



NOBELPRISET

The Nobel Prize

Stockholm, December 18, 2014

Dear Laureate and Friend,

The Nobel Week of 2014 has just come to an end. On the last day of the week we had the great pleasure to welcome one of the year's Nobel Peace Prize Laureates, Kailash Satyarthi, to the group of Nobel Laureates here in Stockholm during a small reception. This dynamic group came to represent all the prize categories that Alfred Nobel mentioned in his last will – a truly unique combination of science, literature and peace. A combination that gives us the opportunity to create exciting interdisciplinary content, exhibitions and meetings based on the work of Nobel Laureates.

One such example is *Nobel Week Dialogue*, organised for the third time on December 9. This one day seminar, with over a thousand participants, explored ageing from various perspectives. One of many highlights of the programme was the meeting between science and art that took place during a conversation on immortality between Nobel Laureate Eric Kandel and world-famous visual artist Jeff Koons. In March 2015 the seminar will reach Tokyo, Japan, where the theme will be the genetic revolution and its impact on society.

Meeting the 2014 Nobel Laureates here in Stockholm also reminds us about the fantastic fact that each year a new chapter is added to the Nobel Prize. The stories of new Nobel Laureates allow us to spread knowledge about our history, to reflect upon our present time and gaze into the future. This is what we aim to do with our various outreach activities in Sweden, Norway and around the world.

During the past year we have had the pleasure of opening a number of exciting exhibitions of which some have travelled to other countries. The exhibition *The Nobel Prize: Ideas Changing the World* takes on the perspectives of the past, the present and the future and focuses on how Nobel Prize-awarded work has shaped our world and continues to change it. It includes some of the unique artefacts donated by Nobel Laureates to the growing collection of the Nobel Museum. This exhibition was shown to large audiences in both Brazil and India during 2014.

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Earlier this year the international architectural competition for the new Nobel Center in Stockholm was concluded. David Chipperfield Architects Berlin was named the winner and we are very much looking forward to an intensified process of making the new home of the Nobel Prize a reality. Nobel Center will contain public spaces for exhibitions, programme activities, scientific conferences, meetings and events. This will be a place that engages and awakens curiosity – a place where students and young people, scientists and visitors from all over the world can meet and be inspired. A new science program is being formed with the aim to attract leading researchers from around the world to the Nobel Center. We envision that Nobel Center will be the base for all our outreach activities in the future – be it in real life or in digital form, in Sweden or abroad.

Following the prize announcements in October this year the Wall Street Journal noticed our ambition to actually meet our audiences in the digital environments they inhabit today. Under the headline "How the Nobel Prize Committee Became Cool on Social Media" they marveled that this year's Nobel Prize announcements came with such a flurry of tweets, soundbites on SoundCloud and posts on Facebook. And seeing how our followers in social media increased by a factor of five compared to last year we are certain that this is a fantastic way of reaching a larger and younger audience.

Finally, I would like to remind you about the *Nobel Laureate Network* which we inaugurated a while ago. During next year we will hopefully be able to create a digital platform for this network – a platform for communication and exchange of information between you Laureates and a place where we can keep you updated about activities related to the Nobel Prize. If we succeed this will also be a platform where we can share ideas, pose questions, debate important topics and exchange thoughts about the mission of the Nobel Prize and our activities related to the prize. More information will follow during the year to come.

