Editorial

Glow with Gold

World Gold Council has launched a new Branding campaign for gold and 'gold' now has a new logo (You will see the results of all this reflected in the cover of *Gold Bulletin* in 2002). The generic campaign also has a tag line '*glow with gold*'. The aim is to get across the message that wearing gold (jewellery) or owning gold makes one feel warm and good. It is a spiritual, emotional message.

I wondered about this from our 'science, technology and industrial applications' standpoint. It makes a good heading to an Editorial. Does '*glow with gold*' have any relevance to our scientific and technical community? Obviously, I would be more than happy and 'glowing' if the use of gold in industrial applications were to soar! And hopefully, with our new-found focus on gold science and its applications (see the note on our GROW programme in this issue), the rate of growth will increase. But how does the tag line tie in with our objectives? I was puzzled as to how to make the connection. However, serendipity intervened and an article on luminescence that appeared in *Chemical and Engineering News*, 8 October 2001, passed across my desk! Eureka!

The article by Michael Freemantle on luminescent organometallic compounds centred on the work of Professor Vivian Yam of the University of Hong Kong with additional comments and views from other academics. Included is a notable mention of luminescent gold organometallics and Yam's paper in *Gold Bulletin*, 34 (1), 20 - 23, earlier this year.

A very interesting scientific article, but more importantly, there is an emphasis on the potential applications of luminescent materials as non-linear optical materials and molecular wires for use as sensors, switches and other data handling devices in electronics. Gold luminescent materials have some unusual properties, compared to other luminescent organometallics.

So, scientifically speaking, gold really does glow and it has great promise in the new generation of sensors and devices - a 'glowing

future', if I may be permitted the pun.

We, in the editorial office, would like to hear more about the applications of new gold science and technology. So, we invite our readers to share their knowledge with our readership and submit articles and reviews that cover the applications as well as the science. That will certainly make us 'glow with gold'!

May I, on behalf of the Editorial team of David Thompson, Richard Holliday and myself, wish you all our warmest Season's Greetings and a successful, 'glowing' New Year 2002!

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