



HOW TECHNOLOGY BECOMES NATURE

Van Mensvoort - ICDuBo - 22 Maart 2018

NN

nextnature
network

HALLO!

@MENSVOORT

ARTIST

SCIENTIST

DESIGNER

ENGINEER

**NOT AN
ARCHITECT**

PHILOSOPHER

DOCTOR

BLOGGER

AMATEUR





**NEXT
NATURE**





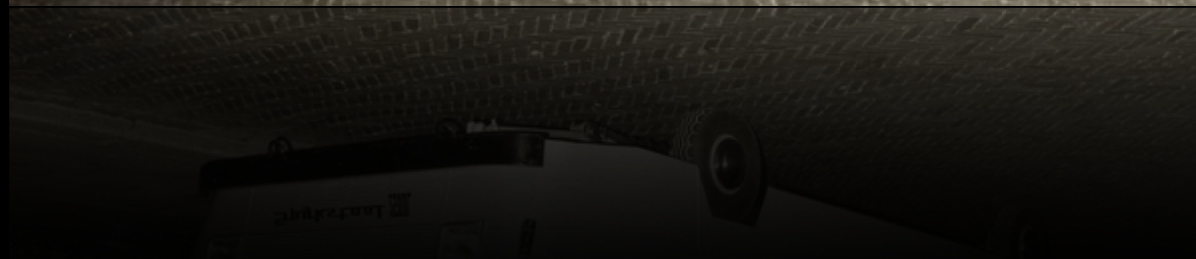


Naturally made & Same great taste

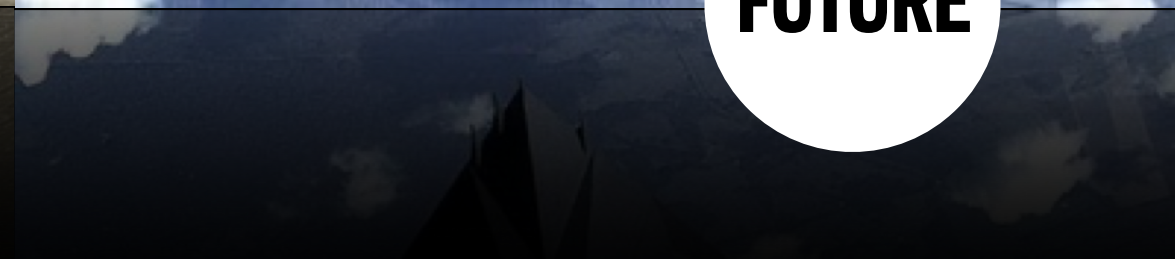
NANO
SUPERMARKET

**SUPER
MARKET
NOIR!**

RETRO



FUTURE





NANO
SUPERMARKET

Nanopodium TU/e

RENGOCAR

WALLSMART

ONE BUCKET OF PAINT, A THOUSAND
COLORS FOR YOUR INTERIOR



INDIVIDUAL

EXPRESSIVE

PLEASURE





GOOGLE NOSE

INTRODUCES SMELL
IN THE DIGITAL DOMAIN



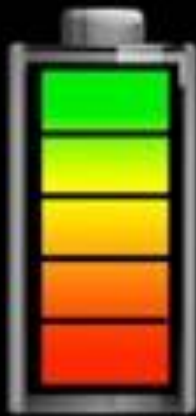
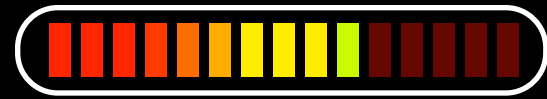
SOCIAL

PLEASURE

PURPOSE

ENERGY BELT

GENERATE ELECTRICITY
FROM YOUR BELLY FAT



SOCIAL

PROGRESSIVE

PURPOSE

TWITTER IMPLANT

SHARE YOUR HEALTHY LIFESTYLE
WITH YOUR SOCIAL NETWORK



EXPRESSIVE

PLEASURE

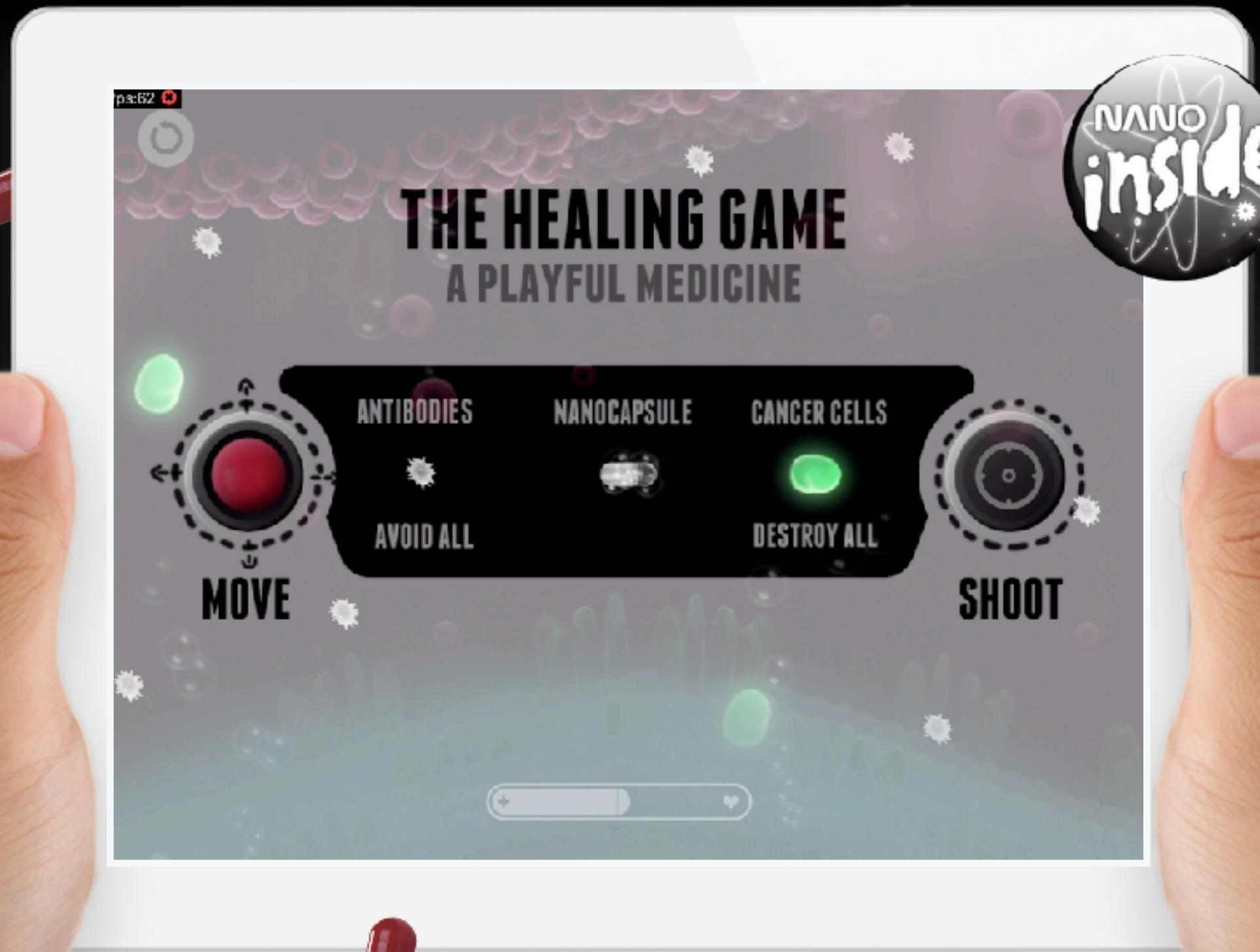
INDIVIDUALISTIC

TwitterImplant
Run -1000 cal. #discount

TwitterImplant
Nicotine +1 mg #penalty

HEALING GAME

A PLAYFUL SMART PILL



SOCIAL

PLEASURE

PURPOSE



LATRO LAMP

ECO FRIENDLY LAMP
POWERED BY ALGAE



SOCIAL

CONSERVATIVE

PURPOSE



RAYFISH SHOES

GROW YOUR OWN SNEAKER
WITH BIO CUSTOMIZATION



INDIVIDUAL

PROGRESSIVE

PLEASURE



GROW YOUR OWN AT WWW.RAYFISH.COM



WWW.NANOSUPERMARKET.ORG

150.000 VISITORS DURING EUROPEAN TOUR

**THE ROBOTS
ARE COMING!**

FACT

**ROBOTS
BECOME SMARTER
CHEAPER & MORE
RELIABLE**

CONCLUSION?

**ROBOTS
WILL TAKE
OUR JOBS?**





ADVISE

**DON'T WORK
AGAINST, BUT WITH
THE ROBOT**



**NEW JOBS WHERE
PEOPLE & ROBOTS
MERGE**

EXO-SKELETON MOVER

feather light, heavy lifter



REALISTIC

CONVENTIONAL

PHYSICAL



SUPERSMART HANDYMAN

Knows how to fix it




REALISTIC

CONVENTIONAL

PHYSICAL



● SCREEN RECORDING

31% 

STRUCTURE
SCANNER
ACTIVE

SEARCHING FOR DEFECT





FARM DIRECTOR

manages the farm



REALISTIC

CONVENTIONAL

PHYSICAL



HUBBOT

ORGAN DESIGNER

upgrades your body



ARTISTIC

INTELLECTUAL

SOCIAL



STREET KNITTER

easy bricklaying



REALISTIC

CONVENTIONAL

PHYSICAL







SHIVA PHYSIOTHERAPIST

**six-handed massage
with human touch**



SOCIAL

PRACTICAL

PHYSICAL



HUBOT





VORGEN
STALLER

VAGANCIES

Wacht s'istubheft.
Er'at spoedig, een
kassa vry zyn.





CANCIES



BOT







HUBOT

Dank voor je bezoek aan HUBO

Datum: 20/10/2017 10:16:45
U bent geholpen door M240

Schikant
Roos

Wou u nog wat a receipt?

