

# GENSPACE

The word "GENSPACE" is rendered in a tall, condensed, sans-serif font. The letters "GEN" are black, and "SPACE" is green. A vertical line separates the two colors at the end of the letter "N". Below the text is a horizontal line with a series of dots: two green dots under each letter of "GEN", and two black dots under each letter of "SPACE".

School of Visual Arts, Sep 24, 2018

# From Chat Room to Living Room to Laboratory

In 2009, a group met in a living room to explore their interest in biotechnology. Within a year, co-founders **Nurit Bar-Shai** (artist), **Dr. Ellen Jorgensen** (biologist), **Daniel Grushkin** (journalist), **Dr. Russell Durrett**, and **Dr. Oliver Medvedik** opened Genspace, the first-ever community biotechnology laboratory in downtown Brooklyn.



# Making it Official: Incorporation as Nonprofit

From Articles of Incorporation, 2010

The purposes for which the corporation is formed are as follows:

**To promote awareness and educate** the public about the value of molecular biology both inside and outside of traditional educational and research settings.

**To encourage the pursuit of biology** within a safe, transparent and inviting laboratory environment.

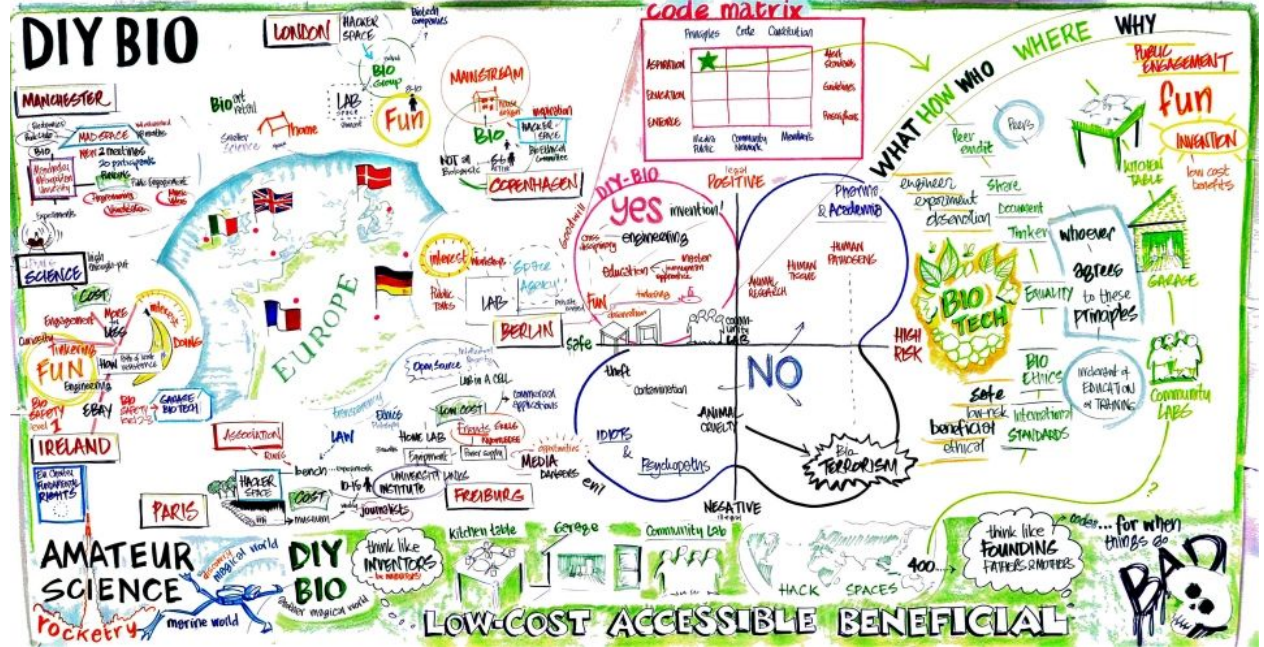
**To create new practices** that decrease the cost and increase the accessibility of biological research. **To identify and pursue worthwhile projects** that may benefit mankind and the planet but have been ignored for economic or political reasons.

