

BETTI MARENKO, PH.D

Reader in Design and Techno-Digital Futures

University of the Arts London

Contextual Studies Programme Leader

BA (Hons.) Product Design. Central Saint Martins

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Betti Marenko is a design theorist, academic, educator, public speaker and consultant. She has a background in sociology, philosophy and cultural studies, a decade of experience in design education, and proven leadership, communication and team-building skills. Her interdisciplinary approach brings together design studies, continental philosophy and the analysis of digital cultures to investigate the relationships between design, society and technologies, and their role in shaping possible futures. Betti's work features frequently in international conferences, collections and peer-reviewed journals such as *Design and Culture*, *Design Studies* and *Digital Creativity*. She is the co-editor of the volume *Deleuze and Design* (Deleuze Connections Series, Edinburgh University Press 2015, with J. Brassett) - the first book to use Deleuze and Guattari to provide an entirely new theoretical framework to address the theory and practice of design.

EDUCATION

PhD Sociology. School of Social Sciences. University of East London, UK. 2004

External examiner: Professor Rosi Braidotti, Utrecht University

Master Sociology. School of Social Sciences. University of East London, UK. 2000

BA (Hons). First Class. Sociology. Faculty of Sociology. Università di Urbino, Italy. 1993

EMPLOYMENT

Tokyo Institute of Technology. Department of Transdisciplinary Science and Engineering.

School of Environment and Society. WRHI Specially Appointed Professor. 2018-2021

Contextual Studies Programme Leader. BA (Hons.) Product Design. Central Saint Martins, University of the Arts London. 2007-present

Senior Lecturer. MA Culture, Criticism and Curation. Central Saint Martins, University of the Arts London. 2013-present

Research Leader. Product, Ceramic and Industrial Design Programme. Central Saint Martins, University of the Arts London. 2013-2017

Coordinator. Bigger Picture Programme. Central Saint Martins, University of the Arts London. 2010-2014

Associate Lecturer. Contextual Studies. BA (Hons.) Product Design. Central Saint Martins, University of the Arts London. 2006-2008

Senior Lecturer. Cultural Studies. Faculty of Sociology, University of Essex. 2004-2005

Visiting Lecturer. Sociology of Culture. Faculty of Sociology. Università di Urbino. 1994-2004

PUBLICATIONS

Books

(edited collection: book proposal under review)

B. Marenko, M. Rozendaal, W. Odom (eds.). *Designing smart objects in everyday life. Intelligences. Agencies. Ecologies*. London, Bloomsbury

(monograph: book proposal under review)

B. Marenko. *The Power of Maybes. Between Prediction and Potential in Algorithmic Culture*. Design, Technology and Society series. London, Routledge

(trade book: proposal under review)

B. Marenko. *Why Siri is a woman: How the World has Been Designed by Men, for Men*. Publisher tbc

B. Marenko and J. Brassett (eds.), 2015. *Deleuze and Design*. Edinburgh, Edinburgh University Press

B. Marenko (ed.) 2005. *DIY Survival. There is No Subculture, Only Subversion*. London, C6 collective & OpenMute Press

B. Marenko, 2002. *Segni Indelebili. Materia e Desiderio del Corpo Tatuato*. Milano, Feltrinelli

B. Marenko, 1997. *Ibridazioni. Corpi in Transito e Alchimie della Nuova Carne*. Roma, Castelvecchi

Book Chapters

B. Marenko, 2019. Algorithm magic. Simondon and technoanimism. In *Believing in Bits: Digital Media and the Supernatural*. Simone Natale and Diana Pasulka (eds.) Oxford, Oxford University Press

B. Marenko, 2019. FutureCrafting. Speculation, design and the nonhuman, or how to live with digital uncertainty. In *Hybride Ökologien*. Susanne Witzgall, Marietta Kesting, Maria Muhle, Jenny Nachtigall, eds. Zurich, Diaphanes AG

B. Marenko, 2018. The un-designability of the virtual. Design from problem-solving to problem-finding. In *UnDesign: Critical Practices at the Intersection of Art and Design*. Gavin Sade, Gretchen Coombs, Andrew McNamara eds. London, Routledge. 38-53

B. Marenko, 2018. FutureCrafting. A speculative method for an imaginative AI. *AAAI Spring Symposium Series. Technical Report SS-18*. Association for the Advancement of Artificial Intelligence, Palo Alto, California, pp. 419-422. ISBN 978-1-57735-795-7

