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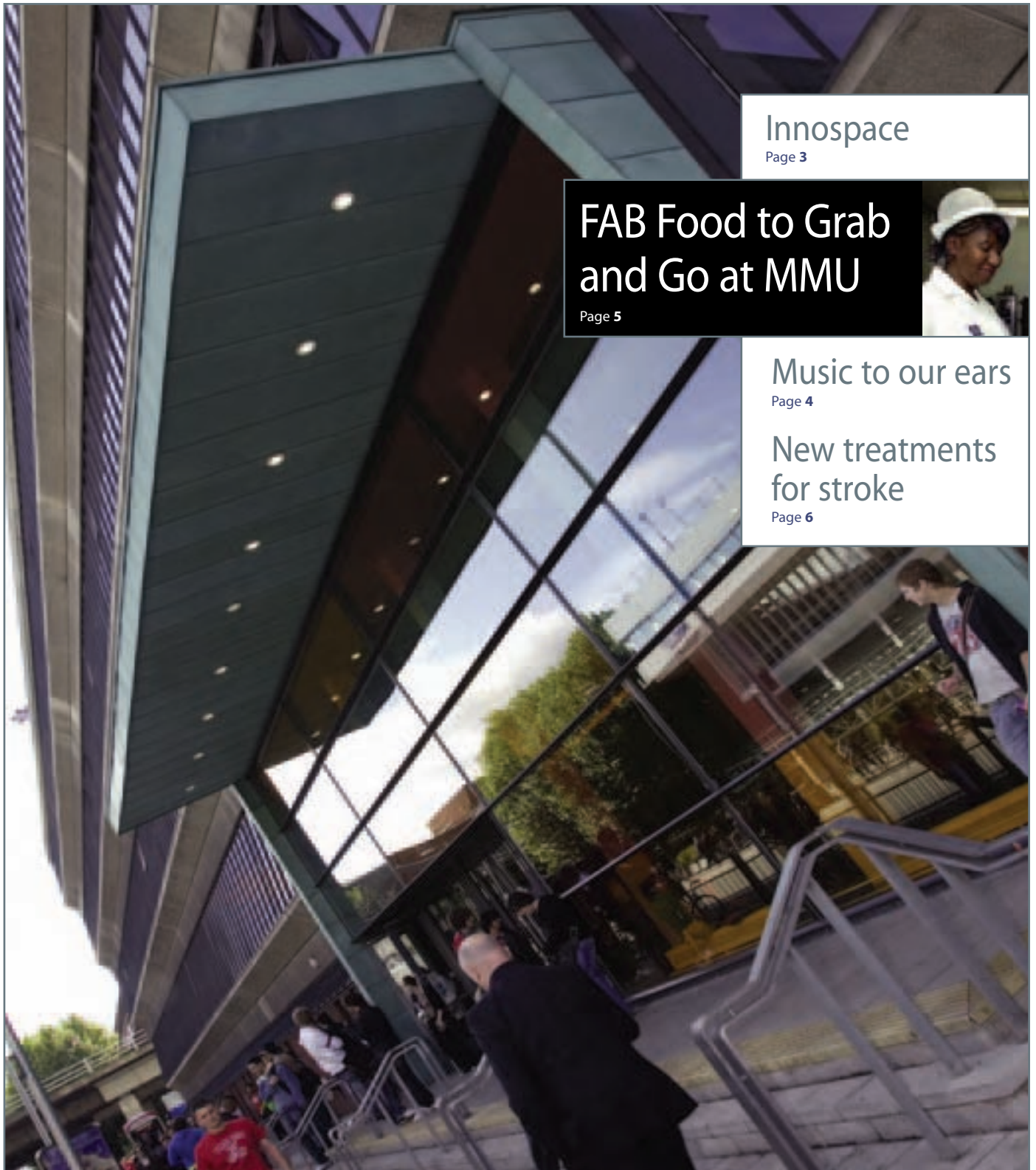
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| **GOING green** | **CAPITAL projects** | **MAKING waves** |

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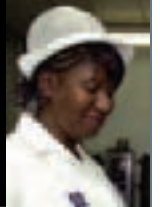


Innospace

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FAB Food to Grab
and Go at MMU

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Music to our ears

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New treatments
for stroke

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New Professors, Readers and Research Fellow

