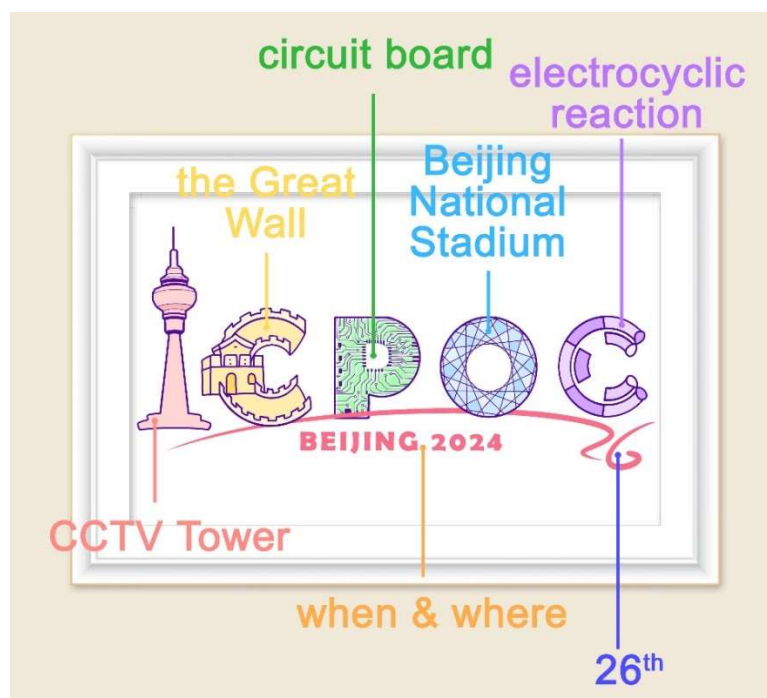


The designer, Miss Yushan Zhang (PhD candidate in Prof. Cheng's Group) has something to say about the 26<sup>th</sup> ICPOC logo...



The 26th IUPAC International Conference on Physical Organic Chemistry will be held in Beijing, the capital city of China in 2024. The logo for conference was designed based on the initials of the conference (26<sup>th</sup> ICPOC), but each figure/letter also conveys its own specific meaning. The last letter C represents the phase changes of p-electrons during in a classic electrocyclic reaction, which endows the logo a hue of physical organic chemistry. While the image of circuit board was blended to the letter P, which highlights one of the main topics of the conference, that is, Artificial Intelligence (AI) and New POC Frontiers, such as machine learnings in POC. The rest of letters were designed based on some iconic buildings and scenic spots, such as the CCTV Tower (the letter I), Badaling Great Wall (the second letter C) and Bird's Nest (the letter O), all of these letters have a strong territorial character of Beijing. The last but not the least, the number 26 beneath the letters, looks like a winding road, not only indicates the sequence of the ICPOC conference series, also designates the path to the progress of POC is winding its way forwards to a bright future, with cooperations and communications between the chemists all around the world.