



Inaugural Salon, December 4th, 2006

Roundtable discussion with all participants at Founder's Room

MoMA/SEED Salon II, January 8th, 2007, Bartos Theater

Stefan Sagmeister, Sagmeister Inc.
Benoit Mandelbrot
Benjamin Aranda and Chris Lasch, Aranda/Lasch
Niles Eldredge, American Museum of Natural History

MoMA/SEED Salon III, February 6th, 2007, Bartos Theater

C.S. Kiang, Chairman of Peking University Environment Fund
Israel Bar-Joseph, The Jane and Otto Morningstar Professorial Chair in Physics, Institute's Joseph H. and Belle R. Braun Center for Submicron Research
Jonathan Harris, number 27
Peter Frankfurt, Imaginary Forces

MoMA/SEED Salon IV, March 6th, 2007, Bartos Theater

SCALE

Sulan Kolatan, KOL/MAC
Chuck Hoberman, Hoberman Associates
Masamichi Udagawa, Antenna Design
Jonah Lehrer, SEED magazine

MoMA/SEED Salon V, April 4th, 2007, Bartos Theater

VISUALIZATION

Ben Fry, Processing open-source software
Jason Kottke, weblog kottke.org
Keith Schwab, Associate Professor of Physics, Physics, Cornell University
Marianne Weems, The Builders Association

MoMA/SEED Salon VI, April 26th 2007, Bartos Theater

BEAUTY

Paul J. Steinhardt, Albert Einstein Professor in Science at Princeton University
Louise Neri, curator, Gagosian Gallery
Dalton Conley, Professor of the Social Sciences and Chair of Sociology, New York University
Felice Frankel, Envisioning Science program at Harvard University's Initiative in Innovative Computing (IIC)

MoMA/Seed Salon VII, October 30th, 2007

PROCESS+BRAIN

Liz Gould, Professor of Psychology at Princeton University

Kevin Slavin, Managing Director and co-Founder of area/code

Joy Hirsch, Professor of Psychology and Functional NeuroRadiology at Columbia University

Neri Oxman, architect and PhD candidate in Design and Computation at MIT

MoMA/Seed Salon VIII, November 27th, 2007

in-form-ation

François Roche, Paris R&Sie(n)

Michele Oka Doner, artist and designer

Jean Pigozzi, Harvard-educated venture capitalist

Janna Levin, Professor of Physics and Astronomy at Barnard College of Columbia University

Bradley Samuels, Sigfus Breidfjörd, Basar Girit, Aleksey Lukyanov, and Wes Rozen, Situ Studio

Program Overview

Mission	A monthly salon with the mission of bringing artists, designers and scientists together to spark consilience.
Format	Each event begins with a presentation (discussion, panel or talk) on a particular theme of relevance to both artists and scientists. For example: visual complexity, information design, time and space. This is followed by a cocktail party to promote informal discussion and networking.
Hosts	Paola Antonelli + Adam Bly
Venue	The Museum of Modern Art

MoMA/SEED Salon II, January 8th, 2007, Bartos Theater

Stefan Sagmeister



Stefan Sagmeister formed the New York based Sagmeister Inc. in 1993 and has since designed branding, graphics and packaging for clients as diverse as the Rolling Stones, HBO, the Guggenheim Museum and Time Warner. Having been nominated five times for the Grammys he finally won one for the Talking Heads boxed set. He also earned practically every important international design award.

In 2001 a best selling monograph about his work titled *Sagmeister, Made you Look* was published by Booth-Clibborn editions. Solo shows on Sagmeister Inc's work have been mounted in Zurich, Vienna, New York, Berlin, Tokyo, Osaka, Prague, Cologne and Seoul. He teaches in the graduate department of the School of Visual Art in New York and has been appointed as the Frank Stanton Chair at The Cooper Union School of Art, New York. He lectures extensively on all continents.

A native of Austria, he received his MFA in graphic design from the University of Applied Arts in Vienna and, as a Fulbright Scholar, a master's degree from Pratt Institute in New York.

Benoit Mandelbrot



Benoit Mandelbrot describes himself as a "living fossil," because he practices mathematics in a very broad style that has long been out of fashion. His favorite topic is one he originated: the fractal geometry of roughness in nature and culture. Culture denotes all the works of Man, from the mundane to the sublime; it includes mathematics, finance, music, art and architecture etcetera. Fractals are geometric shapes whose defining characteristic is that they look more or less alike form close by and far away. This happens to be the case of such natural objects as coastlines, mountains, clouds, and galaxy distributions. All those phenomena were beyond reach of standard high school geometry but are very well handled using fractals. From a viewpoint of art and architecture, fractals have two distinct aspects. First of all, some fractals that were drawn for their scientific interest are also perceived as being unexpectedly beautiful. Secondly, in apparently every culture and since time immemorial, some artists at least have informally known about fractals and have used them (or not) in this work.