The Professoriate Committee has made the following appointments:

Professors:

James Aulich, MIRIAD
Keith Brown, School of Art
Catherine Parker, Marketing & Retail
Dilwyn Marple-Horvat, Ex & Sport Science
Nicholas Bowring, Eng & Tech
Simon Iwnicki, Eng & Tech
Patricia Kumar, Biology, Chem & Health Sci
Kevin Taylor, Env & Geog Sci
Valerie Edwards-Jones, RED Office (SAS)

Readers:

Matthew Allen, Strategy Entrepreneurship
Hamed El-Said, Strategy Entrepreneurship
David Tyler, Clothing, Design & Tech
Vicki Bertram, English
David Francis, Sociology
Andrew Moor, English
Anna Powell, English
Abebaw Yohannes, Physiotherapy
Hans Degens, Ex & Sport Sci
Stuart Marsden, Env & Geog Sci
Mark Slevin, Biology, Chem & Health Sci
Craig Young, Env & Geog Sci

Professorial Research Fellow:

Stephen Dixon, Contemporary Arts

The provision of Design and Technology in MMU's initial teacher education courses, currently offered at Crewe, Alsager and Didsbury sites, will be provided at Didsbury only from next August.

At the same time, and in line with the trend in teacher education, secondary undergraduate provision of Design and Technology is to be replaced by a specialist one-year PG programme in Design Technology.

The change is an opportunity to offer all four of the main areas of this subject – resistant materials, food, textiles, and systems and control technology – and trainees will be able to study any combination of two of these areas.

New facilities will be provided for the programme once the Didsbury campus is expanded, including a teaching kitchen, specialist textiles technology provision and a resistant materials technology workshop, as well as systems and control facilities.

A new resource for lecturers – produced by Dr Rachel Forsyth and Lia Aston of the Centre for Learning and Teaching at www.celt.mmu.ac.uk/lectures/index.php – has been produced in response to questions from colleagues, requests for staff development and the outcomes of student feedback such as the National Student Survey.



Are you signed-up to receive MMU News Alerts? Go to www.mmu.ac.uk/news/email

In the News

Media appearances by staff help to raise the University's profile and highlight our valuable work in education and beyond. See also **In the News** (mmu.ac.uk/news).

22 Sept **BBC Manchester**

David Bird, senior lecturer in marketing, appears on the Allan Beswick Show to talk about the job market for business professionals and the new Master's course in Digital Marketing.

29 Sept **The Guardian Weekend**

Simon Armitage, poet, novelist and lecturer in the Department of English talks about his late, late bid to become a rock star.

Oct **EN Magazine**

Dominic Martinez, project manager of the New Entrepreneur Scholarship scheme, explains how the course helps local people set up in business.

1 Oct **BBC North West Today/Tonight**

Dr Geraldine Lee-Treweek, a psychologist at MMU Cheshire, explains the circumstances of Polish immigrants in Crewe as part of the BBC's Immigration Week.

1 Oct **The Engineer, Scienta**

Dr Mike Bennett explains how his EPSRC research is helping the aviation industry to quantify the amount of pollution around airports.

4 Oct **The Independent**

Mary Meldrum, head of postgraduate programmes at MMUBS, explains the benefits of the MBA and other courses aimed at improving professional skillsets.

4 Oct **Sale & Altrincham Messenger, Stretford and Urmston Messenger**

Geoff Senior of the North West Film Archive talks about the restoration of footage of Gagarin's visit to Manchester in 1961.

16 Oct **Cordis European News Agency, Innovations Report**

Professor Nancy Dise comments on her research into the harmful effects of nitrogen pollution on the biodiversity of the UK.

Oct **Policing Today**

Sociologist Peter Joyce looks at some of the current political debates around policing in the UK.

11 Oct **Tameside Advertiser**

Terry Wyke of the Department of History and Economic History, comments on cartoons depicting the everyday lives of cotton workers.

A new publication, **Directorate Highlights**, aims to keep staff informed about matters discussed by the University's senior management team – go to www.mmu.ac.uk/secretary/highlights to view.



Space to grow

THE University's graduate business incubator, Innospace, was officially opened on 2 October by one of Britain's best known inventors, Trevor Baylis, and attended by some 200 guests from the world of business, training and education.