# Welcome to the Lab



# Buzzwords

- 'Biohacker'
- 'DIY Biology'
  - See diybio.org
  - More than 125 around the world
- 'Community Biology Lab'



# Community Biology Lab

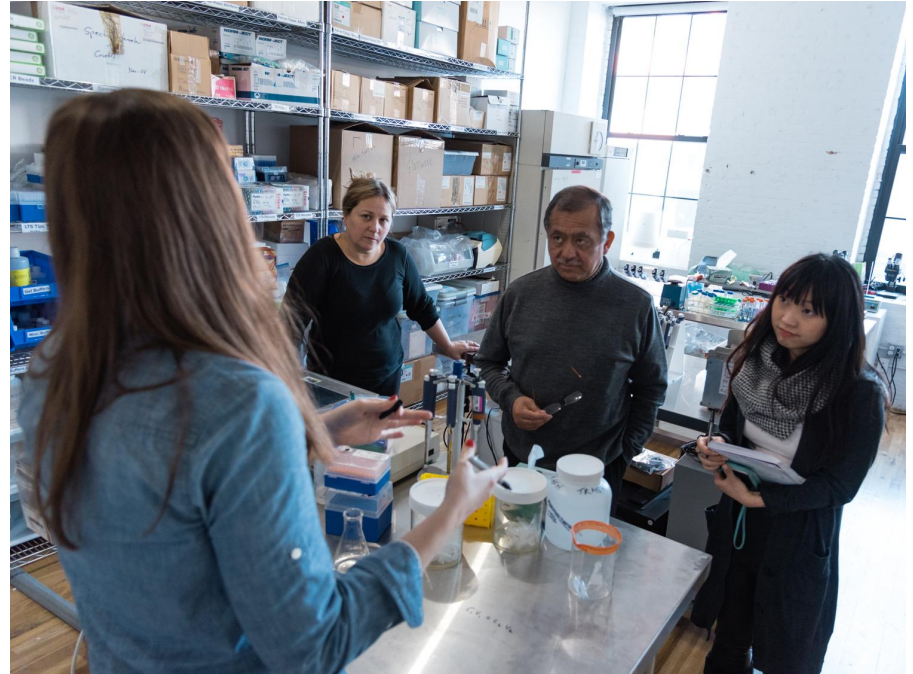
Who are the communities that our lab serves?

- High School Students
  - Six month Biorocket Program
  - Tailored Workshops and Programs
  - Some memberships
- College Students
  - Scholars Program
  - Biodesign Challenge
- Adults
  - Membership
  - Classes
- Families, All Ages
  - Public programs in our space
  - Outreach



# Education: Adults

- Classes
  - Comprehensive Intro Classes
  - Advanced Techniques such as CRISPR
  - Bioart and biodesign
  - Bioinformatics
  - Ethics/History/Culture surrounding Biology
- Membership
  - Community
  - Individual
  - Business



# Education: College Students

- Scholars Program
  - Currently with FIT
  - Science Mentoring for student research projects
- Biodesign Challenge
  - Genspace Alumni
  - University-level design competition





# Education: High School Students

- Six month Biorocket Program
  - Part of American Museum of Natural History Science Research Mentoring Consortium
  - Funded by Pinkerton Foundation
- Tailored Workshops and Programs
  - One-off workshops to supplement school curriculum
  - Year-round program developed with science teachers
  - Public schools, charter schools, private schools
- Some memberships



# Education: All Ages + Families

- Public Programs in our Space
  - DNA Barcoding Nights
- Outreach
  - Partners with Brooklyn Bridge Park Conservancy, Green-Wood Cemetery, Pioneer Works, NYCxDDesign, Understory, and more



# Education: Social Media



 genspacenyc • Follow  
• Genspace

genspacenyc Hello! My name is David and I'm a Microbiology researcher turned photographer and the new Science Communication Ambassador at Genspace.

Our mission is to provide an open-access lab for the general population and promote scientific literacy through a hands-on approach. To that end, I aim to share the stories found within our lab to better connect with you all, our community.

I'll present you with a personal view of our lab benches, our parties, and our events. You'll also get a better understanding of the rest of our team as well as our community members. Follow along as I explore Genspace and the greater community of DIY biotechnology!



85 likes

JUNE 13



 genspacenyc • Follow  
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genspacenyc A fancy photography system

This complex contraption consists of many different parts working in conjunction. There's a light source, the lamp on top, this is what we use to activate the genes we are manipulating. Next comes a filter to isolate the wavelengths of light that work to activate our genes the best.

