



The AERC 2010 will be organized by the NRS in Göteborg, on the Swedish west coast. Göteborg is a harbour city. The river Göta Älv divides the city into north and south, before flowing out into one of the most beautiful archipelagos in Sweden. The heart of the city is on the south bank of the river, encircled by what used to be the old moat. Avenyn, Göteborg's main street, stretches away south of the moat, to Götaplatsen square, with its familiar statue of Poseidon.



Photo: James Holm



Photo: Göran Assner

The Göteborg Opera. Our opera house is brimming with talent, both artistically and technically. It is a house that offers opportunities far beyond the ordinary, both behind the scenes and onstage.

Annual European Rheology Conference

2009 and 2010
Cardiff, Wales
Göteborg, Sweden



Photo: Jan-Olof Yxell

Chalmers University of Technology. The venue, Chalmers, is a university in which research and training are conducted on a broad front within technology, natural science and architecture. Chalmers is a pioneer in Europe in the field of start-up companies, and has build up an efficient system of innovation.



Photo: Kjell Hölmner

Göteborg – city by the sea. If you climb any sizeable hill in Göteborg, you will immediately realize what the city is all about. The wide, mighty river flows right through the centre, opening out into the sea beyond. The sea has always dominated the city – and its cuisine, trade, industry, leisure and recreation. The maritime influence is never far away in Sweden's second city.

Göteborg was founded in 1621 and is rich in historical buildings, museums and art galleries. With a population of half a million it is moderately sized by European standards but has a rich cultural life and plentiful shopping. Göteborg's size also means that both archipelago and deep forests are only 30 minutes away from the city centre. Sweden is a long country and for the daring ones skiing is excellent in the north of Sweden in April.

More information about Göteborg on www.goteborg.com

The AERC 2010 is still far away in time but please take a chance already now to get acquainted to Sweden, and particularly Göteborg through the Swedish links links. Then we hope to see you in 2010 for a mix of rheology and Swedish hospitality.

For more information see:

www.nordicrheologysociety.org/conference/AERC2010



Photo: Göran Assner

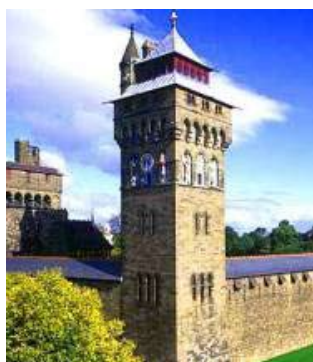
About ESR, BSR, INNFM(W) and NRS

AERC 2009 Cardiff

City Hall. The domed roof of City Hall forms the focal point of Cardiff's beautiful civic centre. Inside, statues of Welsh heroes grace the halls of the building.



AERC 2009, 15-17 April, is being organized by the INNFM (Wales) and the BSR in Cardiff, the capital city of Wales. Cardiff is home to many national institutions including the National Museum of Wales and the much-admired Millennium Stadium. The city centre skyline is testimony to its heritage and ambition, with landmark buildings ranging from the ornate civic centre to the historic Cardiff Castle. Cardiff is well established as 'Europe's Youngest Capital' but its history dates back more than 2000 years to the Romans. It was once one of the busiest ports in the world, exporting the coal which fuelled the industrial revolution.



Cardiff Castle. Cardiff Castle is located in the heart of the city and enjoys a history spanning nearly 2000 years. Cardiff's earliest visitors, The Romans and the Normans, left behind the foundations of this remarkable castle. The Victorians built the city's wealth – and rebuilt the castle.

The aim of AERC 2009 is to contribute to the advancement of Rheology by bringing together interested researchers from Europe and the rest of the world, and bridging traditional themes with modern trends. Following the tradition of previous European Rheology meetings, AERC 2009 will be a three day conference split into symposia that reflect mainstream or emerging areas of Rheology.

AERC 2009 Cardiff

There will be minisymposia on blends, copolymers and nanocomposites; process modelling; rheometry and beyond: advanced experimental methods; interfacial phenomena, surfactants and foams; suspensions and colloids; viscoplasticity, solids rheology; biopolymers, biorheology and food rheology; constitutive modelling; non-Newtonian fluid mechanics; computational modelling; flow-induced phase transitions and instabilities; industrial rheology and processing.

Plenary Speakers

Christian Bailly
Universite Catholique de Louvain, Belgium
Jae Hyun
Korea University, Korea
Gareth McKinley
MIT, USA



Nice shopping. Cardiff's six Victorian and Edwardian arcades are lined with a variety of charming, independent shops and cafés.

In addition, the meeting will include the 2009 Weissenberg Award Lecture and the 2009 BSR Gold Medal Lecture.

For more information see:

<http://www.rheology-esr.org/AERC/2009>



Cardiff University. Founded by Royal Charter in 1883, the University today combines impressive modern facilities and a dynamic approach to teaching and research with its proud heritage of service and achievement.

ESR

The European Society of Rheology is an umbrella organization for the European national rheology societies. The ESR promotes rheology in Europe, encourages international collaboration and acts as the steering body for the European Rheology conference.

BSR

The Society was founded in 1940 and has as its objectives the promotion of pure and applied rheology. It has expanded greatly since then and now has over 400 members, of whom about a third are outside the U.K. Members are drawn both from academic life and from a wide range of industrial activities. They come from many scientific disciplines including mathematics, computer science, physics, chemistry, biology, biochemistry, materials science, engineering and medicine.

INNFM(W)

The Institute of Non-Newtonian Fluid Mechanics (Wales) hosts the AERC 2009 on behalf of the British Society of Rheology. The INNFM(W) is an interdisciplinary organisation comprising researchers in the universities of Wales. The INNFM (W) provides a multidisciplinary environment for meeting the challenge of modern rheological problems in industry, and brings together expertise in experimental, theoretical and computational rheology. It has a worldwide reputation for its annual spring conferences, which have been established for over a decade and which have served as an effective focus for interaction between academic and industrial researchers.

NRS

The Nordic Rheology Society hosts the AERC 2010 with SIK – the Swedish Institute for Food and Biotechnology and Chalmers University of Technology as local organizers. NRS is a non-profit organization which engages people interested in rheology in the Nordic countries. The Society offers a broad spectrum of services for the members, including Newsletters and the annual Nordic Rheology Conference aiming to provide good opportunities for networking, personal contacts, exchange of experiences, co-operations and access to special equipment.