

Beauty of Science behind lens capturing.

Mrs. Chonlaphat Meesomwat, National Science Museum, Thailand

National Science Museum, Thailand (NSM) has the mission to promote public awareness of science and technology using science communication. One of the activities is developing media tools to help Thai people easy access to scientific knowledge easily such as e-book, e-exhibition. Moreover, posting pictures on social media platform, like- and share activity become more popular in societies. Therefore, NSM would like providers platforms for the public to engage in developing science communication tools based on scientific thinking skills, rational thinking, analysing the knowledge of science through photography in the project **“Science is out There”**

The concept of **“Science is out There”** is to provide a platform for the public to combine their photography skills, science knowledge and science communication. This project also aims to encourage people using the description of a photo to convey their perspective of science together with the beauty of their photo from all over Thailand. This competition had started since June 2014 and topics of the competition was designed to be things that people can easily relate to and easy to explain by science such as Fog and Smoke, the Story of the Sky, the Beauty of Light. More than 2,000 photos submitted to the competition and more than 200,000 views on the website. According to this activity, the competitor who originally only interesting in photography were getting more interested in describing their photo by related more to science.