

BETTI MARENKO, PH.D

Reader in Design and Techno-Digital Futures

University of the Arts London

Contextual Studies Programme Leader

BA (Hons.) Product Design

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Dr. Betti Marenko is a design theorist, academic, educator, public speaker and consultant. She has a background in philosophy, sociology and cultural studies, a decade of experience in design education, and proven leadership, communication and team-building skills. Her transdisciplinary approach brings together design studies, continental philosophy and the critique of technologies to investigate the relationships between design, society and culture, and their role in shaping futures. Betti's work features frequently in international conferences, edited volumes 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 Jamie Brassett) - the first book to use Deleuze and Guattari to provide a new theoretical framework to address the theory and practice of design.

EDUCATION

- 2000 – 2004 **PhD – Body Marking/Body Mapping: Technologies of Shifting Subjectivity through Skin Shedding Machines.** University of East London. Supervisor: Professor Terranova (Orientale Napoli). External: Professor Braidotti (Utrecht University)
- 1998 – 2000 **MA Sociology** University of East London
- 1988 – 1993 **BA (Hons) Sociology** First Class. Università di Urbino, Italy
- 1986 – 1988 **Dip. Political Sciences** Università di Genova, Italy

ACADEMIC POSTS AND EMPLOYMENT

- 2018 – now **Specially Appointed Professor. World Research Hub Initiative (WRHI).** Tokyo Institute of Technology. Department of Transdisciplinary Science and Engineering. School of Environment and Society
- 2008 – now **Contextual Studies Programme Leader. BA (Hons.) Product Design.** Central Saint Martins, University of the Arts London (UAL)
- 2013 – 2017 **Research Leader. Product, Ceramic and Industrial Design Programme.** Central Saint Martins UAL
- 2010 – 2014 **Coordinator Bigger Picture Programme.** Central Saint Martins UAL
- 2006 – 2008 **Associate Lecturer.** Contextual Studies. BA (Hons.) Product Design. Central Saint Martins UAL
- 2004 – 2005 **Senior Lecturer.** Faculty of Sociology, University of Essex
- 1994 – 2004 **Visiting Lecturer.** Faculty of Sociology. Università di Urbino

MONOGRAPHS AND EDITED BOOKS

- Marenko, B., Rozendaal, M. and Odom, W. eds. (2021) *Designing Smart Objects in Everyday Life*. London: Bloomsbury
- Marenko, B. and Brassett, J. eds. (2015) *Deleuze and Design*. Edinburgh: Edinburgh University Press
- Marenko, B. ed. (2005) *DIY Survival. There is No Subculture, Only Subversion*. London: C6 & OpenMute
- Marenko, B. (2002) *Segni Indelebili. Materia e Desiderio del Corpo Tatuato*. Milano: Feltrinelli
- Marenko, B. (1997) *Ibridazioni. Corpi in Transito e Alchimie della Nuova Carne*. Roma: Castelvechi