Innospace offers graduates the opportunity to set up and grow their own businesses within a creative, stimulating and supportive environment. Mr Baylis, inventor of the clockwork radio, declared the £300,000

project "a fantastic idea" and said he wished he'd had similar support when he started out.

The incubator has transformed 900 sq m of open plan office space for up to 120 entrepreneurs in Minshull House. It offers the facilities of a modern office to all graduates with a good idea and the motivation to make it a success. Each entrepreneur is allocated a business mentor and free business advice and a series of workshops and events are tailored to their needs.

Dominic Martinez, who manages the project, says: "Our research indicates that the type of support Innospace offers in the first 12 months of a business can substantially improve its long-term viability."

To join Innospace, graduates are invited to an informal interview to discuss their business idea and signed up for 12 months if successful for a service charge of just £200 – for further details, contact www.innospace.co.uk or attend the staff and student open day on 16 November between 12noon and 5.00pm.



Dominic Martinez and Dean of Faculty Professor Huw Morris with Trevor Baylis.

MMU Green week

MMU Green Week was organised by students and staff from the Facilities group to promote a greater awareness of many of the environmental issues that will affect all of us in our lifetime.

Energy Manager Andrew Gillies, the main staff organiser, said: "The University is committed to lowering its environmental impact and one of the ways we can do this is to work with students to develop a better understanding and a greater awareness of the planet to make staff and students feel empowered and develop their thinking and actions."

The five-day programme of events during the week of 1 October aimed to involve each

campus and its community, from teaching modules in sustainability at the Aytoun and Didsbury campuses, to the many lectures, debates, films and workshops across the



University that included expertise from our own staff.

Director of Facilities Heather Wilson said: "Green Week helped MMU understand what environmental sustainability means and enabled the University to show how committed it is to improving its environmental performance. To really make a difference requires the support of everyone – senior management, students, staff and our stakeholders.

"We have a huge agenda to deliver which can only be achieved with everyone's cooperation."

Heather Wilson with student environmental activists Adie Mormech, May KacKeith and Bevan Richardson, and Jeff Atkins and Andrew Gillies – each balloon represents a pledge to a course of action that will benefit the environment.

COVER IMAGE:

The Oxford Road entrance to the John Dalton Extension Building, Faculty of Science and Engineering.

The Faculty recently invested £42.5 million to update its teaching and research facilities to accommodate nine research centres and 5,900 students in state-of-the-art laboratories, lecture theatres and computer suites. One of the new laboratories features an impressive Scanning Electron Microscope that underpins research in materials, biology, forensics and environmental science.

Other research in the faculty that has received excellent press coverage in the last year includes railway safety, airport security scanning, a new treatment for diabetes, environmental pollution and the control of MRSA.

Chemistry at MMU, ranked in the top 12 in the country this year, received £1 million in additional HEFCE funding to support its teaching and training, while researchers on Project OMEGA, a £5 million Government-funded initiative, are developing solutions to the problems of the global aviation industry.

News in brief

■ **An online** employability portal has been developed by the Go! team at the Centre for Social Inclusion and the Careers Service to increase employability and improve the retention of our students. The portal at www.mmu.ac.uk/goportal provides resources and practical suggestions on how to improve one's employability and takes students through various activities to complete in each year of their course to improve their prospects. The section for academics lists the employability-enhancing initiatives students can take part in, and information and training sessions for staff are being developed by the Go! team.

■ **The Black and Minority Ethnic (BME) Staff Forum** extends a warm invitation to all members of staff to attend its formal launch on Thursday 6 December in the Pennine Suite, All Saints campus, from 9.30am to 4.00pm. The formal launch will address issues of diversity and equality within MMU and is an opportunity for BME and non-BME staff to move forward together in promoting diversity. There will be opportunities throughout the day to pose questions, share experiences and develop solutions. To book a free place please RSVP Victoria Jarman by 23 November at Equalities@mmu.ac.uk and indicate whether you will attend for the whole day, or for a morning or afternoon workshop session, and if you have any special dietary or access requirements.

MMU's new Equality Impact Assessment (EIA) team, led by former IIP Manager Wendy Kenyon, will systematically assess all University policies to ensure they make a positive contribution to equality and do not discriminate unlawfully.

Using best practice from HEFCE and The Equality and Human Rights Commission, the team will build on the initial assessments of the EIA working group.

