



A Festival of  
Two Cities  
17-21 May 2016

## **ZÜRICH MEETS LONDON FESTIVAL SHOWCASES SCIENTIFIC AND TECHNOLOGICAL EXCELLENCE**

### ***Zürich meets London: A Festival of Two Cities*** **Multi-venue, citywide festival, London, 17-21 May 2016**

- *Speakers from leading institutions including University of Zurich, ETH Zurich, Zurich University of the Arts, University College London, Imperial College London, London School of Economics, Central Saint Martins, as well as Google UK*
- *Focus topics include: Neuroscience, The Future of the Internet, Financial Market Regulation, Creative Industries*

**News for release, 9 March 2016:** This May, Zurich's leading academic institutions will take over various London universities and tech hubs – including Google's UK HQ – all as part of ***Zürich meets London***, a multi-venue festival showcasing the two cities rich track record of innovation and technological excellence, through a series of science and technology events. These events form part of a broader festival programme that will look at the influence of the many diverse cultural, scientific and societal ideas and movements that have originated in Zurich and London – and their relevance today.

With Switzerland named by the World Economic Forum as the world's most competitive country in 2014-15 and 80 of the top 100 Swiss businesses being headquartered in the greater Zurich area, besides London, Zurich is undoubtedly one of the most innovative and dynamic hotspots in Europe. This wealth of technological and scientific output will take centre stage at *Zürich meets London*.

To showcase the two cities' important scientific contribution in the area of life sciences, an academic workshop and public lecture will discuss **Neuroscience - Novel Approaches to Understanding the Mechanisms of Mental Health and Illness** in the context of the statistic that one third of UK's population will suffer from some form of mental disorder once in their lifetime. Specialists from the Neuroscience Domain of University College London and the Neuroscience Centre Zurich founded by the University of Zurich and ETH Zurich will present and discuss their pioneering work in this field.



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Partnering with Google UK, **The Future of the Internet** will feature researchers from ETH Zurich and London Universities, as well as representatives of the technology giant, Google, discussing the challenges and opportunities in a constantly evolving internet world. Can the design of the internet be adapted to accommodate new forms of usage? Can availability as well as security be increased? What are the implications of network connectivity for national and cultural borders?

The origins of Zurich as one of the world's Top 10 financial hubs go back more than 250 years and today its robust financial sector generates around 30 per cent of GDP of the Zurich region, while the City of London being among the biggest financial centres in the world needs no introduction. As the global financial crisis has raised the urgency in both Switzerland and the EU to implement stricter financial market regulations, a panel discussion, **Financial Market Regulation**, will see experts from the London School of Economics and the University of Zurich discuss the challenges of implementing new regulatory frameworks and address the question whether regulations between the EU and Switzerland need to be better harmonised and what lessons the UK could learn from this process.

Another innovative technology to be showcased at *Zürich meets London* is the **Zurich LifeMatrix** a flagship project by the Wyss Translational Centre Zurich, that helps to cure congenital heart defects without risking the multiple reoperations linked to today's treatment methods. The ultimate goal of this living replacement material will be to significantly reduce the risk of child morbidity and mortality among the approximately 1% of all newborns suffering from a congenital heart malformation. The Wyss Translational Centre Zurich was established to foster an efficient translation of discoveries into new medical therapies and innovative products.

Zurich's and London's **Creative Industries** will come together in a workshop focusing on how to engage with cultural policy and entrepreneurial strategies. The session will be hosted by leading European arts and design institutions. Elsewhere, art installation **Liquid Light** will investigate how technology interacts with materials and their qualities. The installation will be presented in conjunction with a public talk covering material-focused design research.



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**Press enquiries:**

For more information or to request press accreditation, please contact:

Vas Panagiotopoulos | Hannah McMillan, Midas PR

vas.panagiotopoulos@midaspr.co.uk | hannah.mcmillan@midaspr.co.uk

Tel: 020 7361 7860

**EVENT INFORMATION**

**Tickets and pricing:**

To register or purchase tickets for all events please visit:

[www.zurichmeetslondon.org/events](http://www.zurichmeetslondon.org/events).

**Science and technology events:**

*Late-Life Effects of Childhood Trauma*

- Tuesday 17 May 13.00 –14.30
- Free admission - RSVP require: [Link](#)
- University College London, Pearson Building, G22 Lecture Theatre, Gower St London WC1E 6BT
- Presented by the University of Zurich in partnership with UCL

*The Future of the Internet – seminar*

- Tuesday 17 May, 15.00 – 17.00
- Free admission – RSVP required: [Link](#)
- Google UK, 1 – 13 St Giles High Street, level 9, London WC2H 8AG
- Presented by ETH Zurich in partnership with Google UK

*Computational Psychiatry: Using mathematical models to help understand mental health disorders – public lecture*

- Wednesday 18 May, 18.15 – 19.15
- Free admission – RSVP required: [Link](#)
- UCL Institute of Child Health Kennedy Lecture Theatre, 30 Guilford Street, London WC1N 1EH
- Presented by the University of Zurich in partnership with UCL



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*Financial Market Regulation: Exploring the Impact of MiFID II – panel discussion*

- Thursday 19 May 18.00 –19.30
- Free admission - RSVP require: [Link](#)
- Institute of Advanced Legal Studies, Council Chamber, Charles Clore House, 17 Russell Square, London WC1B 5DR
- Presented by the University of Zurich

**NOTES TO EDITORS**

**About Zürich meets London – A Festival of Two Cities**

As the City of Zurich celebrates this year the 100th anniversary of its seminal home-grown art movement Dada, it has announced a multi-venue festival in London on 17-21 May that will include cultural, science and culinary events. Performing artists and visual artists, scientists, philosophers, top chefs, and musicians all come together to examine and showcase the far-reaching creative influence of two of Europe's greatest cities, London and Zurich. It celebrates the crucial role of intercultural cooperation in artistic, scientific and culinary innovation.

The festival is jointly presented by the City of Zurich, Canton of Zurich and Zurich Tourism, the University of Zurich (UZH) and the Zurich University of the Arts (ZHdK) and kindly supported by the Embassy of Switzerland in the UK and the ETH Zurich – The Swiss Federal Institute of Technology in Zurich. *Zürich meets London* locations include Borough Market, Rich Mix, Institute of Contemporary Arts, The Place, University College London, Central Saint Martins, Imperial College London, Institute of Advanced Legal Studies, Google UK, Corsica Studios and many more.



ZurichMeetsLondon

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