



The Nobel Foundation

2014 *Annual Review*





NOBELSTIFTELSEN

The Nobel Foundation



The Nobel Foundation 2014 Annual Review

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A visitor wearing the age suit "Agnes" at Nobel Week Dialogue, photo: Niklas Elmehed
Banner Nobel Week Dialogue, photo: Niklas Elmehed

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A Word from the Executive Director



PHOTO: STEFANI TELL

Lars Heikensten, Executive Director of the Nobel Foundation since 2011.

Alfred Nobel lived and worked during the second half of the 19th century. It was a time that had much in common with our own age. It was characterized by scientific progress, improved communications, increased trade and rapidly expanding international companies. Alfred Nobel, was deeply involved in all of this. However, like our own era, it was also a time marked by social and political challenges and by significant environmental impact. Anti-intellectual and xenophobic tides were also part of Nobel's time, as were military expansion and rampant nationalism.

Alfred Nobel was shaped by the ideals of the Enlightenment. He believed that people could make a difference; that it was possible to understand and change the world if only you had the knowledge and the courage. Unfortunately, this is not something we can take for granted in our own age. In many places in the world, people who question religious and other dogmas are jailed and tortured. Also in Western societies, science and rationalism are challenged. That is why Nobel's vision remains both important and potent.

The Nobel Prize is a fantastic source of knowledge and inspiration.

When the Laureates are announced in October each year, it propels researchers, authors and peace advocates into the spotlight. The world's attention is momentarily directed towards scientific progress and humanist questions that affect us all, either directly or indirectly. The Nobel Prize attracts enormous media attention. As an example, during 2014 over 50,000 articles were published in digital media.

The Prize's status brings with it both opportunity and responsibility. Over the course of the year we have worked to produce a strategy for our future activities and for managing our unique brand. It is the Nobel Committees that, through their independent and careful work when selecting the Nobel Laureates, have built the good reputation of the Nobel Prize. To tend and strengthen the Prize's unique position and to make it accessible to a broader audience, we have also spent the past 20 years creating an extensive array of public activities around the Nobel Prize. These include exhibitions, digital productions, school programmes, more actively engaging in new media and events in Sweden and Norway, as well as in many other places in the world, such as Brazil, India, Japan and the United States.

The Nobel Laureates and their achievements are the focus of our

efforts. We can learn much from them and they can inspire us to make our own contributions. But we are not content with this alone. In the spirit of Alfred Nobel, we aim to tackle the greatest issues of our time. Today, that can involve everything from climate change to children's rights to good schools. This publication provides more information about some of what has taken place over the past year.

Our largest project at present is the Nobel Center at Blasieholmen in Stockholm. Exactly one year ago David Chipperfield Architects Berlin was announced as winner of the competition to design the Nobel Center. The City Planning Commission of Stockholm, backed by broad support, have this spring decided to allow the proposed detailed development plan, based on the winning proposal, to be presented for comments and suggestions. This at the same time as we have secured over 80 per cent of the estimated financing needed for the project and the work of developing the new centre's activities has entered an intensive phase. It will be an arena where the historical perspective meets the major challenges of tomorrow; an inspiring place that focuses on humanity's opportunities to shape, understand and improve our world.

LARS HEIKENSTEN
EXECUTIVE DIRECTOR



Carl-Henrik Heldin,
Chairman of the Board
of the Nobel Foundation.



Chemistry Laureate
William E. Moerner.



Chairman of the Nobel
Committee for Physiology
or Medicine Juleen Zierath.



The Mosers at the
Nobel Museum.



Laureates in Physics Hiroshi
Amano and Shuji Nakamura.

Table of Contents

I	A Word from the Executive Director
4	The 2014 Nobel Laureates
8	The Nobel Prize in Social Media
10	The Nobel Prize – A Source of Knowledge
12	A Struggle for the Right to Go to School
14	A New Home for the Nobel Prize in Stockholm
16	Alfred Nobel
18	For the Greatest Benefit to Mankind



- 20 The Organisation Surrounding the Nobel Prize
- 22 The Institutions that Select the Nobel Laureates
- 24 The Nobel Foundation
- 26 Nobel Media AB
- 28 Nobel Museum AB
- 30 Nobel Peace Center Foundation
- 32 Nobel Peace Prize Research & Information AS
- 34 Nobelhuset AB



The purpose of this annual review is to provide an overall picture of the Nobel Sphere as a whole and its member organisations. Supplementary information can be found in the Annual Reports of the Nobel Foundation and related organisations.



The Laureate in Physics Isamu Akasaki was awarded for the invention of effective blue light-emitting diodes.



The Laureates in Physics, Chemistry and Economic Sciences at the Royal Swedish Academy of Sciences.



Malala Yousafzai and Kailash Satyarthi visiting the Norwegian Nobel Institute.



Jean Tirole



Eric Betzig



Literature Laureate Patrick Modiano with family.

The 2014 Nobel Laureates



THE NOBEL PRIZE IN PHYSICS 2014

WAS AWARDED TO

Isamu Akasaki, Hiroshi Amano and Shuji Nakamura

“for the invention of efficient blue light-emitting diodes which has enabled bright and energy-saving white light sources”

LIGHTING PLAYS A MAJOR ROLE in our quality of life, but also consumes a substantial amount of the world’s electricity. Isamu Akasaki, Hiroshi Amano, and Shuji Nakamura developed light-emitting diodes (leds), thereby creating much more efficient light sources than were previously available. Leds are composed of very thin layers of semiconductors, materials with properties that lie between those of electrical conductors and insulators. Light is emitted when an electrical current passes through these layers. Creating white light that can be used for lighting requires a combination of red, green, and blue light. Red and green diodes were relatively easy to develop, whereas blue leds proved to be much more difficult to create. Ultimately, the Nobel Laureates used the difficult-to-handle semiconductor gallium nitride to create them. During the 1980s and 1990s the Laureates successfully produced high-quality gallium nitride, processed it, and combined it with other materials so that efficient blue diodes were created.



THE NOBEL PRIZE IN CHEMISTRY 2014

WAS AWARDED TO

Eric Betzig, Stefan W. Hell and William E. Moerner

“for the development of super-resolved fluorescence microscopy”

THE MICROSCOPE REVOLUTIONIZED our ability to study small objects. However, based on light’s wavelength, a limit to the level of detail possible was calculated to be 0.2 micrometers. Eric Betzig, Stefan W. Hell, and William E. Moerner have discovered a way to circumvent this limitation. The methods make use of fluorescence, a phenomenon in which certain substances become luminous after having been exposed to light. In 1994, Hell developed a method in which one light pulse causes fluorescent molecules to glow, while another causes all molecules except those in a very narrow area to become dark. An image is created by sweeping light along the sample. Moerner and Betzig helped create a method based on the fact that fluorescence in individual molecules can be turned on and off using light. A single image is then created by combining a large number of images in which different molecules are activated. The methods make it possible to see details that are only a few nanometers—or billionths of a meter—long. Among other uses, this makes it possible to track processes occurring inside living cells.



Shuji Nakamura with family and friends.



Stefan W. Hell with family.



THE NOBEL PRIZE IN PHYSIOLOGY OR MEDICINE 2014

WAS AWARDED TO

John O'Keefe, May-Britt Moser and Edvard I. Moser

“for their discoveries of cells that constitute a positioning system in the brain”

THE AWARENESS OF ONE'S LOCATION and how to find the way to other places is crucial for both humans and animals. To understand the ability to orient ourselves in space, John O'Keefe studied the movements of rats and signals from nerve cells in the hippocampus, an area located in the center of the brain. In 1971 he discovered that when a rat was at a certain location in a room, certain cells were activated, and that when the rat moved to another location, other cells became activated. That is to say, the cells form a kind of internal map of the room. In 2005 May-Britt Moser and Edvard I. Moser discovered another type of cell close to the hippocampus that is important for determining position. They found that when a rat passed certain points arranged in a hexagonal grid in space, nerve cells that form a kind of coordinate system for navigation were activated. They then went on to demonstrate how these different cell types cooperate. These discoveries open the way to understanding how the brain's more advanced intellectual processes work.



THE NOBEL PRIZE IN LITERATURE 2014

WAS AWARDED TO

Patrick Modiano

“for the art of memory with which he has evoked the most ungraspable human destinies and uncovered the life-world of the occupation”

GOOD STORIES are often characterized by their exploration of universal but difficult questions, at the same time as they are grounded in everyday settings and historical events. Patrick Modiano's works center around subjects like memory, oblivion, identity, and guilt. The city of Paris plays a central role in his writing, and his stories are often based on events that occurred during the German occupation of France during World War II. At times, Modiano's stories are based on his own experience or on interviews, newspaper articles, or his own notes. The majority of his works are brief and full of impact. Several are also interlinked; episodes from earlier books are expanded on in later works and the same characters reoccur in different stories. Modiano made his literary debut in 1968 with the novel *La place de l'étoile*. *The Search Warrant* (1997) is based on real-life events and is about a 15-year-old girl in Paris who becomes a victim of the Holocaust. *Un pedigree* (2005) has strong autobiographical elements. Modiano has also written children's books and film scripts.



May-Britt and Edvard I. Moser with their daughters.



Nobel Diploma. Artist: Jens Fänge, Calligrapher: Annika Rücker, Book binder: Ingemar Dackéus, Photo: Lovisa Engblom.

NOBEL LAUREATES, PHOTO: ALEXANDER MAHMOUD
 PORTRAIT MALALA YOUSAFZAI AND NOBEL PEACE PRIZE AWARD CEREMONY,
 PHOTO: KEN OPPRANN



THE NOBEL PEACE PRIZE 2014

WAS AWARDED TO

Kailash Satyarthi and Malala Yousafzai

“for their struggle against the suppression of children and young people and for the right of all children to education”

MUCH OF THE WORLD’S POPULATION, especially in poor countries, is made up of children and young people. To achieve a peaceful world, it is crucial that the rights of children and young people be respected. Injustices perpetrated against children contribute to the spread of conflicts to future generations. Following the tradition of Mahatma Gandhi, Indian activist Kailash Satyarthi has waged a peaceful struggle to stop children being exploited as labor instead of attending school. He has also contributed to the development of international conventions on the rights of children. Seventeen-year-old Pakistani Malala Yousafzai has fought for girls’ right to education. After having suffered an attack on her life by Taliban gunmen, she has continued her struggle and become a leading advocate of girls’ rights. The Norwegian Nobel Committee sees an important message in a Hindu and a Muslim, an Indian and a Pakistani, sharing the struggle in support of education and against extremism.



THE SVERIGES RIKSBANK PRIZE IN ECONOMIC SCIENCES 2014

WAS AWARDED TO

Jean Tirole

“for his analysis of market power and regulation”

MANY INDUSTRIES ARE DOMINATED by a small number of companies. If these markets are left unregulated, society often suffers negative consequences. Prices can become unjustifiably high, for example. Powerful, but low-output companies can prevent new companies from entering the market. Since the mid-1980s, Jean Tirole has worked to develop a coherent theory addressing these issues. Previously, researchers and decision-makers advocated simple rules, such as price caps or the prohibition of cooperation between competitors in the same market. Tirole demonstrated that these kinds of rules work well at times, but that they can be damaging in certain circumstances. Regulation should be adapted to suit specific conditions in each industry. Based on game theory and other theories, Tirole has suggested a framework for designing regulations and has applied it to a number of industries, from banking to telecommunications. The insight gained can help public authorities to force companies to be more productive while avoiding hurting consumers and competitors.



