Press release archive

Nature Reviews Genetics and Arkitek launch revamp of popular RNAi animation

Media Contact: Beth Anderson
beth@arkitek.com
Arkitek Studios Inc.
T: +1 206-286-0337
www.arkitek.com

Seattle, WA, December 19th, 2011 – *Nature Reviews Genetics* (NRG) and Arkitek today jointly announce the launch of a new version of the popular RNA interference animation originally launched on NRG's site in 2004. Arkitek and *Nature Reviews Genetics* decided to update the RNAi animation to showcase the new information learned about the functions of small RNAs.

"We're pleased by the animation's continued popularity, particularly since many new things now known about RNAi aren't mentioned in it," said Doug Huff, co-founder/Creative Director of Arkitek. "This is a good time to be revisiting the project, and it's great to be working with NRG again".

"There is continuing excitement about how small RNAs such as small interfering RNAs and microRNAs control important biological processes", says Mary Muers, Acting Chief Editor of *Nature Reviews Genetics*. "We are delighted to have expert input on this project from Craig C. Mello of University of Massachusetts Medical School, who was joint winner of the Nobel Prize for the discovery of RNAi."

The collaboration between Arkitek and Nature Publishing Group has spanned the better part of a decade, and has included animations on pathogenic infection as well as RNA interference. Plans are also in the works for two additional animations involving the immune system. As with the first two, the new animations will be freely available to scientists and the public for educational purposes.

The RNAi animation and an accompanying slideshow are available at
www.nature.com/nrg/multimedia/rnai

-ENDS-

About Arkitek

Founded in 1997, Arkitek creates high-end visual content for the science, technology and education communities. We translate tough concepts into elegant visualizations that are captivating and universally understandable by diverse audiences worldwide.

About Nature Publishing Group (NPG)

Nature Publishing Group (NPG) is a publisher of high impact scientific and medical information in print and online. NPG publishes journals, magazines, online databases and services across the life, physical, chemical and applied sciences and clinical medicine. For more information visit nature.com.

Nature Reviews Genetics covers the full scientific breadth of modern genetics, capturing its excitement, diversity and implications. *Nature Reviews Genetics* is the number one monthly review journal in Genetics and Heredity (*Journal Citation Report 2010*, Thomson Reuters 2011), The journal is available online at **www.nature.com/nrg**

About us **Privacy policy** **Naturejobs**
Contact us **Use of cookies** **Nature Asia**
Accessibility statement **Legal notice** **Nature Education**
Help **Terms** **RSS web feeds**

Search: go

SPRINGER NATURE

© 2019 Nature is part of Springer Nature. All Rights Reserved.

partner of AGORA, HINARI, OARE, INASP, ORCID, CrossRef, COUNTER and COPE