BOOK CHAPTERS

- Marenko, B. (2020) Zukunftsgestaltung: Die Nichtmenschlichkeit der planetarischen Berechnung oder wie mit der digitalen Ungewissheit zu leben ist [FutureCrafting. Speculation, Design and the Nonhuman, or how to Live with Digital Uncertainty] In Witzgall, S. et al (eds) *Hybride Ökologien*. Zurich: Diaphanes AG, pp. 234-247
- Marenko, B. and Avila, M. (2020) Wir sollten uns vor der Vorstellung hüten, eine Ökologie designen zu können Im Gespräch mit Martín Ávila und Betti Marenko. In Witzgall, S. et al (eds) *Hybride Ökologien*. Zurich: Diaphanes AG, pp. 261-270
- Marenko, B. (2019) Algorithm Magic. Gilbert Simondon and Techno-Animism. In Natale, S. and Pasulka, D. (eds) *Believing in Bits: Digital Media and the Supernatural*. Oxford: Oxford University Press, pp. 213-228
- Marenko, B. (2018) The Un-Designability of the Virtual. Design from Problem-Solving to Problem-Finding. In Sade, G., Coombs, G. and McNamara, A. (eds) *UnDesign: Critical Practices at the Intersection of Art and Design*. London: Routledge, pp. 38-53
- Marenko, B. (2017) Filled with Wonder. The Enchanting Android from Cams to Algorithms. In Atzmon, L. and Boradkar, P. (eds) *Encountering Things. Design and Theories of Things*. London: Bloomsbury, pp.19-34
- Marenko, B. (2017) Incertitude, Contingence et Intuition Matérielle: un Cadre de Recherche pour un Design Mineur [Uncertainty, Contingency and Material intuition: a Research Framework for Minor Design] In Antonioli, M. (ed) *Biomimétisme: Science, Design et Architecture*. Paris: Éditions Loco, pp 31-43
- Marenko, B. (2015) Digital Materiality, Morphogenesis and the Intelligence of the Technodigital Object. In Marenko, B. & Brassett, J. (eds) *Deleuze and Design*. Edinburgh: Edinburgh University Press, pp. 107-138
- Marenko, B. & Brassett, J. (2015) Introduction. In Marenko, B. & Brassett, J. (eds) *Deleuze and Design*. Edinburgh: Edinburgh University Press, pp.1-30
- Marenko, B. (2008) The Eyes are Trapped: Dario Argento's 'The Bird with the Crystal Plumage'. In Uhlirva, M. (ed) *If Looks Could Kill*. Fashion Film Festival Catalogue. London: Koenig Books, pp. 52-59

JOURNAL PUBLICATIONS

- Marenko, B. (2021) Stacking Complexities: Reframing Uncertainty through Hybrid Literacies. *Design and Culture*. Taylor and Francis
- Marenko, B. (2021) Hybrid Animism. The Sensing Surfaces of Planetary Computation. *New Formations: A Journal of Culture, Theory and Politics*. Special issue: Animism in a Planetary Frame. Dickinson, P. and Durrant, S. (eds) Lawrence and Wishart

- Marenko, B. and Van Allen, P. (2016) Animistic Design: How to Reimagine Digital Interaction Between the Human and the Nonhuman. *Digital Creativity*. 27.1. Special issue: Post Anthropocentric Creativity. Roudavski, S. and McCormack, J. (eds), pp. 52-70
- Marenko, B. (2015) When Making Becomes Divination: Uncertainty and Contingency in Computational Glitch-Events. *Design Studies* 41. Special issue: Computational Making. Knight, T. and Vardoulli, T. (eds) Elsevier, pp. 110-125
- Marenko, B. (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. Atzmon, L. (ed) Berg, pp. 219-242
- Marenko, B. (2009) Object-Relics and their Effects: for a Neo-Animist Paradigm. *MEI Médiation and Information*. 30-31. Special Issue: Objets & Communication. Darras, B. and Belkhamza, S. (eds) Paris: l'Harmattan, pp. 239-253

CONFERENCE PROCEEDINGS

- Marenko, B. and Benqué, D. (2019) Speculative Diagrams: Experiments in Mapping YouTube. *Research Through Design Conference*. Science Centre TU Delft
- Marenko, B. (2018). FutureCrafting. A Speculative Method for an Imaginative AI. *AAAI Spring Symposium Series. Association for the Advancement of Artificial Intelligence*, Palo Alto, pp. 419-422
- Marenko, B. (2010) Contagious Affectivity. The Management of Emotions in Late Capitalist Design. In *Negotiating Futures, Design Fiction*. 6th Swiss Design Network Conference, Basel, pp.134-149
- Marenko, B. (2010). Now I Can Feel Myself! The Production of Affects in the Visual Discourse of Psycho-Pharmaceuticals. In Hackney, F., Glynn, J. and Minton, V. (eds) *Networks of Design. Design History Society Conference*. University College Falmouth, pp. 94-99

ACADEMIC REPORT

- Marenko, B. et al (2019) *Becoming Hybrid. Transdisciplinarity at the Crossover of Science & Technology and Art & Design*. Nohara Laboratory, Tokyo Institute of Technology and Central Saint Martins, UAL