The Peace Prize Laureates during the Prize Award Ceremony at the Oslo City Hall.



Jean Tirole with his children.

For more information about the Laureates of 2014 please visit Nobelprize.org



The Nobel Prize in Social Media

Nobel Media has made major efforts within social media during 2014 to disseminate knowledge, inspire and involve the general public in the Nobel Sphere's work. These efforts have been successful, resulting in a dramatic increase in the number of individuals reached through the official channels of the Nobel Prize.

INTEREST IN THE NOBEL PRIZE is global and, thanks to social media, many new groups can be reached. By being active in social media, like Facebook, Twitter and Google Plus, Nobel Media now reaches over 1.5 million users who continually follow updates and interact, comment on and share the organisation's content in their own networks.

These initiatives fit perfectly with the shift that is currently taking place in the global media landscape. At its heart, the shift involves media consumers no longer using traditional media to access content to the same degree. Instead, the media must now come to the users. An increasing number of people now access content that interests them via social media, where they can

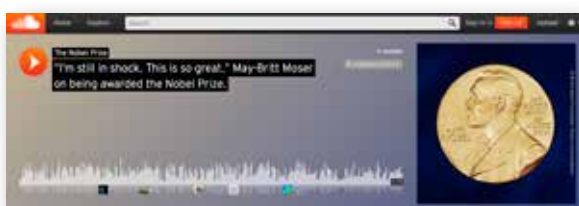
customize their own news stream. This places great demands on media companies to be where users are and to offer content relevant to each individual.

WITH THE NOBEL PRIZE'S UNIQUE history of discoveries, achievements and life stories, there is no shortage of amazing stories to publish, and work to promote Nobel-related information on social media is done on a daily basis, year round. By guiding visitors to the Nobelprize.org website, which offers biographies, video material, podcasts, games and other information related to the Nobel Prize.

THERE IS A PARTICULAR TIME each year when the world's gaze is trained intently on the Nobel Prize: the

announcement of the Nobel Laureates in October. Social media was a central and integrated part of the editorial advertising work in 2014. This is true of both the choice of channels and the forms of media shared.

In connection with their selection, each prize-awarding institution held a press conference to announce who had been awarded the respective Nobel Prizes. This news was published on the Nobelprize.org site, where the announcements were also broadcast live via YouTube. At the same time, an image was published in social media that presented the Laureates and their achievements. Shortly thereafter, brief "congratulatory interviews" containing the Laureate's initial reactions were published on the social audio platform





Joseph F. Coughlin from MIT's AgeLab both spoke and tweeted about ageing during Nobel Week Dialogue. The suit his colleague is wearing in this photograph simulates what it is like to live inside an 80-year-old's body.



SoundCloud. Facts and detailed information about the awarded work were also published on a continuous basis in social media channels.

The informative images and interviews spread broadly and quickly in social media. Moreover, many established world media players, such as The Guardian, Al Jazeera, South China Morning Post and the Financial Times Post, used these pieces in their own coverage.

THE MOST SHARED TWITTER tweet was the announcement of the awarding of the Nobel Peace Prize to Kailash Satyarthi and Malala Yousafzai in the form of an image. The most listened-to sound file was the interview with May-Britt Moser, Laureate in Physiology or Medicine, which she shared with Edvard I. Moser and John O'Keefe. One fun detail is that Moser herself tipped others off about the interview in social media.

As a result of the significant interest shown by the outside world, Nobel

Media greatly increased the intensity of its social media reporting. During the announcements week alone, over 500 tweets were published on Twitter. Also, the increase in the number of Tweeter followers on the social network nearly doubled during this week. Growth on Facebook was also strong.

ONE CONFIRMATION that this was a successful prioritization came in the form of the Wall Street Journal's article on Nobel Media's social media initiative with an enticing headline suggesting that the Nobel Prize had become "cool" in social media, together with a host of facts about its strong growth.

Social media is also a useful tool for adding new dimensions to physical meetings. On 9 December Nobel Media organized the Nobel Week Dialogue event in Stockholm, on the theme of ageing. During the full-day event, Nobel Laureates, world-leading experts and representatives from the business world, politics and the cultural sphere met to discuss what it

means for our world that people are now living increasingly long lives. The audience included participants from 90 countries. The event was broadcast in full on the Nobelprize.org website. By making active use of Twitter during the event, questions and discussions were captured from among the audience, which actively participated. A "digital moderator" took part in the discussions on social media and integrated the different voices from the meeting, which enriched the dialogue.

AS THE MEETINGS ARE EXTENDED to a global audience, the ambition is to further develop the digital aspect of these activities, with an increased focus on social media. The aim is continued strong growth in the number of individuals reached at the global level and to involve them more fully in the activities surrounding the Nobel Prize.

FOLLOW THE NOBEL PRIZE IN SOCIAL MEDIA:
facebook.com/Nobelprize.org
twitter.com/NobelPrize





The joy of discovery and curiosity are encouraged in school children who visit the Nobel Museum.



The guiding principles underpinning the Nobel Museum's school-oriented activities are dialogue and participation. We believe that knowledge is created through interaction with others.

CARL-JOHAN MARKSTEDT,
MANAGER, SCHOOL ACTIVITIES



The Nobel Museum's Åsa Husberg explains how Alfred Nobel discovered dynamite.

The Nobel Prize – A Source of Knowledge

The Nobel Prize is an inspirational gateway to the fields of physics, chemistry, medicine, literature and peace. It can also be viewed as a unique mirror reflecting its time. The Nobel Prize offers glimpses of 20th-century history, full of exciting tales about cultural and scientific advances. The Nobel Museum focuses on this aspect, in particular, in its many interactions with school students.

THE NOBEL MUSEUM'S school activities are not intended solely to arouse interest in Alfred Nobel, Nobel Laureates and the Nobel Prize categories. Using the Nobel Prize as a starting point, the museum's school programme also highlights the importance of science, literature and peace efforts for the individual and for society. In the museum's meetings with students, it aims to encourage their desire to participate in and belief in their ability to exert an influence and contribute to change. Each of the museum's programmes includes some form of active student participation. Often, this means experiments or discussions. Role-playing and creative exercises are also common inclusions.

In 2014, 570 school activities were held for students and teachers at all levels, from kindergarten to upper secondary school. The museum strives to achieve an effective collaboration with schools in which the programmes it designs serve as a helpful resource for teachers and where the museum's activities supplement school education in a meaningful way. The museum has longer-term collaborative projects in place with a number of schools and has also developed a programme tailored to special needs education. The Nobel Museum offers younger students the chance to enter the

magical world of literature through its *Jungle Fever and Goosebumps* school programme, while older students can learn more about genetics and the discovery of DNA or the key to unlocking the secrets of the atom.

WHAT IS IT REALLY LIKE to work as a scientist? Through its school activities, the Nobel Museum also serves as a place for the research world to meet with schools. Upper-primary school students have spoken with scientists via Skype during the year, and a theme day is also held each year for upper-secondary school students, at which they can meet scientists and discuss the year's Nobel Prize. For the fourth year running, the Museum's Research Department organized the Forskarhjälpen programme, at which school students can try their hands at real research. This year's DNA Hunt project focused on analyzing the origins of fish, and gave students the opportunity to participate in and experience a real research project first hand. In previous Forskarhjälpen projects, school students have taken part in research projects aimed at improving solar cells and finding bacteria for use in new antibiotics.

In conjunction with the press conferences and announcements of the

year's Laureates in October 2014, the museum offered a special programme for upper-secondary school classes for the first time, through which they were able to meet members of the various Nobel Committees and to ask them questions about the Laureates and their work.

THE LEVEL OF DEMAND from school classes wishing to visit the Nobel Museum far exceeds what the museum's current venue inside the old Stock Exchange building can accommodate. To try to meet the demand, the museum's education officers instead travel to schools around the country to meet with teachers and students as part of the Akka school project. Twenty-nine teacher-training courses were held for more than 400 teachers located throughout Sweden during the past year, including courses focusing on entrepreneurship. The *Nobelväskans hemlighet* programme was conducted at a large number of locations, giving more than 4,000 lower-primary school students the chance to take a trip back in time to the 1800s, where they could blow soap bubbles in Alfred Nobel's laboratory, for example. In total, more than 30,000 school students took part in the museum's school activities in 2014.



The dress Malala wore when she was subject to an attack is part of the exhibition about the 2014 Nobel Peace Prize.

Fighting for the right to go to school

On 10 October 2014 it was announced that the 16 year old Pakistani school girl Malala Yousafzai was awarded the Nobel Peace Prize. Two years before, on 9 October 2012, she was fighting for her life, just having been shot in the head by the Taliban, on her way from school. Malala wanted the school uniform she wore when she was shot to be part of the 2014 Nobel Peace Prize exhibition at the Nobel Peace Center in Oslo.

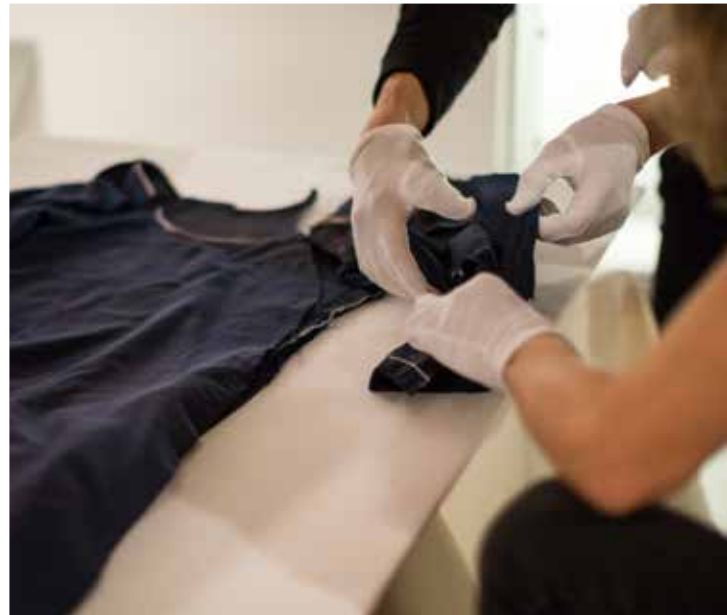
MAKING THE NOBEL PEACE PRIZE

EXHIBITION is an annual occurrence at the Nobel Peace Center. The eight weeks of production time, from the announcement in October until the Laureates come to Oslo for the Nobel festivities in December, are however unique every year.