B. Marenko, 2017. Filled with wonder. The enchanting android from cams to algorithms. In *Encountering Things. Design and Theories of Things*. Leslie Atzmon and Prasad Boradkar eds. London, Bloomsbury. 19-34

B. Marenko, 2017. Incertitude, contingence et intuition matérielle: un cadre de recherche pour un design mineur. In *Biomimétisme: Science, Design et Architecture*. Manola Antonioli ed. Paris, Éditions Loco. 31-43

B. Marenko, 2015. Digital materiality, morphogenesis and the intelligence of the technodigital object. In *Deleuze and Design*. Edinburgh, Edinburgh University Press. 107- 138

B. Marenko and J. Brassett, 2015. Introduction. In *Deleuze and Design*. Edinburgh, Edinburgh University Press. 1-30

B. Marenko, 2010. Contagious affectivity. The management of emotions in late capitalist design. In *Negotiating Futures, Design Fiction*. 6th Swiss Design Network Conference Proceedings, Basel. 134-149

B. Marenko, 2010. Now I can feel myself! The production of affects in the visual discourse of psychopharmaceuticals. In *Networks of Design*. Design History Society Conference Proceedings. Fiona Hackney, Jonathan Glynn and Viv Minton eds. University College Falmouth. 94-99

B. Marenko, 2008. The Eyes are trapped: Dario Argento's 'The bird with the crystal plumage'. In *If Looks Could Kill*. Fashion Film Festival Catalogue, Marketa Uhlírova ed. London, Koenig Books. 52-59

Peer-reviewed journal articles

In development

B. Marenko (2020). Hybrid Animism. The Sensing Surfaces of Planetary Computation. In Philip

- Dickinson and Sam Durrant eds. Animism in a Planetary Frame. Special issue. *New Formations: A Journal of Culture, Theory and Politics*. London, Lawrence and Wishart
- B. Marenko and D. Benque', 2019. Speculative Diagrams: experiments in mapping YouTube. *Proceedings Research Through Design Conference*. Science Centre Delft
- B. Marenko and P. Van Allen, 2016. Animistic design: how to reimagine digital interaction between the human and the nonhuman. *Digital Creativity*. Special issue: Post anthropocentric creativity. Stanislav Roudavski and Jon McCormack eds. London, Routledge. 52-70
- B. Marenko, 2015. When making becomes divination: uncertainty and contingency in computational glitch-events. *Design Studies* 41. Special issue: Computational making. Terry Knight and Theodora Vardoulli eds. London, Elsevier. 110-125
- B. Marenko, 2014. Neo-animism and design. A new paradigm in object theory. *Design and Culture*. 6.2. Special issue: Design, thing theory and the lives of objects. Leslie Atzmon ed. London, Berg. 219-242
- B. Marenko, 2009. Object-relics and their effects: for a neo-animist paradigm. *MEI Médiation and Information*. Special Issue: Objets & communication. 30-31. Bernard Darras and Sarah Belkhamza eds. Paris, l'Harmattan. 239-253

Other essays, articles, exhibition catalogues

2019. *Becoming Hybrid* (document on transdisciplinary collaboration Tokyo Tech & CSM)
2018. Catalogue. *Speculative design. The body of the digital mind*. GiG Gallery Munich.
2015. Interview (with P. Van Allen). Animism in design. Creating an Internet of (quirky) things. In *1984 Bold Ideas* (by Dan Davies)
2008. Skin flaying and the transgression of boundaries. *Stimulus Respond*, 4
2008. Prozac. Infelicità in vendita. *Galatea European Magazine*. Lugano, ADV
2008. Geometrie di occupazione. Politiche di architettura Israeliana in West Bank. *Galatea*
2007. Is there life in bio-art? *Mute. Culture and Politics after the Net*, 30
2007. Le galline dalle uova d'oro. *Galatea*
2006. Londra. La svendita delle case popolari. *Galatea*
2004. Museum epidemiology. *Mute. Culture and Politics after the Net*, 27
2004. Skinny dipping in the semiotics pond. *The Art Newspaper*, 146
2003. Endless Epide@mical Encounters. *Decoder*. Milano, Shake
2003. Politiche del tatuaggio. Il traffico molecolare della pelle. *Cyberzone*. 7,18
2002. Il Tatuaggio-macchina. *Corposcritto*, 1, 2. Università di Bari, Edizioni dal Sud
2002. Agglutinazioni del capitale e macchine epidermiche. *Decoder*. Milano, Shake
2001. Body marking/mapping: embodied difference and strategies of deconstruction of identity. *Working Papers 300-301-302/C*. Centro di Semiotica, Università di Urbino
2001. Parole nuove. Rizomatico. *Crudelia? Contemporary Art Magazine*, 7
1999. Exhibition catalogue. *Corpi extra-ordinari*. Palazzo Ducale. Genova

