published *Conversations on Quantum Gravity* (Cambridge University Press). The book consists of series of interviews with theoretical physicists about their views on the current state of the field and with particular focus on the quest for quantum gravity. Interviewees include David Gross, Franck Wilczek, Gerard 't Hooft, Roger Penrose, Steven Weinberg, Juan Maldacena, Cumrun Vafa, Andrew Strominger, among others. The book is meant for both the general and academic audiences.

An ongoing initiative, revolving around Jácome's native place, is the establishment of an Azorean Institute for Advance Study - a conference centre with the purpose of bringing scientists and artists to the Azores with the secondary goal of promoting education in high schools.

References

YouTube channel <https://www.youtube.com/channel/UCNSoT26yvtQi2OIX3wX1azA>
Science & Cocktails website <https://www.scienceandcocktails.org/en>

Act of Gravity <https://www.scienceandcocktails.org/en/events/copenhagen/act-of-gravity-1-2-1-1-1-1-1>

Data Data <https://www.scienceandcocktails.org/en/events/copenhagen/data-data-beta-version>

Conversations on Quantum Gravity. <https://www.amazon.com/Conversations-Quantum-Gravity-Jacome-Armas/dp/1107168872>