



ACS Local Section
New York
Westchester Chemical Society

RECREATING HISTORICAL CHEMICAL ADVERTISEMENTS USING MATERIAL SAFETY DATA SHEETS

Speaker: Julian Silverman, Ph.D.

Department of Science and Math
Fashion Institute of Technology

Date: Wednesday, February 26, 2025

Time: 7:30 pm

ZOOM ONLY MEETING – LINK BELOW

<https://fordham.zoom.us/j/5962595219?omn=85415166287>

Please contact Peter Corfield at pcorfield@fordham.edu to RSVP for the meeting or if you have any questions.

Event is free of charge

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Abstract:

The Science History Institute's digital archive and Safety Data Sheets (SDS) are complementary open-access resources to explore the history of chemistry and science communication. Both chemical advertisements and SDS come filled with physical, chemical, toxicological, and regulatory information. Critically reading both advertisements and SDS is crucial to conducting work in the laboratory and evaluating the safety and sustainability of chemicals. A project focused on designing and presenting recreated historical advertisements using information sourced from SDS connects students and non-scientists with the chemicals we interact with within the laboratory and in our everyday lives. We learn about important topics including properties of matter, their units, personal protective equipment, their proper use, and how to find and use reliable information from digital resources. Inspired by chemical advertisements in the Science History Institute's digital archives, we critique historical advertisements, investigate notable chemicals, and design and present advertisements using SDS. Suited for introductory courses or practitioners who use specific materials at work these free resources help us learn about the history and communication of chemistry, the nature of the chemical industry, and how scientific information lives online in our digital era. Using archived advertisements connects us to our current uses of chemicals enabling us to creatively and critically evaluate chemistry from multiple perspectives.

Biography:

Dr. Julian R. Silverman received his Bachelor's degree in Atmospheric and Environmental Chemistry with Honors from McGill University in Montréal, and an M. Phil. and Ph. D. at the C.U.N.Y. Graduate Center. His postdoctoral work at the University of Kansas' Center for Environmentally Beneficial Catalysis focused on valorizing waste lignin. He has previously taught at the City College of New York, and Manhattan College before joining the Department of Science and Math at the Fashion Institute of Technology where he teaches 'potions and poisons' or cosmetic and forensic chemistry.