

# NEO RURALS FUTURES 2 - 6 SEPTEMBER 2019



*NeoRural Futures is **the summer school of the Speculative Edu research project**, supported by the European Commission through the Erasmus+ programme.*

- **WHAT:** *An intensive 5 days workshop about speculative design practices, applied to the future of rurality; a final exhibit to celebrate and expose the results of the workshop; a cultural program with meetings, events and conferences*
- **WHEN:** *2-6 September 2019*
- **WHERE:** *Rome (Italy) at the RUFA Space - Rome University of Fine Arts*
- **WHO:** *40 participants from all over the world, 3 coordinators, 6 tutors, 9 international researchers, designers and thinkers from the Speculative Edu project, a fantastic network of institutions, companies and artists who make the event in Rome possible*

Read the document to learn more about the project, the event, the program and the people which are organizing all of it.

## Speculative Edu: the project in a nutshell

How can we use design not only to make products, services and technologies easy to use, sexy and beautiful, but also to open up critical discussions about the future?

Speculative Design is a series of different approaches and practices engaging with a social context. Design becomes a platform for expression to imagine possible futures, to speculate about how things could be.



**SpeculativeEdu (Speculative Design – Educational Resource Toolkit)** is an educational project funded by ERASMUS+, the European Union programme for education, training, youth, and sport, with the aim of strengthening Speculative Design education by collecting and exchanging existing knowledge and experience while developing new methods in the field of Speculative Design.

Its scope is to collect, exchange, reflect upon, develop, and advance educational practice in the area of Speculative Design and its self-critical approach.

The consortium is led by University of Split (Croatia), and consists of Edinburgh Napier University (UK), Goldsmiths, the Goldsmiths' University (UK), the Madeira Interactive Technologies Institute (Portugal), the private research centre HER - Human Ecosystems Relazioni (Italy), and the Institute for Transmedia Design (Slovenia).

At the end of the project an academic book and a toolkit will be produced and published, to become a new open resource for students, academics, communities, professionals and organisations, to be used in educational and working contexts (such universities, masters, arts and design schools, workshops, projects).

More info at:

<http://speculativeedu.eu>

# NeoRural Futures: an international summer, an exhibit, a conference and a cultural programme in Rome

NeoRural Futures is a multiplier event of the Speculative Edu Project, composed of a 5 days intensive workshop dedicated, a cultural program dedicated to participants to meet different institutions and city dwellers active in the field of culture, design and rurality.



Positioned right in the middle of the research project, the summer school is the opportunity to share, present, discuss and use the study on the state of the art which is completed by the consortium.

The closing event includes **an exhibit and an international conference** open to the public.

## >> Our questions:

→ *Who are "neorurals"?*

→ *How do they live?*

→ *How are people starting to move from cities to rural areas and vice-versa? How are these phenomena related? With what effects?*

→ How is all of this changing together with technological scenarios (such as AI, big data, IoT) and global phenomena (such as climate change, migration, and the transformation of cities)?

During the summer school, participants will apply critical, speculative, near future and design fiction approaches to build scenarios about possible and desirable futures of rurality, and to transform them into an exhibit.

The event was coordinated by the Italian partner of the Speculative Edu Project, Human Ecosystems Relazioni, and locally supported by RUFA - Rome Universities of Fine Arts, Rural Hack, Societing 4.0, Fondazione Roma Europa through its programme DIGITALIVE, MERCATO CENTRALE, NONE Collective, Ultravioletto.

Workshop leaders:

- Salvatore Iaconesi e Oriana Persico (HER);
- Alex Giordano (Rural Hack)

Tutors:

- Arianna Forte, Alessandra Del Nero, Daniele Bucci, Valeria Loreti, Federico Biggio, Herbert Natta

More info at:

<http://speculativeedu.eu/neo-rural-futures/>

## >> *The future is already here – it's just not evenly imagined:* Conversations about the Futures

**“The future is already here - It’s just not evenly imagined”** is a series of three conversations about the future, in which the group of participants will meet four different cultural organizations active in Rome in the field of arts, design, communication, food and rurality, by visiting their headquarters.

In a convivial space, the series of conversations is the final moment of the workshop, to share and discuss how we can come together to imagine and face the future, discovering what are the approaches and strategies that different types of entities (such as independent artists, institutions, museums, universities, businesses or research centers) are using.