Below that is a converging lens to concentrate the light a little better for our system. A little below that is a 35mm slide that contains the image we are trying to reproduce. After that you find another lens to focus the light inside our makeshift photo-incubator. Inside that incubator we do our best to minimize interference from other light sources by surrounding the inside



79 likes

3 DAYS AGO

Log in to like or comment.

# Membership: Individuals, Scientists



# Membership: Individuals, Artists + Designers

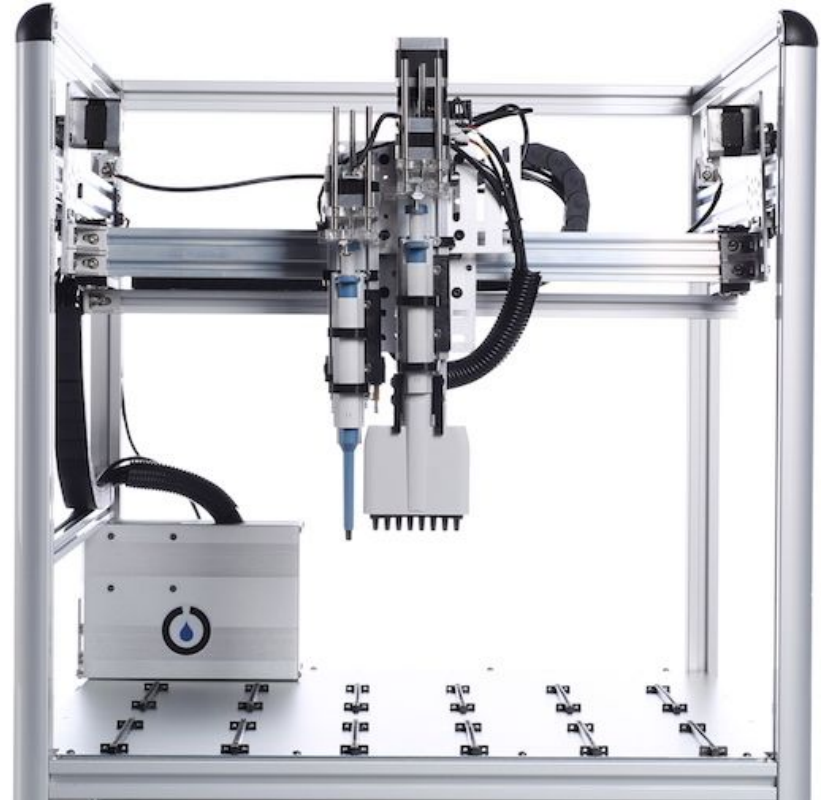


# Membership: Individuals, Hobbyists

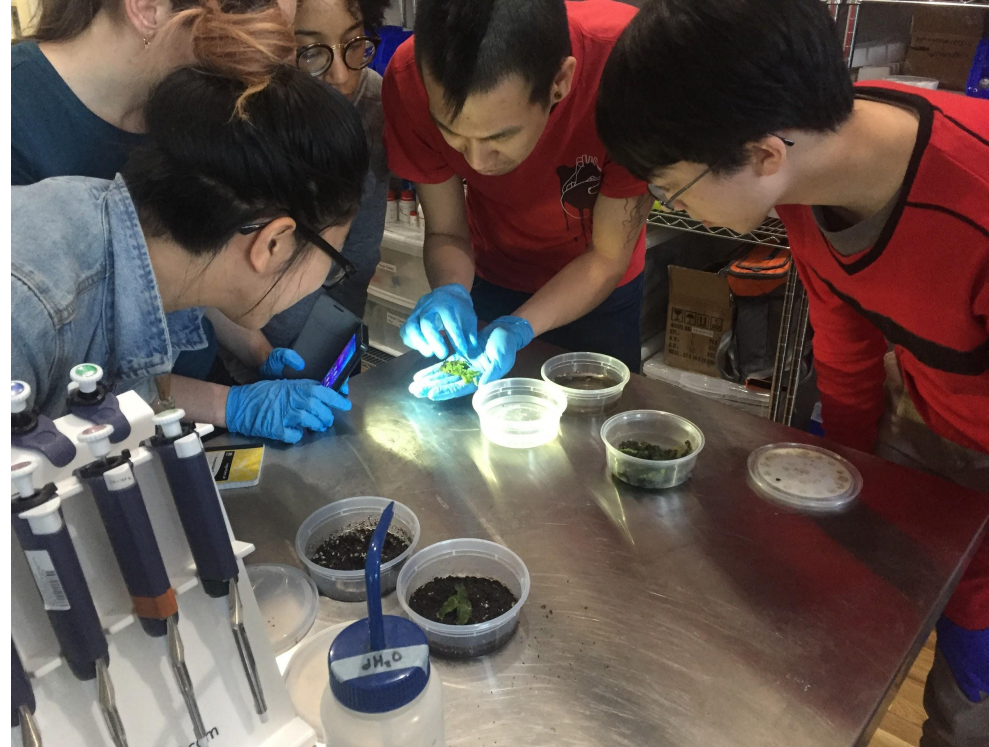


Membership: Entrepreneurs

CurieCo.



