



<b>ICM-2014</b>	
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## Public Lecture 2 – Leelavati prize winner

### 1) Leelavati Prize

The organizing committee of SEOUL ICM 2014 will host the Leelavati Prize Lecture “The Wrong Door” by Dr. Adrian Paenza at 8 p.m. on August 20<sup>th</sup> at Hall D, COEX. The Leelavati Prize is intended to recognize and appreciate outstanding contributions to increasing public awareness of mathematics as an intellectual discipline and the crucial role it plays in diverse human endeavors. The first winner of Leelavati Prize was Simon Singh, the author of ‘Fermat’s Last Theorem’.

### 2) Leelavati

‘Leelavati’ is a mathematical treatise written in 12<sup>th</sup> century by the Indian mathematician Bhaskara. It is mainly a textbook on arithmetic but it contains some geometry problems. It is told that Leelavati is the name of Bhaskara’s daughter. Many of the problems are addressed toward Leelavati herself and are written in verse form. So it can be considered as a mathematical poetry dedicated to his daughter.

### 3) Adrián Paenza

Dr. Adrián Paenza is awarded the Leelavati Prize at Seoul ICM 2014 for his contributions that changed the way in which the public perceive mathematics. He accomplished this through his books, his TV shows and enthusiasm of communicating the beauty and joy of mathematics.

Adrián Paenza, born on May 9<sup>th</sup>, 1949, is a mathematician and scientific journalist. He received his Ph. D. in mathematics from University of Buenos Aires in 1979, where he currently serves as Associated Professor of the Department of Mathematics of the Faculty of Natural Sciences. At the same time, he has been leading a successful life as a sports journalist and a politics journalist.

In 2003, he began a new shining life as a scientific journalist by hosting a long-running weekly TV program “Científicos Industria Argentina (Scientists made in Argentina)” at TV Pública. It consists of interviews with mathematicians and scientists of different disciplines and ends with a scientific problem. The solution is given in the next program. The format is reminiscent of sports programs with quizzes and answers. This program has been running for more than 11 years with a great success decorated with many prizes such as “Martin-Fierro Awards for Best Cultural Program (2004, 2011)”, “Martin-Fierro Awards for Best Journalism Program (2007, 2009)”.

Since 2009, he has also been the host of weekly half-hour show “Alterados por Pi (Altered by Pi)” at En Cuentro, which is dedicated to popularization of mathematics. Accompanied by anecdotes, interviews, humor and problems resolution, Adrián Paenza, offers a different panorama on this discipline: more humane, more amusing, and closer to everyday life. This show is recorded in front of a live audience in several public schools around the country.

He has written 8 books on popularizing mathematics including the world-wide best seller series “Matemática... ¿Estás ahí? (Mathematics... Are you there?)”. His message is simple and clear.

“Mathematics is not as boring as you are taught in the classroom. It is fun, joy and beauty.”

## The Seoul ICM 2014 Public and Media Relations Committee

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