Both Laureates have been deeply involved in the making of the 2014 Nobel Peace Prize exhibition – *Malala and Kailash*. Kailash Satyarthi set aside a full week to work with photographer Lynsey Addario and journalist Lyse Doucet. Malala Yousafzai was in the middle of an intensive exam

season at school, and did not have a week to spare. But what she contributed, no-one knew existed: her blood stained school uniform that she wore when she was shot.

“My school uniform is very important to me because I wore it when I went to school. The day I was



“October 9th is not the day I was shot. It is the day I survived. I am alive, I survived, and my cause survived”.

MALALA YOUSAFZAI

attacked I was wearing this uniform. It is an important part of my life, now I want to show it to children, to people all around the world. This is my right, it is the right of every child, to go to school. This should not be neglected,” Malala said in an interview made for the exhibition.

TO BE ENTRUSTED with an object so saturated with stories, meaning, brutality, life and death is a delicate and serious matter. Making sure the balance between the brutality and the power of the survival success story reached the audience was a key challenge for the Nobel Peace Center when making

the uniform part of the exhibition.

The blue and white uniform carries many stories. It carries the story of Malala, the girl growing up in a school, using the school yard as her playground. From the age of 2–3 she roamed the classrooms of the school where her father was teacher and headmaster. It carries the story of the proud accomplishments of a school girl an important symbol of her right to free expression and the right to an education. “Wearing a uniform made me feel that yes, I am a student, I am doing it, practically,” she said in an interview made for the exhibition.

But the blood-stained uniform

also carries the brutal story of Malala’s opponents, and the attack she suffered. The Taliban were unable to stop Malala. She survived the attack. “October 9th is not the day I was shot. It is the day I survived. I am alive, I survived, and my cause survived”, she said in an interview in 2013.

TODAY MALALA CONTINUES her struggle for girls’ right to an education. The school uniform is a key symbol of her continuous fight. The Nobel Peace Center is glad to ensure that the stories it carries now become part of many people’s lives.



Christoph Felger and David Chipperfield.

We are extremely excited and honoured to have been selected to be the architects for the Nobel Center. We look forward to working together to develop a building that reflects both the values of the Nobel Prize and the high expectations of the citizens of Stockholm.

DAVID CHIPPERFIELD



A New Home for the Nobel Prize in Stockholm

In April 2014 a jury unanimously declared David Chipperfield's and Christoph Felger's timeless brass shimmering building, "Nobelhuset" the winner of the architecture competition to design the Nobel Center. Thus, an internationally recognized architectural firm with solid experience of working in historic settings is the collaborator who will help to realize the new home of the Nobel Prize in Stockholm. The winning entry will comprise the basis for a new detailed development plan to be considered by the City of Stockholm during the spring of 2015.

THE NOBEL CENTER at Blasieholmen will be one of Stockholm's more attractive tourist destinations. It is estimated that the centre will have 600,000 visitors each year. Activities held at the centre will range from lectures by world-renowned Nobel Laureates to programmes for school children of all ages. The Nobel Center will also serve as a venue for extensive scientific conferences, at the same time as exhibitions based on ultra-modern interactive technology will showcase the Nobel Prize's importance for humanity. Temporary exhibitions, programme activities and the opportunity to enjoy the surroundings from the café will encourage visitors to return.

SINCE THE MID-20TH CENTURY, the City of Stockholm has earmarked the site on Blasieholmen peninsula, adjacent to the bay Nybroviken and Nationalmuseum, for a building of

major importance to house activities for the benefit of the entire city. With the establishment of the new Nobel Center at Blasieholmen, the city will gain a coherent line of cultural institutions that stretches from the city centre to Skeppsholmen. The quays will be upgraded and the promenade along the waterfront will become more accessible and attractive. Together with the Nationalmuseum's park, a new public space will be created on the sunny southern side.

CHIPPERFIELD'S "NOBELHUSET" comprises a total of eight levels, including six above ground and one parking garage. Its façade will combine sections of transparent glass with warm, gleaming metal beams and stone laminate. The building's distinctive appearance allows it to be perceived as a "solitaire" structure, at the same time as its three-tiered structure, with base,

middle section, and an upper storey above the rooftop, harmonizes with the traditional design of Stockholm's district of stone buildings.

A MUSEUM VISITOR'S stroll along the building's various stairways, from the ground floor up the Nobel Auditorium, links each of the building's functions and, in itself, can be made into an exciting experience. In this way, the Nobel Center's central purpose as a vibrant public venue for meetings, new discoveries and inspiration is affirmed.

The top floor of the building will house one of the world's most exciting meeting places, the grand Nobel Auditorium, offering a panoramic view of Stockholm. The auditorium will function both as an appropriate setting for formal events and for other large gatherings. Future Nobel Laureates will receive their prizes here, which lends the venue a most special kind of magic.

"We view the winning proposal as a concrete interpretation of the Nobel Prize as Sweden's most important symbol in the world. Stockholm will gain a building – magnificent but without pomp, powerful yet graceful – with qualities like those the City Hall gave the capital a century ago."

PER WÄSTBERG, WRITER, MEMBER OF THE SWEDISH ACADEMY AND CHAIRMAN OF THE NOBEL COMMITTEE FOR LITERATURE



*“Home is where I
work and I work
everywhere”.*

ALFRED NOBEL

Alfred Nobel

Alfred Nobel was an inventor, entrepreneur and a very successful businessman, who continually travelled between his factories. Nobel built up an enormous fortune that he chose in his will to dedicate to a prize that would reward outstanding efforts within the different fields that he was most involved in during his lifetime.

ALFRED NOBEL was born in Stockholm in 1833. His father, Immanuel, was an inventor and engineer and his mother, Andriette, came from a wealthy family. When Immanuel's company went bankrupt, he moved to Russia and found success within the war industry. In 1842 the rest of the family followed and Alfred and his brothers received a first-class education there from private tutors. At 17 years of age, Alfred spoke five languages: Swedish, Russian, English, French and German.

At the time he was interested in poetry, and also wrote his own works. His father disliked Alfred's interest in literature and sent him abroad for studies that focused more on the natural sciences. He visited a number of countries and finally ended up in Paris, where he studied chemistry under Professor T. J. Pelouze. It was there that Alfred first came in contact with nitroglycerine, which was invented by the Italian Ascanio Sobrero. It was a highly explosive liquid that was considered too dangerous to use. Nobel returned to Sweden and soon began experimenting with nitroglycerine.

These experiments were dangerous and led to several fatal accidents. In one such accident, Alfred's younger brother Emil was killed. Nobel finally solved the problem of handling this highly volatile liquid by mixing it with a type of sand, kieselguhr. The result was a mouldable mass that was easy to package and that could be shipped and handled safely. It was patented in 1867 under the name dynamite. With the patenting of different forms of dynamite, together with the detonator that he had invented previously, Alfred Nobel achieved his major technical and industrial breakthrough.

ALFRED NOBEL quickly exploited his inventions commercially and built factories and laboratories around the world – Vinterviken in Sweden, Krümmel in Germany and Ardeer in Scotland were some of the first. He eventually built just over 90 factories in 20 countries. At his death, Nobel held a total of 355 patents and left behind an enormous fortune.

Nobel was a man of his time, embodying many of the Enlighten-

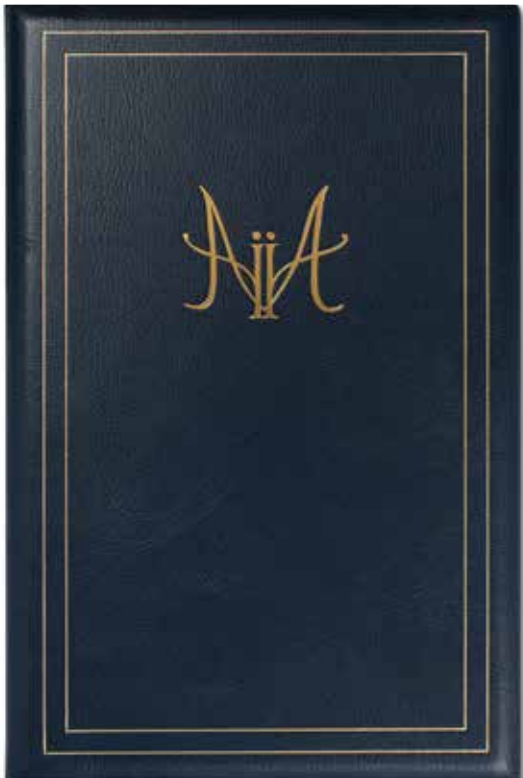
ment's central ideas, both in his practical work and in his philosophy. He combined his religious doubt with a belief in the natural sciences, was a true optimist about technology and an entrepreneur who actively took part in industrialisation.

Alfred Nobel died on 10 December 1896 in his home in San Remo, Italy, and his will attracted significant attention when it was published. He had allocated most of his fortune to rewarding outstanding efforts within physics, chemistry, physiology or medicine, literature and peace. The will was challenged by relatives, by authorities in several countries and by Swedish King Oscar II.

SUBSEQUENTLY, a long process to realize Alfred Nobel's vision began. After a few years of complicated processes led by the executors of the will, Ragnar Sohlman and Rudolf Lilljequist, the Nobel Foundation was formed in 1900 and the first Nobel Prizes were awarded the following year.



Isamu Akasaki adds his name to the legacy of the Nobel Prize.



...vuden och min Brorsdötter Nina Nobel, erka
Ett Hundra Tusen Kronor!
Min Bröder Robert Nobels dottrar Ingelborg
och Tyra erhålla vardera Ett Hundra Tusen Kronor
Lösen Olga Boetger, för närvarande
hos Fru Braud, 10 Rue St-Julien
Ett Hundra Ti...

For the Greatest Benefit to Mankind

Alfred Nobel's will became something of a sensation after its reading, and was widely reported in international media and debated extensively. It stated that his fortune was to be used as an endowment, the interest on which would be awarded annually "... to those who, during the preceding year, shall have conferred the greatest benefit to mankind – whether he be a Scandinavian or not".

IN ACCORDANCE with Nobel's wishes, five Nobel Prizes were established – in physics, chemistry, physiology or medicine, literature and peace. The Nobel Prize's five categories are a unique mix of disciplines. They make the Nobel Prize an interdisciplinary award that reflects both Alfred Nobel as a person and his interests during his lifetime.

His will clearly stated that no regard should be paid to the recipient's nationality, sparking great debate in Sweden, which was strongly characterized by nationalist movements at the time. The will also clearly specified the prize-awarding institutions: the Royal Swedish Academy of Sciences would select the Laureates in Physics and Chemistry; Karolinska Institutet would be responsible for the Prize in Physiology or Medicine; the Swedish Academy would handle the Literature Prize; and a committee selected by the Norwegian Parliament (Storting) in Oslo would choose Peace Prize Laureates.

THE SVERIGES RIKSBANK PRIZE in Economic Sciences in Memory of Alfred Nobel was established in 1968, on the occasion of the Riksbank's 300th anni-

versary. The first prize was awarded the following year. The Royal Swedish Academy of Sciences is responsible for selecting the Laureates in Economic Sciences, Sveriges Riksbank (the Swedish central bank) funds the prize.