SELECTED INVITED TALKS AND KEYNOTE LECTURES

- **UnDesigning Equipments**. 1 November 2019. *The Death of the Imagination: Design and 'The Slow Cancellation of the Future'*. Design Department, Goldsmiths, London
- **The Power of Maybes. FutureCrafting, or How to Divine Futures by Design**. 11 September 2019. *Design, Fiction and Speculative Philosophy for a Planet in Crisis*. Spui25, University of Amsterdam
- **Designing for Uncertainty**. 18 May 2019. Musashino Art University Tokyo.
- **Speculative Diagrams: Experiments in Mapping YouTube**. 21 March 2019. *Research Through Design Conference*. University of Delft (with David Benqué).
- **The Power of Maybes: FutureCrafting, Divination and the Making of Conjecture**. 11-15 February 2019. *Looking Backwards to the Future: Studying the Future with Counterfactuals*. Lorentz Center, Leiden
- **Notes on Objectology**. 4 July 2018. Hove Museum and Art Gallery. University of Brighton.
- **FutureCrafting Futures**. 8 June 2018. *The Shaping of a Message*. Goldsmiths, London.
- **Speculative Diagrams: Plotting to Reclaim Algorithmic Prediction**. 1-3 Jun 2018. *Design*

- Anthropology panel. Art, Materiality and Representation* Royal Anthropological Society, British Museum, SOAS (with David Benqué).
- **FutureCrafting. A Speculative Method for an Imaginative AI.** 26-28 March 2018. *The Design of the User Experience for AI. AAAI. Association for the Advancement of Artificial Intelligence Symposium.* Stanford University
 - **The Digital Murrmur of Algorithm Magic.** 15-16 June 2017. *GeoMedia Research Network.* Amsterdam School of Cultural Analysis and Laboratory for Critical Technics, Arizona State University. Mediamatic, Amsterdam
 - **The Non Humanity of Planetary Computation.** 1 June 2017. *Media Design Practice.* Art Center College of Design Pasadena.
 - **Speculation by Design.** 16 May 2017. *Design Issues* Lecture series. International MS in Product Design. La Sapienza, Roma
 - **Notes on the Nonhuman.** 9 March 2017. Camberwell College of Arts, UAL
 - - Keynote **Designing Futures: Resistance, Divination, Worldmaking.** 14 February 2017. *Aesthetics and the Political in Contemporary India: Deleuzian Explorations.* Deleuze Studies in India Collective. Tata Institute of Social Sciences, Mumbai
 - **Speculation, Design and the Nonhuman.** 27-28 January 2017. *Agents in the Anthropocene: Trans/disciplinary Practices in Art and Design Education Today.* Piet Zwart Institute/Willem de Kooning Academy, Rotterdam
 - - Keynote. **Digital Uncertainty, FutureCrafting and Animistic Fiction.** 12 January 2017. *Hybrid Ecologies.* cx Centre for Interdisciplinary Studies. Academy of Fine Arts, Munich
 - **Animism 2.0.** 22 November 2016. *Bright Labyrinth* Lecture series. Royal College of Art, London
 - **The Nonhumanity of Planetary Computation.** 20 May 2016. *Machinic Ecologies.* Amsterdam School for Cultural Analysis. University of Amsterdam
 - **Digital Media Materialities.** 23 March 2016. Royal Society of the Arts, London
 - **Material Morphogenesis, Intuition and the Undesignability of the Virtual.** 10 December 2015. *Transubstantiation.* Royal College of Art, London
 - **Design Fiction for the Post-Anthropocene.** 24 Jun 2015. *Tomorrow Today: Design, Fiction and Social Responsibility* Symposium. Kingston University and Institute of Contemporary Arts London
 - **Reimagining Interaction Through Animistic Design.** 20 May 2015. *PIN-C Participatory Innovation Conference.* University of Applied Sciences, Den Haag (with Professor Van Allen)
 - **Uncertainty and Contingency: A Material Intuition of the Undesigned.** 12 March 2015. *Biomimétisme: Science, Design et Architecture.* École Nationale Supérieure d'Art, Dijon
 - **Digital Materiality.** 10 December 2014. *Architectural Design Research Unit.* Faculty of Architecture, University of Belgrade
 - **Digital Materiality, Morphogenesis and the Intelligence of the Technodigital Object.** 7 November 2014. *Design and Computation Group* Lecture series. MIT Architecture
 - **Morphogenetic Technodigital Objects.** 4-6 September 2014. *What's the Matter. Materiality and Materialism at the Age of Computation.* Chamber of Architects, Barcelona
 - **Material Morphogenesis. For an Encounter between Philosophy and Design.** 21 June 2014. MIT Computational Making workshop. *Design Computing and Cognition Conference.* UCL
 - **Deleuzian Design? The Adventure of Actualizing the Virtual.** 25-26 April 2014. *Political Aesthetics, Political Design.* Institute for Design Research, Zurich University of the Arts
 - **We are All Animists now. Designed Objects, Material Agency and the Enchantment of Things.** 10 Jun 2013. *Good Things and Bad Things* Symposium. Nottingham Trent University and Design Research Society. Nottingham
 - **Deleuzian Design.** 1-3 June 2013. *Creative Assemblages.* Deleuze Studies in Asia Conference. Tamkang University, Taipei
 - **Deterritorializing Design. Rethinking the Relationship between Theory and Practice.** 14-16

