

# UCI Brain

*Unlocking the mysteries of the brain is*

## Humanity's Final Frontier

Understanding the brain will transform every facet of our lives, from eradicating brain diseases, to developing next generation technology, optimizing learning and maximizing human potential.

### A Bold Vision for the Future

The UCI Brain Initiative (UCI Brain) is advancing our knowledge through enabling state-of-the-art collaborative research, developing the next generation of leading neuroscientists and creating an innovative digital hub for resource sharing and interactions.

*Join us as we unlock the mysteries of the brain.*

**brain.uci.edu**

Follow Us!



### Our Priorities

- 1 Recruit faculty and invest in cutting-edge technology;
- 2 Build interdisciplinary training programs in neuroscience;
- 3 Support high-risk, high-reward research programs;
- 4 Engage the community and stimulate research funding and support.



**Dr. Michael Yassa** is the Director of UCI Brain, Professor of Neurobiology and Behavior and Director of the Center for the Neurobiology of Learning and Memory.

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# We will advance brain science through four cross-cutting themes



## The Healthy Brain

Preventing and treating brain disorders and promoting healthy living for all of us



## The Computational Brain

Reverse engineering the brain to build new technologies and highly capable artificial intelligence



## The Social Brain

Understanding the basis of decision-making and social interactions to foster positive change



## The Artistic Brain

Gaining insight into how the brain creates and appreciates artistic expression

## Upcoming Events

**OCT 8**

**1st Annual McGaugh-Gerard Lecture**  
**A new fall series hosted by UCI CNLM**

Dr. James L. McGaugh

Founding Professor, Neurobiology and Behavior, UC Irvine

7:30 PM | Irvine Barclay Theatre

**NOV 13**

**Why Our Brains Love Story? Part I**

**A UCI Illuminations event hosted by UCI Brain and CTSA**

A two part series to understand the science of storytelling.

Panelists include Lisa Cron, Jane Page and Adam Leipzig.

5:00 PM | Herklotz Conference Facility

**JAN 28**

**Distinguished Lecture on Brain, Learning and Memory**  
**Hosted by UCI CNLM**

Dr. David Eagelman

Professor, Psychiatry, Stanford University

7:30 PM | Irvine Barclay Theatre

**MAR 5**

**Distinguished Lecture on Brain Disorders**  
**Hosted by UCI MIND**

Dr. Ronald Petersen

Professor, Neurology, Mayo Clinic

7:30 PM | Irvine Barclay Theatre