The starting of the conversations will be strategies adopted by hosting partners, involving the summer school’s participants and the team project:

- **September 3d 2019 || Neorural Futures meets Mercato Centrale**
  - A group of entrepreneurs created Mercato Centrale to establish new bridges between cities, rurality and food to offer innovative urban experience, with a clear view and imagination of possible, desirable futures. We will learn about this vision, and how it materializes itself in physical and digital spaces.
  - Learn more about Mercato Centrale: <https://www.mercatocentrale.it>

- **September 4th 2019 || Neorural Futures meets None Collective and Ultravioletto**
  - NONE collective is an artistic collective based in Rome moving across art, design and technology, that develops cross-media projects which interpret the contemporary condition of coexisting with the digital society. Ultravioletto is a design studio exploring the possibilities that lie between analog and digital fields to examine the relationship of humans and technology. We will learn more about their vision and how design can become a tool to speculate about the future.
  - Learn more about None Collective: <http://none.business/>; learn more about Ultravioletto: <http://ultravioletto.to/>
- **September 5th 2019 || Neorural Futures meets Fondazione Romaeuropa Festival**
  - Fondazione Romaeuropa Festival is the most influential public/private foundation in town dedicated to contemporary performance and art. Since its first edition in 1986, the success of the Romaeuropa Festival has grown constantly and is now recognised as the most important Italian cultural festival. It includes theatre, music and dance's performances but also exhibits and kids dedicated program. Among the many Festival activities, we will discuss how the DIGITALIVE programme investigates expressive languages and form of art linked to new media and sound.
  - Learn more about Fondazione Romaeuropa Festival: <https://romaeuropa.net/>

**\*\*The three events "The future is already here - It's just not evenly imagined" are part of the workshop program and are reserved to participants\*\***

## >> Closing Event: International Conference and Exhibit

The closing event will be hosted by RUFA Space on Sept. 6 2019: below you find a synthetic overview of the program

- >> **WHEN:** 6 Sept. 2019 - RUFA Space (Opening starts at 5.30 pm)
- >> **WHERE:** Via degli Ausoni 7 (Rome, Italy)

## Program of the day

5.30pm - 8.30 pm

### **Neorural Futures - The exhibit:**

- opening, with guided tour to the exhibit with the participants, coordinators and tutors of the project

6.00pm - 7.30 pm

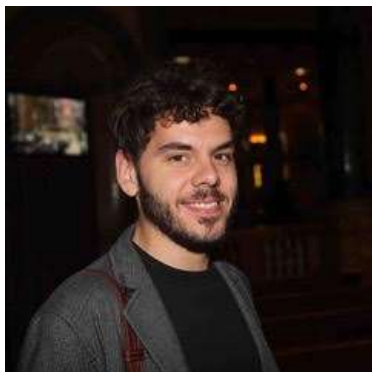

### **The Speculative conference:**

- Institutional greetings:
  - **Fabio Mongelli**, director of RUFA - Rome Academy of Fine Arts
  - **Oriana Persico**, artist and founder of the research center HER
- Speculative Edu - The project:
  - **Ivica Mitrović**, Arts Academy Split

- **Sara Božanić**, CEO of the Institute for Transmedia Design
- Rurality in transition:
  - **Alex Giordano**, founder of Rural Hack
- Introduction to Speculative Design:
  - **Matt Ward**, Goldsmith College
- The narrations and results of the workshop:
  - **Salvatore Iaconesi**, artist and founder of the research center HER
- The results of the project Speculative Edu:
  - **Ivica Mitrović**, Arts Academy Split
  - **Ingi Helgason**, Edinburgh Napier University
- Round Table – social transformations: how speculative and critical design can help community, institutions, companies to imagine and build future scenarios
  - **Matt Ward**, Goldsmith College
  - **Julian Hanna**, Madeira Interactive Technology Institute
  - **Jimmy Loizeau**, Goldsmith College
  - **Michael Smith**, Edinburgh Napier University
- Q&A
- Closing remarks:
  - **Salvatore Iaconesi**, artist and founder of the research center HER
  - **Ivica Mitrović**, Arts Academy Split

## People

Speaker, coordinators and tutors, hosts (alphabetical order):

	<p><b>Federico Biggio</b></p> <p>A Ph.D. candidate in semiotics and media at the department of philosophy of the University of Turin, he was previously researcher in the field of digital humanities at the Polytechnic of Turin. His main research area concerns the media studies, he is focused on the culture of digital media, in particular of immersive media and wearable technologies as augmented reality, and on the social and cultural implication of nowadays informatics, from computer vision to machine learning and algorithmic systems. He is founder at Novus Lab, association which operate in the field of design fiction and social innovation through workshops in educational institutions of the city.</p>
	<p><b>Petra Bertalanič</b></p> <p>Petra Bertalanič is a linguist. Since 2014, she has played the role of transmedia producer at the Institute for Transmedia Design, communicating across mediums and cultures; thus, building the bridges between them. As transmedia producer, she is involved in various international projects including managing, planning, and development, as well as production and maintenance of story continuity across multiple platforms. Petra likes prototyping and creating stories that weave traditional ways of delivering narrative experiences along with the latest in technology.</p>