- February 2013. Design Studies Forum. *College Art Association Conference*, New York
- **Animated Encounters for Animistic Subjectivities.** 25-27 June 2012. *Deterritorializing Deleuze*. Deleuze Studies Conference. Southeastern Louisiana University, New Orleans
 - **Contagious Animism in Late Capitalist Design.** 27 February 2012. MA Fine Arts. Social Practice. California College of the Arts, San Francisco
 - **Neo-Animism and Design: A New Paradigm in Object Theory.** 22-25 February 2012. Design, Thing Theory, and the Lives of Objects. *College Art Association Conference*, Los Angeles
 - **Commodity Encounters: Late Capitalist Re-design of the Consumer Pathosphere.** 27-29 June 2011. *Creation, Crisis, Critique*. Deleuze Studies Conference. Copenhagen Business School
 - **Designing Futures: Deleuzian Design as Embodiment of Virtuality.** 22-24 May 2011. *Deleuzian Futures Conference*. Tel Aviv University
 - **Contagious Affectivity: The Management of Emotions in Late Capitalist Design.** 18 October 2010. *Negotiating Futures – Design Fiction*. Swiss Design Network Conference, Basel
 - **'Now I Can Feel Myself!' The Production of Affects in the Visual Discourse of Psychopharmaceuticals.** 3-6 September 2008. *Networks of Design*. Design History Society Conference. University of Falmouth.

PUBLIC ENGAGEMENT AND OUTREACH EVENTS

- **Becoming Hybrid.** 14 May 2019. Colloquium. Co-organizer and chair. Tokyo Institute of Technology
- **Women into Product Design.** 14 November 2018. Public event. Chair. Central Saint Martins
- **Moooi X Disegno Objects in Drag.** 25 October 2018. Panel. Disegno magazine. London
- **Meaning-Centred Design Award.** 22 October 2018. Jury member. Precipice Design. Saatchi Gallery, London
- **Existential Wearables.** 29 September 2018. Public event. Co-organizer and speaker. Shibuya Hikarie. Tokyo
- **Design and Theories of Things.** 10 June 2018. Symposium. Co-organizer and speaker. Design History Society. London
- **Designing Smart Objects as Embodied Agents.** 30 April-4 May 2018. Workshop. Co-organizer. Lorentz Center
- **Haunted Machines and Wicked Problems.** 27 October 2017. Chair. Impakt Festival. Utrecht
- **Design and Status Symbols.** 21 September 2017. Chair. London Design Festival
- **Design and Agency.** 15 May 2017. Roundtable. Organizer and chair. Central Saint Martins
- **OTT: Objects That Talk. Evocative Design Stories.** March-May 2017. Public Exhibition. Organizer and curator. Central Saint Martins
- **Future Imaginaries: Interface Imaginaries.** 11 November 2016. James Ash's *The Interface Envelope* Book launch. Chair. Central Saint Martins
- **Builders of The Vision. Software and the Imagination of Design.** 24 April 2016. Daniel Cardoso Llach's Book launch. Organizer and chair. Chelsea College of the Arts, UAL
- **If the Internet of Things is the Future what is Design doing?** 20 March 2016. Roundtable. Organizer and chair. Central Saint Martins
- **New Materialism: Demystifying Emotional Design.** 15 March 2016. Roundtable. Organizer and chair. Central Saint Martins
- **Deleuze and Design.** 10 December 2015. Study day, workshop and book launch. Organizer and speaker. Central Saint Martins
- **Technology is the New Magic.** 15 May 2015. Symposium. Organizer and chair. Restless Futures series Central Saint Martins
- **Future Primitives.** 7 November 2012. Chair. Interieur Design Biennale, Kortrijk, Belgium