THE REASON WHY Nobel stated that the Peace Prize should be awarded in Norway and that the awarding committee should be elected by the Storting is not specified in his will or in any other document. Nobel may have taken into consideration the fact that Norway was part of a union with Sweden at the time, and one of the prize-awarding institutions should therefore be based in Norway. He may also have believed that Norway was, in fact, better positioned to nominate Peace Prize Laureates. Norway did not have its own foreign policy, nor the same military traditions and strong links to the Royal House as Sweden had. Moreover, in the late 1800s, the Storting was strongly committed to the Inter-Parliamentary Union and its work with conflict resolution.

OVER THE YEARS, the Nobel Prize has acquired a unique position. There are

several reasons for this. One is that it is considered to be the first ever international prize, in as much as Nobel's will directs that no regard be paid to nationality in the selection of Laureates. Another is that the prize money awarded has often been substantial. But most important is the independent work of the prize-awarding institutions in choosing the Laureates; a task that has been conducted with the greatest expertise and thoroughness over the years.

At most, three winners share a Nobel Prize and each receives their share of prize money, a diploma and a medal. The Nobel Prize Medals for Physics, Chemistry, Physiology or Medicine and Literature were created by the engraver Erik Lindberg. Norwegian sculptor Gustav Vigeland designed the Peace Prize Medal, while the Economics Prize Medal was created by Gunvor Svensson-Lundqvist.

All recipients are invited to Stockholm and Oslo for the presentation of a Nobel Lecture and to receive their awards. Since 1901, 889 Laureates have been selected, of which 864 are individuals and 25 are organisations.

THE ORGANISATION SURROUNDING THE NOBEL PRIZE

THE NOBEL PRIZE is surrounded by several organisations and institutions with different tasks related to the prize. Over the past decade, the organisational structure has grown, particularly in areas tasked with spreading information and knowledge about the Nobel Prize.

WHO FINANCES THE NOBEL PRIZE?

The Nobel Prize is financed by **THE NOBEL FOUNDATION**, a private institution established in 1900 based on the will of Alfred Nobel. The main tasks of the Nobel Foundation is to manage the assets made available through the will, and the intellectual property related to the Nobel Prize that has developed over the years. The Foundation finances both the work of selecting the Nobel Prize recipients by the prize-awarding institutions and the prize money.

WHO SELECTS THE NOBEL LAUREATES?

The process of independently and expertly selecting Nobel Laureates, in accordance with Alfred Nobel's intentions, is handled by the Nobel Prize-awarding institutions named in his will: **THE ROYAL SWEDISH ACADEMY OF SCIENCES** – the Nobel prizes in Physics and Chemistry and the Sveriges Riksbank Prize in Economic Sciences in Memory of Alfred Nobel **THE NOBEL ASSEMBLY AT KAROLINSKA INSTITUTET** – the Nobel Prize in Physiology or Medicine **THE SWEDISH ACADEMY** – the Nobel Prize in Literature **THE NORWEGIAN NOBEL COMMITTEE**, a committee of five persons appointed by the Norwegian Parliament (Storting) – the Nobel Peace Prize

Read more about the prize-awarding institutions and how they select Nobel Laureates on page 22.

INFORMATIONAL ACTIVITIES RELATED TO THE NOBEL PRIZE

The Nobel sphere also includes a number of externally financed entities with the primary task of disseminating information about the Nobel Prize and engaging and inspiring people around the world through the stories of the Nobel Laureates.

The Nobel Foundation Rights Association is a non-profit organisation serving as an umbrella organisation for the following entities;

NOBEL GROUP INTERESTS AB, Stockholm

NOBEL MEDIA AB, Stockholm

NOBEL MUSEUM AB, Stockholm

NOBELHUSET AB, Stockholm

NOBEL PEACE PRIZE RESEARCH AND INFORMATION AS, Oslo

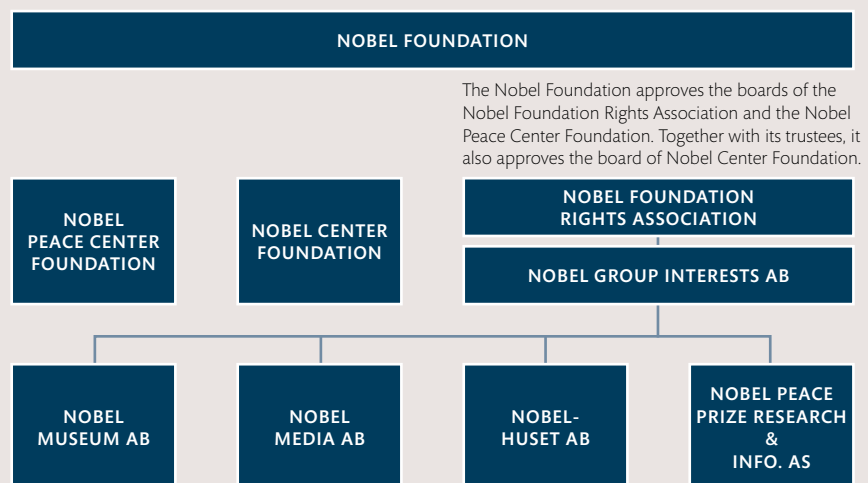
NOBEL PEACE CENTER FOUNDATION, Oslo

NOBEL CENTER FOUNDATION, Stockholm (formed 2014)

These companies are all externally funded through contributions from national or local authorities, educational organisations and philanthropic entities, or through collaborations with companies. The companies within the Nobel sphere have no influence over or access to the nomination or selection procedures of the Nobel Prizes. Only after the public announcement of the Nobel Laureates can these organisations begin spreading information about each year's Laureates.

"The on-going development of our international information campaign is important for safeguarding the Nobel Prize's position and spreading its message to a global audience. There are also good reasons for promoting efforts that are in harmony with the spirit of the Nobel Prize and that encourage creativity and innovation, thereby contributing to solutions to major current and future challenges. The support these companies receive through their respective sponsors is essential for conducting and expanding these efforts," says Lars Heikensten, Executive Director of the Nobel Foundation.

ORGANISATIONAL STRUCTURE, MARCH 2015





Nobel Week begins with a visit to the Nobel Museum. Media and the public awaiting this year's Laureates at Stortorget.

PHOTO: NIKLAS ELMEHED



THE INSTITUTIONS THAT SELECT NOBEL LAUREATES

IN HIS WILL, Alfred Nobel stipulated which institutions should select Nobel Laureates in each prize category. Presumably, he chose the academic institutions that he considered to be best suited to the task. Nobel was less specific regarding the organisation that was to manage his assets. What would later become the Nobel Foundation was only mentioned in his will as a fund.

The Nobel Prize's international unique position is largely due to the century-long independence of the prize-awarding institutions in selecting Nobel Laureates. The fact that these organisations have engaged exceptionally knowledgeable individuals within their own organisations as well as extensive international expertise has played a vital role in achieving this standing.

THE ROYAL SWEDISH ACADEMY OF SCIENCES selects the Nobel Laureates in

Physics and Chemistry. The Royal Swedish Academy of Sciences also selects the recipients of the Sveriges Riksbank Prize in Economic Sciences in Memory of Alfred Nobel, established in 1968 on the occasion of the Riksbank's (Sweden's central bank) 300th anniversary. The Academy has around 450 Swedish members and around 175 foreign members.

The Nobel Assembly at Karolinska Institutet selects the Nobel Laureates in Physiology or Medicine. The Assembly has 50 members.

The Swedish Academy selects the Nobel Laureates in Literature. The Academy has 18 members.

All of these institutions appoint special Nobel Committees of three to five members, a secretary and, in some cases, also deputies. Members are elected for a term of three years and may serve for a maximum of three consecutive terms. The

Nobel Committees evaluate nominations for the respective Nobel Prizes and conduct extensive investigations concerning a selection of these nominees. The Nobel Committees subsequently present their proposals for Nobel Laureates to the respective prize-awarding institution.

The actual decision as to who will be awarded Nobel Prizes is made not by the respective Nobel Committees, but by all members of the prize-awarding institution.

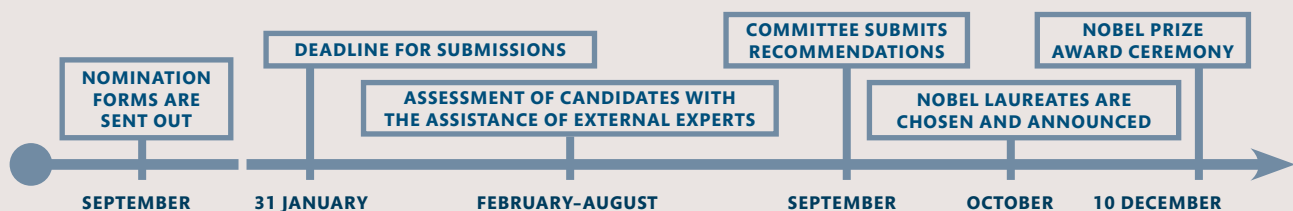
Concerning the Peace Prize, Alfred Nobel referred to the Storting (national parliament) in Norway in his will. The Storting appoints the five members of the Norwegian Nobel Committee.

The Norwegian Nobel Committee differs from the other prize-awarding institutions in the sense that it is responsible both for evaluating the nominees and selecting the recipient.



The 2014 Nobel Prize Award Ceremony in the Stockholm Concert Hall.

SELECTING NOBEL LAUREATES



IN SEPTEMBER OF EACH YEAR the respective Nobel Committees send out individual invitations to thousands of members of academies, university professors and other scientists in numerous countries, previous Laureates, members of parliamentary assemblies and others. Invitation recipients are chosen so as to ensure that as many countries and universities as possible are represented over time. Those who have been invited have the opportunity to nominate Nobel Prize candidates for the upcoming year. Nominations, which are confidential, must be received by the Committees no later than 31 January of the year in which the prize will be awarded.

The procedures may vary somewhat between the Nobel Committees, but the selection process is largely the same across all prize categories. The Committees first

confirm that the nominations were submitted by individuals who have the right to nominate. Since a nomination is only valid for the current year, it is common for some candidates to be nominated several times. Some candidates may also be nominated by more than one nominator in the same year. Nominations are recorded and compiled in a list. This list is processed in a series of phases during the spring. Initially, it consists of a large selection of names, which is then narrowed down to a smaller number of candidates. These candidates are then evaluated in depth with the assistance of domestic and foreign experts. During the summer the Nobel Committee members produce a comprehensive report detailing the candidate or candidates proposed as the recipient(s) of the year's Nobel Prize. The proposal is presented to

the members of the prize-awarding institution in September.

The final selection of Nobel Laureates is conducted by means of a vote. The decisions are announced by the respective prize-awarding institutions immediately after the vote, usually during the first half of October. According to the Nobel Foundation's statutes, prizes can be equally shared between two works, though by not more than three individuals. All documents related to the nomination process and evaluations remain confidential for 50 years.