Wendy explains: "The emphasis is on making people consider how existing and newly developed policies and practices impact on the six 'equality' groups. Our evaluations go beyond the legal requirement (race, disability and gender) to include other equality categories (age, sexual orientation and religion/belief).

"For example, it is important that recruitment and retention policies help to recruit staff and students equitably and fairly to build and retain a student population and staff workforce that is representative of the wider society.

"EIAs are a powerful instrument of positive change and it is vital that we understand and address the needs of students and staff in our policies and practices."

Working with staff and student groups the team will identify policies, analyse key data and take steps to minimise adverse impacts that University policies and practices may present. Anyone wishing to become involved with the consultation process which begins in December should e-mail impact@mmu.ac.uk.

A toolkit and guidance has been developed to implement the EIA process consistently – see www.mmu.ac.uk/humanresources/equalities/eiat/

A poll of 187,000 UK students rated English at MMU as one of the best places in the country for English, literature and creative writing according to the Government's National Student Survey. 92% of MMU undergraduates rated the quality of teaching on the courses excellent, 91% said staff had made the subject interesting and 93% said their course was 'intellectually stimulating'. English also scored better than the national average when students were quizzed about academic support and organisation and management. For further details, go to www.mmu.ac.uk/news and access the item dated 12 October.



Discussing new ways to develop pupils' music education – Jonathan Savage with MMU student Helen Wenham.

Performing teachers

A new teaching qualification is being pioneered by the Institute of Education and the Royal Northern College of Music to raise the standard of music lessons in schools.

THE groundbreaking development, led by the RNCM on behalf of Conservatoires UK, will enable conservatoire-trained students to graduate with qualified teacher status.

By encouraging talented performers and composers to consider a career in teaching, and helping them to develop teaching skills and accreditation alongside their music studies work, a new breed of performer-teachers will inspire young musicians and enhance the quality and range of specialist music teachers entering the teaching profession.

Dr Jonathan Savage, who lectures in music education at MMU, says: "The initiative addresses one of the key aspirations of the Government's music manifesto to 'develop a world-class workforce in music education' and will be extended to other conservatoires from September next year."

RNCM Vice-Principal Dr Linda Merrick said the College was delighted to have taken a leading role in the development of an initiative "that is long-overdue in the conservatoire sector and will produce graduates who can make a real difference to the quality of provision in our schools".

MMU Alumni

WHAT attributes do the following people share? Julie Walters/actress, Steve Coogan/comedian and actor, Mark Cueto/England rugby player, Gisela Stuart/Labour MP for Birmingham Edgbaston, Mirza Ahmad/Chief Legal Officer at Birmingham City Council, Evelyn Asante-Mensah OBE/Head of Diversity and Equality for the NRDA, and Peter Saville/graphic designer and the co-founder of Factory Records.

They are all MMU graduates and are featured on the new Alumni Association website together with some 90 other inspirational individuals from around the world who represent a multitude of professions.

The website was launched to coincide with graduation week and, in addition to highlighting the achievements of 100 alumni,

it outlines the services available to graduates and the package of benefits to those who choose to register – for free – with MMU Alumni Association.

When registering online, alumni are also invited to become involved with the University by providing career profiles for marketing materials and by volunteering their places of work for paid student placements. In so doing, they are choosing to support those who follow in their footsteps and helping to smooth the transition from student life to that of the world of work.

The programme for alumni is still being developed, so if you would like to know more or share ideas or knowledge of your own graduates, please contact Rachel Charnock in the Alumni and Development Office at r.arnock@mmu.ac.uk.

See www.mmu.ac.uk/alumni for further details.

RICHARD Cartwright started at MMU in September as Head of the Capital Projects Office which was set up in January to manage the University's £250 million investment programme.

Formerly Head of Facilities Management at the Crown Prosecution Service managing buildings and property, Richard has worked in facilities management and building services design engineering in the public sector since graduating from Sheffield Hallam University where he also completed his MBA.

Capital Projects has just appointed a team to design and build a flagship Business



Reviewing plans – Richard Cartwright, Daniela Krupowiecka and Damian Smith.

School and Student Hub at All Saints, and is heavily involved in the major new development at Didsbury campus which will see a transfer of activity from Gaskell.

