



Future Learning In

NEXT NATURE

19 april 2018
Hendrik-Jan Grievink
Designer

#Jaarcongres2018

NN
nextnature
network







MOSCOW



**GREEN
LAND**

ICE LAND

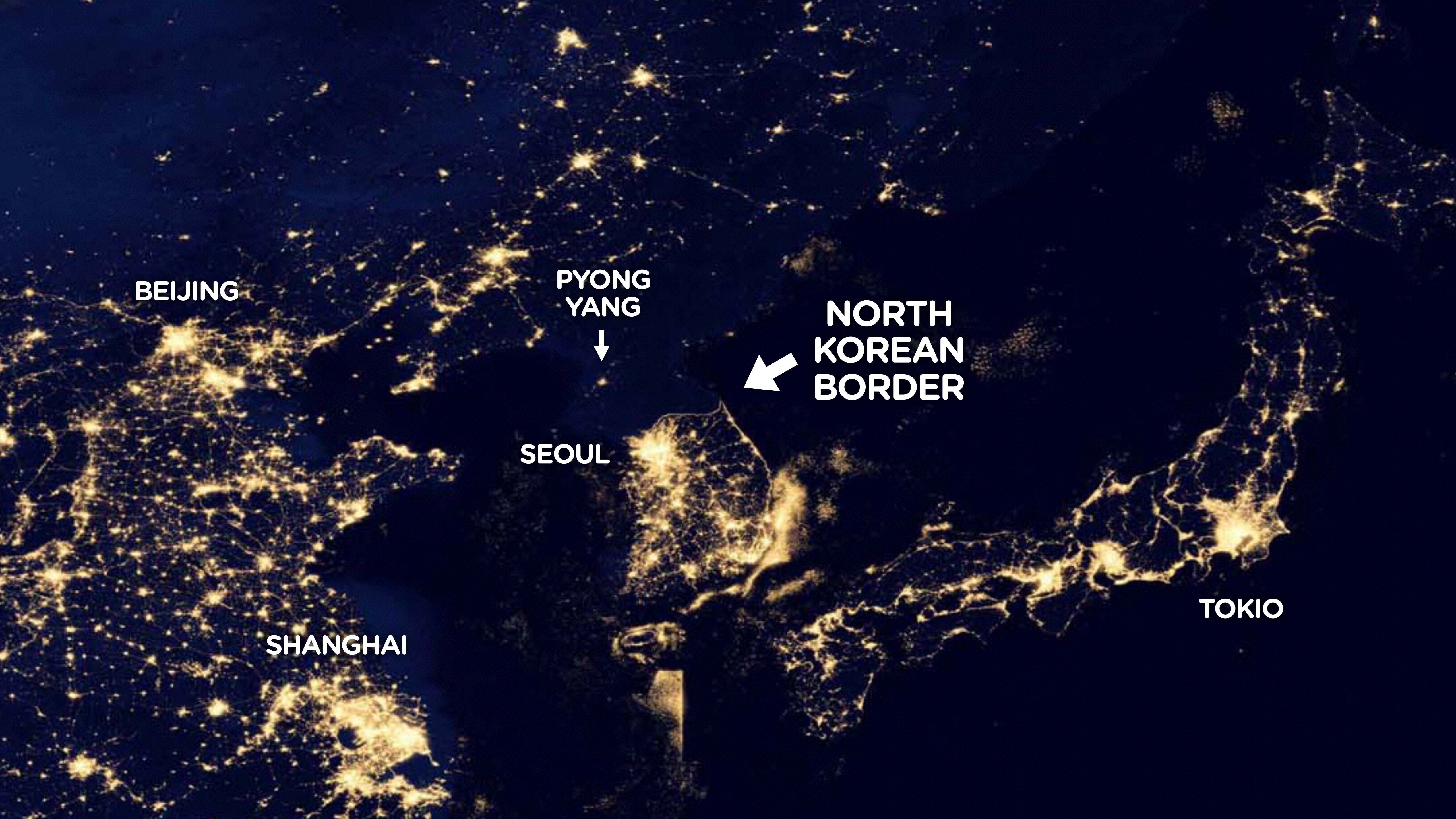
A satellite night-time photograph of the Amazon rainforest. The dense forest is represented by a dark, textured blue area. Scattered throughout the forest, particularly along the edges and in some central clusters, are numerous bright yellow and orange lights, which are the result of human settlements and deforestation. The lights are most concentrated along the northern and eastern borders of the forested area.