SUCCESSFUL FUNDING BIDS AND AWARDS

Funding Bids

- 2020. ISRF Independent Social Research Foundation. Hybrid Futures: Design Encounters with Critical Technology Literacy. Small Groups Grant. £5,000
- 2019. Erasmus+ Strategic Partnership. FUEL4Design. Consortium: UAL, Politecnico Milano, Elisava Barcelona, AHO Oslo. €450,000.000. UAL Principal investigator value €96,072.00
- 2018. Design History Society. Development grant. With Professor Atzmon, Eastern Michigan University. £750.00
- 2018. AAI Association for the Advancement of Artificial Intelligence. Travel grant. Stanford University. \$750.00
- 2018. Lorentz Center Leiden. Designing Smart Objects as Embodied Agents. Scientific organizers: CSM, TU Delft, Hong Kong Polytechnic, Simon Fraser. €30,000.00
- 2017. UAL. Refresh Fund: network building and research. £1,500
- 2017. UAL. Erasmus Staff Mobility study visit to Università La Sapienza Roma. £1,000
- 2015. UAL. Grant Writing Support Fund. £2,800
- 2014. UAL. Research Sabbatical. £6,000
- 2013. UAL. Research Grant. £3,000
- 1999. CNR (Italian National Research Council). PhD Research Funding. £3,000

Awards

- 2014. Queen's Award for Higher and Further Education. Awarded to CSM Product Design Course for world class excellence. Special mention to "context-led approach to teaching"
- 2014. Teaching Award. Student-led award recognising excellence in teaching. UAL
- 2013. Fellow of the Higher Education Academy (FHEA), UK

TEACHING QUALIFICATIONS

- 2013. Supervising Research Degrees. UAL
- 2011. Post Graduate Certificate Academic Practice. UAL

ACADEMIC EDITORSHIP AND REVIEWERSHIP

- Associate Editor. Design and Culture Journal 2019 – now
- Advisory and editorial board: Design and Culture Journal. 2014-2018
- Reviewer for Bloomsbury Design
- Reviewer for Design and Culture. Routledge
- Reviewer for Digital Creativity. Taylor and Francis
- Reviewer for Deleuze and Guattari Studies. Edinburgh University Press
- Reviewer for Body & Society. Sage
- Reviewer for Big Data & Society. Sage
- Reviewer for Cumulus Conference
- Reviewer for Anticipation Conference
- Reviewer for Design Research Society Conference
- Reviewer for Design and Emotion Conference
- Reviewer for Techne Consortium UK

PhD SUPERVISION

- Supervisor team CSM. 2017 – now

- External PhD Supervisor: School of Design. University of Edinburgh. 2015 – now
- External PhD Examiner: Media Studies. University of Amsterdam. 2015
- External PhD Examiner: Fine Arts. University of New South Wales. 2014
- External tutor: Fine Arts. Royal College of Arts. 2012

EXTERNAL EXAMINING

- School of Design. Edinburgh College of Art. 2019 – now
- 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

- Member of UAL Professoriate. 2019 – now
- Member of CSM College Research Degrees Committee. 2016 – now
- Member of CSM Research Committee. 2013 – now
- Research Leader. Product, Ceramic and Industrial Design Programme. 2013-2017

CONSULTING

- Unilever. Emotional design. Experience design. Understanding design context. 2013-2014
- 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. English

CAREER BREAKS

March 2005 – October 2006 (maternity)