INVITED GUEST LECTURES, TALKS AND CONFERENCE PRESENTATIONS

Plenary/Keynote

- Keynote and Camp Leader. *Aesthetics and the Political in Contemporary India: Deleuzian Explorations*. Deleuze Studies in India Collective. Tata Institute of Social Sciences Mumbai. 2017
- Keynote. *Hybrid Ecologies*. cx centre for interdisciplinary studies. Academy of Fine Arts Munich. 2017
- Keynote. *Deleuze and Guattari and the Witch's Broom*. University of Cape Town. 2016

Invited speaker

- Design and the future of the planet*. Spui25. University of Amsterdam. Sept 2019
- Interactive Innovation*. Musashino Art University Tokyo. Lecture. May 2019

Speculative Diagrams: experiments in mapping YouTube. *Research Through Design* Conference. Science Centre Delft (with D. Benque' RCA). Mar 2019

Looking backwards to the future: Studying the future with counterfactuals. Lorentz Center, University of Leiden. Research Workshop. Feb 2019

University of Brighton. Research day. Hove Museum and Art Gallery. Jul 2018

Goldsmiths. Visual Cultures Symposium. *The Shaping of a Message*. Jun 2018

Royal Anthropological Society/British Museum/SOAS. Art, Materiality and Representation. *Design Anthropology: Uniting experience and imagination in the midst of social and material transformation* Panel (with D. Benque' RCA). Jun 2018

Whitworth Gallery, University of Manchester. *Contemporary Enchantments: Art and Magic Today Symposium*. 2018

Stanford University. Symposium. *The Design of the User Experience for AI*. AAAI. Association for the Advancement of Artificial Intelligence, Palo Alto. 2018

Goldsmiths. Design Research Seminar. *Beyond Deleuze and Design*. 2018

Art Center College of Design Pasadena. Media Design Practice. Lecture and seminar. 2017

La Sapienza, Roma. International MS in Product Design. *Design Issues* Lecture series. 2017

Camberwell College of Arts London. BA Photography. Lecture. *The NonHuman*. 2017

Amsterdam School of Cultural Analysis and Laboratory for Critical Technics, Arizona State University. *GeoMedia* Research Network. Workshop. Mediamatic Amsterdam. 2017

Piet Zwart Institute/Willem de Kooning Academy. *Agents in the Anthropocene: Trans/disciplinary Practices in Art and Design Education Today*. Talk. Rotterdam. 2017

Royal College of Art, London. School of Communication. *Bright Labyrinth* Lecture series. Panel. 2016

Royal Society of the Arts, London. *Digital Media Materialities*. Research Seminar. 2016

Amsterdam School for Cultural Analysis. University of Amsterdam. *Machinic Ecologies*. Talk. 2015

Royal College of Art London. School of Fine Arts. *Transubstantranslation*. Panel. 2015

University of Applied Sciences, Den Haag. *PIN-C Participatory Innovation* conference. Talk (with P. Van Allen). 2015

École Nationale Supérieure d'Art, Dijon. Journée d'étude. *Biomimétisme: Science, Design et Architecture*. Talk. 2015

Faculty of Architecture, University of Belgrade. *Architectural Design* Research Unit. Lecture. 2014

MIT Architecture. *Design and Computation* Group Lecture series. Lecture 2014

Chamber of Architects Barcelona, ETSAB and ETSAV. *What's the Matter. Materiality and Materialism at the Age of Computation*. Talk. 2014

University College London. Design Computing and Cognition conference. *MIT Computational Making*. Workshop. 2014

Institute for Design Research, Zurich University of the Arts. *Political Aesthetics, Political Design*. Talk. 2014

Tamkang University, Taipei, Taiwan. *Creative Assemblages*. Deleuze Studies in Asia conference. Talk and panellist. 2013

College Art Association Conference, New York. Design Studies Forum. *Deterritorializing Design. Rethinking the Relationship between Theory and Practice*. Chair and speaker. 2013

Southeastern Louisiana University, New Orleans. *Deterritorializing Deleuze*. Deleuze Studies Conference. Talk. 2012