MORE INFORMATION about the prize-awarding institutions is available on their respective websites:

www.kva.se
www.nobelprizemedicine.org
www.svenskaakademien.se
www.nobelpeaceprize.org

THE NOBEL PRIZE AWARD CEREMONY AT THE STOCKHOLM CONCERT HALL, PHOTO: NIKLAS ELMEHED

THE NOBEL FOUNDATION

THE NOBEL FOUNDATION is a private institution established in 1900 based on the will of Alfred Nobel. The statutes of the foundation were established after the will was opened. A central task of the Nobel Foundation is to manage Alfred Nobel's fortune. The Foundation is to manage Nobel's assets in a manner that ensures a secure financial standing for the Nobel Prize over the long term and that the prize-awarding institutions are guaranteed independence in their work of selecting Nobel Laureates.

The Foundation is also tasked with strengthening the Nobel Prize's position by administering and carefully developing the brands and intangible assets that have been built up during the century-long history of the Nobel Prize. The Nobel Foundation also strives to safeguard the prize-awarding institutions' common interests and to represent the Nobel sphere.

In the past two decades a number of public operations have also been developed with the aim of inspiring and disseminating knowledge about the Nobel Prize.

The Nobel Foundation's work intensifies during the autumn, as it is responsible for the Nobel Week that takes place in Stockholm in December. This week has a busy schedule for Nobel Laureates, culminating in the Nobel Prize Award Ceremony and the Nobel Banquet held on 10 December. Both of these events are planned and implemented by the Foundation. The 2014 Nobel Week concluded with a reception for the Nobel Laureates at the Nobel Foundation, which was also attended by Peace Prize Laureate Kailash Satyarthi.

The Nobel Foundation is also responsible for publishing the Laureates' Nobel

Lectures and for administering Nobel Symposia held in the respective prize categories. Two Nobel Symposia were held during 2014: *Does the rise and fall of great powers lead to conflict and war?*, NS 157, organized by Professor Geir Lundestad; and *New Forms of Matter – Topological Insulators and Superconductors*, NS 156, organized by Professor Thors Hans Hansson.

THE NORWEGIAN NOBEL INSTITUTE was founded in 1904 and acts as the Norwegian Nobel Committee's secretariat and the Nobel Foundation's branch office in Oslo. The Institute administers the activities connected with the awarding of the Nobel Peace Prize, such as the Award Ceremony and Banquet.

IN RECENT YEARS, the Nobel Foundation has implemented extensive cost-cutting measures. Together with a good return on capital, this has helped balance the Foundation's finances. However, ensuring the importance of the Nobel Prize in the long term continues to pose a significant challenge.

The market value of the Nobel Foundation's invested capital amounted to SEK 3.869 billion at the end of 2014. Investment capital is distributed as 55 per cent equities, 12 per cent fixed-income assets and 33 per cent alternative assets. The return on investment capital for the year was 16.5 per cent.

The total cost for all Nobel Prizes and operating expenses in 2014 was SEK 98.6 million. This was divided among three main categories: the Prizes and compensation paid to the prize-awarding institu-

tions (SEK 66.0 million); the Nobel Week in Stockholm and Oslo (SEK 16.7 million); and administration etc. (SEK 15.9 million). Additional information about the Nobel Foundation's financial management is available in the Foundation's 2014 Annual Report, which is available at Nobelprize.org.

THE NOBEL PRIZE-AWARDING INSTITUTIONS, (the Royal Swedish Academy of Sciences, the Nobel Assembly at Karolinska Institutet, the Swedish Academy and the Norwegian Nobel Committee) elect, for two calendar years, fifteen trustees for the Nobel Foundation. Six representatives are chosen by the Academy of Sciences and the other three by each of the other prize-awarding institutions. The Academy of Sciences also appoints four deputies and the other institutions appoint two deputies each. The trustees elect a chairman from their own number. The most important task of the trustees is to appoint the Nobel Foundation's Board and to audit the Nobel Foundation's accounts. At its annual meeting, usually in late April, the trustees approve the previous year's accounts and discharge the Nobel Foundation's Board of Directors from personal liability.

THE NOBEL FOUNDATION'S BOARD, which is based in Stockholm, consists of seven members and two deputy members appointed by the Foundation's trustees. Board members and deputies are appointed for a term of two years each. From among its own members, the Board chooses a chairperson, a vice-chairperson and an executive director.



Students meeting Economics Laureate Daniel McFadden during a reception at Nordiska museet.



"Together we can spread the light of knowledge," was the message Kailash Satyarthi shared when he gathered the 2014 Laureates around at the Nobel Foundation.



Hiroshi Amano signs a confirmation that he has received his Nobel Medal and Diploma.



NOBELSTIFTELSEN

The Nobel Foundation

No. of Employees: 11

Executive Director: Lars Heikensten, Dr

Established: 1900

Corporate ID No.: 802002-4462

Address: Sturegatan 14, Stockholm, Sweden

Contact: media@nobel.se, +46 (0)8-663 09 20

Website: www.nobelprize.org/nobel_organizations/nobelfoundation/

BOARD OF DIRECTORS 2014

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Lars Heikensten, Dr, Executive Director of the Nobel Foundation

Peter Englund, Professor, Permanent Secretary of the Swedish Academy

Tomas Nicolin, MSc

Kaci Kullmann Five, Adviser, Deputy Chair of the Norwegian Nobel Committee

Staffan Normark, Professor, Permanent Secretary of the Royal Swedish Academy of Sciences

Lars Bergström, Professor, Secretary of the Nobel Committee for Physics, Deputy Member

Astrid Gräslund, Professor, Secretary of the Nobel Committee for Chemistry, Deputy Member

NOBEL MEDIA AB

NOBEL MEDIA'S TASK is to disseminate knowledge about Nobel Prize-winning efforts and to stimulate interest in science, literature and peace in keeping with Alfred Nobel's vision. With the aim of preserving the Nobel Prize's position in the long term, the company develops many media-related rights and productions. These are: Nobelprize.org, Nobel Prize Concert, international lecture series and interdisciplinary meetings. The company also administers a portfolio of distribution rights for audio and video material as well as for live broadcasts from the Nobel Prize Award Ceremonies.

NOBELPRIZE.ORG CONTINUED to experience high visitor volume during 2014, and the number of followers in social media nearly doubled. During 2013 this trend of increasing numbers of visitors primarily through social media had already begun. In the autumn of 2014 more visitors were reached through social media than the web and the total numbers reached increased. Social media engagement increased the most, multiplying several times during the year. Among other features, Nobelprize.org has a relational database containing the public Nobel Prize nominations, open to all visitors. During the year it was updated in close cooperation with the prize-awarding institutions. The platform for linked data was expanded with references to external data sources, such as DBpedia, which opened up new opportunities for users to link data on the Nobel Laureates.

As previously, all Nobel Laureates from 1901 onward were presented on Nobelprize.org. Visitors can explore the

Laureates' efforts and life stories through Nobel Lectures, biographies, interviews, photographs, articles, podcasts and video content. Nobelprize.org also showed live broadcasts from both the prize announcements in October and the Nobel Prize Award Ceremonies held in Stockholm and Oslo on 10 December. On both these occasions, a number of new tools were used to increase viewers' sense of being present and to enable a higher degree of interactivity with visitors, which attracted the attention of the outside world. Internal and external Nobel-related news was published online and in social media. The Educational section, which contains around 40 web-based knowledge games for lower secondary school students, was used by many. Among them, *The Blood Typing Game* again ranked as number one in popularity, with more than two million users in 2014.

THE TASK OF PRODUCING the annual live broadcasts from the Award Ceremony and the Banquet held in Stockholm is handled by Sveriges Television (SVT), while Norwegian Broadcasting Corporation (NRK) manages the production of the annual Nobel Peace Prize Ceremony. The copyright and the international broadcasting rights are administered by Nobel Media and are distributed around the world via international news agencies Reuters, APTN, AFP and the European Broadcasting Union. Nobel Media also organized the Nobel Prize Concert for the tenth year running.

ON 9 DECEMBER 2014, the third Nobel Week Dialogue was held in Stockholm,

with an audience of close to 1,000 people from various countries. The purpose of the free full-day seminar is to give the general public the opportunity to listen to researchers and to participate in discussions about global issues that affect us all. The 2014 theme was *The Age to Come* and participants comprised a unique group consisting of six Nobel Laureates, world-leading researchers, political decision-makers and influencers, which met with an interested audience to discuss the theme. New features introduced in 2014 included the item "science meets art", in which Nobel Laureate Eric Kandel and artist Jeff Koons held a unique discussion about immortality. The event was broadcast live on www.nobelweekdialogue.org.

NOBEL PRIZE INSPIRATION INITIATIVE is a recurring event at which students and researchers gain insight into Nobel Laureates' experiences and inspiring stories through lectures and round table discussions. In 2014, these events were held in Brazil, Denmark, China, UK and Sweden. Events were also organized in several cities in India. In Delhi, a seminar was also held and the Nobel Museum's travelling exhibition, *The Nobel Prize: Ideas Changing the World*, made another stop on its journey.

NOBEL MEDIA collaborates with various businesses and organisations in connection with activities held in Sweden and around the world. These are: Akademiska hus, Akamai, AstraZeneca, Carl Bennet AB, the City of Gothenburg, DNB, Ericsson, JP Morgan, Microsoft, Region Västra Götaland, Saab, Sandvik, Scania and Volvo.



A participant at a seminar held at IUCAA in Pune, India, poses a question to Economics Laureate Finn Kydland.



BBC's Zeinab Badawi moderates a conversation about immortality with artist Jeff Koons and Nobel Laureate Eric Kandel.



Half of the participants at the Nobel Week Dialogue are students.



Conductor Andris Nelsons and soprano Kristine Opolais at the Nobel Prize Concert.

PROGRAMME 2015

MARCH

Nobel Prize Dialogue is organized in Tokyo, Japan

OCTOBER

Live broadcast of the 2015 Nobel Prize announcements on Nobelprize.org

NOVEMBER

International program together with the Nobel Museum

DECEMBER

Interviews with the year's Nobel Laureates on Nobelprize.org

Live broadcast of the Nobel Lectures on Nobelprize.org

8 DECEMBER

Nobel Prize Concert at Stockholm Concert Hall

9 DECEMBER

Nobel Week Dialogue, free full day seminar on science and society, Swedish Exhibition & Congress Centre, Gothenburg

10 DECEMBER

Live broadcast of the Nobel Prize Ceremonies in Oslo and Stockholm

11 DECEMBER

Recording of debate *Nobel Minds* on Nobelprize.org, produced by the BBC.

As part of the Nobel Prize Inspiration Initiative, Nobel Laureates will participate in an international seminar programme held at various universities and at AstraZeneca's research centres around the world. A number of lecture series will be held during 2015.



