

TecScience is born: Tec de Monterrey website focused on research

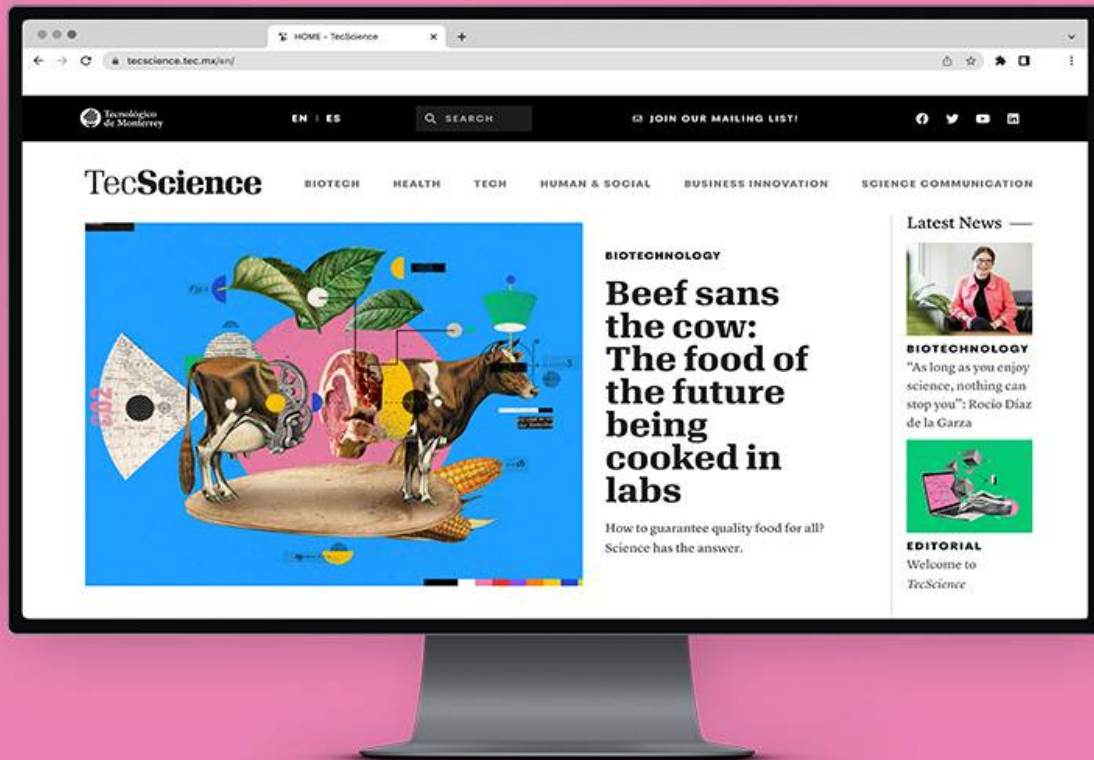


[Tecnológico de Monterrey](#) has launched [TecScience](#), a platform for promoting and communicating research done at the institution and by its community.

This **new website** will publish features, interviews, infographics, multimedia content, photo galleries, and rich media stories, with **great art and design**.

*“Tec de Monterrey has been conducting cutting-edge research for more than 50 years, and **TecScience** is now able to showcase this, **giving greater visibility to what drives our university**,”* said **Ana Torres**, national TecMedia publications and content manager.

The [website](#) is available in both **English** and **Spanish** versions. It also has a biweekly podcast, a weekly newsletter, a YouTube channel, and social media accounts.



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A site for publicizing Tec research

The Tec's objective is to share **high impact research** so that it can become the basis of startups and provide solutions for the big problems facing humanity, explained **Melissa Hinojosa**, Director of Marketing and Communication at **TecSalud & Tec Research**.

*"That's why we're convinced it was time to **take the way we communicate about science to another level**, to one that would allow us to have a greater scope and impact. It's an **innovative and attractive platform** designed for a much broader audience."*