College Art Association Conference, Los Angeles. Design Studies Forum. *Design, Thing Theory, and the Lives of Objects*. Talk and panellist. 2012

California College of the Arts, San Francisco. MA Fine Arts. *Social Practice*. Lecture. 2012

Copenhagen Business School. *Creation, Crisis, Critique*. Deleuze Studies Conference. Talk. 2011

Tel Aviv University. *Deleuzian Futures* Conference. Talk. 2011

Swiss Design Network Conference, Basel. *Negotiating Futures – Design Fiction*. Talk. 2010

University of Falmouth. Design History Society Conference. *Networks of Design*. Talk. 2008

Public engagement and organized/chaired events

Becoming Hybrid. Colloquium on transdisciplinarity. Tokyo Institute of Technology. May 2019

Women into Product Design. Public event. Central Saint Martins. Chair. Nov 2018

Objects in Drag. Panel discussion. Disegno magazine. London Oct 2018

Meaning-Centred Design Award. Jury member. Precipice. Saatchi gallery. Oct 2018

Existential Wearables. Public event. Shibuya Hikarie, 8F Court. Co-organized with U.Oberlack and H. Barnett (CSM) and Tokyo Institute of Technology. Tokyo Sept 2018

Design and Theories of Things. Symposium. Design History Society. Co-organized with Prof. Leslie Atzmon, Eastern Michigan University. Audience c.50. London Jun 2018

Lorentz Center, Leiden University. Research workshop. *Designing Smart Objects as Embodied Agents*. Co-organized with Marco Rozendaal, TU Delft; Kenny Chow, Hong Kong Polytechnic; William Odom, Simon Fraser University. 30 participants. Apr 2018

Haunted Machines and Wicked Problems. Impakt Festival. Chair. Utrecht. Oct 2017

Design and Status Symbols. London Design Festival. Chair and panellist. Sept 2017

Design, Designers and Agency. Roundtable event. Organized and chaired. Central Saint Martins, University of the Arts London. Audience c. 30. May 2017

OTT: Objects That Talk. Evocative Design Stories. Public Exhibition. Organized and curated. Central Saint Martins, University of the Arts London. Mar-May 2017

Future Imaginaries: Interface Imaginaries. Panel and respondent. Central Saint Martins, University of the Arts London. Sept 2016

Designing and Creative Philosophies. Design Research Society Conference. Panel. Organized and chaired. University of Brighton. Jun 2016

Builders of The Vision. Software and the Imagination of Design. Chair and respondent. Daniel Cardoso Llach's book launch. Chelsea College of the Arts London. Apr 2016

If the Internet of Things is the Future what is Design doing? Roundtable. Organized and chaired. Central Saint Martins, University of the Arts London. Audience c. 25. Mar 2016

New Materialism: Demystifying Emotional Design. Roundtable. Organized and chaired. Central Saint Martins, University of the Arts London. Audience c. 20. Mar 2016

Deleuze and Design. Study day, workshop and book launch event. Organized and chaired. Central Saint Martins, University of the Arts London. Audience c. 40. Dec 2015

Tomorrow Today: Design, Fiction and Social Responsibility. Symposium. Institute of Contemporary Arts London and Kingston University. Jun 2015

Technology is the New Magic. Symposium. Organized and chaired. Restless Futures series of public events. Central Saint Martins, University of the Arts London. Audience c. 120. May 2015

Good Things and Bad Things. Symposium. Nottingham Trent University and Design Research Society. Nottingham Contemporary Gallery. Jun 2013

Futureprimitives. Interieur Design Biennale, Kortrijk, Belgium. Chair/speaker. Nov 2012

GRANTS AND AWARDS

Grants

Erasmus+ Strategic Partnership. FUEL4DESIGN. Futures Design Literacy. With Politecnico (Milano), Elisava (Barcelona), Oslo School of Architecture and Design (Norway) € 450,000.000. July 2019

Design History Society. Development grant *Design and Theories of Things*. Symposium June 2018
With Prof Leslie Atzmon, Eastern Michigan University. £750.00

AAAI (Association for the Advancement of Artificial Intelligence). Grant to attend the AAAI Spring Symposium, Stanford University, Palo Alto. March 2018. \$750.00

Lorentz Center, Leiden University. Part of a team (TU Delft, Hong Kong Polytechnic, Simon Fraser University, Central Saint Martins) organizing the expert workshop 'Designing smart objects as embodied agents in everyday life'. 2017. €30,000.00