# Membership: Community Projects



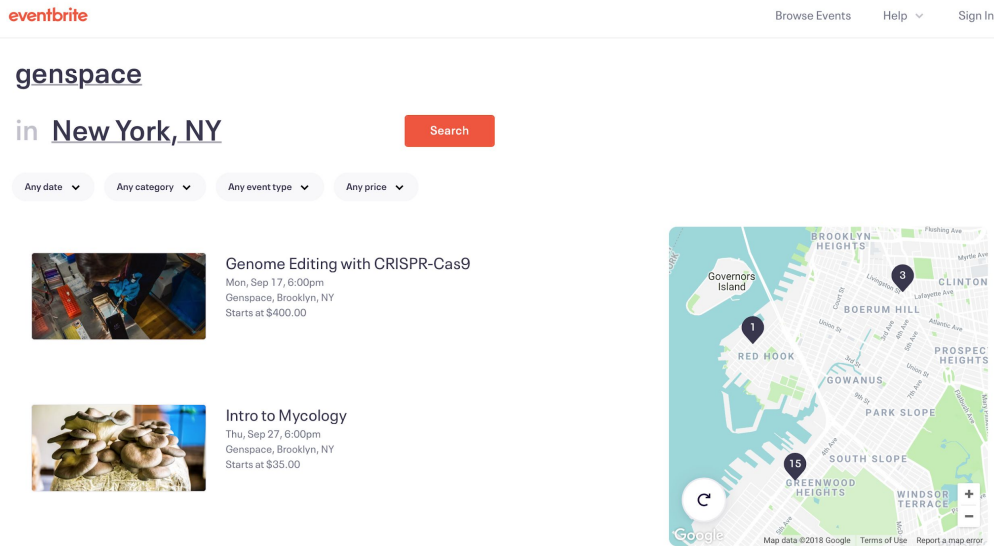


# Digital Properties

Digital properties have built and keep our community growing!

2009-2018

1. DIYBio.org
2. Facebook
3. Twitter
4. Instagram
5. Mailchimp
6. Eventbrite

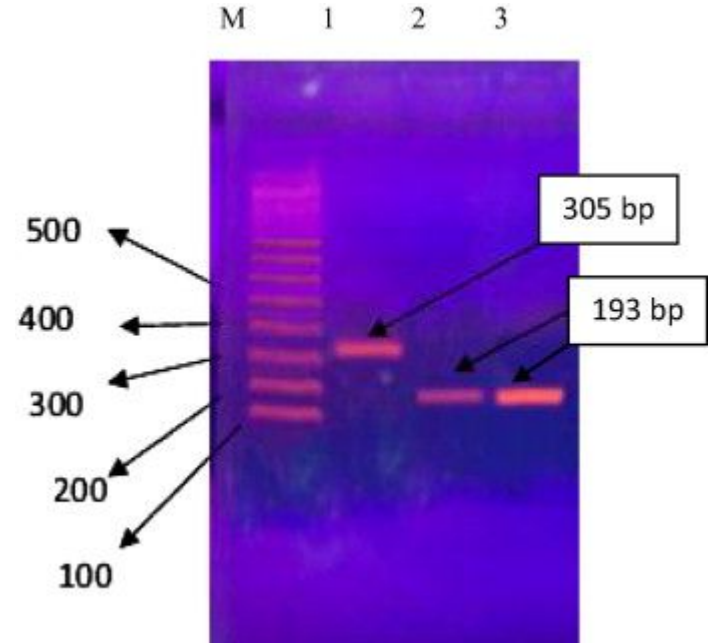


The screenshot displays the Eventbrite website interface. At the top, the Eventbrite logo is on the left, and navigation links for 'Browse Events', 'Help', and 'Sign In' are on the right. The main heading reads 'genspace in New York, NY', with a red 'Search' button to the right. Below this, there are four filter buttons: 'Any date', 'Any category', 'Any event type', and 'Any price'. Two event listings are visible:

