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**PRESS RELEASE**

For Immediate Release  
Association of Medical Illustrators  
<http://www.ami.org>

**Branching Out and Always Growing – Medical Illustrators in Portland, Oregon  
July 28 – July 31, 2010**

*The “Greenest City in America” is hosting the annual meeting for  
the world’s most talented and educated artists*

**LEXINGTON, KY-- The 65<sup>th</sup> Annual Association of Medical Illustrator’s (AMI) meeting will be located in Portland, Oregon, at Portland State University. The 2010 AMI meeting’s theme, “Branching Out: Always Growing,” reflects the extraordinary diversity, ingenuity, and adaptability of the profession, as well the verdant venue. The AMI comprises over 700 members, many of whom will gather to share ideas and display their fascinating artwork.**

**The press and public are invited to view the meeting’s Salon, an extraordinary annual exhibit representing the latest work of professional and student medical illustrators. It’s a “Don’t miss!” exhibition, with hundreds of intriguing artworks on display. The AMI Salon will showcase the best of the profession, spanning the traditional to the most current digital techniques in illustration, customized prosthetics, and award-winning animations from the world of bioscience.**

**The work of medical illustrators is frequently in the national news. It can explain new medical breakthroughs, document emerging illnesses and teach leading edge surgical techniques. The 3D animations “*Zirus Antivirotics*” and “*The Inner Life of the Cell*” both brought national recognition to XVIVO Scientific Animation. XVIVO was featured in *National Geographic* (Dec. 2009) in an article entitled “*Hit Them Where They Live*” and on NPR (Robert Krulwich, Oct. 2009) with a discussion by XVIVO’s Medical Director and Founding Partner David Bolinsky titled “*Flu Attack! How a Virus Invades Your Body.*”**

**In addition, current headlines about the separation of conjoined twins using medical visualization tools included the surgical pre-planning and successful separation of twins as illustrated by AMI member Travis Vermilye. Through his experience creating imagery and rapid prototype models based on medical image data, Travis has helped**

**surgeons visualize the complex and unique anatomy of several cases of conjoined twins.**

**A medical illustrator is a professional artist with advanced education in both the life sciences and visual communication. Collaborating with scientists, physicians, and other specialists, medical illustrators transform complex information into visual images that have the potential to communicate to broad audiences. The work of medical illustrators promotes education, research, patient care, public relations, and marketing efforts.**

**The field is changing rapidly due to advancements in both science and technology. Medical illustrators work in many diverse areas including medical/legal/forensics, veterinary, pharmaceutical, surgical, patient education, and health gaming in both 2D and 3D. Using advanced computer graphics and imaging, sub-cellular processes too small to be seen by the most advanced microscopes can come alive through animations.**

**For samples of art by medical illustrators, click the gallery link at [www.ami.org](http://www.ami.org). For additional information, questions or to tour the Salon see <http://www.ami.org/meetings/2010> or the contact number listed above.**

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