Plans are also in hand for a new build replacement for the Undercroft Building and the refurbishment of the Chatham Tower for the Faculty of Art and Design, and a new build on the site of the workshops at John Dalton will house the Hollings Faculty.

Additionally, a team has been engaged to design and build a multi-storey car park on the Salutation site and, to prove that they are not just Manchester-centric, staff in Capital Projects are involved in the redevelopment of the Crewe campus so that MMU Cheshire can operate on one site.

Financial Director Lawrie Grant, who line manages the Capital Projects Office, says: "To ensure the University's Estate Strategy becomes a reality we have put together a team of experienced professionals to work with the external design teams who will design and build our fit for purpose, sustainable estate which will inspire and motivate our staff and students well into the future."

AN award of £42,600 has been made by the Arts and Humanities Research Council to catalogue and digitise a further 4,000 images of the Design Council Slide Collection, which has been managed by the University since 1995.

John Davis, MMU's Visual Resources Curator, leads the project which will also create an online learning resource. He says: "The use of slides is declining and increasingly students, staff and external researchers wish to work with digital images instead. Digitisation responds to this demand and enables access to the Collection to be widened far beyond MMU as images and catalogue records are delivered over the web."

The award will make the images more widely available and builds on the work already undertaken on almost half of the Collection thanks to earlier funding by the British Library, JISC and the Research Support Libraries Programme. These images have been deposited with the Arts and Humanities Data Service and are available to users via its AHDS Visual Arts website (<http://ahds.ac.uk/visualarts/index.html>). Images from the Collection appear regularly in publications, including academic books, journals, newspapers and magazines (including Hello!), and in exhibitions. By licensing the use of images and charging reproduction fees the University generates a modest income and receives good publicity.



FAB @ MMU

EXECUTIVE Development Chef Dave Akerman recently undertook a campaign to ensure all outlets across the University were promoting and maximising the sale of FAB products, MMU's in-house brand of fresh foods sold every day to eat in or Grab and Go.

FAB products developed by Dave include MMU's healthy symbol icon – Harry the Heart dishes – now incorporated into the hot food menus, as well as the fresh fruit salads with summer berries and his own natural yoghurt cultured overnight. Working with the chefs, Dave has also helped to maximise the salad bar potential with fresh, simple ingredients and dressings. He is pictured here with Catering Manager Gloria Mike preparing dishes in the JD refectory.

News in brief

■ **As part of a rebranding** to increase its visibility to the outside world, the Faculty of Art and Design now comprises the Manchester School of Architecture, the Manchester School of Art and the Manchester School of Theatre. The name of the Faculty's research and PG centre, Miriad, is unchanged.

■ **The University** will close for the Christmas holidays at the end of the working day on Friday 21 December and reopen on 2 January 2008.

■ **The 2006/07 Students' Union Advice Centre Annual Report** is now available. The

Report presents an overview of the service, an examination of the numbers of students assisted and the issues concerned. The case studies and statistical reports in the publication are an eye-opening summary of a service that offers much to the student experience yet is relatively unknown to many staff. Go to mmunion.co.uk/advice select about us and annual report.

■ **An exhibition** of artwork by fifteen artists using an historic 100-year-old embroidery machine, the last machine of its kind, opens on 16 November at the Holden Gallery. The artists, mainly staff from the Faculty of Art

and Design, have produced their work using the Schifflii, a multi-needle embroidery machine that can mechanically stitch repeat patterns over a two metre piece of cloth. These historic machines, used extensively from the 19th-century to produce decorative embroidery, had an industry base in the North West and Nottingham. Entitled *Mechanical Drawing*, the exhibition continues after 14 December at a further six venues in the UK in 2008. See www.miriad.mmu.ac.uk/schifflii for more details.

Wellcome Trust award

Dr Mark Slevin, a leading expert in stroke and heart disease, has been awarded a Wellcome Trust Fellowship to research new treatments for stroke, the third major cause of death in Europe after heart disease and cancer.

Mark says: "Strokes cause over 1.4 million deaths each year and are the main cause of adult physical disability in Europe where it is approximately 60% more common than in the whole of North America.

"The World Health Organisation (WHO) estimates that by 2020 heart disease and stroke will become the leading causes of death and disability affecting over 20 million people per year."

