

EGGSCCELLENT FLINDERS RESEARCHER WINS IG NOBEL!

The Australian scientist who made global headlines by unboiling an egg has been honoured with an Ig Nobel prize.

The humorous sounding experiment by Flinders University Chemistry Professor Colin Raston and his team belies a major scientific breakthrough that is transforming the field of medicine and more.

Professor Raston is the creator of the Vortex Fluidic Device. This compact machine is capable of unravelling proteins, a revolutionary development that has huge implications for the treatment of cancer, the manufacture of pharmaceuticals, the production of biofuels and food processing.

His reaction to winning an Ig mirrored the eureka moment of his breakthrough - "Wow, did I really do that?"

"It's living the dream. All scientists want to do something that is significant, but this has the wow factor" Professor Raston says

"It's not what we set out to do, to unboil an egg, but it's the way of explaining the science involved and helping the wider world realise the momentousness of it."

"The sheer scale of this is mind boggling. The global pharmaceutical industry alone is worth \$160 billion annually and the processing of proteins is central to it. The VFD is completely changing it – and is set to do the same for the fuel and food industries. It's impossible to place a price on the value of this device."

"Winning an Ig is both humbling and amazing" he says.

Vice-Chancellor Colin Stirling congratulated Professor Raston on his honour and says it reflects Flinders' commitment to innovation excellence.

"Professor Raston's research is already improving people's lives, with his VFD boosting the potency of a common cancer drug fourfold – meaning better treatment with fewer side effects. And that's just the start" Professor Stirling says.

"I'm proud to be able to say that Flinders is once again at the cutting edge of a technology with significant global implications for social and economic transformation."

“Discoveries such as this underscore the valuable role of universities in the research sphere and the importance of investment in research” Professor Stirling says.

The [Ig Nobel Prizes](#) honour achievements that make people laugh, and then think, by celebrating the unusual, honouring the imaginative, and spurring people's interest in science, medicine, and technology.

The prizes are organised by the magazine [Annals of Improbable Research](#), with an editorial board consisting of 50 of eminent world scientists including several Nobel Prize winners and a [convicted felon](#).

Professor Raston was presented with the coveted prize in a gala ceremony at Harvard overnight (6pm 17/9/15 US time, 8.30am 18/9/15 SA time) by a panel of genuine Nobel Laureates in front of 1100 splendidly eccentric spectators. The newly crowned Ignitary sported a tie emblazoned with fried eggs for the occasion!

About Colin Raston and the VFD

Professor Colin Raston *FRACI CChem FRSC* is a South Australia Premier's Professorial Research Fellow in Clean Technology. His VFD research team includes Professor Greg Weiss of University California-Irvine.

https://www.youtube.com/watch?t=1&v=uk9_j0heGEU
<http://www.vortexfluidictechnologies.com>
www.rastonlab.com
<http://blogs.flinders.edu.au/flinders-news/tag/vortex-fluid-device/>

About the Ig Nobels

<http://www.improbable.com/ig/2015/>

Further information

Prof. Colin Raston AusSMC online briefing 11.30am SA /12noon AEST

Journalists can follow the briefing online via audio and video streaming. Journalists will have the opportunity to ask questions online.

1. Go to the briefing web portal by clicking this link:

<https://aussmc.webex.com/aussmc/onstage/g.php?d=864896060&t=a>.

2. Enter your name and email address

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OR PHONE ONLY ACCESS:

1. For phone only access please call: 1800 049 813.

2. Enter access code 864 896 060 #. Wait for the prompt and press #.

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