That is by a long and round about route through mathematics and science, fractals have moved from art back to art.

Dr. Mandelbrot is Battelle Fellow in Cambridge, MA, Sterling Professor Emeritus of Mathematical Sciences at Yale, and IBM Fellow Emeritus (Physics) at IBM.

www.math.yale.edu/mandelbrot

Aranda and Lasch



Established in 2003, Aranda/Lasch is a New York-based architectural studio headed by Benjamin Aranda and Chris Lasch. They engage design with an appreciation of mathematics, geometry and computation in order to discover new ways of structuring space. Aranda/Lasch were selected as finalists for the MoMA/PS1 Young Architects Program in 2005 and took first place for their Las Vegas Gateway competition entry. Publications include the current issue of Pamphlet Architecture titled *Tooling*, two projects in *Else/Where: Mapping*, as well as an article about flocking in *Log 3*, among others.

Their video work, operating under the name *terraswarm*, has been shown at media and film festivals internationally and was selected as a new voices winner at Digifest, Toronto and *The Brooklyn Pigeon Project* was screened on PBS Channel Thirteen as part of Reel New York. Academically, Benjamin and Chris are invited fellows at the University of Pennsylvania School of Architecture, researching with architect/engineer Cecil Balmond, deputy chairman of Arup. Aranda/Lasch has been exhibited at the MoMA and Artists Space in New York, currently have a show at the Knowlton School of Architecture in Columbus, Ohio, and have upcoming shows for 2007 in Marseilles, France and Columbia University, New York.

Photo: Chris Lasch on the left, Benjamin Aranda on the right

www.arandalasch.com

Niles Eldredge



Niles Eldredge has been a paleontologist on the curatorial staff of the American Museum of Natural History since 1969. His specialty is the evolution of trilobites—a group of extinct arthropods that lived between 535 and 245 million years ago.

Eldredge's main professional passion is evolution. Throughout his career, he has used repeated patterns in the history of life to refine ideas on how the evolutionary process actually works. The theory of "punctuated equilibria," developed with Stephen Jay Gould in 1972, was an early milestone. Eldredge went on to develop a hierarchical vision of evolutionary and ecological systems, and in his book [*The Pattern of Evolution*](#) (1999) he unfolds a comprehensive theory (the "sloshing bucket") that specifies in detail how environmental change governs the evolutionary process.

Concerned with the rapid destruction of many of the world's habitats and species, Eldredge was Curator-in-Chief of the American Museum's Hall of Biodiversity (May, 1998), and has written several books on the subject—most recently (1998) [*Life in the Balance*](#). He has also combated the creationist movement through lectures, articles and books—including [*The Triumph of Evolution...And The Failure of Creationism*](#) (2000).

An amateur jazz trumpeter and avid collector of 19th century cornets, Eldredge has turned his evolutionary approach to cornet history—and to the comparison of patterns and processes of material cultural and biological evolution. A critic of gene-centered theories of evolution, Eldredge's [*Why We Do It*](#) (2004) presents an alternative account to the gene-based notions of "evolutionary psychology" to explain why human beings behave as they do.

Eldredge is the Curator responsible for the content of the major exhibition [*Darwin*](#), which opened at the American Museum of Natural History in New York on November 19, 2005. The exhibition travels to Boston, Toronto and Chicago before going to the Natural History Museum in London in

time to celebrate the 200th anniversary of Darwin's birth in 2009. His book [*Darwin. Discovering the Tree of Life*](#) (2005) accompanies the exhibition.

Photo credit - Denis Finnin, AMNH
www.nileseldredge.com

MoMA/SEED Salon III, February 6th, 2007, Bartos Theater

C. S. Kiang



Professor C. S. Kiang received a B.S. in Physics from National Taiwan University and PhD in physics from the Georgia Institute of Technology. Throughout his academic career, Kiang has played a very active role in assisting China in the development of a modern and sustainable economy. Kiang has served as the Founding Dean of the newly established College of Environmental Sciences at Peking University since June, 2002. Before that Prof. Kiang spent more than thirty years in US, served as Head of Aerosol Program at National Centre for Atmospheric Research, Director of School of Geophysical Sciences, Director of Office of Environmental Sciences, Technology and Policy and Institute Professor at Georgia Tech and the Founding Director of the Southern Oxidant Study, a strategic alliance among public, private and academic institutes. Currently, he is the Chairman of Peking University Environment Fund.

