

MRS Bulletin Redesign reflects new dimensions

The nature of *MRS Bulletin* has always been to move with the community. Themes at the forefront of materials research are recommended and developed by leaders in their fields. News and features bubble up and coalesce with the changing interests and needs of community members. And, at times, we take a moment to step back, glance in the rearview mirror, and then leap into the future. This is what you will see when you look through the pages of *MRS Bulletin*.

New look

Since early this year, the editorial staff has worked with MRS art director Kasia M. Bruniany on the redesign of *MRS Bulletin*.

What first meets the eye is the new cover design, including a modernization of the title *MRS Bulletin* itself. Behind the cover is a completely redesigned look. We've incorporated color throughout the pages to improve the organizational structure and the presentation of data and to make it easier to find the theme, single articles, and special sections. Icons better identify your favorite sections, whether opinion, news and analysis, society news, or features.

But a look goes only paper deep.

On the pages, the content is also gaining a new dimension. While keeping our strong roots and established reputation as a high-impact and readable publication, we are adding and redefining content to better serve our audience.

Energy Quarterly

With this issue we begin publication of ENERGY QUARTERLY (EQ) within *MRS Bulletin*. This periodic section builds on the base established in the April 2008 *MRS Bulletin* special issue, "Harnessing Materials for Energy" (www.mrs.org/bulletin_energy). Guided by a team of experts, EQ likewise addresses materials challenges to meet global energy and environmental needs for sustainable development. But further, it examines the juncture of emerging science, cost-effective scale-up, and public interest. What can other regions of the world learn from Germany's experiment to employ solar technologies on a massive scale? Why can't batteries increase their storage capacity as rapidly as Moore's law has propelled integrated circuit performance? How is Tata's low-cost automobile, the Nano, affecting energy use in India, and what is next on the horizon? Such questions will be addressed in this section through interviews, analyses, coverage of regional initiatives, and news.

As a companion to ENERGY QUARTERLY, we have launched the Materials for Energy blog (www.materialsforenergy.org), where Russ Chianelli, a former MRS president and provocative thinker, is collecting the best minds in energy to present



*Behind
the themes
and between
the lines*

important issues of the day, such as nutrient-enhanced bioremediation to treat oil spills, materials choices for electric vehicle batteries and wind turbines, and the possibilities for high-temperature superconductors to reduce energy losses.

Our carbon footprint

We have also made a significant step toward reducing the magazine's own carbon footprint. For U.S. mailing, the plastic wrapping and paper insert have been removed, and the address label will be placed directly on the issue. This will reduce our plastic and paper use by more than 2000 lb (900 kg) of each per year. This change was triggered by a message from an MRS member who voiced concern about unnecessary materials use and suggested that, as materials researchers, we have an obligation "to be stewards of the natural resources and energy required for materials manufacturing." We will continue to look into options to reduce the packaging for non-U.S. issues, currently restrained by U.S. postal requirements. Further, our printer is FSC and SFI certified (designations by the Forest Stewardship Council and the Sustainable Forestry Initiative) and our new publishing partner, Cambridge University Press, is another positive force for implementing more environmentally friendly production.

On the lighter side

With this issue we bring "Look Again" for the discerning eye. This feature presents some of the exquisite Science as Art images from competitions held during Materials Research Society meetings. It then makes a game of finding what was altered in the second set of images. While this feature is meant to entertain researchers and novices alike, it also tunes the mind to look closely at micrographs and see the intricate stories woven into them.

There is much that we have done and more to do. We look to you for feedback and for your insight into the next emerging trends. The Materials Research Society represents a vibrant and dynamic community. As such, there is always something just over the horizon.

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