The **2017 EPS HEP Outreach Prize** is awarded to **Michael Hoch** for initiatives highlighting the conceptual and physical beauty of high-energy physics, and the inspirational qualities that are common to both Art and Science.

Michael Hoch is at the origin of the **art@CMS** project, an innovative education and outreach program that he created in 2012 around the topic of the LHC collisions detected by the CMS experiment. Over the years, this single-person project has grown into a solid concept in the field of high-energy physics, with worldwide events and exhibitions on an almost weekly basis. In several countries, the project has appeared on the most prestigious exhibition platforms, venues that rarely feature scientific outreach programs.

The project also includes interdisciplinary Science & Art workshops that enable young people and artists to gain a better understanding of science and to be inspired and encouraged by it. By involving people in the act of creation itself, Michael Hoch takes the project beyond the level of merely being an exhibition, and fully embraces the two-way communication concept implicit in the word "outreach". Over the years, around a thousand students, professional art teachers and artists have participated in these workshops around the world.

The interplay between science and art has been significant throughout human history. Nevertheless, in our times and the field of particle physics the art@CMS project is truly original. Michael Hoch defined, and has very successfully pursued, a novel strategy for the high-energy physics community to educate society about its research, its fascination and its achievements.

The art@CMS project reaches a very diverse audience, from policy makers and royalty to young children worldwide. All of them bear witness to Michael Hoch's exceptional talent in bringing scientific thoughts to the minds of the general public. Through the pieces of art created by him and others, combined with his sparkling and contagious enthusiasm, he fascinates the audience with today's fundamental questions and research challenges. With the objective to educate, he stimulates a dialogue between scientists and the audience.

The art@CMS project is based on images of the CMS experiment and the research performed with it, but the novel concept of the project is general in its nature. Its success will continue to involve and inspire the community at large.

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**References**
[http://artcms.web.cern.ch/artcms/]