Nobelmedia

No. of Employees: 13 in Stockholm and 2 in London

Turnover: SEK 43,810K

Executive Director: Mattias Fyrenius

Established: 2004

Corporate ID No.: 556667-5194

Address: Sturegatan 14, Stockholm, Sweden

Contact: info@nobelmedia.se, +46 (0)8-663 17 22

Website: www.nobelprize.org/nobel_organizations/nobelmedia

BOARD OF DIRECTORS 2014

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Ove Joanson, CEO of Media Conglomerate

Geir Lundestad, Professor, Director of the Norwegian Nobel Institute

Marie Nilsson, CEO of Mediavision

Gunnar von Heijne, Professor, former Chairman of the Nobel Committee for Chemistry

Juleen Zierath, Professor, Chairman of the Nobel Committee for Physiology or Medicine

Erika Lanner, LL.M., Nobel Foundation, Deputy Member

NOBEL MUSEUM AB

NOBEL MUSEUM'S mission is to safeguard the Nobel Prize's standing in the long term through museum, educational and research efforts related to the Nobel Prize. The museum aims to disseminate knowledge about the fields that Alfred Nobel mentions in his will. The museum also aims to be a cultural centre and a multifaceted meeting place where visitors can take part in discussions, lectures, family programmes and many other activities. Presently, the Nobel Museum operates in a temporary venue in the old Stock Exchange building in the Old Town in Stockholm.

2014 KICKED OFF with an exhibition of all the proposals entered in the architecture competition to design the Nobel Center. At the same time, the third edition of the museum's collaborative project with Beckmans College of Design and Sweden's Royal College of Music was also under way. This exhibition attracted attention from international media, and was reworked to become a travelling exhibition to be displayed in Minneapolis, USA, in early 2015. The museum's collaboration with the arts schools was broadened and deepened during the year and resulted in an exhibition entitled *Nobel Creations*, which opened on 2 December 2014. The exhibition represents the largest initiative the museum has ever undertaken to present the current year's Nobel Prizes. At the heart of the exhibition were all the artefacts the museum received from the 2014 Nobel Laureates; everything from May-Britt and Edvard I. Moser's first

experiment apparatus, complete with computers, monitor and the electrodes that were inserted into rats' brains, to the scarf that Malala Yousafzai wore when she addressed the UN concerning girls' right to an education on her 16th birthday. Around this central story are interpretations of the year's prizes, created by students at the Royal College of Music and Beckmans College of Design. The result is a fantastic mix of facts and artistic interpretations.

On 9 May, the exhibition *The Nobel Prize: Ideas Changing the World* was officially opened. This was a reworked and expanded version of the exhibition displayed in Brazil during the autumn of 2013 and spring of 2014. The Stockholm version included a newly produced film about the discovery of graphene and the Nobel Prize in Physics awarded to Geim and Novoselov in 2010. This also became the museum's summer exhibition, which was replaced in December by the aforementioned *Nobel Creations*. The number of visitors to the museum has continued to increase since its opening in 2001. In 2014, 198,000 people visited the museum.

THE NOBEL MUSEUM'S PROGRAMME

includes activities to suit a range of different types of visitors. Together with magazine *Forskning & Framsteg*, the museum presents topical scientific themes under the heading *Research in Focus*. Science Café is a format which allows audiences to play an expanded role in dialogues about current scientific issues. Regular literary discussions and theme days have

also been held during the year in cooperation with various collaborators.

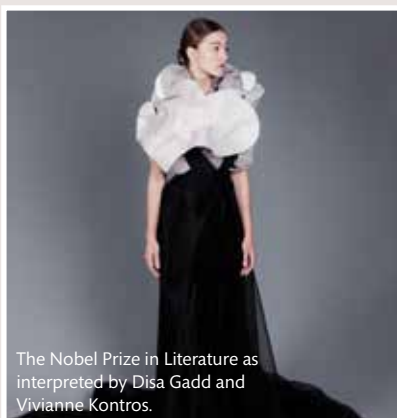
A number of Nobel Laureates lectured at the museum in 2014, including Tawakkol Karman (Peace, 2011), Rigoberta Menchú Tum (Peace, 1992) and Kurt Wüthrich (Chemistry, 2002).

Internationally, the Nobel Museum has displayed its *Sketches of Science* travelling exhibition in two cities in Japan and Korea. *The Nobel Prize: Ideas Changing the World* has been exhibited in Brazil and India. In conjunction with the exhibition's opening in New Delhi, former Indian president Abdul Kalam spoke in the presence of 2014 Peace Prize Laureate Kailash Satyarthi.

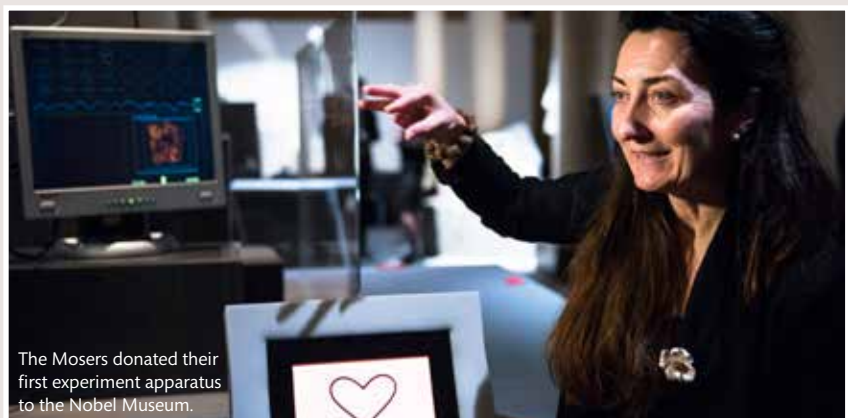
The museum's school-oriented activities reach a growing number of students each year. In Stockholm, 570 classes participated in one of the museum's programmes and, throughout Sweden, instruction was arranged for more than 700 classes under the auspices of the museum's travelling schools' programme *Akka*. In total, more than 30,000 school students took part in the museum's school activities during the year.

THE MUSEUM'S RESTAURANT AND SHOP

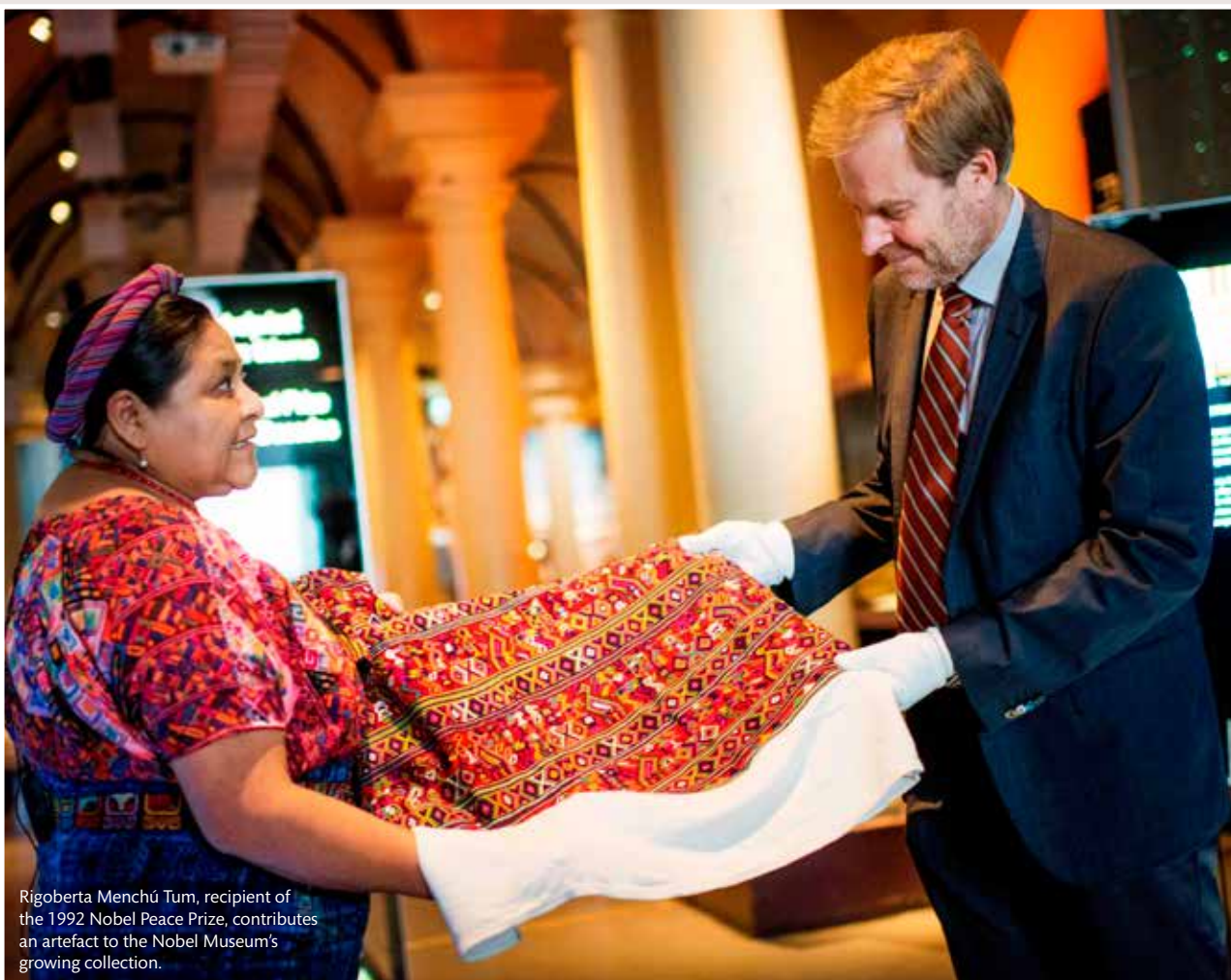
also support the museum's other activities in a tangible way. The Nobel Museum is a meeting place for discussion and knowledge dissemination concerning the fields recognized by the Nobel Prize, combined with good food and the opportunity to buy books and products that provide additional information and added value to visitors.



The Nobel Prize in Literature as interpreted by Disa Gadd and Vivianne Kontros.



The Mosers donated their first experiment apparatus to the Nobel Museum.



Rigoberta Menchú Tum, recipient of the 1992 Nobel Peace Prize, contributes an artefact to the Nobel Museum's growing collection.

PROGRAMME & EXHIBITIONS 2015

24 FEBRUARY

Afternoon tea: Alexander Fleming – a mouldy Nobel Prize

8 MARCH

Open workshop for children, Sundays throughout the year

13 MARCH–15 NOVEMBER

Exhibition *Legacy*, 16 Nobel Laureates talks about inspiration, role models and the importance of bringing something forward

7 APRIL

Discussion: *The Nobel Prize – The Legacy of Nobel*

14 APRIL

Science Café: *DNA as proof*

17 APRIL–27 SEPTEMBER

Exhibition *Mo Yan & Alice Munro – a Book Binding Exhibition*

28 APRIL

Literature Talk: *To tell everything – about the authorship of Mo Yan*

5 MAY

Literature Talk: Tomas Tranströmer and Stockholm

5 OCTOBER–12 OCTOBER

Announcement week. Schools, visitors, journalists and researchers are welcome to the Nobel Museum to receive more detailed information about Nobel Prize and Nobel Laureates

16 OCTOBER

Presentation of the 2015 Nobel Prize

4 DECEMBER–13 MARCH 2016

Exhibition: *Nobel Creations*. Interpretation of the 2015 Nobel Prize by students from Beckmans College of Design and Sweden's Royal College of Music

10 DECEMBER

Celebration of the Nobel Day at the Nobel Museum

This list represents a selection of events. For a complete list, please visit www.nobelmuseum.se



No. of Employees: 45

Turnover: SEK 59,719K

Executive Director: Olov Amelin, Ph.D.

