

The SwissMAP Outreach Landscape and G·EM



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As SwissMAP approaches its conclusion in 2026, after eleven years of groundbreaking research, its impact extends well beyond scientific publications and collaborative networks. One of its most significant achievements is the SwissMAP Research Station (SRS) in Les Diablerets, dedicated to high-level research. In parallel, SwissMAP has also supported a variety of outreach activities that have flourished in Zurich and Geneva, which also form part of SwissMAP's lasting legacy.

In Zurich, the ETH Zurich Youth Academy and the UZH Junior Euler Society have for years successfully provided students with structured opportunities to engage with mathematics beyond the classroom.

In Geneva, this dynamic took a new step forward with the launch of Genève Évasions Mathématiques (G·EM) in 2024, a structure designed to bring together existing initiatives and foster new ones, offering a visible and coherent platform for public engagement. G·EM carries out its mission through a wide range of accessible formats targeting diverse audiences, including festivals, public conferences, exhibitions, and a dedicated strand focused on gender and inclusion. It also organises activities for education and science communication professionals, and offers extracurricular programmes specifically designed for school-aged audiences. In parallel, G·EM collaborates with partner organisations to co-create outreach projects across a variety of contexts.

G·EM is led by a small but dedicated team combining expertise in research and science outreach. Elise Raphael, Scientific Officer for SwissMAP and the SwissMAP Research Station, and Hugo Duminil-Copin, Fields Medalist, serve as Co-Directors. The core team includes Shaula Fiorelli, Coordinator and Project Manager, who also heads MathsScope, part of the UNIGE's outreach platform ScienScope; Mayra Lirot, in charge of communication; and scientific assistants Pauline Baudat, Vera Bossart and Cesar Humerose as well as Charlotte Guarino, who provides administrative support.

The inauguration of G·EM in 2024 took place in September through the Math'émervaille festival, held at the Musée d'Histoire des Sciences in Geneva. The event drew over 1,800 visitors, a record attendance for the museum, and brought together a diverse public of all ages and backgrounds. The enthusiastic response confirmed both the relevance of the initiative and the public's growing interest in engaging in accessible mathematical experiences.

What's new since the creation of G·EM?

A growing set of initiatives designed to strengthen public engagement, which fall into several key projects. They include among other ongoing and emerging initiatives:

Promoting gender inclusion in mathematics

The "Filles et Maths" strand brings together a series of initiatives designed for school-aged girls. It includes Les Marmottes, a long-standing workshop, as well as Les Mini-Marmottes, a recently launched weekend programme held at the University of Geneva. The initiative also features Une mathématicienne dans votre classe, which connects women mathematicians with school classrooms to foster dialogue and provide visible, relatable role models. Thanks to recent MINT funding, these activities will soon be extended across French-speaking Switzerland.

Creating new spaces for dialogue with the public

The public lecture series Maths à PartaG was created to open up conversations between mathematics and broader society. Some events feature mathematicians in dialogue with guests from other disciplines. Three talks have already taken place Nombres Mystérieux with Francis Brown (Oxford University), La Joie des maths with David Cimasoni (UNIGE), and Comment être élu à tous les coups? with Jean-Baptiste Aubin (Université de Lyon) each offering a fresh perspective on mathematics and drawing an engaged, curious audience.

Establishing new traditions through public events

Pi Day is quickly becoming a yearly tradition in Geneva aimed at a broad audience. The first edition, in 2024, took the form of a collaborative public challenge: Défi Carré du Diable, inviting participants to explore logic and geometry in a hands-on, playful format. In 2025, Pi Day featured the exhibition Kolam: a women's and ephemeral art from South India. The exhibition highlighted the intersection between mathematics and cultural tradition through intricate geometric designs



passed down through generations of women. It was accompanied by a two-part public lecture Anthropology and Mathematics of Kolam delivered by Claudia Silva (UNED) and Oscar Garcia-Prada (ICMAT), offering both anthropological and mathematical perspectives on this unique practice. The programme also included hands-on workshops, inviting participants of all ages to experiment with creating their own kolam patterns.

A growing festival

This summer saw the second edition of the Math'émervaille festival in Geneva, held in July at the Musée d'histoire des sciences. Building on the success of its first edition, the festival offered a wide-ranging programme for all ages and confirmed the public's strong enthusiasm for this kind of event. It is now set to become a recurring biennial gathering, bringing together a diverse array of professionals from Geneva, across Switzerland, and Europe.

A Lasting Vision

With the creation of G·EM in Geneva and the continued work of long-standing initiatives in Zurich, SwissMAP leaves behind a strong and lasting outreach presence. Together, they reflect a shared belief that mathematics is not something abstract or cut off from the world, but a human pursuit enriched by dialogue, curiosity, and connection.

To follow G·EM's activities

Subscribe to the G·EM newsletter where we regularly share recordings of public events and conferences. Or visit www.unige.ch/math/GEM



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