Door aan kant het beste bij u 132%

Remote supportener

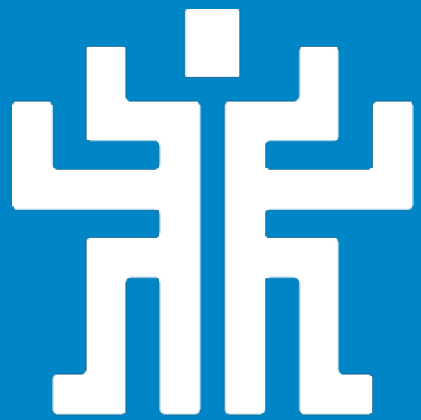
Je bent officieel ingeschreven
voor dit ontwerp. Je ontvangt
van ons zodra de baan is

Vandaag hebben 4 van
verschillende zij de

Bezoek je op
www.hubo.nl



[HUBOT.ORG/JOBTEST](https://hubot.org/jobtest)



HUBOT

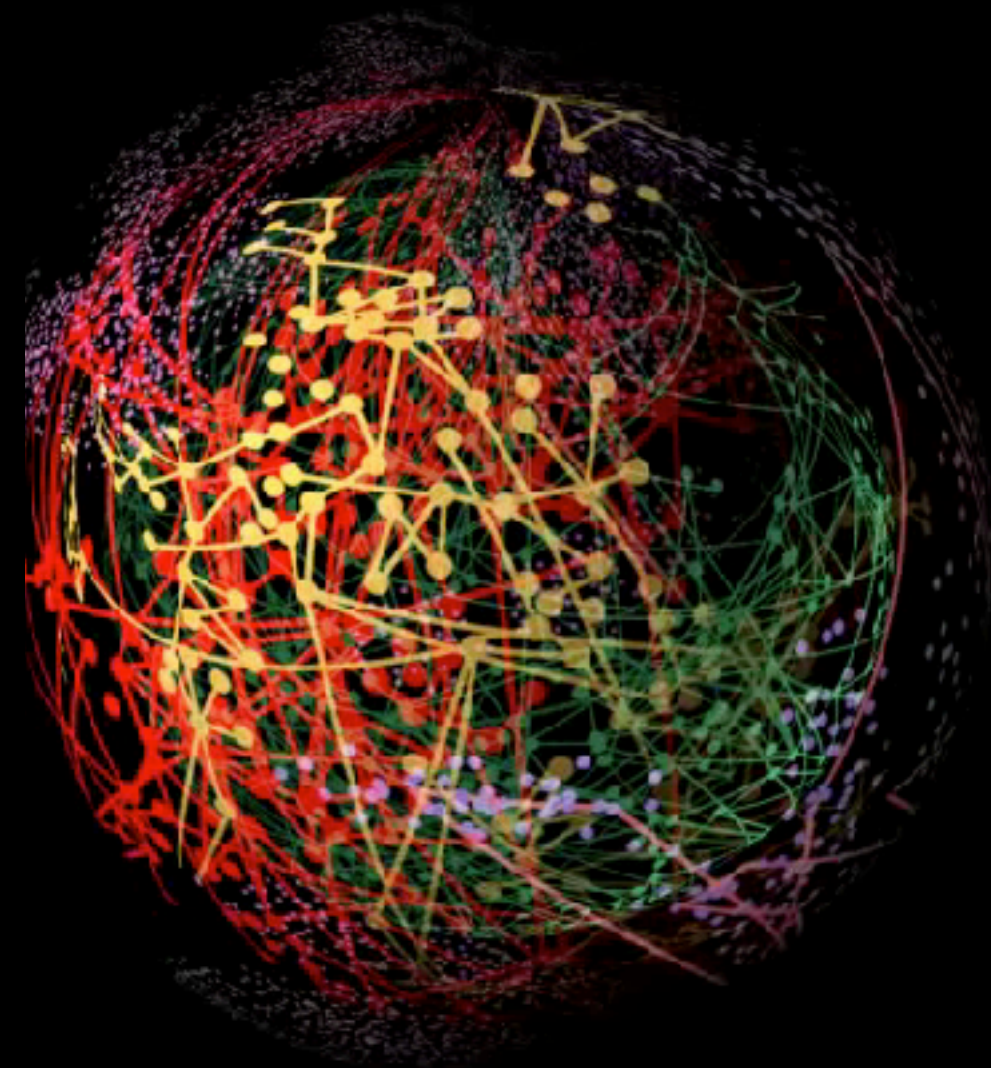


WWW.HUBOT.ORG

THE JOBS ARE FICTIONAL, THE DEBATE IS FACT




THE PLANET



TECHNOSPHERE

**EVOLUTION
GOES ON**









Papilio Nike-Ulysses (USA)





CARHENGGE - JIM REINDERS

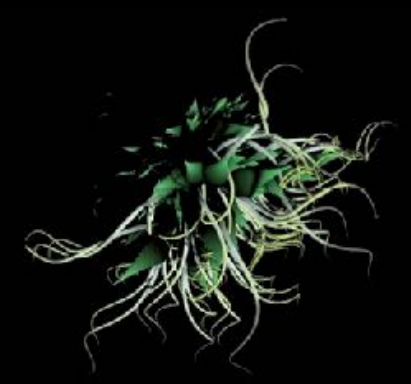
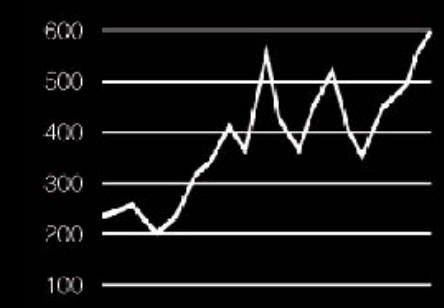
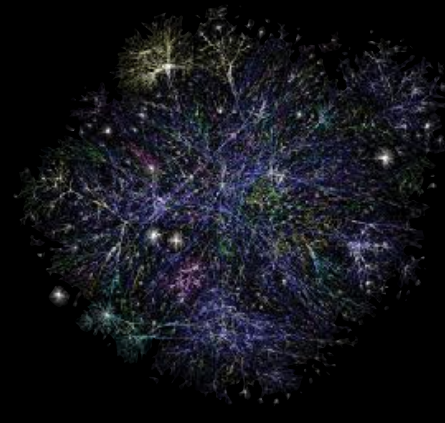
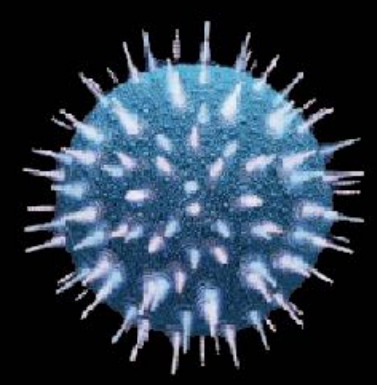


OVERSTEPPING - JULIE RAPP

BORN AND
MADE
ARE FUSING

**NATURE AND
CULTURE
ARE FUSING**

**NATURE AND
CULTURE
ARE SHIFTING**



BORN

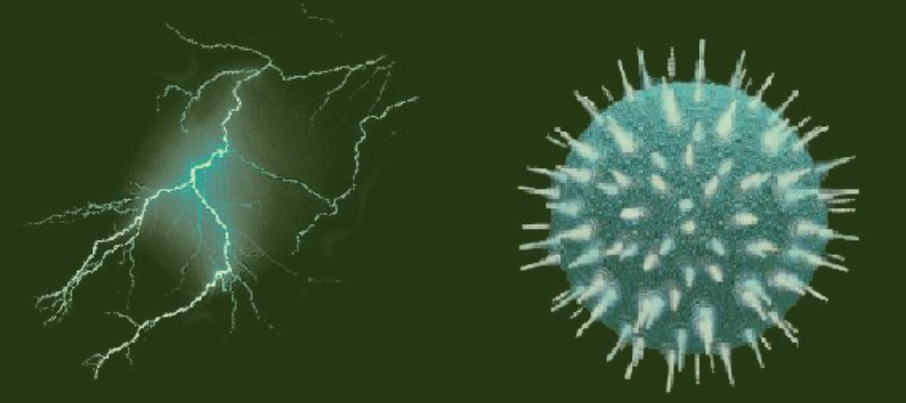
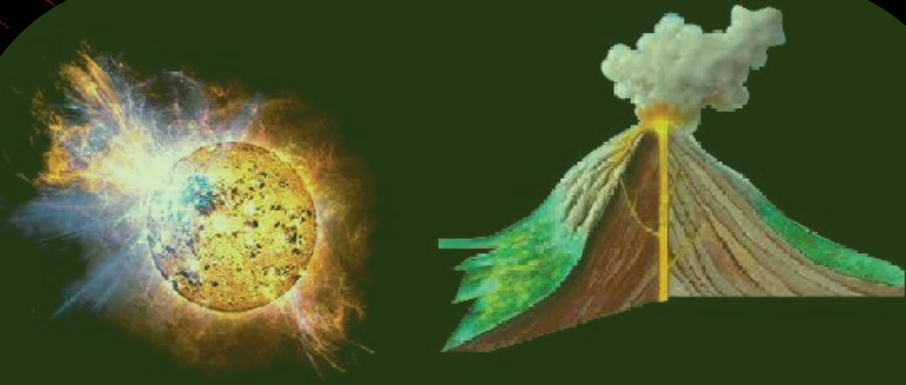
MADE