Professor Israel Bar-Joseph



Prof. Israel Bar-Joseph traces his early interest in science to a laser course for youngsters he took at the Weizmann Institute in the early 1970s. Several years later, his experience came full circle when he taught the same course while a student in the Institute's Feinberg Graduate School. He earned his Ph.D. in physics from Weizmann in 1986, then spent several years as a postdoctoral fellow and visiting scientists at AT&T Bell Laboratories in Holmdel, New Jersey. In 1989, he returned to the Weizmann Institute, where he was appointed associate professor in 1994 and full professor in 2002. He was awarded the Levinson Prize in Physics in 1994. From 1997 to 2002, he headed the Institute's Physics Services, and from 2002 to 2006, he served as Head of the Condensed Matter Physics Department. He has been appointed Director of the Maurice and Gabriella Goldschleger Centre for Nanophysics in 2004 and Vice President for Resource Development in 2006.

Prof. Bar-Joseph is on staff at the Institute's Joseph H. and Belle R. Braun Center for Submicron Research, a cohesive group of laboratories studying ultra-small semiconductors. He is the incumbent of the Jane and Otto Morningstar Professorial Chair in Physics.

Prof. Bar-Joseph's research lies in the area of nanotechnology, which covers a wide variety of approaches for creating miniature electronic devices. He focuses on the manufacture and study of ultra-small semiconductors structures, less than one thousandth of a millimeter in size. He uses gallium arsenide, the semiconductor that is gradually replacing silicon in high-speed electronic devices, and the tools of optical spectroscopy – tunable, short-pulse lasers and spectrometers – to clarify the behavior of electrons in modern transistors. He is also engaged in studying molecular electronics, pursuing the manipulation of small organic molecules to build molecular electronic circuits. Using an innovative, "bottom-up" approach, he is employing a variety of methods to attach and position electrical contacts on a tiny molecular circuit. These studies provide the fundamental basis for the development of brand new technologies that will shape our life in the future.

Jonathan Harris



Jonathan Harris is an artist working primarily on the Internet, whose work involves the exploration of humans through the artifacts they leave behind on the Web. He was awarded a 2004 Fabrica Fellowship (www.fabrica.it), and is the creator of such projects as *We Feel Fine* (www.wefeelfine.org), *10x10* (www.tenbyten.org), *WordCount* (www.wordcount.org), *Phylotaxis* (www.phylotaxis.com), and *justcurio.us* (www.justcurio.us). Most recently, he was commissioned by Yahoo! to create the world's largest time capsule (<http://timecapsule.yahoo.com>), which was available for one month online, in ten languages. He studied Computer Science at Princeton

University, where his thesis was a system that automatically gathers and clusters similar news articles from a large number of online sources. The winner of two 2005 Webby Awards, his work has also been recognized by AIGA, Ars Electronica, ID Magazine, and the State of Vermont, and has been featured by CNN, Reuters, BBC, The Guardian, USA Today, NPR and Wired. He currently lives in Brooklyn, New York, and works as Design Director of Daylife (www.daylife.com), a global news service.

Peter Frankfurt



Peter Frankfurt is managing partner at Imaginary Forces in Los Angeles. Founded in 1996, the company is an entertainment and design agency based in Los Angeles and New York. Their award-winning work spans the diverse industries of feature film production and marketing, corporate branding, architecture, commercial advertising and interactive media. Following the events of Sept. 11, 2001, Imaginary Forces — together with colleagues from five architectural firms — formed United Architects, a collaboration that combined architecture, storytelling and filmmaking to address the social, emotional, national and international issues involved in the re-design of the World Trade Center site.

MoMA/SEED Salon IV, March 6th, 2007

Kolatan/Mac Donald Studio



William MacDonald and Sulan Kolatan founded KOL/MAC Studio in New York in 1988. The firm's projects are produced entirely on the computer from the early conceptual phase, through schematic design, design development and working drawings. This affords a smooth interface with the consultants and the subcontractors with whom

the digital information is shared, and who work directly off of the architectural drawings not only to generate their own set of drawings, but "in the case of the subcontractors" to actually make the various building parts. KOL/MAC Studio examines these and other groundbreaking changes in the relation between design and actual construction.

KOL/MAC Studio has received a number of honors such as the "Forty under Forty"; A New York Foundation for the Arts grant for "Outstanding Work"; a Progressive Architecture Award, an AIA award, and the New York Architectural League Emerging Voices Award. The firm's work has been exhibited among others in the *Non Standard Architectures* Exhibition at the Centre Pompidou, Paris, France; the *Workspheres* exhibition at the Museum of Modern Art, NYC; the *Housings* exhibition at Artists Space, NYC; and the *Design Culture Now, National Design Triennial* at the Cooper Hewitt National Design Museum, NYC; the FRAC in Orleans, France; the Architekturmuseum in Frankfurt, Germany; and the Global Architecture Gallery in Tokyo, Japan. In addition, KOL/MAC Studio's projects are in the permanent collections of the Museums of Modern Art in New York and San Francisco, as well as the FRAC in Orleans and the CNAC at the Centre Pompidou in Paris.

Born in Istanbul, Turkey, Sulan Kolatan received a Diplom Ingenieur Degree from Rheinisch-Westfälische Technische Hochschule Aachen, Germany and a Master of Science in Architecture and Building Design from Columbia University.

