

real fiction

Engineering biology sits at the heart of the next technological revolution: genetics, molecular biology, synthetic biology. We have been manipulating nature for hundreds of years, will it be different? What would the everyday 'microbial' world look like? and who is imagining it? DIY bio-hackers are already attempting to democratise the technology and the debate around its use - can the design imagination also participate? Bring it into the everyday and add to the discussion? In the last series we asked if imagination and imaginative processes 'through Design' can infect reality and be a contributor to substantial processes of change? Perhaps this is where it is needed most?

These lectures and discussions look at the tensions in design between fiction and reality, between real needs, desires, hope & fears, even dreams, in the creation of alternatives. We join with StudioLab at the Royal College of Art, London, and BioFaction, Vienna, to think about how the next generation of designers will contribute in shaping this space.

Tuesday 9th April 6.30pm Lichthof 2	David Benqué & Sonja Bäuml The Human Biome, Synthetic Biology and Design
Thursday 18th April 6.30pm Lichthof 2	Koby Barhad & Günter Seyfried Shopping & Hacking / DIY-bio (real & fictional)
Thursday 2nd May 6.30pm Lichthof 2	Bruce Sterling & Markus Schmidt Design Fiction, Citizens and the Public Imagination
Monday 6th May 6.30pm Lichthof 2	Revital Cohen & Jens Hauser Ethical Complexities, Conflicting Dilemmas
Monday 27th May 6.30pm Lichthof 2	Daisy Ginsberg & Anab Jain Futures, Design meets Science



Institute of Design
University of Applied Arts
Vienna

Oskar Kokoschka-Platz 2
1010 Vienna
T: +431 71133 2442
hello@instituteofdesign.at

www.instituteofdesign.at

Lecture Series curated by Fiona Raby
Admissions are free

In cooperation with StudioLab at
the Royal College of Art, London and
BioFaction, Vienna.

Cover image by Cohen Van Balen

di:'angewandte

Biofaction

studiolab



Institute of Design
University of Applied Arts
Vienna

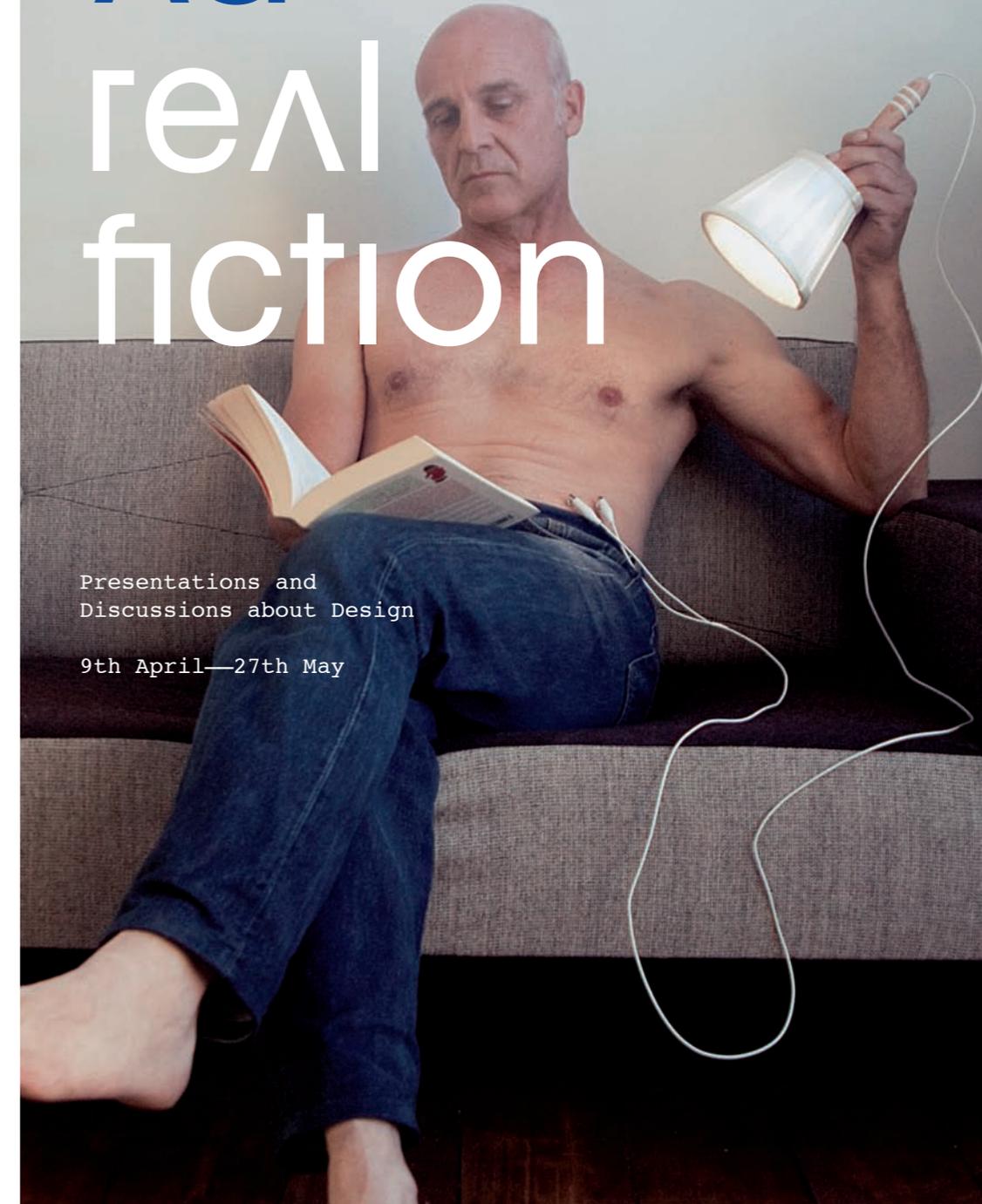
instituteofdesign.at

di:'angewandte

real fiction

Presentations and
Discussions about Design

9th April—27th May



participants

David Benqué

is a designer and researcher working in London. He is a research associate (Studiolab EU grant) and visiting lecturer at the Design Interactions department of the Royal College of Art in London UK.