Current treatments for stroke are generally considered unsatisfactory, and Mark's four-year project aims to identify the potential therapeutic benefits of a novel signalling

protein, Cyclin-dependent kinase-5 (CDK5), which is expressed by brain cells and in particular blood vessels following ischaemic stroke. The study will lead to a clearer understanding of the cellular function of CDK5 in non-neural cells and its potential therapeutic implications in relation to promotion of tissue survival by optimising new blood vessel growth.

Dr Slevin teaches forensic biology and leads the module on evidence collection, forensic pathology and DNA fingerprinting in the School of Biology, Chemistry and Health Science. He adds: "We are delighted with the Wellcome Trust award. I have no doubt that with support from MMU and our collaborators in the UK and Europe/USA, we can make significant progress in our understanding of the importance of angiogenesis in determination of tissue reperfusion and recovery of patients from stroke."



Research Fellow Dr Sabine Matou with Mark Slevin examining brain tissue sections.

In June of this year, Dr Slevin was the only non-American selected by the BBVA Foundation to one of its first Biomedicine Chairs for his research project at St Pau Hospital, Barcelona. The BBVA Foundation scheme seeks to "promote world-class research by Spanish teams by facilitating the temporary attachment of world researchers with a distinguished record".

Ethics & genetics

Genetic research into athletic ability has been beset by ethical issues in recent years but a report by a leading group of scientists is in favour of encouraging the research for its potential benefits in both sport and public health.

Dr Alun Williams, a lecturer in the Department of Exercise and Sport Science and one of the report's authors, said: "Scientists investigating genetics acknowledge public concern about ethical issues but they need to take a more active role in debating the implications of their work.

"For example, if a powerful muscle growth gene was identified it could not only help to develop training programmes that increase muscle size and strength in athletes but, more

'the knowledge could be used to combat muscle wasting in old age'

importantly, the knowledge could be used to combat muscle wasting in old age."

"And again, research into the athletic success of sprinters of West African ancestry might be perceived as racist, but understanding the limits of human exercise capacity in sport could provide clues that ultimately lead to treatment for cancer and cardiovascular diseases."

The report, which was presented at the annual meeting of the British Association of Sport and Exercise Sciences in September, highlights two dangers of genetic performance tests: that they may lead to abortions or the selection of foetuses based on the potential to be a great athlete, or that they may indicate serious disease later in life when maybe all the person being tested wanted to know was whether he/she would be able to run fast or not.

Dr Williams adds: "Mandatory testing should not be enforced on athletes, but we do recommend the use of genetic technology in anti-doping testing as long as the samples are destroyed afterwards."

For the second year running, a biomedical science student from MMU is amongst the winners of a Dade Behring scholarship. Managed by the Institute of Biomedical Science, the awards are made to students studying degrees that allow them to complete professional qualifications alongside academic study in an effort to combat the worldwide shortage of practitioners in biomedical science.

Parmesh Singh of the BSc(Hons) Applied Biomedical Sciences is one of four students from UK universities to be awarded £1,000. His presentation on *The role of biomedical science in healthcare delivery* was aimed at encouraging 16 to 18-year-olds to choose a career in biomedical science.

Competition winner

*The competition to rename the University's e-Learning service received over 1,850 entries. Congratulations go to **Emma Cunliffe**, a postgraduate student in the School of Law, who wins an iPod Touch for the winning entry – MyMMU. Publicity and Marketing Officer Kate Aldridge would like to thank all who took part in the competition and says that the new identity will come into use over the next few months.*

The English Research Institute

The English Research Institute has been successful in obtaining three doctoral awards from the Arts and Humanities Research Council this year. **Professor Berthold Schoene**, Director of ERI, says that he and colleagues are delighted with the achievement, especially as the students' research areas are spread across the full spectrum of the Institute's work, from film to creative writing and critical theory.

Making waves

Microwaves used for heating instant meals can also be used to determine the fat and salt content of supermarket foods according to research carried out by **Professor Paul Ainsworth** and colleagues from the University of Manchester.

Greater public awareness of food safety and health issues means that consumers are more concerned than ever about meat products being safe and fresh with a low-fat



Paul Ainsworth and Sing Kwei manufacturing extruded foods prior to measuring their composition using microwave technology.

content. Also, food contents and ingredients now have to be disclosed under EU legislation but currently cannot be measured quickly or cost-effectively, putting the meat industry under pressure to find new and cheaper methods of evaluation.