University of the Arts London. Refresh Fund: network building and research. 2017. £1500

University of the Arts London. Erasmus Staff Mobility: to visit Università La Sapienza Roma. 2017. £814.00

University of the Arts London. Grant Writing Support Fund: to develop grant. 2015. £2800

University of the Arts London. Research Sabbatical. 2014. £6000

University of the Arts London. Research Grant: to write book chapters. 2013. £3000

Italian National Research Council (CNR). PhD Research Funding. 1999. £3000

Awards

Queen's Award for Higher and Further Education. Awarded to the Product Design Course for world class excellence. Special mention to: "context-led approach to teaching". 2014

University of the Arts London. *Teaching Award.* Student-led award recognising excellence in teaching. 2014

Fellow of the Higher Education Academy UK. 2013

TEACHING QUALIFICATIONS

Supervising Research Degrees. Continuing Professional Development Framework in Academic Practice. University of the Arts London. 2013

Post Graduate Certificate. Continuing Professional Development Framework in Academic Practice. University of the Arts London. 2011

COURSES TAUGHT

Currently

Contextual Studies Programme: Key issues in design, culture, society and technology

Design and:... politics, modernity, media, digital cultures, gender, aesthetics, consumption.

Semiotics and design languages. Ethnography. Experience design. Branding. Material culture. Thing theory. Animism in interaction design.

Past

Cultural change in contemporary society; Biopolitics; Skin: a cultural inventory of epidermal surfaces. Spinoza, Deleuze and Guattari: matter, difference, imagination. Theories of the body in feminist thought. The mirror and the knife: visual regimes of anatomy. Extraordinary bodies and the construction of otherness. Hybridizations: bodies in transition and alchemies of the new flesh. Signs of the body: rituals and aesthetic of post-modern embodiment.

PhD SUPERVISION

Supervisor team

Megan Rodwen. *The bond between maker, material and the audience*. CSM. 2017-present

External PhD Supervisor

Neslihan Tepehan. *Asignifying traits in design*. School of Design. University of Edinburgh 2015-present

External PhD Examiner

Rebecca Breuer. *Fashion beyond identity. The three ecologies of dress*. Department of Media Studies. University of Amsterdam. 2015

Guy Keulemans. *Affect and the experimental design of domestic products*. College of Fine Arts, University of New South Wales. 2014

Cristina Cojanu. *Arabesque. Recovered fragments of what could have been a novel of manners*. Fine Arts. Royal College of Arts, London. 2012

EXTERNAL EXAMINING

MA Interactive Media: Critical Theory and Practice. Goldsmiths. 2014-17

School of Crafts and Design. University for the Creative Arts Rochester. 2013-16

INSTITUTIONAL RESPONSIBILITIES AT CENTRAL SAINT MARTINS

Member of College Research Degrees Committee. 2016-present

Member of Research Committee. 2013-present

Research Leader. Organizer and chair of research events. Product, Ceramic and Industrial Design Programme. 2013-2017

SERVICE

Associate Editor *Design and Culture* Journal 2019

Advisory and editorial board

Design and Culture Journal. 2014-2018

thinking | media series. Bloomsbury, London. 2013-present

Peer Reviewer (since 2012)

Journals: *Design and Culture*. *Digital Creativity*. *Deleuze Studies*. *Body & Society*. *Data & Society*. *Arts*.

Editorial: *Bloomsbury*

Conferences/education: *Anticipation*. *Design Research Society*. *Design and Emotion*. *Techne*.

INDUSTRY CONSULTING

Unilever. *Emotional design/Experience design; Understanding design context*. 2014

Nokia. *Design, digital interaction and animistic perspectives*. 2013

Greg Rowlands Semiotics. Cultural analysis for brand development and design. 2006

Thames & Hudson. Editorial research for the volume *Hot Bodies, Cool Styles* 2004

Bartle Bogle Hegarty. Semiotic and trend forecasting research on the body. 2000

Galatea European Magazine. Freelance journalist (art, culture, travel). Switzerland. 2000-08

RSI Radiotelevisione Svizzera. Research for broadcasting. Switzerland. 1998

Design Intelligence. Style and design forecasting report. 1996

Pitti Immagine Oltre. *Supermarket of Style* event. Research Consultant. 1994

Victoria & Albert Museum *Streetstyle Exhibition*. Personal Assistant to curator. 1994

LANGUAGES

Italian and English

CAREER BREAKS

March 2005 – October 2006 (maternity)