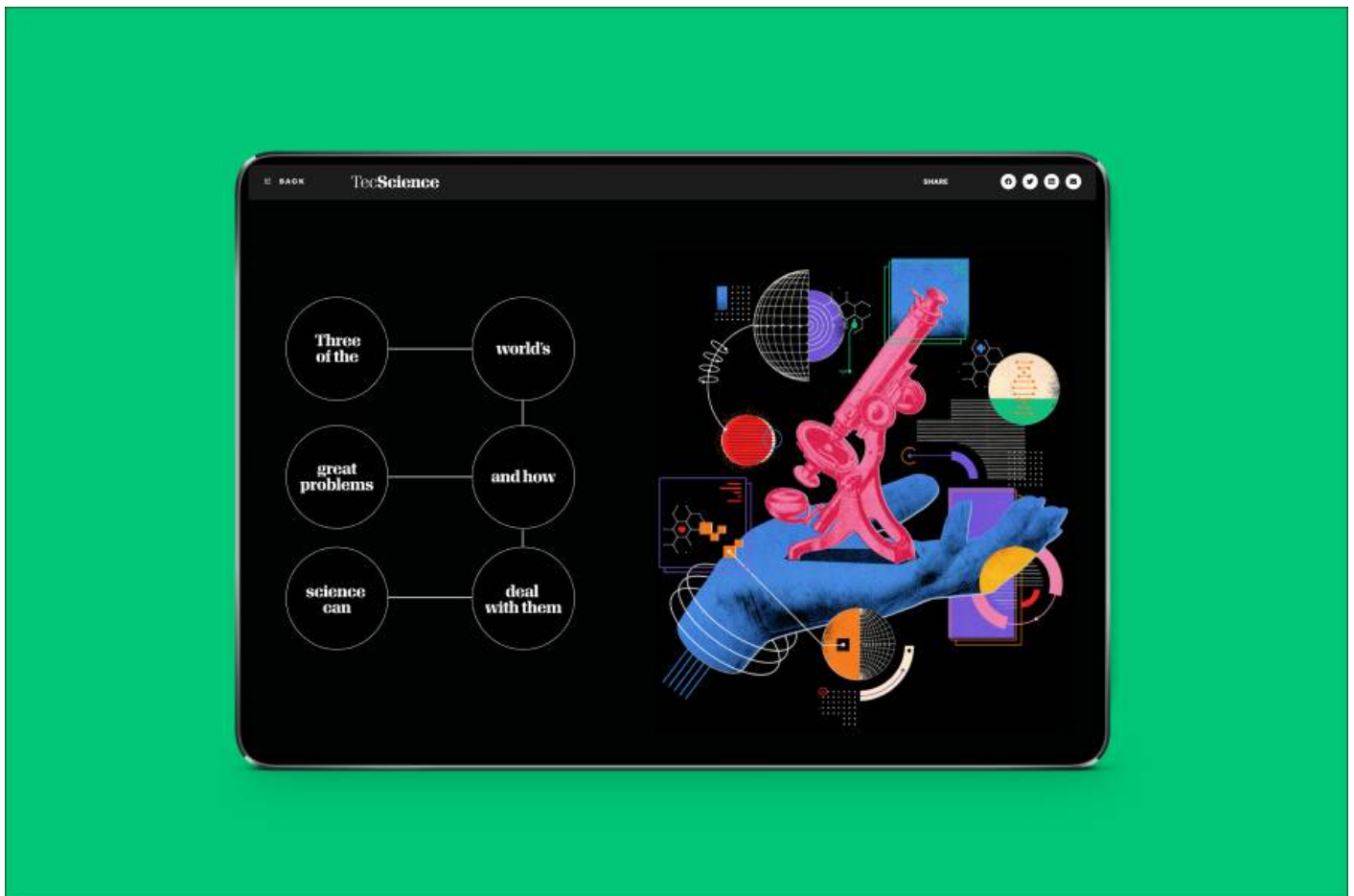
Hinojosa said that science can sometimes be perceived as cold, distant, and disconnected from society. People believe that scientists are shut away in their laboratories writing papers.

"Tec de Monterrey has been conducting cutting-edge research for more than 50 years, and TecScience is now able to showcase this, giving greater visibility to what drives our university."

TecScience was created to bridge the gap between society and science, as well as to provide truthful, well-explained, attractive, and evidence-based information so that people can make decisions using the best tools, Hinojosa said.

“For Tec de Monterrey, **science is a spark, and it’s our goal to fan the flames.** We want to create and share knowledge so that it provides solutions to the world’s big problems, and Tec Science will be the platform through which we do this,” she added.

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A quick tour of TecScience

The new Tec de Monterrey platform looks at information through science journalism, storytelling, and graphic style, said **Karina Rodríguez**, the site’s editor-in-chief.

“We want to bring science closer to the general public, other researchers, investors, and entrepreneurs who are looking for scalable projects.”

The site is divided into six sections:

- *Biotechnology*
- *Health*
- *Technology*
- *Humanities and Social Sciences*
- *Business and Innovation*

- *Science Communication*

Mariana León, TecScience's content editor, explained that the platform will include feature stories about the problems that science is working to resolve, such as Long COVID, the **foods of the future**, or sustainable materials being used to combat climate change.

*"We want to make people aware of the research that's being done by Tec de Monterrey experts and give them a voice by publishing **cutting-edge information that is verified**,"* she says.