- Genome Editing with CRISPR-Cas9**  
Mon, Sep 17, 6:00pm  
Genspace, Brooklyn, NY  
Starts at \$400.00
- Intro to Mycology**  
Thu, Sep 27, 6:00pm  
Genspace, Brooklyn, NY  
Starts at \$35.00

On the right side of the page, there is a Google Map of Brooklyn, NY, with several numbered markers (1, 3, 15) indicating specific locations within the neighborhood.

# A note on our current logo

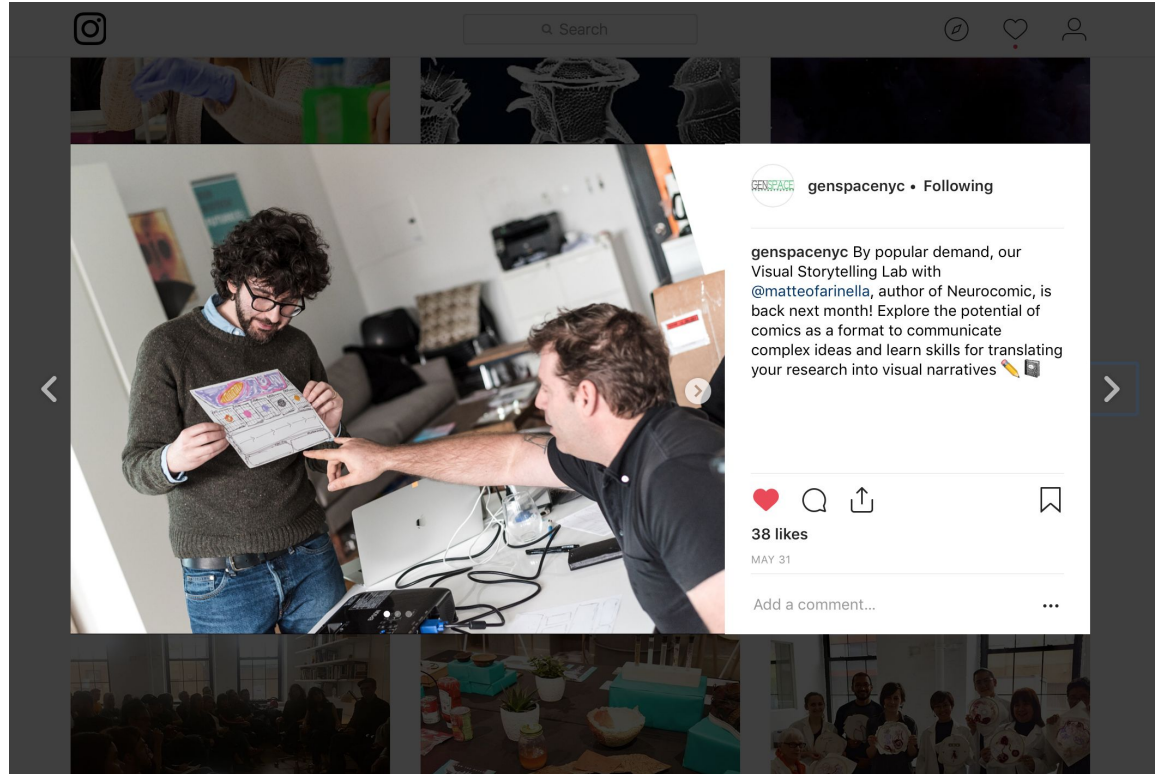


# Target Audience

Who do we want to connect with?

Who are we connecting with well?

Who are we missing?