William MacDonald received his Bachelor of Architecture from Syracuse in 1979 and studied at the Architectural Association (London) in 1978. He received his Master of Science in Architecture and Building Design from Columbia University in 1982.

Today, they both occupy teaching positions at Columbia University's Graduate School of Architecture, Planning and Preservation.

www.kolmacllc.com

Chuck Hoberman



Chuck Hoberman is the founder and president of Hoberman Associates. He provides the guiding vision for the company and is actively involved in the ongoing design of new products.

Hoberman began his career as an artist, completing his BA in sculpture at Cooper Union in New York City. However, his interest in the construction of his sculptures soon led him to Columbia University where he completed his Master's degree in Mechanical Engineering.

Hoberman then pursued a career as an engineer, working in the field of automation for Honeybee Robotics (for which he was also co-founder), and in aerospace for NASA Langley Research Center.

However, Hoberman's foundation in sculpture remained an active interest. In 1990, he founded Hoberman Associates, enabling him to combine both his artistic and scientific considerations into his work to create elegant transforming structures that are as well suited for science museums as they are art galleries.

In 1995, Hoberman expanded his interests once again to include product design and launched Hoberman Designs, Inc. with his wife and partner Carolyn. Hoberman Designs, Inc. focused specifically on the toy design, manufacturing such products as the award-winning Hoberman Sphere®, Switch Pitch®, Flip Out!®, and other transforming inventions. The Hoberman toy line has since been licensed to Blue Box Inc.; however, Chuck remains dedicated to the development of innovative toys for children of all ages.

Chuck has been honored with numerous awards for his achievements in art and engineering, including the 1997 Chrysler Award for Design Innovation. Over the span of his career, his projects have been featured in such high-profile institutions as the Centre Pompidou in Paris, the Museum of Modern Art in New York, the American Museum of Natural History in New York, the World's Fair in Hannover, Germany, and the Olympic Medals Plaza at the Salt Lake City 2002 Olympic Winter Games. His inventions have been featured in numerous publications including *The New York Times Magazine*, *Newsweek*, and *Discover Magazine*.

Hoberman lives and works in Manhattan with his wife Carolyn and their young daughter.

Antenna Design



Antenna Design was founded in 1997 by Masamichi Udagawa and Sigi Moeslinger. Among Antenna's best known projects are the design of New York City subway cars and ticket vending machines, JetBlue check-in kiosks, Bloomberg displays, and interactive environments, such as Flower Power - an installation in the windows of Bloomingdale's activated by passersby. Antenna have won numerous awards, including recognition from I.D., Business Week, and Wired magazines. Two of their projects were exhibited in MoMA's SAFE: Design Takes On Risk exhibition and in 2006 they were finalist for the

National Design Award in Product Design from the Cooper-Hewitt National Design Museum.

Masamichi Udagawa graduated from Chiba University in Japan, then joined the Yamaha Product Design Laboratory in 1987. There he designed electronic musical instruments, including the award winning YS200 synthesizer. After receiving his MFA from Cranbrook Academy of Art in 1991, he worked at Emilio Ambasz Design Group in New York, where he designed the award winning Handkerchief TV. From 1992 to 1995 Masamichi was a senior designer at Apple Computer Industrial Design Group in Cupertino, CA, where he designed a number of products such as the PowerBook 5300/3400 series. He was also working closely with Apple's research laboratory, Advanced Technology Group, on research projects addressing novel user experiences. From 1995 to 1997, he ran a New York satellite studio of Ideo Product Development. Masamichi is the recipient of numerous design awards including IDEA Gold Awards, ID Magazine's Best-of-Category, First Prize of Japan's Good Design Award, and the 2006 Murial Cooper Award by the Design Management Institute. He has also been involved in design education since 1993 and

currently teaches user-centered design process at New York University's Interactive Telecommunications Program as an Associate Professor.

After studying industrial design in Austria, Switzerland and the US, Sigi Moeslinger graduated from Art Center College of Design, Pasadena, then joined Ideo Product Development in San Francisco in 1991. After receiving a Masters from New York University's Interactive Telecommunications Program in 1996, Sigi worked as an Interval Research Fellow at NYU and at Interval in Palo Alto. Sigi has received many design awards including IDEA Gold & Silver Awards, ID Magazine Awards and a German IF Award. Her experimental projects have been featured at various venues like the Digitale in Cologne, Germany, the CHI conference in Atlanta, and the Thread Waxing Space in New York City. She is also an Associate Professor at New York University's Interactive Telecommunications Program teaching interaction design.