BEYOND CONTROL

CONTROLLED

Old view:
Everything
that is Born

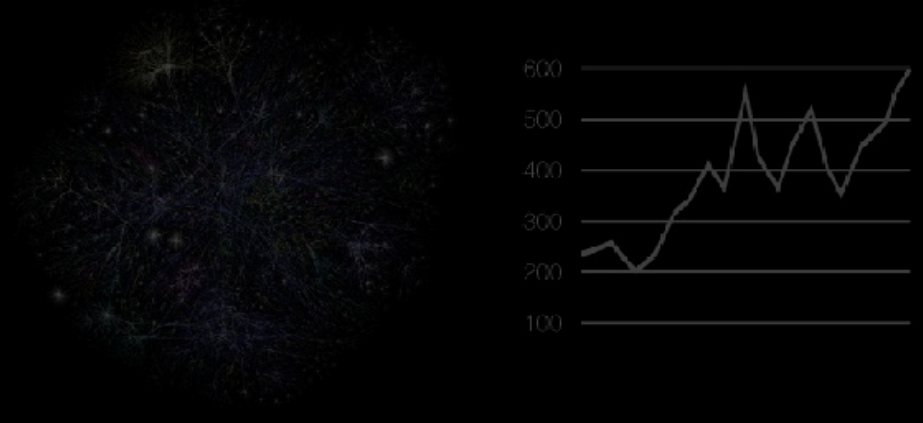


BORN



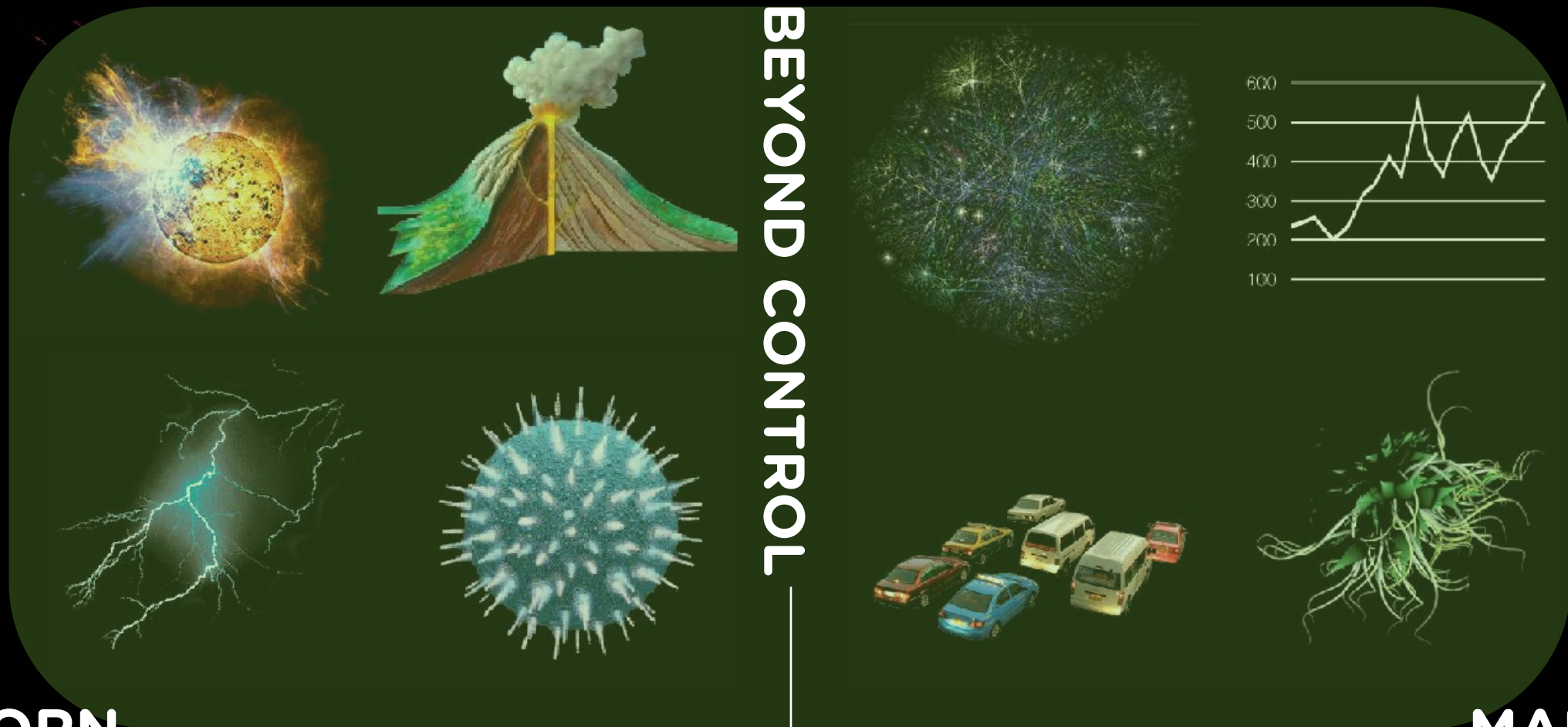
BEYOND CONTROL

CONTROLLED



MADE





**New view on Nature:
Everything
Beyond
Control**

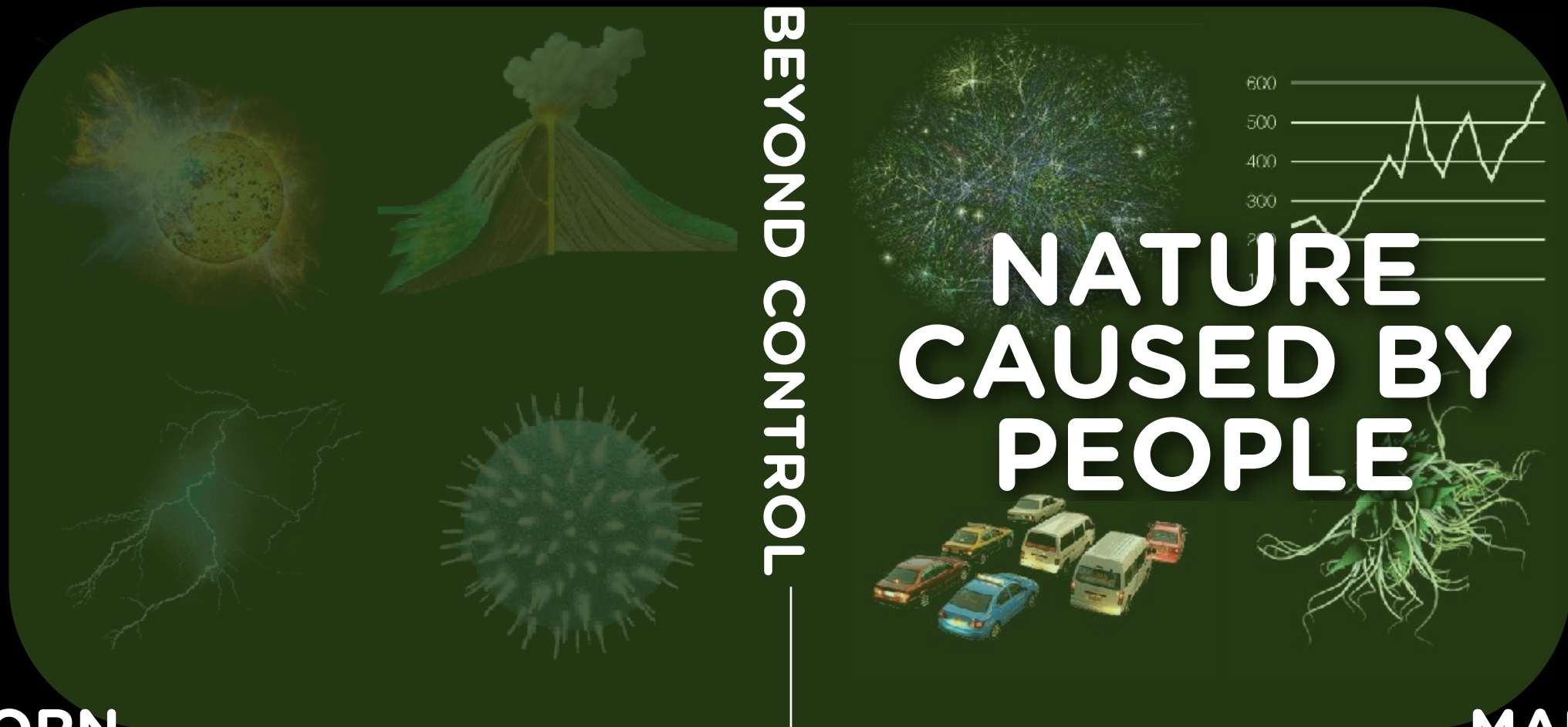
BEYOND CONTROL

BORN

MADE



CONTROLLED



BEYOND CONTROL

NATURE CAUSED BY PEOPLE

New view on
Nature:
Everything
Beyond
Control

BORN

MADE



CONTROLLED



**GARDEN
OF EDEN**

BORN



**HYPERNATURAL
RESORT**

BEYOND CONTROL

CONTROLLED



**TECHNO
FAVELA**

MADE



**MODERNIST
DREAM**

NEXT NATURE HABITAT VR

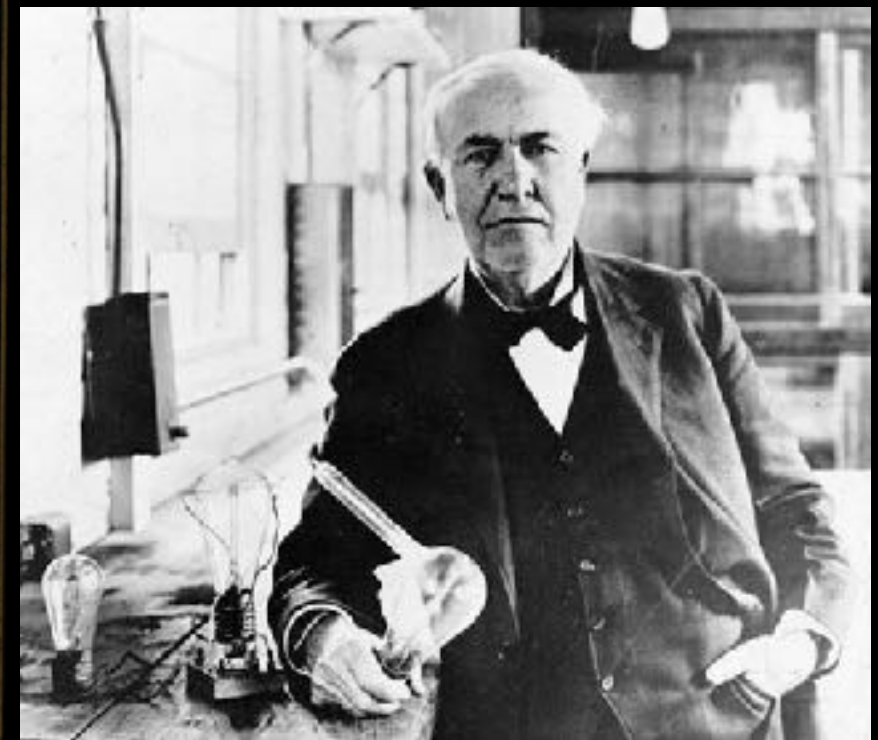