Established: 2004. Prior to this, activities were conducted within the Nobel Foundation Rights Association

Corporate ID No.: 556667-5210

Address: Stortorget 2, Stockholm, Sweden

Contact: info@nobelmuseum.se, +46 (0)8-534 818 00

Website: www.nobelmuseum.se

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Peje Emilsson, Chairman, Kreab Gavin Anderson

Bente Erichsen, Director Nobel Peace Center

Marika Hedin, PhD, D hc, Director of Museum Gustavianum

Klas Kärre, Professor, Associate Member of the Nobel Committee for Physiology or Medicine

Nina Wormbs, Associate Professor, Royal Institute of Technology (KTH)

Sara Öhrvall, Senior Adviser and Co-Founder of MindMill Network

Erika Lanner, LL.M., Nobel Foundation, Deputy Member

NOBEL PEACE CENTER FOUNDATION

FOR TEN YEARS the Nobel Peace Center in Oslo has been an internationally renowned museum, and an important tourist attraction in Norway. The Center is a dynamic and active house, and provides a unique setting for a wide range of activities for an international audience.

Changing exhibitions, guided tours, events and activities for the entire family make the Nobel Peace Center a vibrant arena for learning, reflection and debate about war, peace and conflict resolution. The permanent exhibitions tell the story of Alfred Nobel and present the Nobel Peace Prize Laureates and their groundbreaking work. The temporary exhibitions showcase aspects of the Peace Prize Laureates' lives and highlight topical issues. In 2014 the Nobel Peace Center presented 10 exhibitions, 43 events and an extensive educational program, resulting in a record of 227 322 people visiting.

SINCE 2009, the Nobel Peace Center has been fully booked with school groups. A grand total of 944 school groups participated in educational programs linked to the various exhibitions during the year.

When HH The Dalai Lama visited the Nobel Peace Center on 9 May, he did a sit-down discussion with a school group, answering their questions about the role of the individual and how we all can impact society. On 22–23 September Desmond Tutu and his daughter Mpho visited Oslo on invitation from the Nobel Peace Center and Mentor Medier/the newspaper Vårt Land. The Tutus also did a sit-down session with a school class about conflict resolution and forgiveness

at the Nobel Peace Center. Later in the evening, before a full house of 1400 people heard them in the Oslo Concert Hall talking with Geir Lippestad about their new book *Forgiveness*.

THE POPULAR PHOTO EXHIBITION *What the World Eats* was replaced by a photo exhibition about the new Europe, *EPEA02 – Eyes on Europe*, in March where 12 young photographers interpreted a changing continent. In May, *Be Democracy* opened. It was an extensive exhibition about social media and democracy that was the Nobel Peace Center's main contribution to the 200 anniversary for the Norwegian Constitution. The audience was challenged to participate in exploring and making statements on how the Internet and social media change society and challenge power.

A NEW SERIES of small exhibitions to put spotlight on Peace Prize Laureates started in 2014. These exhibitions focus on a current event or are staged to recognize an anniversary. The first to open was the exhibition *1971 Willy Brandt* to commemorate his 100th birthday. On the 25th anniversary of the massacre on Tiananmen Square, June 4th, the exhibition *2010 Liu Xiaobo* opened. It honored Liu Xiaobo, the only Peace Prize Laureate currently imprisoned, and included the empty chair from the Nobel Ceremony he was unable to attend. The autumn of 2014 was the 50th anniversary of Martin Luther King Jr. being awarded the Nobel Peace Prize. In the exhibition *1964 Martin Luther King Jr.*, the Committee's shortlist and nomi-

nations were displayed for the first time, as the 50-year secrecy clause made these documents public. On December 10th a larger version of the exhibition opened at Martin Luther King Jr National Historic Site in Atlanta, Georgia, USA.

THE 2014 NOBEL PEACE PRIZE EXHIBITION – Malala and Kailash tells the story of Malala Yousafzai and Kailash Satyarthi's unstoppable fight for children's rights. The internationally renowned photojournalist Lynsey Addario and BBC World's Chief International Correspondent Lyse Doucet were commissioned to collaborate in making the exhibition. Both Nobel Peace Prize laureates took an active role in shaping the exhibition. In India, Kailash Satyarthi took Lynsey Addario along on his raids to liberate child labourers, and to several centers where the children are offered a new and better life. In an in-depth interview with Lyse Doucet he talks about activism, setbacks and the importance of a secure childhood.

To kick-start the 10th anniversary of the Nobel Peace Center in 2015, the touring exhibition *Peace at Work* opened on December 11th featuring the highlights of the previous Nobel Peace Prize exhibitions. Stories, films, interviews, object and striking photographs from the first ten years make up the exhibition.

The Nobel Peace Center's main sponsors and partners are Hydro, Telenor Group, ABB and the Football Association of Norway.



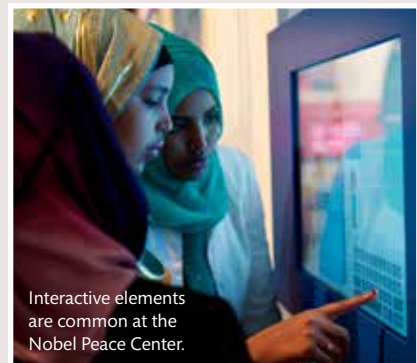
The Peace Prize Laureates inaugurate the exhibition Malala and Kailash together with Bente Erichsen, Director of the Nobel Peace Center.



Dalai Lama spoke to students about the individuals role and how everybody can influence society.



Desmond Tutu discussed conflict solving with a school class.



Interactive elements are common at the Nobel Peace Center.

PROGRAMME & EXHIBITIONS 2015

JANUARY-AUGUST

Exhibitions *The Nobel Peace Prize exhibition – Malala and Kailash and Peace at Work*

JANUARY-SEPTEMBER

Exhibition: *1964 Martin Luther King Jr.*

FROM APRIL

“Dynamite of the day” – events on Thursdays throughout the year in café Alfred. Lectures, talks, discussions and panels focusing on hot topics

12 APRIL

Tourist in our own City, free entry

28 MAY

Exhibition: *Dalai Lama*

JUNE

Nobel Peace Center's 10-year Celebration. Various events throughout the month

14-16 AUGUST

Mela – World Performing Art Festival

11 SEPTEMBER

Oslo Culture Night, free entry

24 SEPTEMBER

Exhibition: *Targets – Images of the enemy from around the world*

6 OCTOBER

Exhibition: *1965 Unicef*

10 OCTOBER

Celebrating the announcement of the 2015 Peace Prize Laureate(s)

28 OCTOBER

Seminar with *Oslo World Music Festival*

11 DECEMBER

Opening of the 2015 Nobel Peace Prize exhibition

Programme selection. For the calendar in full and for possible changed dates, please visit www.nobelpeacecenter.org



Nobel Peace Center

No. of Employees: 35

Turnover: NOK 52,700K

CEO: Bente Erichsen

Established: 2005

Corporate ID No.: 985226237

Address: Brynjulf Bulls plass 1,

Rådhusplassen, Oslo, Norge

Contact: post@nobelpeacecenter.org,

+47 48 30 10 00

Website: www.nobelpeacecenter.org

BOARD OF DIRECTORS 2014

Geir Lundestad, Professor, Director of the Norwegian Nobel Institute, Chairman

Kaci Kullmann Five, Deputy Chair of the Norwegian Nobel Committee

Siri Hatlen, Civil Engineer and MBA, self-employed

Olav Aaraas, Historian, Museum Director, The Norwegian Museum of Cultural History

Olov Amelin, PhD, Museum Director, The Nobel Museum

NOBEL PEACE PRIZE RESEARCH & INFORMATION AS

2014 WAS AN EVENTFUL YEAR for the company Nobel Peace Prize Research & Information AS, a research division of the Norwegian Nobel Institute. The company's activities during the year were financed using accrued funds and income from a licence agreement with the Mint of Norway. The activities focused on research into peace and conflicts; work that complements the work of the Nobel Committee. An annual guest researcher programme, lectures and seminars are also arranged each year. This year the division held a Nobel Symposium (NS 157) during 18–22 June under the title *Does the rise and fall of great powers lead to conflict and war?* The event was a success and planning is well under way for next year's guest researcher programme, jointly financed by the Freedom of Expression Foundation.

THE GUEST RESEARCHER PROGRAMME, which began in the early 1990's, is an extension of the Nobel Institute's original ambition to be a meeting place in direct contact with the latest developments within international relations. The 2014 guest researcher programme was held under the vignette *China and coexistence* and was linked to the summer symposium. Its focus was on modern geo-politics and the Cold War legacy. Which aspects of international society have proven to be enduring and which thoughts and structures have proven more transient? To discuss these questions, eight of the world's leading economists, political scientists, historians, decision-makers and journalists from Asia, Europe and America were invited to carry out research at the Nobel Institute in Oslo. Their work culminated

in a series of popular seminars held at the Institute from April to June. These were open to the public and were very well attended compared with previous years.

THE NOBEL PEACE PRIZE CONCERT held on 11 December 2014 was a musical tribute to the year's Peace Prize Laureates, Kailash Satyarthi and Malala Yousafzai. The concert was hosted by American actress and performer Queen Latifah. Artists from all around the world took part in celebrating the occasion, with music ranging from pop and rock to folk music and Bollywood rhythms. The unique mixture of celebrities, celebration and ceremony made this event an evening to remember.



Singer Queen Latifah together with Peace Prize Laureates Malala Yousafzai and Kailash Satyarthi.



New scenography was developed for the Nobel Peace Prize Concert 2014.

PROGRAMME 2015

24 APRIL

Asle Toje, *Europe and the Age of Liberal Internationalism*

1 MAY

Hilde Eliassen Restad, *American Exceptionalism and the Presidencies of Barack Obama and George W. Bush*

8 MAY

Anne Marie Le Gloanec, Senior Research Fellow, Sciences Po Paris, *Liberalism at bay? Economic interdependence in wider Europe*

15 MAY

Adrian Pop, Professor of Political Science, University of Bucharest, *EU, Russia and the Competition over the Shared Neighbourhood*

22 MAY

David Snyder, Senior Instructor, Department of History, University of South Carolina, *A European Encounter with the American Century: Modernization, Clientelism, and the Uses of Sovereignty during the Early Cold War*

29 MAY

Samuel Moyn, Professor of History, Harvard University, *The Last Utopia – Human Rights in History*

5 JUNE

David Ekbladh, Assistant Professor Tufts University, *Look at the World: The Birth of an American Globalism in the 1930s*

12 JUNE

Michael C. Doyle, Professor of Political Science, Columbia University, *The Question of Intervention: John Stuart Mill and the Responsibility to Protect*

19 JUNE

Nicholas Cull, Professor of Public Diplomacy and director of the Master of Public Diplomacy program at University of Southern California: *American Propaganda and Public Diplomacy after the Cold War*

11 DECEMBER

Nobel Peace Prize Concert

For more info visit: www.nppri.org and www.nobelpeaceprizeconcert.org



Amjad Ali Khan with sons.



