

Fabrica Workshops

Environmental, Social, Relational

Bruce Sterling

Generative Art and Design: Critical Assessments

Workshop November 25-28 2008 by application

Lecture November 25 6:00pm open to all

FABRICA WORKSHOPS

Fabrica, the Benetton communication research center, continues its international workshop and lecture program. Bruce Sterling, writer and futurologist, will be at the institute from November 25th to 28th to lead an intensive trans-disciplinary workshop. In addition, Sterling will give a public lecture on November 25th illustrating his philosophy and recent projects.

Environmental, Social, Relational, the title of this new program of research and education activities, is rooted in Fabrica's heritage of cross-cultural creativity for social concern.

Environmental, social and relational themes are central to human ecology, an interdisciplinary field using holistic approaches in the search for harmony between people and their natural and created environments but mainly between people and their societies.

Along these lines Fabrica wants to investigate, experiment, catalyze, document and disseminate how contemporary communication, design and artistic expression can contribute to helping people solve problems and enhance human potential, within near and far environments.

The workshop series will bring to Fabrica international artists and designers that in common have the desire to apply creativity and innovation to social improvement.

Bruce Sterling, author, journalist, editor, and critic, was born in 1954.

Best known for his eight 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.

His nonfiction works include *The Hacker Crackdown: Law and Disorder on The Electronic Frontier* (1992), *Tomorrow Now: Envisioning The Next Fifty Years* (2003) and *Shaping Things* (2005).

He is a contributing editor of *Wired* magazine and a columnist for *Make* magazine.

He also writes a weblog Beyond the Beyond. During 2005, he was the "Visionary in Residence" at Art Center College of Design in Pasadena. In 2008 he was the Guest Curator for the Share Festival of Digital Art and Culture in Torino, Italy.

He has appeared in ABC's Nightline, BBC's The Late Show, CBC's Morningside, on MTV and TechTV, and in Time, Newsweek, The Wall Street Journal, the New York Times, Fortune, Nature, I.D., Metropolis, Technology Review, Der Spiegel, La Repubblica, and many other venues.

Bruce Sterling is considered one of today's most prominent design futurologists.

blog.wired.com/sterling

http://www.fabrica.it/workshops/bruce_sterling.html

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