A Virtual Architecture Journey



**HOW TO LIVE
IN THE NEXT
NATURE?**



ELECTRIC LIGHT



YOUR GRAND-GRAND-PARENTS NEW MEDIA

AGRICULTURE



10.000 YEARS AGO THIS WAS A TECHNOLOGICAL REVOLUTION

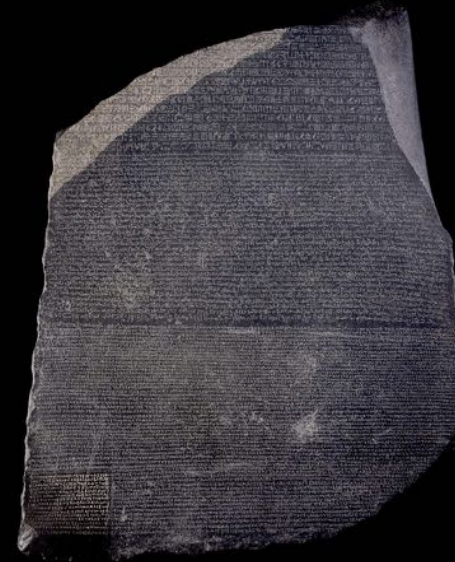
HUMANS ARE TECHNOLOGICAL BY NATURE



3 MLN YEARS BC



300.000 BC



3.000 BC



TODAY



19.000 BC



4.000 BC



600 BC



1850 DC

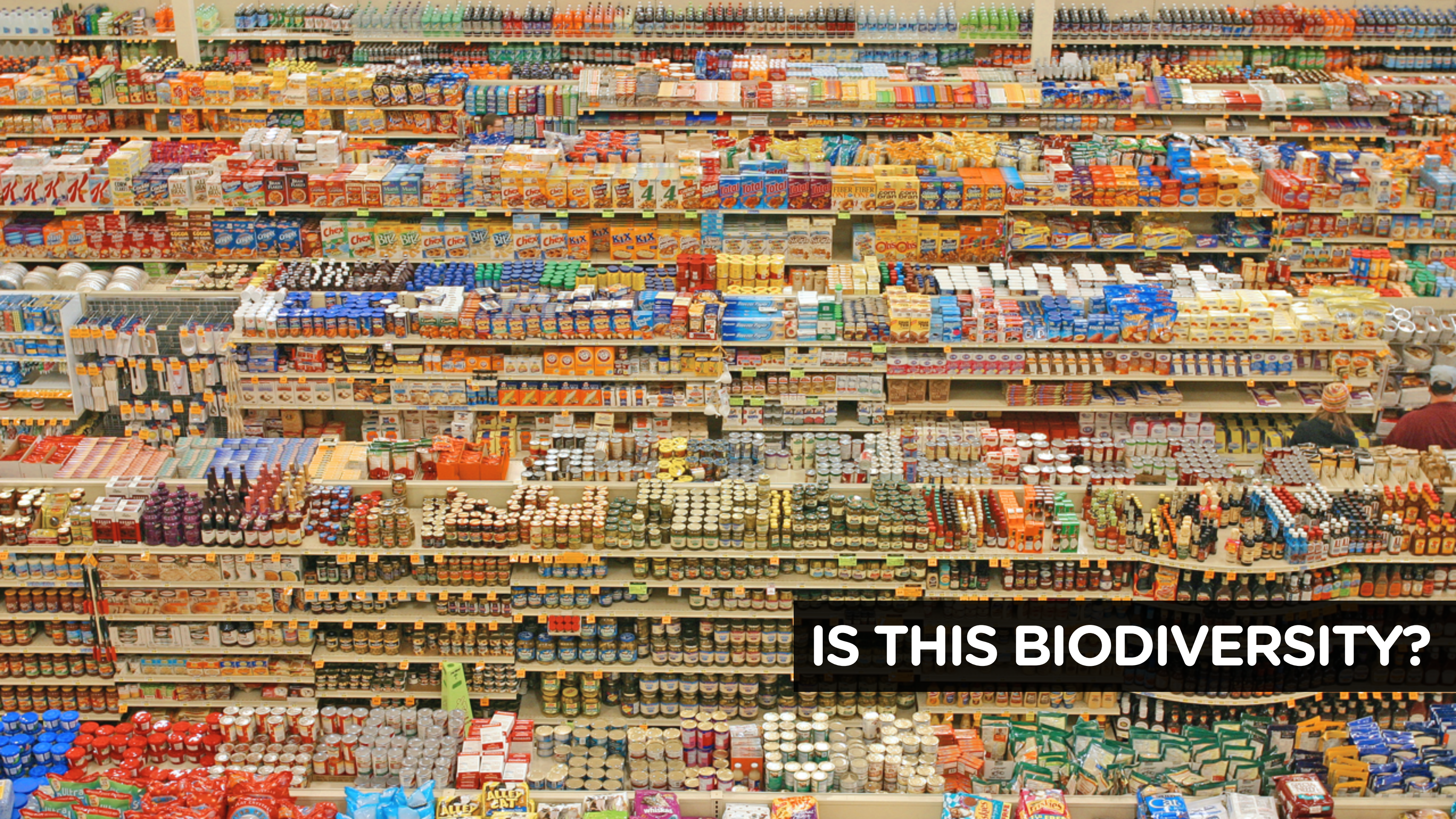
HUMANS ARE TECHNOLOGICAL BY NATURE



**NATURE CHANGES
ALONG WITH US**



IS THIS EVOLUTION?



IS THIS BIODIVERSITY?



IS THIS AN ECOSYSTEM?

A FLOCK OF VISAS - IMAGE: BRUCE MAU

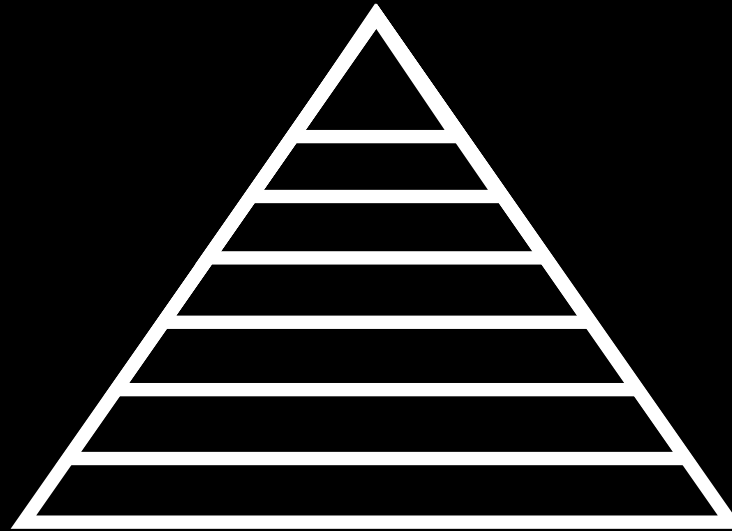


IS THIS ARCHITECTURE?