### **Sara Božanić**

CEO of the Institute for Transmedia Design, based in Slovenia, she is a 'hybrid' – a designer, strategist, educator, and thinker. She has been working for many years on the promotion of transmedia design disciplines in Europe, organizing events, designing labs, and lectures. As a consultant, producer, and director, she has worked on numerous international projects funded by the European Commission. In 2015, she was chosen among 40 EU consultants working on audience development via digital means to take part in policy debates under the Voice of Culture project – a structured dialogue between the European Commission and the cultural sector. In 2011, she received a Young Creative Entrepreneur Media Award by the British Council for her achievements in the development of the interactive media design sector in Slovenia. Sara believes that digital opens new paths to the public and fosters an endless series of design possibilities.

### **Daniele Bucci**

A systemic designer and a researcher in social innovation, since he founded Studio Superfluo in 2010, he started to deepen the topics of sustainability and circular economy.

He has explored the sharing and platform economy by working in Collaboriamo and researching for Ouishare and Institute for the Future. He gained experience in design thinking and co-design methodologies thanks to its work in CivicWise, with the Co-Design Jam team (Rome) and Transluoghi.



### **Bruno Capezzuoli**

Artistic director of Ultravioletto, he is an artist, interaction designer and thinker. He teaches at RUFA - Rome Universities of Fine Arts and at IED - Istituto Europeo di Design in Rome



### **Alessandra del Nero**

Born in Milan, she has received her Master degree in Communication Design at Politecnico di Milano in 2019. She is interested in critical data studies, feminist theories and experimental ways of representing data for activism. These topics were explored in her master thesis where she developed a metadesign for transdisciplinary data practices, establishing the objectives and tools for working with data in "third spaces". Her design approach combines critical theories with her interest for data visualization, creative coding and graphic design.



### **Valentina Fioravanti**

Born in Prato, she graduated in Business Economics at the University of Florence, following her studies in Marketing Management at the Luigi Bocconi University in Milan. She studied at the University of Western Australia in Perth and, after an experience working in China. From 2014 she moved to Mercato Centrale in Florence and today holds the position of Marketing Director of the Mercato Centrale Holding group. The format of Mercato Centrale, present in the city of Florence, Rome, Turin and soon in Milan, focuses on the artisans of taste, to rediscover the historical function of market as a place of encounter and discovery, open to the city in a constant dialogue with the urban fabric.



### **Arianna Forte**

Curator, independent researcher and organizer of art and digital performance projects, graduated in Digital Art. Currently she is responsible for the Arts and Data hub, within the HER -Human Ecosystems Relations research center, and coordinates an international group of artists based in Berlin called "Witches Are Back". Her research concerns the ways in which technology interacts with the notion of body in contemporary art, the connection between art and gender. At the moment, following a long-lasting collaboration with the artists Salvatore Iaconesi and Oriana Persico, she has specialized in the relationship between art and data, Artificial Intelligence and computation.



### **Alex Giordano**

Pioneer of digital culture, innovation anthropologist and radical thinker, he is known an expert in Italy in contaminating social innovation and digital technologies. He teaches Marketing, Social Transformation and Social Innovation at the Department of Social Science of the University Federico II of Naples. Interested in complexity, the infosphere and their relation with local communities, he focuses on cultural interaction, intergenerational relations and the dialogue center/periphery. He is leading the research/action programme Societing4.0 which is leading different projects and actions. Among them RuralHack works on open source hardware and DIY approaches on precision agriculture applied to the development of rural territories, internal areas and local communities. He is co-founder of Ninja MArketing, member of IADAS New York, authors of books and scientific publication. In 2018 he was appointed ambassador of Mediterranean Diet in the world.



### **Salvatore Iaconesi & Oriana Persico**

A robotics engineer, hacker, interaction designer, TED, Eisenhower and Yale World Fellow; a digital communication, inclusion expert and cyber-ecologist. The artistic duo Salvatore Iaconesi and Oriana Persico observes the computational mutations of human beings and societies due. Between poetics and politics, bodies and architectures, squats and revolutionary business models, the couple promotes a vision of the world in which art connects science, politics, economics. Authors of publications, books and global performances, they teach and have taught Near Future, Transmedia and Interaction Design in several universities, such as ISIA Firenze, La Sapienza University of Rome, RUFA - Rome University of Fine Arts, IED. They founded the research center HER – Human Ecosystems Relazioni and the international network AOS – Art is Open Source, dedicated to the interconnections of science, technology and the arts.





