

Showing that Crystallography Matters

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The International Union of Crystallography partnered with UNESCO to celebrate the success and importance of our science to a broad audience through an International Year of Crystallography (www.iycr2014.org). An introductory brochure prepared by UNESCO, entitled "Crystallography matters!", was translated into more than a dozen languages, and set the tone for reaching out worldwide and aiming to inspire schoolchildren, the general public, and other scientists alike. In the course of the year, the website maintained by the IUCr formed the focus of a number of eye-catching resources to publicise the significance - and the beauty - of the scientific study of crystals. Calendars, special publications, and colourful posters were produced. A photo competition on the theme of "Crystallography in Everyday Life" was launched to stimulate the imagination and engage as wide a range of contributors as possible. An interactive timeline was developed; special issues of postage stamps and other philatelic curiosities were organised. Among the highlights of activities run throughout the year were a worldwide crystal-growing competition for schoolchildren, a large number of science days and other outreach events for students and the general public, and a daily blog of fascinating crystal structures. With a still-active Facebook page and a website that records all the activities of the International Year together with ongoing initiatives, the IUCr is committed to pushing the increasingly important message that "Crystallography matters ... more!"