ROOT BRIDGES in INDIA



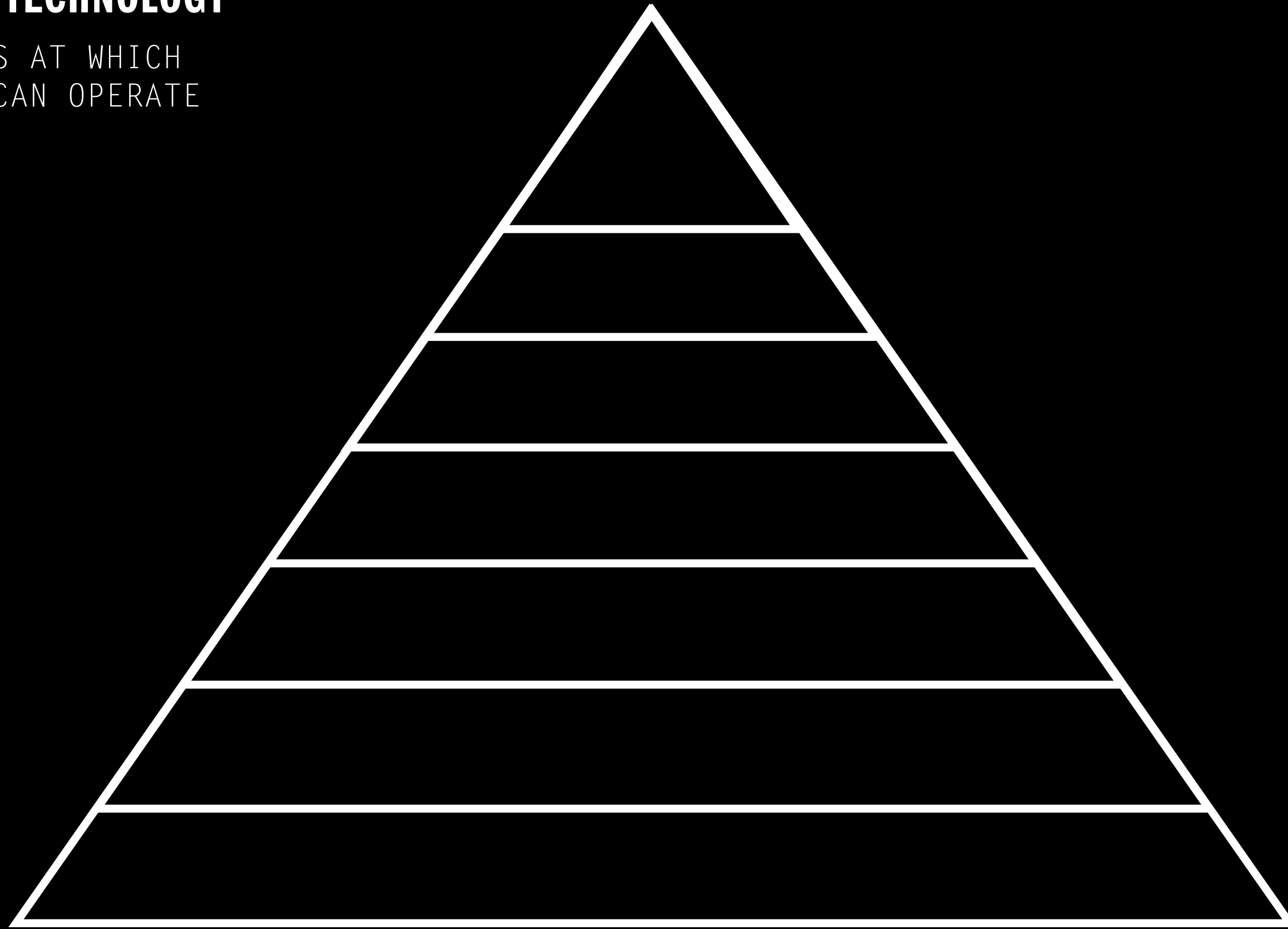
**IS THIS A NATURAL
PHENOMENON?**



PYRAMID OF TECHNOLOGY

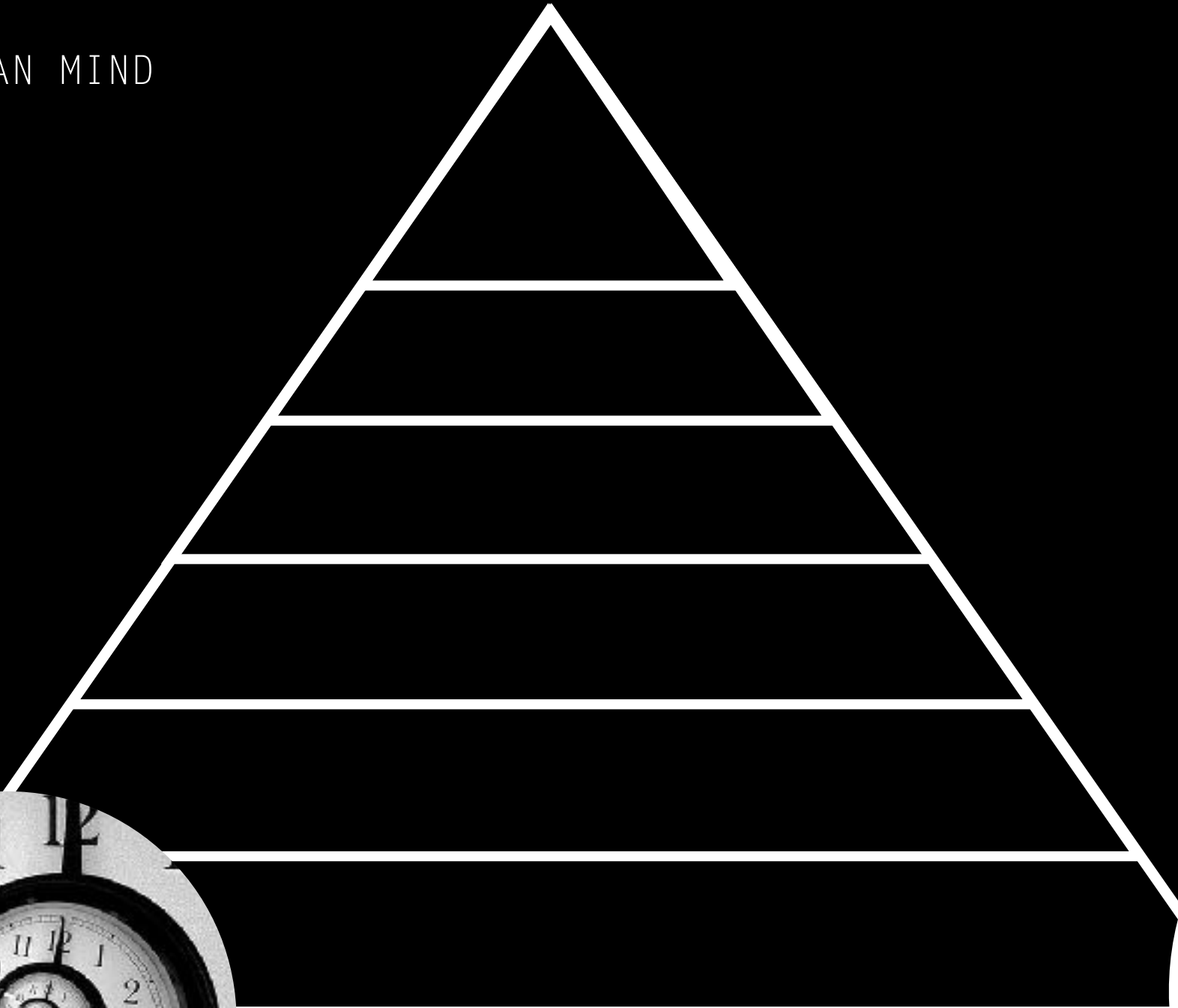
PYRAMID OF TECHNOLOGY

SEVEN LEVELS AT WHICH
TECHNOLOGY CAN OPERATE



1. ENVISIONED

IDEA EXISTS IN THE HUMAN MIND



ENVISIONED

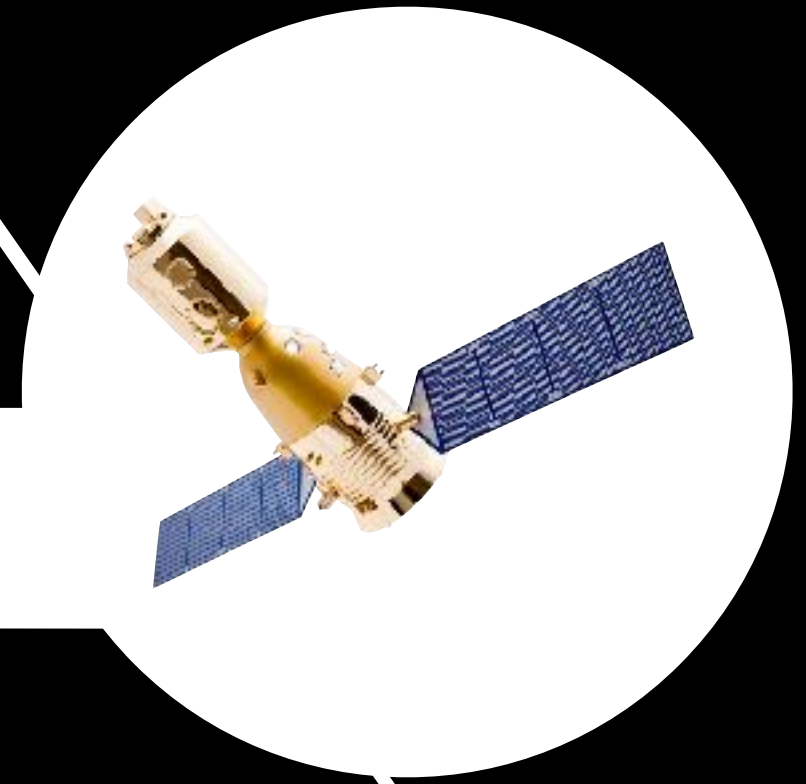


2. OPERATIONAL

WORKING PROTOTYPE EXISTS

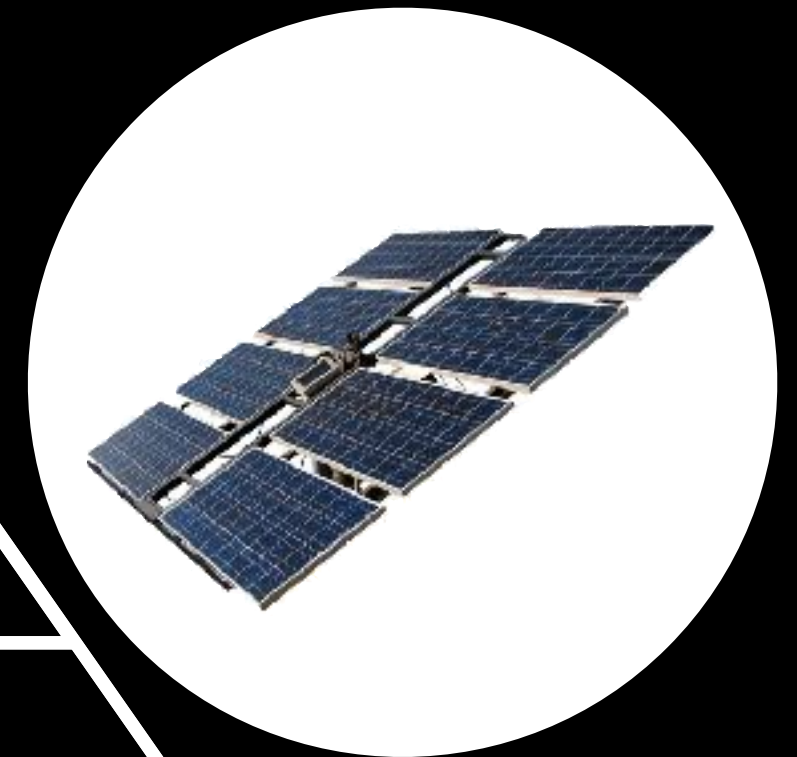
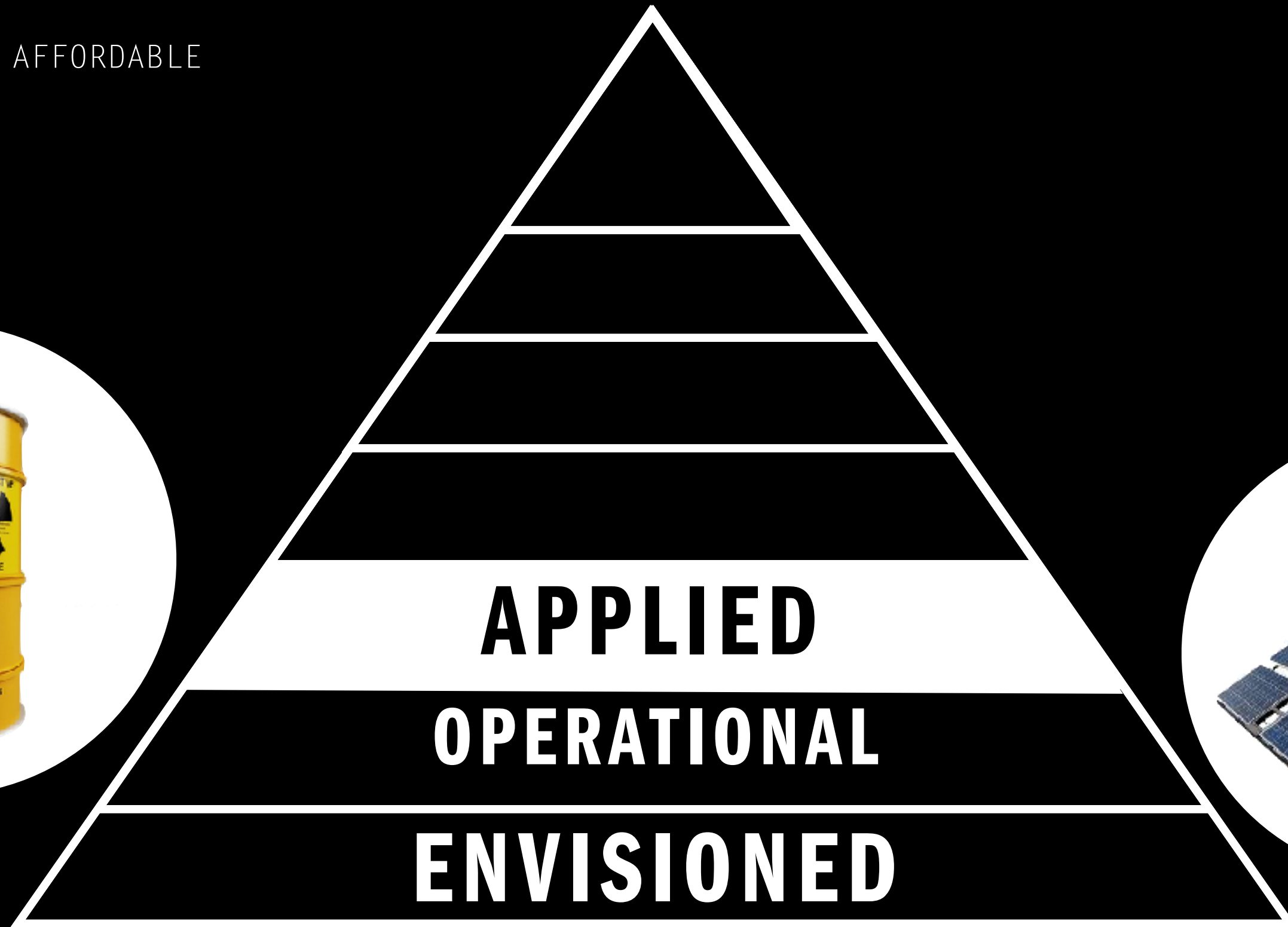