### **Julian Hanna**

Julian Hanna was born in Vancouver, Canada. He taught at the University of British Columbia and the University of Lisbon before moving to Madeira, where he is currently Assistant Professor of Digital Humanities at MITI. He writes extensively about the modern and contemporary avant-gardes, with a particular focus on movements, networks, and activism. He also co-authors a critical futures blog with James Auger that was featured in Wired and BoingBoing. In 2017, the two won (with Laura Watts) the CCCB Cultural Innovation International Prize for The Newton Machine, a speculative project on energy.



### **Ingi Helgason**

Ingi Helgason is a Senior Research Fellow in the Interaction Design and Creativity group at Edinburgh Napier University. Her current research focuses on the experiential aspects of human interactions with data-driven technologies. She is working as a researcher on SpeculativeEdu, and also on the Creative Informatics project, delivered by the University of Edinburgh in partnership with Edinburgh Napier University, Codebase and Creative Edinburgh. This is funded by the Creative Industries Clusters Programme and managed by the United Kingdom's Arts & Humanities Research Council. Previously she has worked on European Commission research projects in the H2020, FP7 and FP6 frameworks, and on UK research projects, including the ENSEMBLE project funded by the UK Arts & Humanities Research Council (AHRC)'s call for the Next Generation of Immersive Experiences. The project looked at how musicians can perform live together seamlessly as a group even though they are separated by distance, mediated through cutting-edge connection technologies.



### **Jimmy Loizeau**

Lecturer of design at Goldsmiths's internationally recognised Department of Design, his projects are intended to exist on, or just inside the peripheries of possibility. These new systems, schemes or products provide an altered view on how we might interact with infrastructures, technologies for better or for worse exploring design possibilities through inclusive speculation. Projects like the Afterlife Project (2002) offer contemporary systems for dealing with mortality proposing a chemical afterlife for the 'new needs' of 'new believers', the Audio Tooth Implant (2001) proposes the next stage of in body communications technology, the project was also deployed as a way to explore ways for the dissemination of issues surrounding technology through engagement with mass media. Recently projects such as the Illegal Town Plan (Twin Town) look at inclusive structures and strategies for local engagement and education through speculative town planning schemes which provide an inclusive platform to mediate communities engagement with local government. Since 2015 Loizeau has been working with refugee communities in France and Greece initiating numerous collaborations that explore archiving, mapping and media representation of communities, spaces the conditions and lives of people who have been forced to leave their countries.



### **Valeria Loreti**

Service designer, independent researcher and illustrator. She has experience in facilitation, co-design activities and in the different steps of the Design Thinking process. Currently she collaborates with the international network of CivicWise, working globally on projects related to civic innovation and community engagement, developing and testing new ways of working [physically or digitally] with a collaborative approach, trying to elaborate new tools and models and reflecting on the underlying governance structure.



### **Fabio Mongelli**

Director of the RUFA - Rome University of Fine Arts, where he teaches Metodologia della Progettazione, he holds a degree in Architecture. Former Councilor of the Ministry of Education of the University and Research - National Council for Higher Artistic and Musical Education - CNAM (from 2007 to 2013). Author of projects and installations in the field of architecture and art, he has supported both the technical/design and the didactic/theoretical aspects (debates and conferences) of the projects. Curator of several art publications, his critical texts and photos are published in international catalogs and magazines. Since 2000 he runs a private studio, collaborating with several architectural firms.



### **Ivica Mitrović**

Assistant professor at the Department of Visual Communications Design at the Arts Academy (University of Split), he teaches Interaction Design and Interactive Media Design. He holds a PhD at the University of Split (Human Computer Interaction). As a guest lecturer and workshop leader, he was invited to various eminent international institutions. He acted as a leader, mentor, and co-mentor for numerous exhibited and awarded student projects at national and international design exhibitions. Since 2001, he has been working on promoting and introducing Interaction Design (later Critical and Speculative Design) as new design specializations in Croatia and the region. His book "Designing New Media, Design and the New Media – Croatian Context (1995 – 2010)" was published in 2012. The book gives an overview of the Croatian scene in the field of design in the new media.



### **Herbert Natta**

Independent researcher in digital humanities, mapper, cultural analyst. His research interests concern the relationship between language, space and culture. His Ph.D. thesis in Comparative Studies has explored the peripheral and minority languages and literatures. He has worked, as cultural analyst, with Spin Unit, and currently he cooperates with Italian CNR.