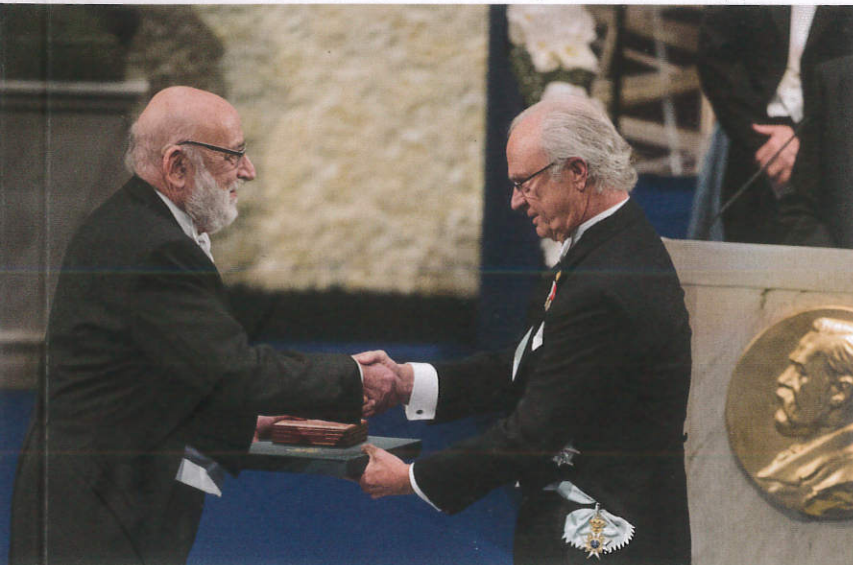
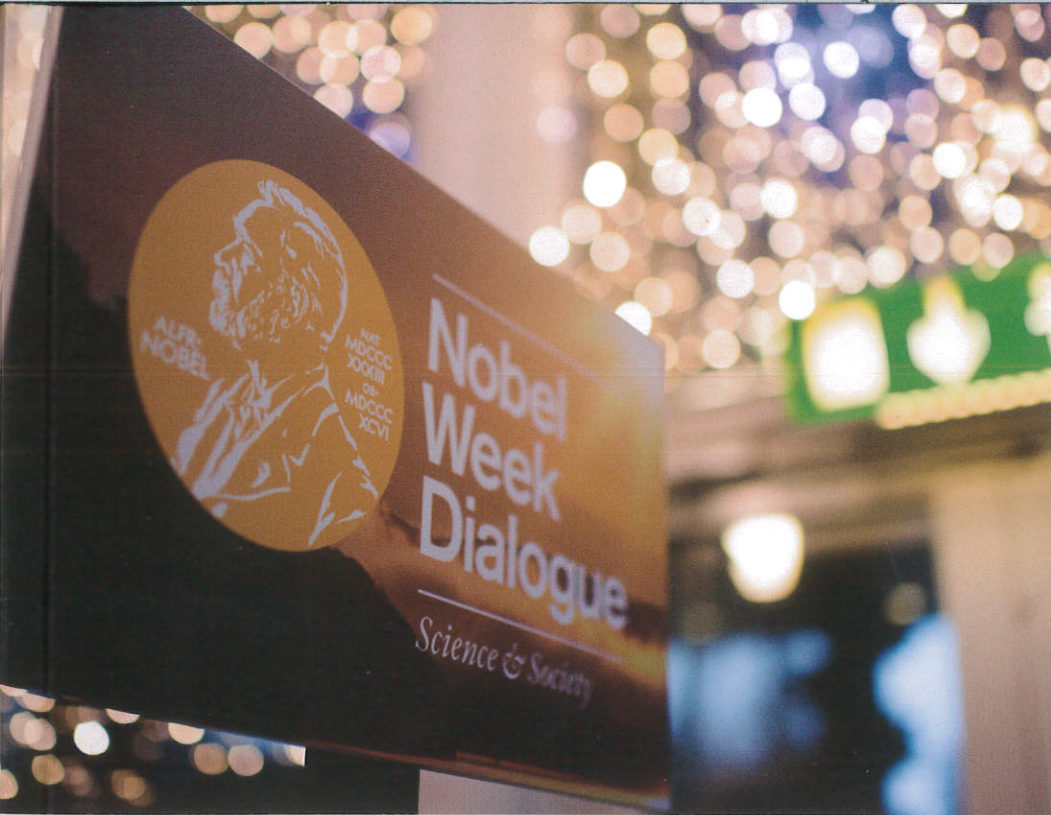
Meanwhile our official website Nobelprize.org and the attached Annual Review of the Nobel Foundation will give you a comprehensive picture of our activities. If you have questions concerning what we do or suggestions on how we could proceed and develop our work, please do not hesitate to contact me.

With the very best wishes for the holiday season,



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2013 Annual Review