Jonah Lehrer



Jonah Lehrer, 25, is editor at large for SEED magazine. A graduate of Columbia University and a Rhodes scholar, Lehrer has worked in the lab of Nobel Prizewinning neuroscientist Eric Kandel and studied 20th century literature at Oxford. He has also written for Nature, NPR, New Scientist, and NOVA ScienceNow. His first book, "Proust Was A Neuroscientist," will be published by Houghton-Mifflin in October.

MoMA/Seed Salon V, April 4th, 2007

Ben Fry



Ben Fry received his doctoral degree from the Aesthetics + Computational Group at the MIT Media Laboratory, where his research focused on combining fields such as Computer Science, Statistics, Graphic Design, and Data Visualization as a means for understanding complex data. After completing his thesis, he spent time developing tools for the visualization of genetic data as a postdoc with Eric Lander at the Eli & Edyth Broad Institute of MIT & Harvard. For the 2006-2007 school year, Ben is teaching in Pittsburgh as the Nierenberg

Chair of Design for the the Carnegie Mellon School of Design.

With Casey Reas of UCLA, he currently develops Processing, an open source programming environment for teaching computational design and sketching interactive media software that won a Golden Nica from the Prix Ars Electronica in 2005. In 2006, Fry received a New Media Fellowship from the Rockefeller Foundation to support the project.

His personal work has shown at the Whitney Biennial in 2002 and the Cooper Hewitt Design Triennial in 2003. Other pieces have appeared in the Museum of Modern Art in New York, at Ars Electronica in Linz, Austria and in the films "Minority Report" and "The Hulk." His information graphics have also illustrated articles for the journal Nature, New York Magazine, and Seed.

Jason Kottke



Jason Kottke designs, codes, and writes for the web, with a special interest in clear, simple, user-centered design, microcontent, and the writable web. Jason has maintained the popular and influential weblog kottke.org since March 1998, writing about web technology, photography, media, design, the writable web, and rip/mix/burn culture. He calls New York City home.

Keith Schwab



Associate Professor of Physics, Physics, Cornell University

My major thrust is the study of fundamental quantum behavior of small mechanical structures. We have succeeded at demonstrating position measurements which are very close to the Heisenberg uncertainty principle, and thermalization near the quantum ground state. Our current experiments will focus on demonstration of quantized energy states and the formation of entangled states. The motivation for this work is both the investigation of fundamentals of quantum behavior and the development of quantum technology. I am also very interested in superfluidity and have begun to develop a scheme to investigate acoustic Casimir forces, an effect which will probe the quantum fluctuations of a mechanical quantum field.

Marianne Weems



Marianne Weems is artistic director of The Builders Association and has directed all of their productions, beginning in 1994. In addition to her work with the company, she is currently at work on a new theater/music event with David Byrne and Fatboy Slim titled 'Here Lies Love', and she recently completed a multimedia workshop with Disney Creative Entertainment and Walt Disney Imagineering. Marianne serves on the board of the Association of Performing Arts Presenters, and Yaddo, is on the advisory committee of the Center for Research in Engineering, Media and Performance at UCLA, and is the board president of Art Matters Inc. In the distant past, she also worked as a dramaturg with Susan Sontag, The Wooster Group, and others. She is the co-author of *Art Matters: How The Culture Wars Changed America* (NYU Press 2001.)

MoMA/Seed Salon VI, April 26th, 2007

Paul J. Steinhardt



Paul J. Steinhardt is the Albert Einstein Professor in Science at Princeton University and is on the faculty in the Department of Physics and in the Department of Astrophysical Sciences. He received his B.S. in Physics at Caltech in 1974; his M.A. in Physics in 1975 and Ph.D. in Physics in 1978 at Harvard University. He was a Junior Fellow in the Harvard Society of Fellows from 1978-81 and on the faculty of the Department of Physics and Astronomy at the University of Pennsylvania from 1981-98, where he was Mary Amanda Wood Professor from 1989-98. He is a Fellow in the American Physical Society and a member of the National Academy of Sciences. In 2002, he received the P.A.M. Dirac Medal from the International Centre for Theoretical Physics.

Steinhardt is a theorist whose research spans problems in particle physics, astrophysics, cosmology and condensed matter physics. He is one of the architects of the "inflationary model" of the universe, an important modification of the standard big bang picture which explains the homogeneity and geometry of the universe and the origin of the fluctuations that seeded the formation of galaxies and large-scale structure. He introduced the concepts of "quintessence," a dynamical form of dark energy that may account for the recently discovered cosmic acceleration. He has also explored novel models for dark matter. Recently, Steinhardt and Neil Turok (Cambridge U.) proposed the "cyclic model" of the early universe, a radical alternative to big bang/inflationary cosmology in which the evolution of the universe is periodic and the key events shaping the large scale structure of the universe occur before the big bang. In condensed matter physics, Steinhardt and Dov Levine (Technion) introduced the concept of quasicrystals, a new phase of solid matter with disallowed crystallographic symmetries, and Steinhardt has continued to make contributions to understanding their unique mathematical and physical properties. Recently, he has worked with Weining Man (Princeton) and Paul Chaikin (NYU) to develop a photonic quasicrystal for efficiently trapping and manipulating light in selected wavebands.