OPERATIONAL
ENVISIONED



3. APPLIED

AVAILABLE & AFFORDABLE



4. ACCEPTED

PART OF EVERYDAY LIFE



ACCEPTED

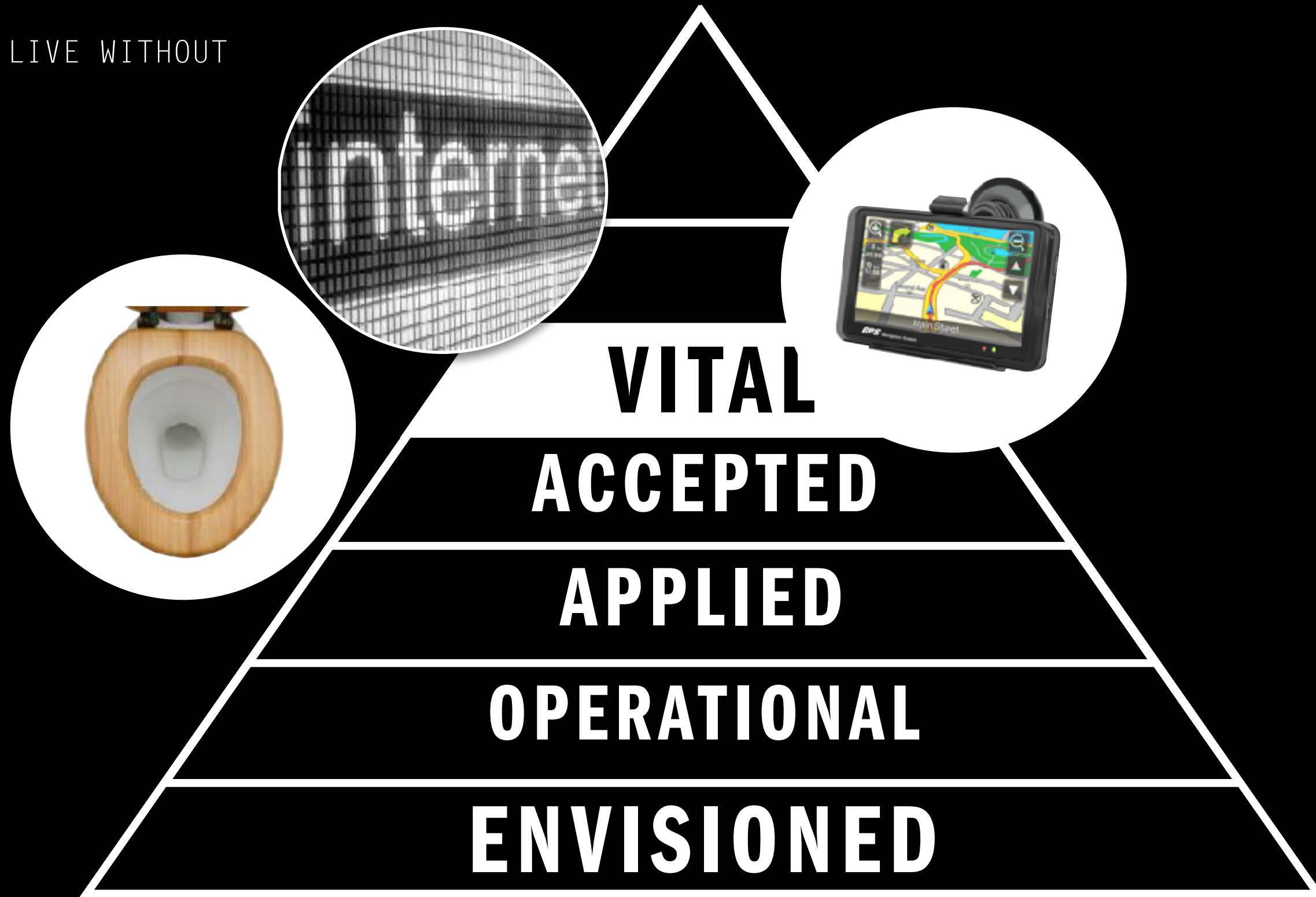
APPLIED

OPERATIONAL

ENVISIONED

5. VITAL

HARD TO LIVE WITHOUT



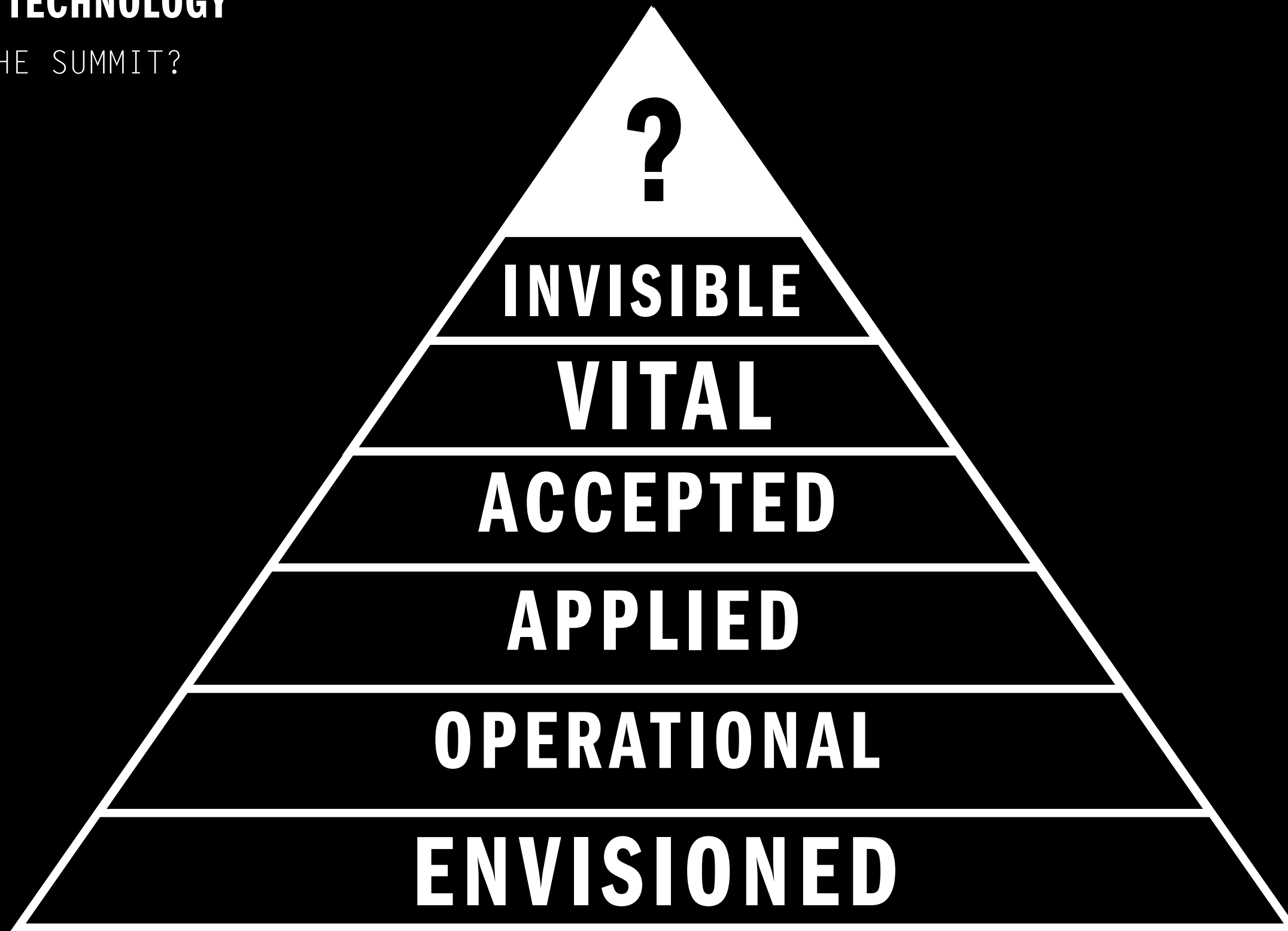
6. INVISIBLE

NOT EXPERIENCED AS TECHNOLOGY



PYRAMID OF TECHNOLOGY

WHAT'S AT THE SUMMIT?