Nobel Peace Prize Research & Information

No. of Employees: 1

Turnover: NOK 2,031K

Founded: 2010

Corporate ID No.: 996179397

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BOARD OF DIRECTORS 2014

Geir Lundestad, Professor, Director, Norwegian Nobel Institute, Chairman

Kaci Kullmann Five, Deputy Chair of the Norwegian Nobel Committee

Odd Arvid Strømstad, Managing Director of Eyeworks Dinamo

Asle Toje, political scientist, Research Director

Annika Pontikis, Public Relations Manager, Nobel Foundation

NOBELHuset AB

IN DECEMBER 2011 an agreement was reached between the City of Stockholm and the Nobel Foundation to construct a Nobel Center on a plot owned by the City on the north side of Blasieholmsud- den peninsula. The construction project is being carried out by Nobelhuset AB, a company formed on the initiative of the Nobel Foundation. Nobelhuset AB's mission is to plan, construct, own and administer as well as develop the Nobel Center, a building designed for cultural and scientific activities. Susanne Lindh has served as the company's CEO since February 2014.

The notion that good ideas can create a better world is just as relevant today as it was when Alfred Nobel wrote his will more than 100 years ago. By creating a place for the unifying idea surrounding the Nobel Prize, new opportunities are created. The Nobel Center will develop its activities around the Nobel Prize's unique combination of fields – the natural sciences, literature and peace. An open venue accessible to the public with room for exhibitions, meetings, activities and a café and restaurant. Hundreds of thousands of visitors from around the world are expected to visit the centre to view inspiring exhibitions about Alfred Nobel and the Nobel Prize, or to listen to public discussions with the world's greatest thinkers. International conferences, a major school programme with a focus on

learning in the future and exciting cultural events will run throughout the year.

THE BUILDING'S DESIGN has been chosen through an architectural competition. In April 2014 it was announced that David Chipperfield and Christoph Felger had submitted the winning entry; their shimmering brass creation entitled "Nobelhuset". Read more about the proposed design on page 14. Since the announcement was made, Nobelhuset AB has conducted general studies of the building and held on-going discussions with the City of Stockholm aimed at producing the data needed to create a new detailed development plan.

A collaboration with construction management company Projektbyrå has been initiated concerning the brief work for the Nobel Center. In addition to collaboration with the responsible design architect, David Chipperfield Architects Berlin, Stockholm-based office AIX Arkitekter has been tasked with assisting with planning and implementation through its knowledge of Swedish law and other local circumstances.

THE NOBEL CENTER FOUNDATION was also founded during the year. When the centre opens, this foundation will assume responsibility for, among other things, the public activities currently run by the Nobel Museum. Marika Hedin, Director of Museum Gustavianum in Uppsala, has

been engaged to contribute to planning the Nobel Center's content and activities. The commission to design the first permanent exhibition has been assigned to Atelier Brückner in Stuttgart, Germany.

After the election held in the autumn of 2014, the City of Stockholm received a new majority party, which meant that the planning process was deferred by six months. Construction work is now set to begin during 2016, to allow the Nobel Center to be opened in 2019.

The ambition is to finance the new Nobel Center building through donations. The cost is estimated to total SEK 1.2 billion at 2014 prices. The majority of the building's financing will come from the Erling-Persson Family Foundation and the Knut and Alice Wallenberg Foundation, which will contribute SEK 800 million combined. As of the beginning of 2015 a total of almost one billion kronor has been made available via various donations; an amazing sum for a country such as Sweden.

FUTURE ACTIVITIES will be conducted using long-term private and public funding. The latter has already been promised by the Swedish government and the City of Stockholm. External financing is a precondition for the centre's operation, given that the capital willed by Alfred Nobel is used to fund the Nobel Prize.

"The centre will be very exciting because it will bring together people of many different backgrounds and also, hopefully, people from the public that are interested in science and literature and the things that the Nobel Prize represents. A very useful thing is to be able to engage directly with the public. Having lecture series on a variety of topics would be really exciting!"

CAROL GREIDER

Carol Greider was awarded the 2009 Nobel Prize in Physiology or Medicine together with Elizabeth H. Blackburn and Jack W. Szostak. From the top left she is surrounded by Laureates Jack W. Szostak, Thomas A. Steitz, Herta Müller and Elinor Ostrom.





Susanne Lindh, CEO Nobelhuset AB



NOBELHUSET AB

No. of Employees: 2

Turnover: SEK 600K

CEO: Susanne Lindh

Established: 2012

Corporate ID No.:

556884-6421

Address: Sturegatan 14,
Stockholm, Sweden

Contact:

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Website: www.nobelcenter.se

BOARD OF DIRECTORS 2014

Lars Heikensten, Dr., Executive Director of the Nobel Foundation, Chairman

Lars Anell, Chair of the Swedish Research Council

Birgitta Ed, Senior Adviser and partner at Six Year Plan

Staffan Normark, Professor, Permanent Secretary of the Royal Swedish Academy of Sciences

Eva Nygren, former CEO of Rejlers Group

Anders Nylander, former Managing Director of Atrium-Ljungberg

Hans Dalborg, Dr., former Managing Director and Chairman of Nordea

“I think the idea of organizing the dessert in that wonderful pattern of six little desserts in the form of a symmetrical hexagonal array, so reminiscent of the grid cells discovered by the Mosers, is nothing short of culinary genius.”

JOHN O'KEEFE, LAUREATE IN MEDICINE,
COMMENTS THE DESSERT IN HIS BANQUET SPEECH







AFTER THE NOBEL PRIZE AWARD CEREMONY AT THE STOCKHOLM CONCERT HALL, the Nobel Banquet begins at the City Hall. It opens with the procession of royalty and other guests of honour into the Blue Hall. From the original 113 guests at the first Banquet, held in the Hall of Mirrors at the Grand Hôtel in 1901, the 2014 Nobel Banquet hosted about 1,250 guests at Stockholm's City Hall. The Nobel Menu was designed by chef Klas Lindberg and confectioner Daniel Roos in close cooperation with the Nobel Foundation's gastronomy advisers Fredrik Eriksson and Gert Klötzke as well as the Chef de Cuisine of the City Hall's restaurants, Gunnar Eriksson.

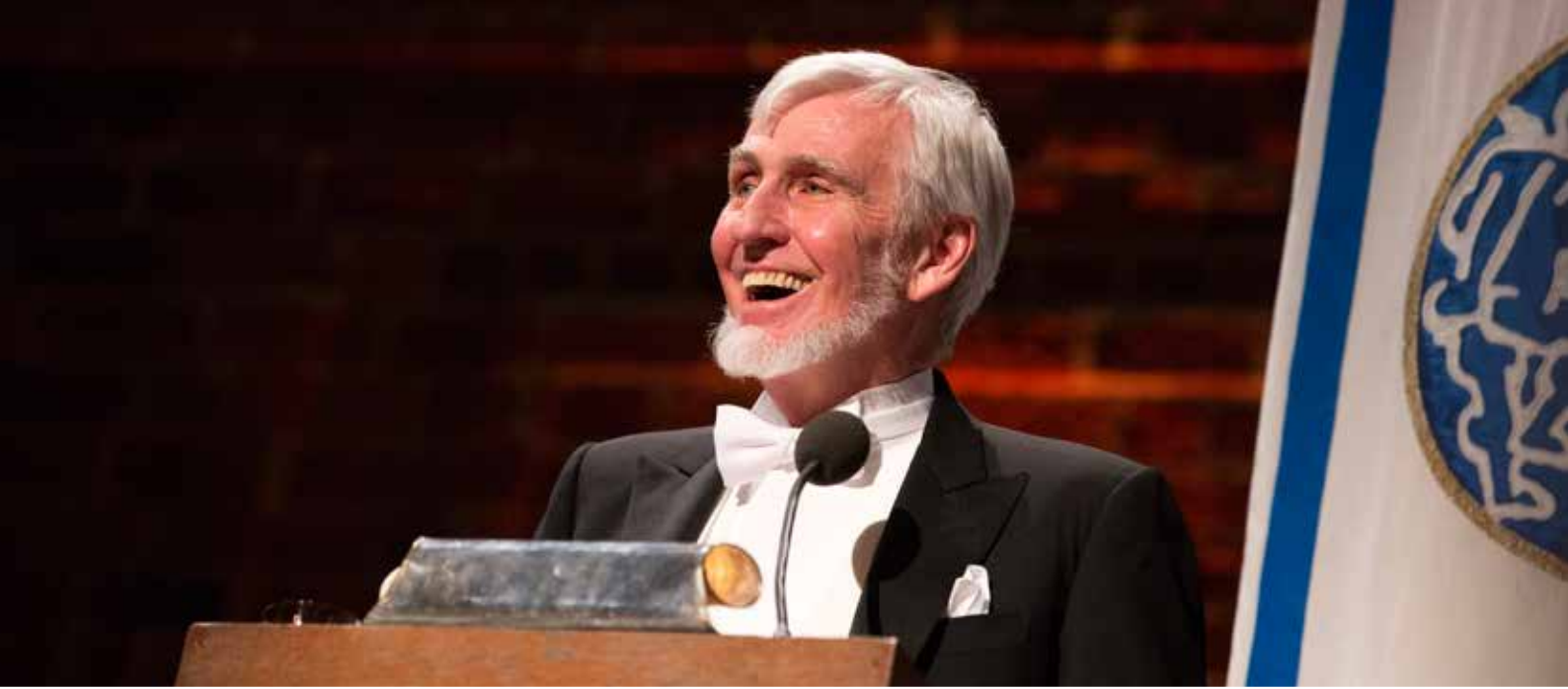
The evening's entertainment was provided by the Royal Swedish Ballet under the direction of Head of Ballet and Artistic Director Johannes Öhman. Some of Sweden's absolute finest dancers and choreographers contributed to the three acts.

Helén Magnusson, Chief Florist at Hässelby Blommor, created the floral decorations for both the Concert Hall and City Hall. The theme for the Nobel Banquet's decorations was Stockholm's bridges.

During the latter half of the dinner a Laureate from each prize category gave a banquet speech while students held aloft their student banners. After dinner, dancing was held in the Golden Hall, where the Laureates' Nobel Prize Medals and Nobel Prize Diplomas were displayed for the evening.

PHOTOS: HELENA PAULIN STRÖMBERG AND NIKLAS ELMEHED







The 2014 Nobel Banquet in the
Blue Hall of the Stockholm City Hall.

PHOTO: HELENA PAULIN STRÖMBERG



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The Nobel Foundation



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