## 8<sup>th</sup> Annual European Rheology Conference

LEUVEN, BELGIUM APRIL 2 – 5, 2013 Conference Report I

Early April, the Belgian Group of Rheology and the Dutch Rheological Society hosted the annual European Rheology Conference in Leuven, Belgium. The meeting turned out to be a great success with over 400 participants coming from 34 (!) different countries. Unlike most of the previous European conferences, many non-European delegates were present. For instance, 21 people from the USA and about 30 people from the Asian continent attended this nice rheology event. Patrick Anderson (TU Eindhoven) and Peter Van Puyvelde (KU Leuven) were proud to announce that 328 abstracts were submitted for the conference, of which 220 found their way towards an oral presentation.

The conference program started on Tuesday evening with a welcome reception in the Jubileumzaal of the University of Leuven. Under the guidance of a good glass of wine and some food, the delegates could get used to the cosiness of downtown Leuven. On Wednesday morning, we had the pleasure of introducing Mike Cates (University of Edinburgh) as the Weissenberg Award winner. However, Mike only showed up a few minutes before the start of his lecture, something that gave Patrick and Peter some extra injections of adrenaline.

With 5 parallel sessions in College De Valk—which was completely wrapped up in a true Christo-style — everybody could find a topic of interest. From the submitted abstracts and also from the attendance in the lecture halls, it

remained clear that the 'classical' rheology sessions (such as 'Polymer melts and solutions' and 'Fluid mechanics and flow instabilities') are still important for our rheology community. However, also somewhat more emerging areas, such as for instance 'Rheology in living systems' and 'Interfacial rheology' turned out to be very popular as well. On Wednesday evening, again in the Jubileumzaal, Peter and Patrick treated the delegates with a very fine beer tasting during the poster session. With over 100 posters (and maybe a bit too much beer), it was not very easy to determine the poster award winners. The latter did not only price money but they were also given the possibility of giving a 5 minutes plenary lecture later on in the conference on Friday



Figure 1 (below): A lot to talk about during the coffee breaks.

Figure 2 (right): Cris Callegos and Manfred Wagner give the Weissenberg Award to Mike Cates.

Figure 3 (next page, above): Belgian Beer reception.



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## Conference Report I



Justin Cooper-White (University of Queensland) was the plenary lecturer on Thursday morning. Justin give a nice overview of the work he and his group have done in the field of stem cell expansion and controlled tissue genesis. After a stimulating talk the participants again splitted up for the 5 parallel sessions. It should be mentioned that the 'Suspensions, colloids and nanostructured fluids' session was definitely the most popular session which expanded from the beginning up to the end of the conference. After again a tiring but a high-quality program, it was time for the tradition banquet in Salons Georges. With over 400 participants, this was probably the largest European conference banquet ever.

After a short night, Mike Graham (University of Wisconsin) give the third and last, but nevertheless very inspiring plenary talk on flow-

induced segregation in blood and other multicomponent suspensions. It was the start of the last conference day and of a fine and high-quality rheology conference.

Of course, such a conference cannot be organized by two persons alone. Both the Leuven, as well as the Eindhoven team really 'teamed up' for this event. Without their support, and without the support of our kind sponsors, this conference would not have been so successful as it was now. After the joint organizations of the European soccer championships in 2000, this was probably one of the most successful Dutch-Belgian organizations, at least for us Belgians if one considers the soccer result of those days ...

Patrick Anderson and Peter Van Puyvelde Co-chairs AERC2013

## Conference Report II

## ADVANCES IN NON-NEWTONIAN FLUID MECHANICS (INFFM ANNUAL CONFERENCE 2013)

Institute of Non-Newtonian Fluid Mechanics, Chicheley Hall, United Kingdom March 25 – 27, 2013

A carpet of white snow greeted the delegates as they arrived at Chicheley Hall. Despite this having been the coldest March in the UK for over 40 years there was definite warmth at the buffet lunch which opened the conference. A majority of the delegates had known each other for decades and there was no need for the ubiquitous nametags and lanyards.

The presentations on the first day covered a variety of subjects mainly devoted to rheometry

and the opening session was chaired by Peter Townsend. Roger Tanner spoke about the effect of pretest deformation on the rheology of soft solids and showed some nice data produced with samples of dough. When measuring doughs in a parallel plate geometry loading of the sample produces a compression which results in a pre-strain being imposed upon the sample, the greater the pre-strain the greater the storage modulus. This effect was attributed to the alignment of non-

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