He has written over 200 papers, has edited 4 books, and has three U.S. patents, and two patents pending.

Louise Neri



Louise Neri is an editor, curator and writer working in the visual and performing arts. From 1990-2000 she was editor of the international journal *Parkett*, collaborating with artists and writers on articles, features and edited artworks. At the same time, she developed and published innovative artist's monographs such as *Looking Up: Rachel Whiteread's Water Tower* and *Silence Please! Stories after the works of Juan Munoz*, as well as curating several large-scale international biennial exhibitions, including the Whitney Biennial of American Art (1997) and the Bienal de Sao Paulo (1998, 2000).

In 2001 she left *Parkett* to pursue independent activities, moving to Europe in 2002. In 2002-3 she organized a year's program of monthly exhibitions and events entitled *Antipodes* at White Cube in London, and wrote and edited an accompanying book by the same name.

In 2003-4 she was invited by choreographer William Forsythe to develop and direct programming at the Theater am Turm/Bockenheimer Depot in Frankfurt. The final season, *Why Only Now?* was conceived as a multi-disciplinary program of dance, performance, music, radio, film and discussion. It included projects initiated and produced with local and international artists working with the diverse communities of Frankfurt.

In 2005, Neri became Artistic Director of White Cube, London, working on exhibition programming and publishing. She recently edited the book *Towards a Promised Land* (Steidl) with the photographer Wendy Ewald for the Artangel Trust, London.

Currently, Neri is based in New York, working with Gagosian Gallery on exhibition programming and publishing.

Dalton Conley



Dalton Conley is University Professor of the Social Sciences and Chair of Sociology at New York University. He is also holds appointments at NYU's Wagner School of Public Service, as an Adjunct Professor of Community Medicine at Mount Sinai School of Medicine, and as a Research Associate at the National Bureau of Economic Research (NBER). In 2005, Conley became the first sociologist to win the NSF's *Alan T. Waterman Award*. His research focuses on how socio-economic status is transmitted across generations and on the public policies that affect that process. In this vein, he studies sibling differences in socioeconomic success; racial inequalities; the salience of physical appearance to economic status; the measurement of class; and how health and biology affect (and are affected by) social position.

Felice Frankel



Felice Frankel is a Senior Research Fellow in the Faculty of Arts and Sciences at Harvard University, where she heads the Envisioning Science program at Harvard's Initiative in Innovative Computing (IIC). She holds a concurrent appointment as a research scientist at the Massachusetts Institute of Technology. Working in collaboration with scientists and engineers, Frankel's images have been published in over 300 journal articles and/or covers and various other publications for general audiences.

She was awarded a Guggenheim Fellowship, and has received grants from the National Science Foundation, the National Endowment for the Arts, the Alfred P. Sloan Foundation, the Graham Foundation for Advanced Studies in the Fine Arts, and the Camille and Henry Dreyfus Foundation. She was elected as a Fellow of the American Association for the Advancement of Science and was a Loeb Fellow at Harvard University's Graduate School of Design for her previous work photographing the built landscape and architecture.

In 2005 she was elected as an Honorary Fellow of the Society for Technical Communication. Her latest book, *Envisioning Science, The Design and Craft of the Science Image* is now out in paperback. She is coauthor, with Harvard chemist George M. Whitesides, of *On the Surface of Things, Images of the Extraordinary in Science*. Her column, *Sightings*, appears regularly in American Scientist magazine. She is founder of the Image and Meaning Workshops and is also

leading an NSF pilot project, *Picturing to Learn*, in an effort to study how representations made by students enhance teaching and learning science.

MoMA/Seed Salon VII, October 30th, 2007

Liz Gould



Liz Gould, PhD., is Professor of Psychology at Princeton University. Gould's groundbreaking research centers on the influence of experience and environment on neurogenesis — the process of creating new brain cells — in the adult hippocampus and neocortex. At the Gould Laboratory at Princeton, Gould and her small group of students conduct research into identifying the “environmental, hormonal and neural stimuli, which drive changes in dendritic architecture, dendritic spines and adult neurogenesis.” Research on the brain's structural plasticity, and the functional and responsive nature of these new neurons enables a new understanding of how exterior conditions — poverty, stress — have far-reaching effects on human development and capabilities which are in fact a part of our anatomy, rather than a symptom of society. She has taught at The Rockefeller University and Princeton, and received numerous awards: amongst them, the NARSAD Distinguished Investigator Award in 2006 and the National Academy of Sciences Troland Award in 2000. She sits on the Editorial boards of the Journal of Neuroscience, Neurobiology of Learning and Memory and Biological Psychiatry. Gould gained her Ph.D. in Behavioral Neuroscience from UCLA.