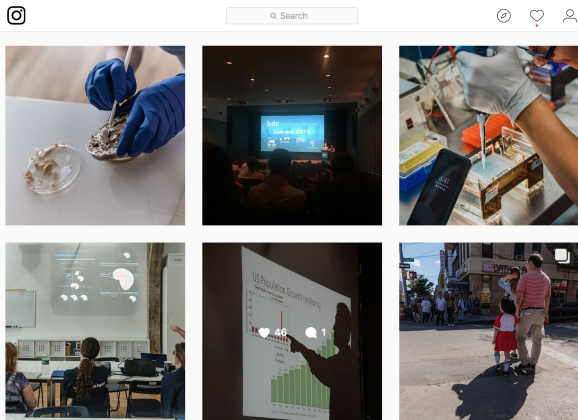


# *As D.I.Y. Gene Editing Gains Popularity, 'Someone Is Going to Get Hurt'*

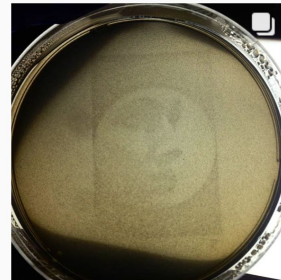
After a virus was created from mail-order DNA, scientists are sounding the alarm about the genetic tinkering carried out in garages and living rooms.

# Biohackers are about open-access to science, not DIY pandemics. Stop misrepresenting us

By DANIEL GRUSHKIN / JUNE 4, 2018



Search



ellen.jorgensen

**TED**  
JUNE 2016  
BANFF ALBERTA

What you need to know about CRISPR | Ellen Jorgensen  
429,987 views

6.7K 235 SHARE

TED Published on Oct 24, 2016

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MORE FROM YOUTUBE  
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**A Visit to Genspace**  
Make - 24K views · 8 years ago  
Genspace is a community biology lab in NYC where experiments are conducted outside of the realm of academics and paid ...

**Spaces & Places: Genspace - New York's Community Biobal**  
502V · 250 views · 10 months ago  
Spaces & Places is a YouTube series produced by 502V exploring and promoting the vibrant ecosystem of entrepreneurship, DIY ...

**Genspace NYC**  
112 subscribers · 30 videos  
Videos from the Genspace community lab.

**CRISPR at Genspace**  
Joel Merrick · 1.63 views · 1 year ago  
CRISPR at Genspace, thank you to Marley Siddins and Will Shinder for the great class, I learned a lot and it was nice to get to ...

**GenSpace Biohacker Boot Camp**

# Social Media

How do we use it?

1. Promotional- for events and classes
2. News from/for our members
3. Storytelling + Educational
4. Connecting with + supporting our broader communities in the arts and sciences
5. Supporting sister organizations and sharing relevant/viral content

# Newsletters

Newsletters sent via Mailchimp

- ~20% Open Rate
- ~4K Subscribers

Anatomy of Mailout

- Logo
- Picture
- Summary
- Potential news or big content
- Class dates with images and summaries
- Contact Us

It's back-to-school season and we're celebrating at Genspace! Join us in the lab for one of our many classes this fall: we have a full roster of our classic introductory biohacker courses such as the [Biotech Crash Course](#) and [Genome Editing with CRISPR-cas9](#), as well as exciting new additions including [Introduction to Mycology](#), [Building an Internet-Connected Lab](#), and [Peer Review](#), a free monthly Journal Club.

Take a class at Genspace!



**Biotech Crash Course**  
*Starting September 22*

This introductory course covers the basic techniques that facilitated the biotechnology revolution, and will show you where it is headed in the near future. Learn about the fundamental characteristics of DNA and how we can take advantage of these to cut and paste DNA, making lots of copies of specific DNA sequences, or assembling new DNA sequences into a new genetic



**Genome Editing with CRISPR-cas9**  
*Starting October 9*

Want to learn how to do hands-on genome editing? In this class you will learn to culture and work with Brewer's Yeast and get hands on experience with two CRISPR-Cas9 genome editing systems, one for gene deletion and another for inserting the gene for a fluorescent protein.

[More info here »](#)

# Website

**Green** = Doing this now ; **Yellow** = Sorta Doing This Now ; **Red** = Not Doing This Now

- Education
  - Tell Story of Genspace
  - Serve as First Point of Education about Biology, The Lab, DIY Bio, and what we do
- Development
  - Solicit Donations
  - Highlight News and Announcements
  - Facilitate Newsletter Signups and Social Media Follows
- Programming
  - Sell Classes + Facilitate Signups
  - Sell Events + Facilitate Signups
- Membership
  - Sell Membership + Facilitate Applications
  - Promote Members and their work



# Mood Board Dreams



[WWW.DIYBIO.ORG](http://WWW.DIYBIO.ORG)

expl  ratorium®



# Questions?



*"We're in our lab coats. Now what?"*