IMAGE & TECHNOLOGY

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PART I
WHEN TECHNOLOGY COMMUNICATES AND FEEDS ON ITS OWN STEREOTYPES

1 ANALYSIS OF A COMPLEX COMMUNICATION

A GAP BETWEEN SCIENCE AND GENERAL PUBLIC
• Difficulty for scientists and engineers to understand the public and vice versa
• Difficulty for the industry to communicate and to understand the public

ANALYSIS OF THE IMAGE OF ROBOTICS, A WONDERFUL EXAMPLE
• Too complex,
• Toy like
• Neglected aesthetics

WHAT ARE THE REASONS FOR THE AESTHETICS OF ROBOTICS BEING SO UNDERESTIMATED ?
• Lack of resources
• Design is a proper job
• Lack of time
• Image underestimated

2 A INFLUENTIAL DARK CULTURE

DARK SCIENCE FICTION ARCHETYPES
• Acquired science feeds fiction that feeds future science
• Two roles for science:
— the first: instruct, delight, inspire
— the 2nd: analyze, question, alert
• Humanity's constant research of myths and the significance of historical background: Prometheus, Orwell, apocalyptic cyberpunk, dark superheroes, the end of civilization

ANTHROPOCENTRISM ARCHETYPES
• Why does humanoid shape fascinate humans?
• Reasons to build humanoid?
• Uncanny valley, is it still a valid chart?
• Possible and predictable ethical issues in the future
• Problems deriving from science fiction archetypes
— On one hand a vision of rebel robots derived from SF representing a threat.
— On the other hand, visions of superhuman robots, human competitors.

PART II
WHEN ART MEETS TECHNOLOGY
(FOCUS ON ROBOTICS)

1 THE LINK WITH FASHION.

2 THE RELATIONSHIP WITH FINE ART

3 THE CONNECTION WITH MUSIC

4 THE IMPORTANCE OF DESIGN AND THE DIFFERENCE BETWEEN INDUSTRIAL DESIGN AND PRODUCT DESIGN

PART III
CREATIVITY SERVING SCIENCE & SCIENCE SERVING CREATIVITY

1 NEW CREATIVE PROCESSES

LEARN TO LOOK AT NATURE
• Biomimicry (examples to follow)

LEARN TO LOOK AT THE MATTER
• Real material sublimation (ex. to follow)
• Virtual material sublimation (ex. to follow)

2 SERVING TECHNOLOGY

BETTER PRODUCTS
• Better design makes the product more attractive but also more efficient

BETTER EDUCATION AND AWARENESS
• Education and awareness for the public to understand the real issue about robotics and to understand their real needs.

BETTER WORKING TEAMS
• Create multidisciplinary labs to mix talents from technicians, intellectuals, creative's, marketers...

THE KEYS FOR RADICAL INNOVATION
• Take a position
• Create debate
• Move away from consensus
• Create an aesthetic
• Encourage emotion