<http://www.princeton.edu/~goulde/>

Kevin Slavin



Kevin Slavin is the Managing Director and co-Founder of area/code, the New York based developer of Big Games, such as PacManhattan and ConQwest, which are large-scale games that take place in the real world and exemplify area/code's focus on forging relationships between datascapes and the physical environment. Big Game players are connected by cell phones, messaging, wifi, GPS, and semicode reliant on multiple network services. Slavin sees games vital to our familiarization with the increasing ubiquity of technology in the every day; through play, adoption of new technology becomes a much less frictional process.

With 13 years experience in corporate communications for technology-based clients including IBM, Time Warner Cable, and Microsoft, Slavin was also Vice President of Digital Markets at SS+K in New York — partially owned by CAA (Creative Artists Agency). He also undertook similar roles at Chiat/Day and DDB, as Creative Director for the New York office of DDB's digital unit. Slavin has lectured at the Cooper Union, the AIGA, and Parsons, and has written for various publications on games and game culture. His work has been recognized by the AIGA, the One Show, and the Art Directors Club amongst others and has been included in exhibitions such as the Frankfurt Museum für Moderne Kunst.

<http://playareacode.com>

Joy Hirsch



Joy Hirsch, PhD., is Professor of Psychology and Functional NeuroRadiology at Columbia University, where she founded and is director of its Functional Magnetic Resonance Imaging (fMRI) Research Center. The Center aims to establish a multi-disciplinary research environment that investigates neurocircuitry related to cognition, perception, and action and to develop clinical application that "enhance the goals of personalized medicine." Hirsch received her PhD. in Psychology from Columbia University where she heads a program focusing on hypotheses and models relating to neural systems. Current research interests include the role of neurocircuitry in early and late visual processes, second-

language acquisition, cognition, emotion, neuro-rehabilitation, and treatment-related mechanisms.

Prior to her appointment at Columbia, Hirsch worked at the fMRI Memorial Sloan-Kettering Cancer Centre, where she developed and implemented standardized protocol for neurosurgical planning and neuroimaging. Hirsch also previously taught at Yale University in the neuroscience program and the Department of Ophthalmology and Visual Sciences.

<http://www.fmri.org/lab.htm>

Neri Oxman



Neri Oxman is an architect and researcher at MIT where she is a Presidential Fellow working towards her PhD in Design and Computation. In 2006 Neri founded Materialecology, an interdisciplinary design research initiative that operates across architecture, engineering, computation, biology and ecology.

Her current research focuses on establishing new forms of design knowledge, and interests include the integration of scientific advances in her work and engineering and computational processes within design. She has collaborated with architects such as Ram Karmi, Ocean North, and Kohn Pederson Fox and has also taught workshops at Emergent Technologies and Design Master's Program at the AA, the IT-Master's Program at the Oslo School of Architecture, Rice, and Columbia University. Her work has been exhibited at the Venice Architectural Biennale in 2004 and 2005 and more recently at the *Emerging Talent Emerging Technologies* Exhibition at the Beijing Biennial in 2006. She received the FEIDAD Design Merit Award in 2005 and has also been the recipient of an Archiprix Award and the 2005-07 America-Israel Cultural Foundation Award of Excellence. Her work has been published in *AD*, *Icon*, *BD Magazine*, and books such as *Demonstrating Digital Architecture* (Birkhäuser Publishers) and *Archiprix International 2005* (010 Publishers). She has studied at the Architectural Association School of London, The Technion Israel Institute of Technology, and the Hebrew University Medical School.

www.materialecology.com

MoMA/Seed Salon VIII, November 27th, 2007

François Roche



In 1989, architect François Roche founded in Paris R&Sie(n) with Stéphanie Lavaux and Jean Navarro. The organic, oppositional architectural projects of the firm explore the bond between building, context, and human relations. R&Sie(n) considers architectural identity to be an unstable concept, defined through temporary forms in which the vegetal and biological become a dynamic element. The firm is currently undertaking a critical experiment with new warping technologies to prompt architectural "scenarios" of cartographic distortion, substitution, and genetic territorial mutations. R&Sie(n)'s projects have been exhibited at the Tate Modern, London; Columbia University; University of California, Los Angeles; ICA, London; Mori Art Museum, Tokyo; Centre Georges Pompidou, Paris; Musée d'Art Moderne, Paris; Pavillon de l'Arsenal, Paris; Orleans/ArchiLab International Architectural Conference; and the Venice Biennale. Roche has taught at the Bartlett School, London; TU, Vienna; ESARQ, Barcelona; ESA, Paris; and the University of Pennsylvania's Department of Architecture. He is currently a Visiting Assistant Professor at Columbia University's Graduate School of Architecture, Planning and Preservation where he teaches an advanced studio.