### **None Collective**

NONE collective is based in Rome, it is an artistic collective founded by Gregorio De Luca Comandini, Mauro Pace, and Saverio Villirillo, a physical and conceptual space that develops transmedial projects that reflect and interpret the contemporary condition of being in the digital society. NONE uses technology, architecture and narrative to engage people in immersive experiences that interpret the eternal dilemmas of humanity, stories that face the uncertainty of unanswered questions, the confusion of distinguishing authenticity and fiction. NONE explores the boundaries of identity, awareness, and perception by producing experiences that investigate the relationship between numbers and nature, artificial and human, memory and imagination, autonomy and thought.



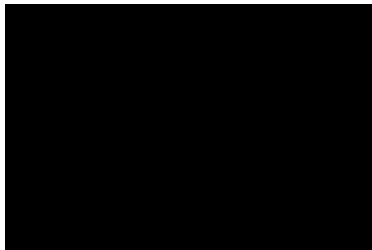
### **Federica Patti**

Independent curator, lecturer and criticism, her research focuses on contemporary experimental art movements, with a particular interest in multimedia, liminal practices, emerging artists and interactive and participatory projects. She actively collaborates with several institutions, galleries and festivals (Romaeuropa Festival, CUBO – Centro Unipol Bologna, among others) on the presentation and development of her research topics curating exhibitions, screening, talks and workshop. She is part of LaRete Art Projects curatorial collective and of IKT (International Association of Curators of Contemporary Art). Since 2013 she is a frequent contributor for Artribune magazine, Creativeapplication.net and Digicult.



### **Michael Smyth**

Associate Professor at the Centre for Interaction Design, Edinburgh Napier University, UK, he grew up in a generation that can remember men landing on the moon; he listened to the music of Ziggy Stardust (AKA David Bowie); and dreamt about a future and things that did not yet exist. He likes to tell stories – not stories about the past, but stories about our future. His hope is that these stories allow us to better understand our world and our place in it; and critically what that could be like in the future. During the day, Michael researches and teaches in the fields of interaction design and human computer interaction. He is intrigued by the space between people and technology. Michael is a Co-Director of the Edinburgh Creative Informatics Partnership funded through the UK's Arts and Humanities Research Council Creative Industries Cluster Programme. Previously, he has worked on European Commission projects funded under Horizon2020, FP7, FP6 and FP5 initiatives, and is the co-editor of the book entitled "Digital Blur: Creative Practice at the Boundaries of Architecture, Design and Art".



### **Oleg Suran**

Born in 1988 in Pula, he is working as an associate at DVK/UMAS, University of Split, as a teaching assistant on visual communication and interaction design. He holds a BA in visual communication and an MA in new media design. Together with Andi Pekica and Oleg Morović, he runs AO Fazan, Polet, nakonjusmo.net portal, and FazanFonts type foundry. He runs workshops in the field of communication, interaction and speculative design. Oleg also participated in multiple group and solo shows both in Croatia and abroad. In 2013-14, he worked as an external associate at UNIST on UrbanxD project, a Coordination Action project for the European Commission under the Future and Emerging Technologies program.



### **Matt Ward**

Head of Design at Goldsmiths, previous to his appointment he spent 10 years leading and evolving the BA Design. He has held numerous External Examiner across the sector, including Design Products at the Royal College of Art, Graphic Media Design at University of the Arts, Design; Process, Material, Context at University of West England. His research spans a wide range of interests from speculative design to radical pedagogy. He's a practicing designer, writer and founding member of DWFE; a post-disciplinary, semi-fictional design syndicate. DWFE's work searches for meaning in the construction of the extraordinary; they design activities, objects and incidents to reconfigure people's perceptions. Matt holds three international patents on the work he did at NCR's Advanced Research and Development Department on the emerging contexts of the Internet of Things and Urban Computing. Matt has been a research affiliate to MIT Media Lab and Interaction Design at The RCA. He consults for a range of organisations; Nokia, BERG, Dentsu and the Design Council. He lectures internationally about design, technology and education.

## Info&Contacts

- Per maggiori informazioni sul progetto Speculative Edu: <http://speculativeedu.eu/>
- Per maggiori informazioni sulla summer school NeoRural Futures: <http://speculativeedu.eu/neo-rural-futures/>
- Per maggiori informazioni sull'evento e su come partecipare: [arianna.forte@he-r.it](mailto:arianna.forte@he-r.it)
- segui l'evento su FB: <https://www.facebook.com/events/2062922377349112/>
- Per contatti stampa: [oriana.persico@gmail.com](mailto:oriana.persico@gmail.com)

## Credits



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