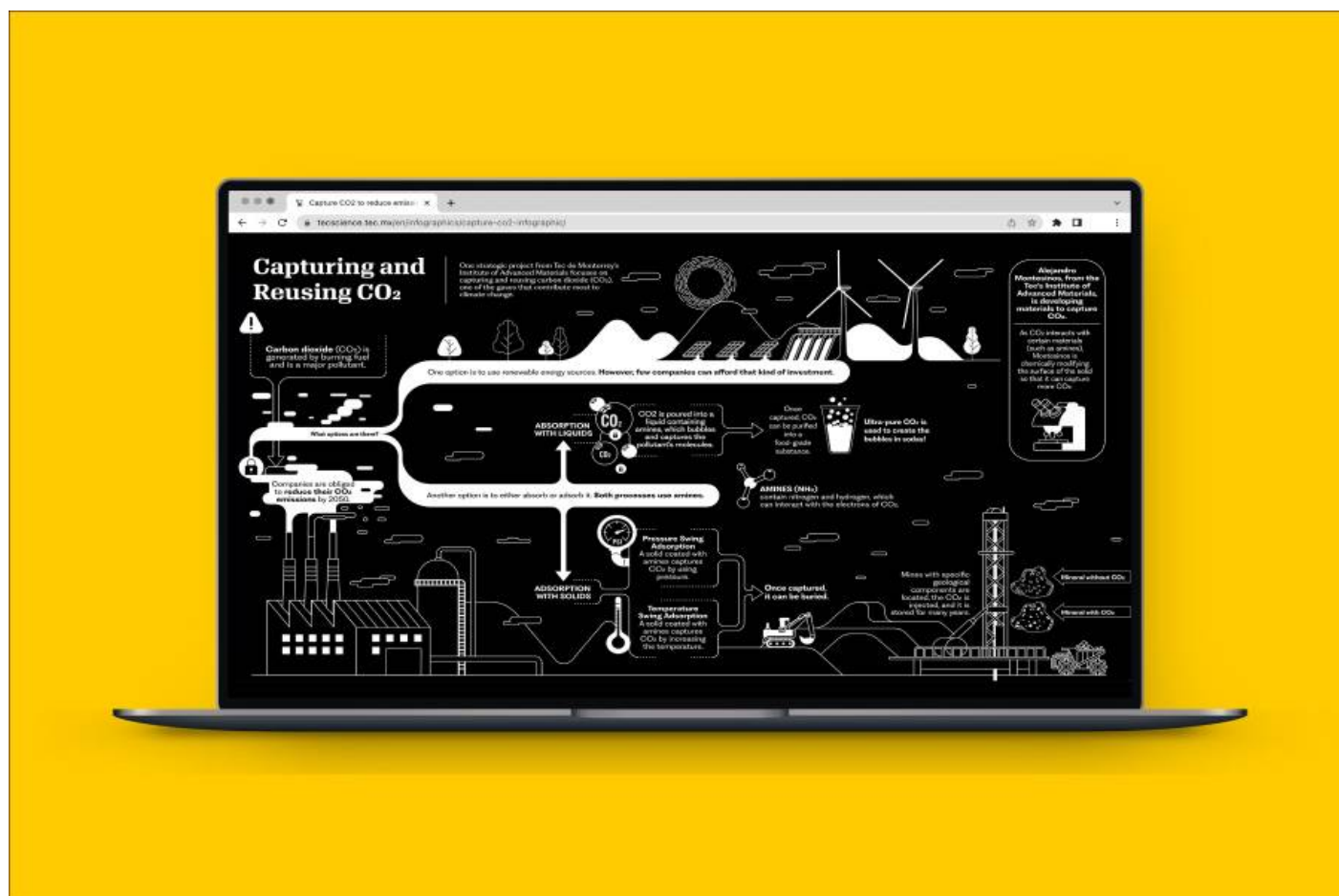
The site includes **rich or interactive articles** where users can find videos, photo galleries, audios, and infographics about the same story.

Its feature stories are enriched with **infographics and illustrations** and can be downloaded as PDFs.

TecScience will also include **science communication articles by researchers** and the voices of Tec de Monterrey's most outstanding scientists in **opinion columns on current issues**.

"The site is designed for a people with curiosity, who are looking for rigorous and reliable information on the great phenomena and challenges of our time.

"We're offering quality, clarity, relevance, and the best of Tec de Monterrey's expertise through its first-class researchers," said Ana Torres.



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Art and design bringing science closer to readers

Ana Torres says that **TecScience** has great visual design.

“We don’t think that science should be boring or stuffy. We want to bring people closer to the issues by complementing the information with beautiful illustrations, photographs, infographics, and videos. They’re going to love it,” she said.

According to the site’s art editor, **Camila Ordorica**, the site’s striking visual design is important for attracting readers and helping them digest complex issues.

“At TecScience, we’re always questioning whether our visual narratives are really connecting with our audience,” she said.

That’s why the website, our social media accounts, and the newsletter all have a design that tells stories, she said.

“It goes beyond being attractive or pretty. We want to be a bridge between information and understanding,” she concluded.

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