<http://www.new-territories.com>

Michele Oka Doner



Michele Oka Doner is a New York-based artist and designer whose work translates natural forms—plant fronds, berries, shells, and life observed beneath the lens of the microscope—into objects of extraordinary power and seduction rendered in bronze, precious metals and stones, concrete handmade papers, ceramic, and now, glass. Since first appearing on the national scene in 1970 as the youngest artist showcased in the defining landmark museum exhibition *Objects USA*, Oka Doner has built a career encompassing monumental sculptures, public art, jewelry, and functional objects that range from fireplace tools to evening bags.

Oka Doner was born in Miami Beach in 1945. Though she received her formal education and advanced degrees at the University of Michigan in Ann Arbor, the artist has always cited as her primary laboratory the turbulent natural treasures of Southern Florida's oceans, tidal pools, beaches, gardens and tropical forests—boundless living resource libraries she visits on a monthly basis to gaze upon and gather samples that later inspire pieces of every size and type. Oka Doner has said that she strives with her work to "play the role of the translator and editor of life forces creating objects that go far beyond static formal beauty to encourage contemplation and wonder."

<http://www.micheleokadoner.com/>



Jean Pigozzi

An Italian, Harvard-educated, independent venture capitalist, Jean Pigozzi is responsible for the establishment of two of the most ground-breaking foundations in the last fifteen years.

Following a cruise in 1999 off the Pacific coast of Panama, where he saw evidence of forest burning and coral reef degradation, Pigozzi began buying up coastal land and three years ago utilized it to build the Liquid Jungle Laboratory (LJL). The LJL seeks to merge traditional scientific research with high technology to improve the life of all species on our planet and undertakes projects concentrating on biology, marine biology, oceanography, conservation and ecology. Projects include community structure and patterns of fish diversity, to catalogue all the local Flora and Fauna, a survey of the local communities and reforestation. With a field station designed by Sottsass Associati of Milano, Ettore Sottsass and Marco Zanini, it houses a chemical laboratory and a biological laboratory as well as storage space for wet samples, a herbarium and a small workshop and is intended to foster an atmosphere of collaboration and exchanging of ideas.

Together with the French curator André Magnin, the Contemporary African Art Collection (C.A.A.C.) is the largest private collection in the world of contemporary African art. The C.A.A.C. collects art from non-Western cultures, and especially sub-Saharan art and collects works by artists such as Bodys Kingelesz and Seydou Keita, amongst many others. Works from the collection have been shown all over the world, including at the Tate Modern, the Guggenheim Bilbao and the Smithsonian Institution National Museum of African Art.

<http://www.caacart.com/>

<http://www.liquidjunglelab.com/>

Janna Levin



Janna Levin is a Professor of Physics and Astronomy at Barnard College of Columbia University. Her work focuses on theories of the Early Universe, Chaos, and Black Holes. Her second book – a novel, “A Madman Dreams of Turing Machines” – was published by Knopf this August (2006). She is also the author of the popular science book, “How the Universe Got Its Spots: diary of a finite time in a finite space”(Vintage, 2003). She holds a BA in Physics and Astronomy from Barnard College of Columbia University with a concentration in Philosophy, and a PhD from MIT in Physics. She has worked at the Center for Particle Astrophysics (CfPA) at the University of California, Berkeley before moving to the UK where she worked at Cambridge University in the Department of Applied Mathematics and Theoretical Physics. Just before returning to New York, she was the first scientist-

in-residence at the Ruskin School of Fine Art and Drawing at Oxford with an award from the National Endowment for Science, Technology, and Arts. She has written for many artists and appeared on several radio and television programs.

[www.jannalevin](http://www.jannalevin.com)

Situ Studio



Bradley Samuels, Sigfus Breidfjörð, Basar Girit, Aleksey Lukyanov, and Wes Rozen are the founding partners of Situ Studio, the architecture practice they set up in 2005 while they were studying at the Cooper Union Irwin S. Chanin School of Architecture. This Brooklyn-based research, design, and fabrication practice combines both a studio and CNC equipped workshop in its workspace in order to explore its interest in the

implementing of emerging digital design and fabrication technologies. In its first two years, Situ Studio has developed a wide-ranging portfolio of both public and private projects, such as their memorial to the victims of American Airlines Flight 587. More recently this summer they created the Solar Pavilion, a temporary, collapsible plywood structure commissioned for Citysol 2007, which combined algorithmic computation, mass customization, minimum waste and eco-friendly materials.

Situ Studio has received numerous awards and grants such as Award for Excellence in Design from The Art Commission of The City of New York. Its members have taught and given lectures at Columbia University, the University of Belgrano, the Pratt Institute and the Aarhus Architecture School, and Princeton, amongst others. Their work has featured in several exhibitions and been published in, amongst others, the *New York Times* and *MARK* magazine.

<http://www.situstudio.com/>