7. NATURALIZED

INDISTINGUISHABLE FROM NATURE



NATURALISED

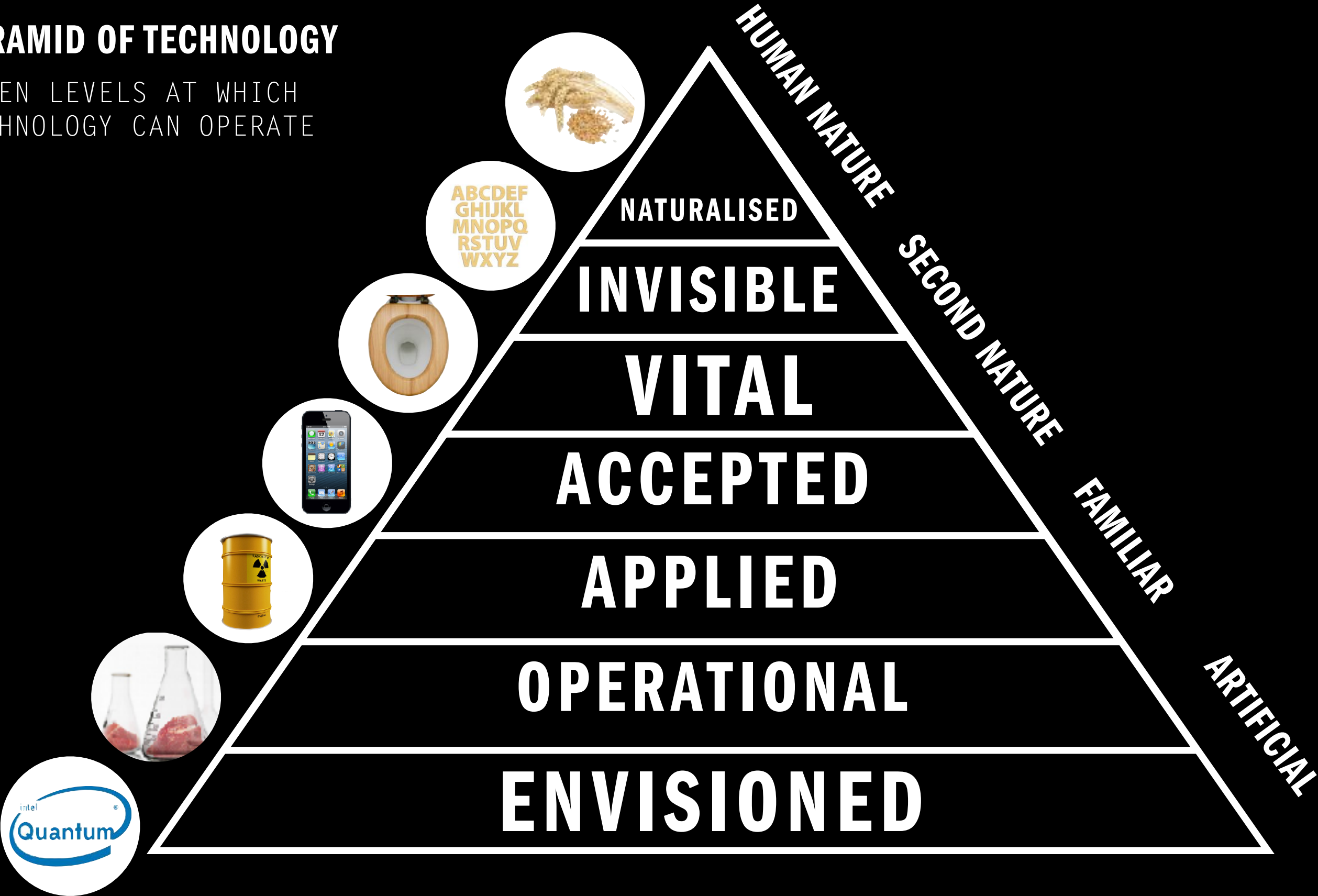
INVINCIBLE

OPERATIONAL

ENVISIONED

PYRAMID OF TECHNOLOGY

SEVEN LEVELS AT WHICH
TECHNOLOGY CAN OPERATE



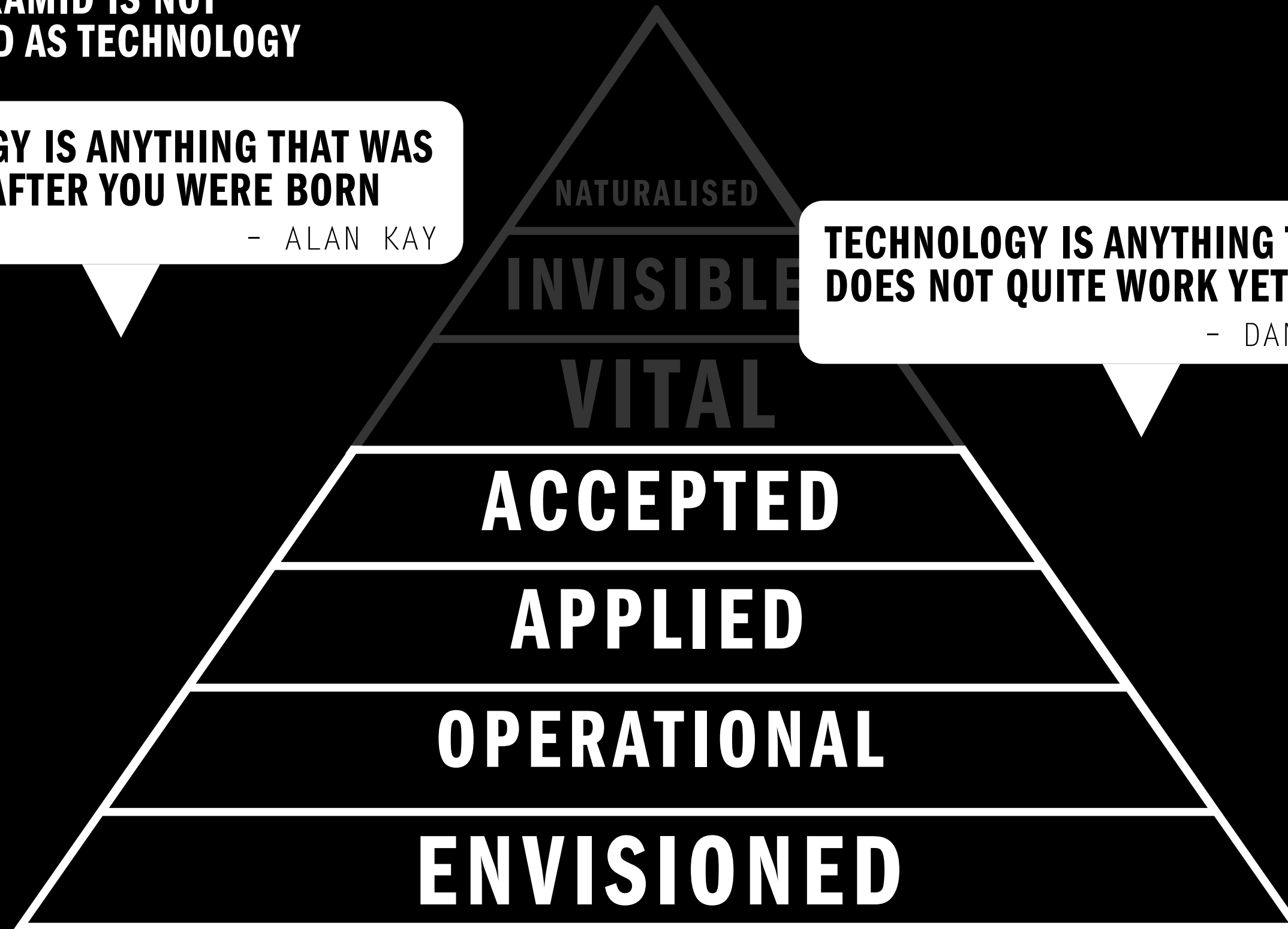
SUMMIT PYRAMID IS NOT UNDERSTOOD AS TECHNOLOGY

TECHNOLOGY IS ANYTHING THAT WAS INVENTED AFTER YOU WERE BORN

- ALAN KAY

TECHNOLOGY IS ANYTHING THAT DOES NOT QUITE WORK YET.

- DANNY HILLS



WHY SETTLE FOR PARTIAL SOLUTIONS?