The Microwave Profiler project, led by Professor Andrew Gibson from the University of Manchester, with PhD student **Sing Kwei Ng** who is being supervised by both universities, aims to develop a new, fast and non-invasive method of predicting the fat content in meat products. Such monitoring during the production process will help to reduce waste, maximise yield, reduce laboratory testing, save energy and keep down the cost of meat products.

As reported in MMYou 101, Sing Kwei won an award from the Institute of Food Science and Technology in March for his paper on determining the fat content of beef using microwave methods which was based on the Microwave Profiler project.

The research team working on the £400,000 study funded by the Engineering and Physical Sciences Research Council has carried out successful pilot studies to determine the fibre, moisture and salt content of supermarket foods. Professor Ainsworth says: "More research on the capabilities of microwave sensors in industrial conditions is now needed before the method can be properly introduced."

Engineers are now working to develop robust and portable microwave-based instruments capable of taking measurements in industrial or laboratory conditions.

Chinese influencers at MMUBS

The first group of 38 carefully selected directors and managers of influential businesses in China attended a two-week intensive management training programme at the Business School as part of an EU-funded project to foster stronger links with China and Europe.

The visit marks the beginning of larger scale cooperation between the Business School and China in partnership with private sector firms and business schools in Europe (mentioned in MMYou 94 when funding for the project was announced).

The trainees studied core management disciplines and personal development activities, and were introduced to Western

perspectives on leadership, organisational learning and knowledge management, performance and reward management.

Sue Shaw, who heads the HRM and Organisational Behaviour division and director of the programme, said: "The programme exposes managers to the best EU managerial practices through company internships and work-based projects. By 2010 we plan to train up to 200 Chinese managers and assist in monitoring their work placements."

Future groups on the 21-week programme will start in Manchester before moving on to mainland Europe, with internships undertaken across all member states.

Professor John Leach

It was with considerable regret that the University heard of the recent death of Professor John Leach who retired from the University in 2005 as Head of the Department of Chemistry and Materials.

John Leach joined MMU as a research professor in 1990 from Oxford Brookes University where he had been a principal lecturer and active researcher.

His success in bringing together chemists, polymer scientists and dental technologists has been a hallmark of his career here, and his legacy to his subject and to MMU was an unrivalled presence in the new university sector which included a memorable 4-star rating in the last RAE.

On his departure from the University, Professor Leach bequeathed these strong elements to the new School of Biology, Chemistry and Health Science, where they have much to contribute to core disciplines and new developments in health science.

Faculty Registrar, Alex Thorley, has been seconded to the post of Acting Director of Student Services for twelve months from early November 2007. During this period, the administrative management arrangements for the Institute of Education and the Faculty of Health, Psychology and Social Care will involve the following: Sandra Sharpe will become Acting Faculty Registrar responsible for the management of Student and Academic Services for both faculties, while Janet Farmer and Janet Edgar will become Principal Officers. Janet Farmer will have an enhanced role providing administrative support for the IoE and Janet Edgar will oversee administrative support for HPSC and will manage certain administrative functions that are provided centrally for both faculties. In addition, both will directly assist Sandra Sharpe with the overall management of administrative support and will work on the reconfiguration of Student and Academic Services for the two faculties.

John Ayles (Business School) and Dr Kevin Albertson (Economics) have received the Williams Award from the Institute of Materials, Minerals and Mining for a paper, published by the Institute, of particular merit concerned with the manufacture and use of iron and steel: 'Markets in ferrous scrap for steelmaking', Ironmaking, and Steelmaking, 2006, Vol 33 no 3 pp203-212.

Homing in

Manchester's first sensor technology art exhibition, by MA Media Arts student **Joel Porter**, was broadcast on a giant LED screen in the park at All Saints in October as part of the Urban Screens groundbreaking four-day festival of free outdoor art events.

Joel is pictured in front of his pioneering work *2.4Ghz Homing Pigeons* which was controlled by the number of phones detected within a range of 100m.

The animation shows up to 30 pigeons in flight in the film with the number on screen coinciding with the number of passing pedestrians with Bluetooth-enabled phones. Joel says: "Mobile phone detection has the potential to design the world around us as our 'presence' triggers tailored bill-boarding, music and even public art."