His work has recently been exhibited in venues such as the National Museum of China in Beijing, Glitch Fiction at Paris Design Week, St. Etienne Design Biennale and Z33 House for Contemporary Art in Hasselt, Belgium.



davidbenque.com
studiolabproject.eu
studiolab.di.rca.ac.uk

Sonja Bäumel

creates work that mediates between art and science, fashion and science, design and science, between clothes and body, between fiction and facts. Works evolve from confrontation with scientific data and facts. Sonja studied Fashion Design

at the Fashion Institute, Vienna, a BA from University of Arts, Linz, an MA in Conceptual Design, Design Academy Eindhoven. In 2012 she was awarded Outstanding Artist Award Experimental Design, BMUKK Federal Ministry for Education, Art & Culture of Vienna.



sonjabaeumel.at

Günter Seyfried

has a background in medicine and psychology, from University of Vienna and fine art, digital art and media art, from the University of Applied Arts Vienna (Department of Digital Art). He works part time at the University of Applied Arts Vienna, Department of Art and Society / Art and Knowledge Transfer, lecturing the philosophical background of Bioart. He made collaborations with the Stella Art Foundation Moscow. He is an independent artist participating internationally in exhibitions and publications.

pavillon35.polycinease.com/event/nature-animee-opening/

Koby Barhad

has an MA from Design Interaction RCA, London, a co-founder/partner in kn-studio, 2006-12 and a lecturer in visual communication, Shenkar, Tel Aviv 2006-10. He took part in design research projects, "The future of writing" Microsoft Research, 2011 and currently "StudioLab-Design Interaction Research" in synthetic biology 2013. He acted as a consultant for the Imperial college iGEM team, 2011. His works has been published in Wired, Dezeen, MSNBC, Frame Magazine & Creative Review



kn-studio.com/all_that_i_am.html

Bruce Sterling

author, journalist, editor, and critic. Best known for his ten science fiction novels, he also writes short stories, book reviews, design criticism, opinion columns, and introductions for books ranging from Ernst Juenger to Jules Verne. He is a contributing editor of WIRED magazine and writes a weblog. 2005 & 2011 he was "Visionary in Residence" Art Center College of Design, Pasadena. 2008 at the Sandberg Instituut, Amsterdam. And Guest Curator for the Share Festival of Digital Art & Culture, Torino, Italy.

Dr. Markus Schmidt

founder of Biofaction has a background in electronic engineering, biology and environmental risk assessment. For 10 years he has carried out environmental risk assessment, safety and public perception studies in a number of science and technology fields (GM-crops, gene therapy, nanotechnology, converging technologies, synthetic biology). He also works at the art-science interaction, e.g. producing the Science Film Festival "Bio:Fiction" and the art exhibition "synth-ethic".



www.markusschmidt.eu

Revital Cohen

and Tuur Van Balen run a London based experimental practice that produces fictional objects, photographs, performances and videos exploring the tensions between biology and technology. Inspired by designer species, composed wilderness and mechanical organs, they set out to create posthuman bodies, bespoke metabolisms, unnatural animals and poetic machines.



www.cohenvanbalen.com

Anab Jain

is Director at Superflux, founded in 2009. Leading the Consultancy's client partnerships whilst balancing the Lab's self-initiated conceptual projects, she hopes to realise the studio's vision as a new kind of design practice. She has led multidisciplinary design projects for clients like Microsoft Research, Sony, BBC Prince's Foundation and the Government of UAE. Anab has an MA in Interaction Design RCA. She is a TED Fellow and has won awards from Apple Computers Inc., UNESCO, and ICSID. She has exhibited at MoMA, National Museum of China, and a speaker at LIFT, PICNIC & SIGGRAPH.



superflux.in/
superflux.in/blog
twitter.com/anabjain

Jens Hauser

is a Paris-based curator, author and arts & culture critic. With a background in Media Studies and Science Journalism, he focuses on the interactions between art and technology and trans-genre and contextual aesthetics. He has curated L'Art Biotech, Nantes, 2003, Still, Living, Perth, 2007, sk-interfaces, Liverpool, 2008/Luxembourg, 2009, the Article Biennale, Stavanger, 2008, Transbiotics, Riga 2010, Fingerprints... Berlin, 2011 and Synth-ethic, Wien, 2011. Publications include sk-interfaces, 2008, Fingerprints... Paul Vanouse. Index-Imprint-Trace, 2011. biofaction.com/synth-ethic/#about-synth-ethic

Alexandra Daisy Ginsberg

is an artist, designer and writer. Working in unfamiliar disciplines, like synthetic biology, As Design Fellow on Synthetic Aesthetics, (Stanford University/University of Edinburgh), an international project investigating the 'design of nature', developing novel modes of collaboration and critical discourse between art, design and synthetic biology. To be published 2014, MIT Press. In 2011, she was nominated for Designs of The Year and Index Awards, and won the World Technology Award for Design and London Design Medal for Emerging Talent, 2012.



daisyginsberg.com
syntheticaesthetics.org
synthesislabs.org
echromi.com