We should carry technology to its full potential



INVISIBLE

VITAL

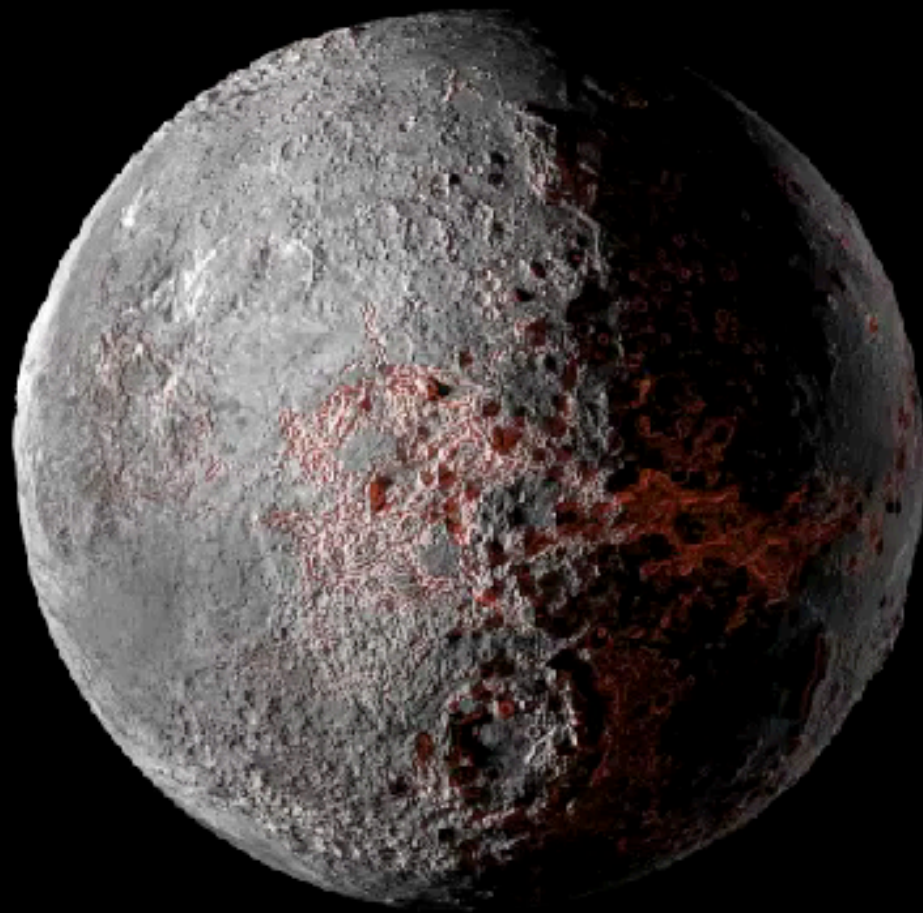
ACCEPTED

APPLIED

OPERATIONAL

ENVISIONED

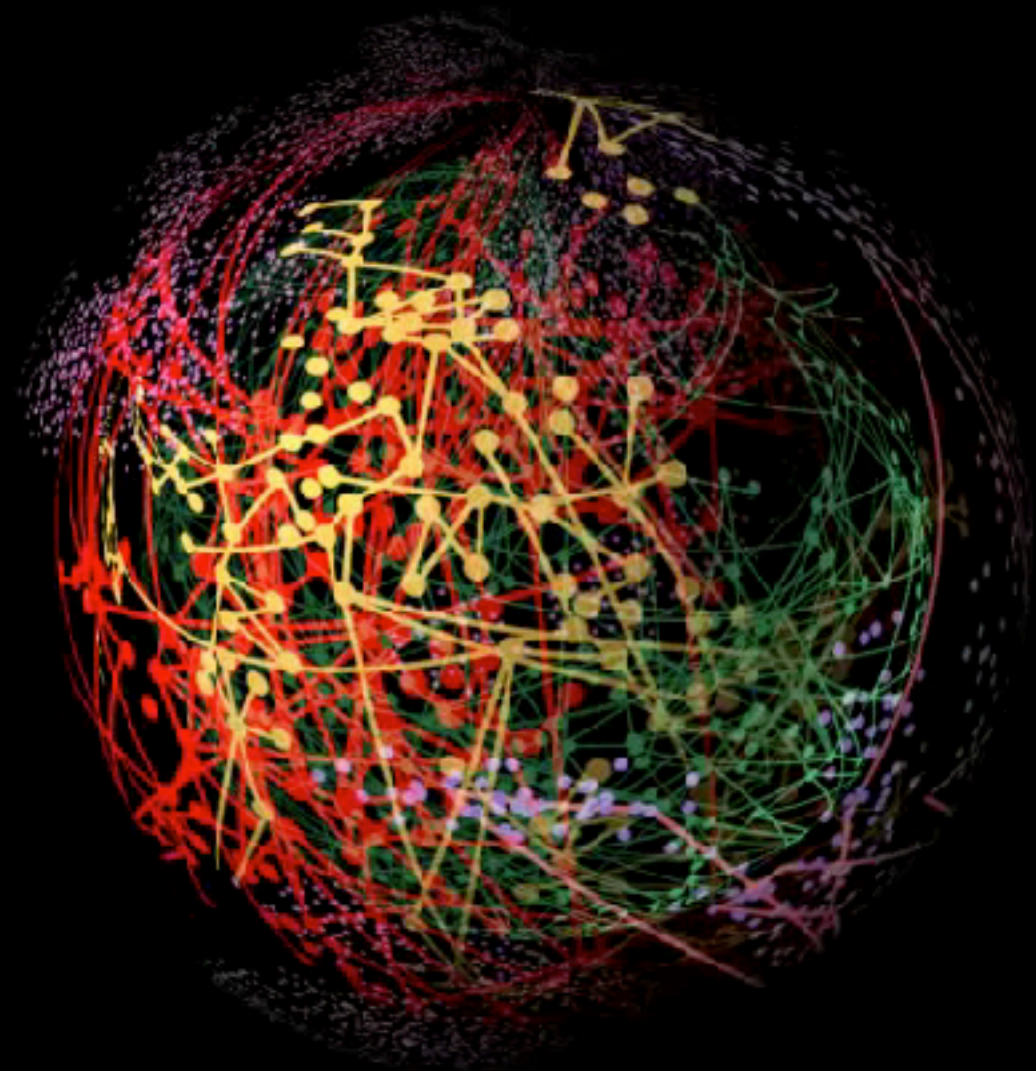
**FORWARD
TO NATURE!**



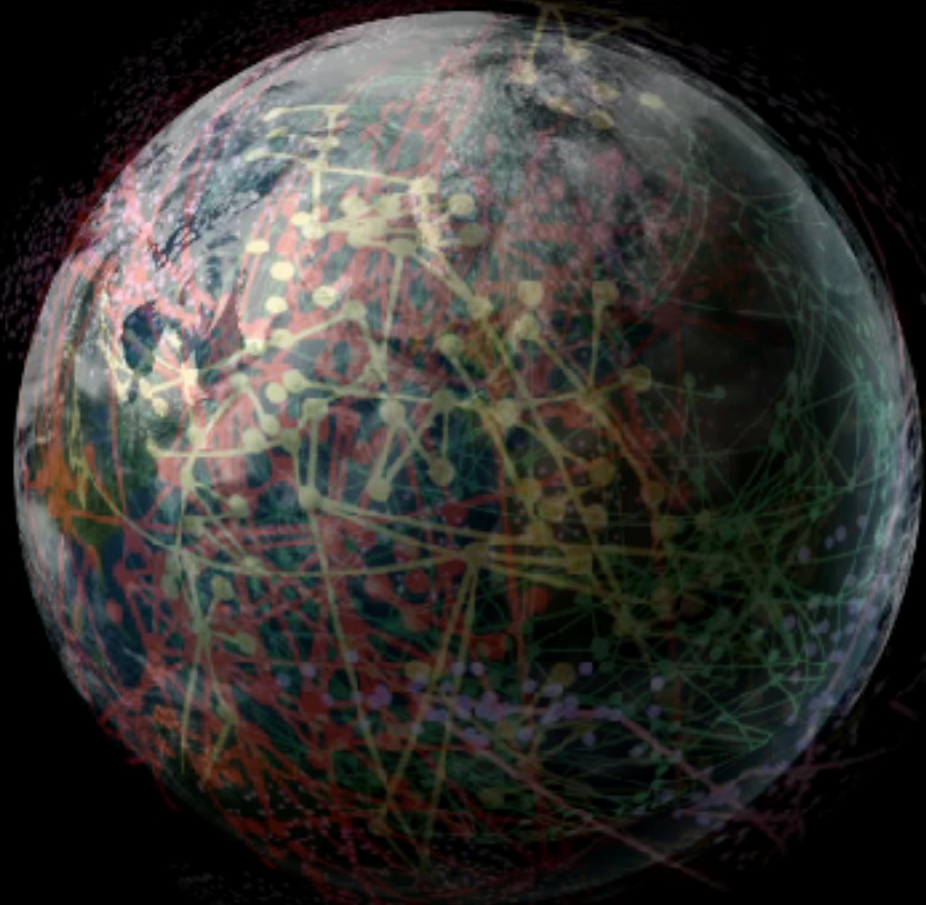
GEOSPHERE



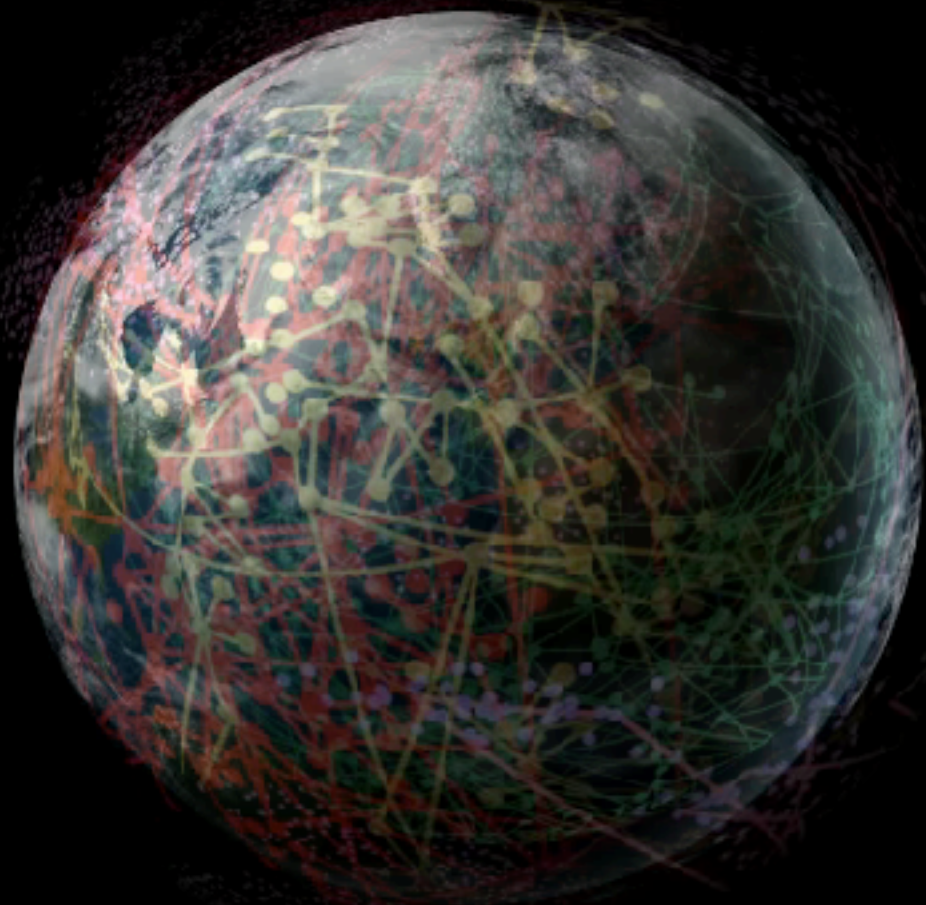
BIOSPHERE



TECHNOSPHERE



OUR PLANET



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