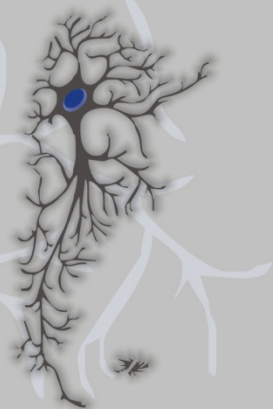


**XXVIII CONGRESO ANUAL DE LA SOCIEDAD ARGENTINA DE
INVESTIGACIÓN EN NEUROCIENCIAS**

&

**Reunión Satélite / Neurobiología del Comportamiento:
“Neuroetología y Neurobiología de la Memoria en el Cono Sur”**

Septiembre 30 - Octubre 4, 2013, Huerta Grande, Córdoba, Argentina.



SAN

**SOCIEDAD ARGENTINA DE
INVESTIGACIÓN EN NEUROCIENCIAS**

Brain Awareness Week Córdoba: Brain and Perception

Evelin Cotella^{1°}, Constanza García Keller^{1°}, Federico Langer^{1°}, Lisandro Laurino^{1°}, Aida Marcotti^{1°}, Iván Mestres^{1°}, Franco Mir^{1°}, Cecilia Mlewski^{1°}, Laura Montroull^{1°}, Ma. Victoria Pisano^{1°}, Zamponi Emiliano¹ and Cambiasso María Julia²
1° Jóvenes Investigadores en Neurociencias, 2° Instituto de Investigaciones Mercedes y Martín Ferreyra (INIMEC – CONICET - UNC).
laura_montroull@hotmail.com

In March 2013 the Brain Awareness Week (BAW) was celebrated for the first time in Argentina. Three cities participated in the event. Our group of Young Neuroscience Researchers was in charge of hosting the BAW in Córdoba. Throughout the week we carried out an urban intervention under the title of "Brain and Perception". The activities were addressed to the general public and they were related to perception, attention and emotions. The format of the exhibition consisted of audiovisual stands where we exposed images and interactive games. The audience (estimated at approximately 2,500 people) played several games related with sensory illusions, and were guided through some of the main questions of contemporary neuroscience. Also, we handed out brochures with curiosities about the brain. After the official "Brain Awareness Week", the exhibition continued over a month, associated with Cuatrociencia, the Science and Technology Fair from the National University of Cordoba. During this period, the BAW stand received approximately 120,000 visitors. In addition, we offered lectures about diverse neuroscience topics, as well as a photographic exhibition on neurons and the brain ("micro&Macro: Tu Mirada sobre las Neurociencias"). It was really gratifying for our group to interact with the people and to see how interested and amazed they were about the brain functions. We consider the activity a major success and we hope we can collaborate more often in this kind of initiatives.