Joel's work takes digital photography to a new level by allowing visitors' mobile phone technology to control which image is displayed and to build a new image.

MMU's North West Film Archive contributed six short films to the festival as part of a 'promenade' event. *A Wall is a Screen* led its audience through the streets of the city centre, stopping to project the films on the walls of seven secret locations.



MMYou

MMYou is published by the Marketing and Communications Office to provide a news service and to highlight the work of staff across the University.

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Information for the *What's On* column should be sent to **Matthew Barham** (m.barham@mmu.ac.uk), headed Events.

The deadline for text for the next issue is 12 November.

All contributions are welcome and may be edited. Some of the images in this publication may be covered by copyright and should not be used without permission – enquiries to Matthew Barham (m.barham@mmu.ac.uk).

MMYou is printed on paper from a sustainable source. Back issues are available at:

www.mmu.ac.uk/news/publications.

What's On

To publicise events, e-mail Matthew Barham – m.barham@mmu.ac.uk

1 – 30 Nov *It's a Question of Taste*

The latest theatre piece from 'Until Thursday'. Dance Studio, Alsager. Performances start 7.30pm. Tickets £6 (concs/students £4). m.wollaston@mmu.ac.uk.

6 Nov *How Emotion is Constructed*

Simone Belli from the University of Barcelona talks about his critical research. 6-8pm, New teaching Room, Elizabeth Gaskell. i.a.parker@mmu.ac.uk

8 Nov *Peter Benson Reading at MMU*

Peter will be reading from and talking about his work and answering questions from the audience. £5 (concs/students £3). Geoffrey Manton Bldg, Lecture Theatre 7. j.draper@mmu.ac.uk

13 Nov *Guerrilla Guide to Mental Health Systems*

David Healey of Cardiff University gives a lecture focusing on his research. 6-8pm, Geoffrey Manton Bldg, Lecture Theatre 7. j.c.stirk@btinternet.com

14 Nov *Factory and the Hacienda*

Design lecture. Just one in the series of events for this year's D&AD Awards. 6-10pm, Urbis, Cathedral Gardens, Manchester. Tickets via 0161 605 8220.

15 Nov *A City Speaks*

A special screening of the 1947 film *A City Speaks*, commencing at 6.30pm, with refreshments being served from 6pm. Didsbury Campus, Lecture Theatre A. E-mail events@mmu.ac.uk to book a place.

20 Nov *Conservation and Gender*

Susan Speer (University of Manchester) hosts

a discussion of connections between conversation analysis and feminist perspectives. 6-8pm, New teaching Room, Elizabeth Gaskell. i.a.parker@mmu.ac.uk.

21 Nov *Customer Relationship Management*

Dr Vishal Talwar (Strategy Entrepreneurship) hosts a seminar comparing customer relationship portfolio management practices in the UK and India – a case-based empirical investigation. 4pm Business School, Lecture Room 3. Ext 3981.

22 Nov *Something Borrowed*

Paul Magrs (lecturer in creative writing) gives a reading from his latest book at a special Writing School event. Geoffrey Manton Bldg, Lecture Theatre 6.

22 Nov *Delivering Community Cohesion*

A lecture by Lord Patel of Bradford OBE. 5pm Main Lecture Theatre, Elizabeth Gaskell Bldg. Contact c.macinnes@mmu.ac.uk to book a place.

27 Nov *The politics of happiness*

Claire Fox of BBC Radio 4's Moral Maze gives a lecture on the expanding definition on mental illness and why the state thinks we all need therapy. 6-8pm, Geoffrey Manton, Lecture Theatre 7. Contact j.c.stirk@btinternet.com

29 Nov *An Evening With Willy Russell*

MMU Cheshire Creative Writing presents a special reading by Willy Russell, one of the most successful screen writers of his generation. Axis Theatre Alsager Campus, 7.30pm. r.graham@mmu.ac.uk

4 Dec *The Shape of Water*

A premiere of the award-winning documentary by Kum-Kum Bhavnani presented by Alexandra Zavos (Manchester School of Architecture), 6-8pm, New Teaching Room, Elizabeth Gaskell. i.a.parker@mmu.ac.uk

This publication is available in alternative formats – contact Matthew Barham on 0161 247 2184 for details.