AMAZON FORREST



**SAHARA
DESERT**

**NILE
RIVER** →



BEIJING

PYONG
YANG



NORTH
KOREAN
BORDER



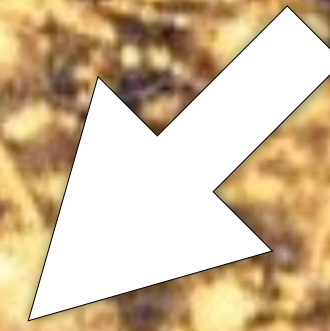
SEOUL

SHANGHAI

TOKIO



**WE ARE
HERE**



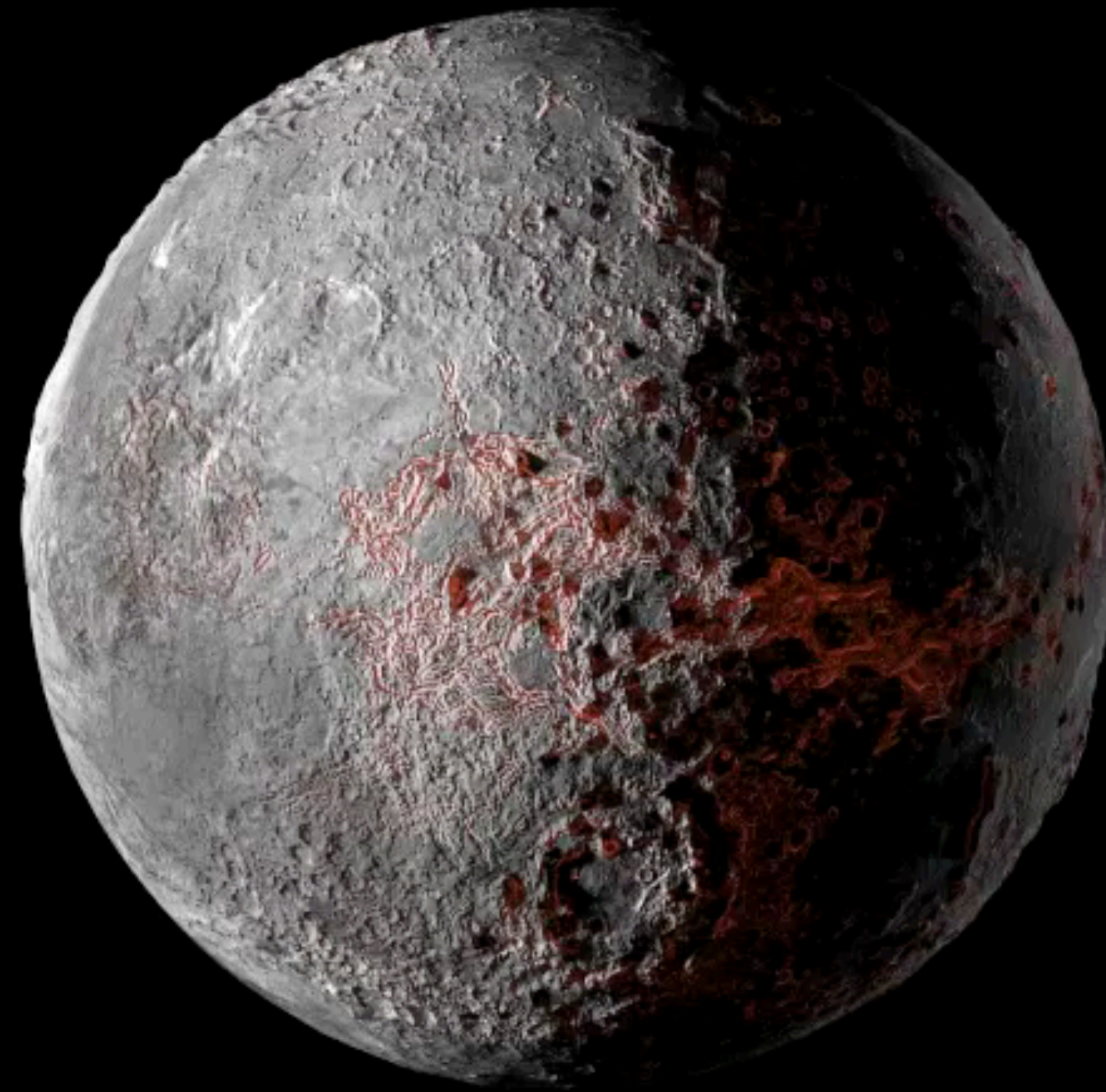
Niederlande

Nordrhein-Westfalen

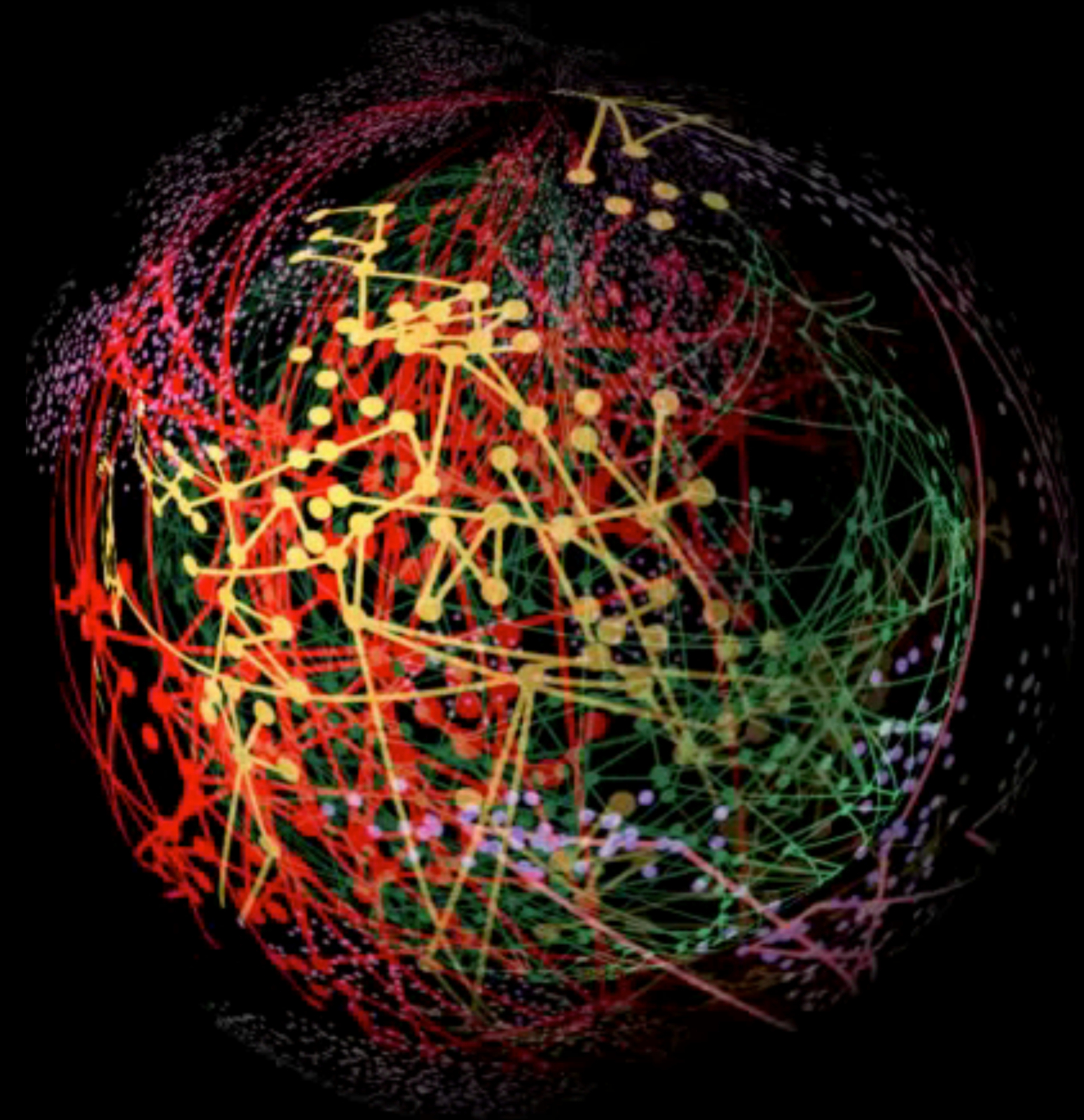
Belgien

Nord-Pas-de-Calais

Rheinland-Pfalz



THE PLANET



TECHNOSPHERE

What's the least natural thing in this room?



**EVOLUTION
GOES ON**

Do 'authentic'
natural experiences
still exist?





Our natural
environment has
largely been replaced
by technology...



Our technological
environment
becomes a nature
of its own...




Traditional notions of nature
have to be reconsidered...

**NATURE
BECOMES
CULTURE**

**CULTURE
BECOMES
NATURE**

**THE BORN
AND THE MADE
ARE FUSING**

A solid pink horizontal bar is located at the bottom of the image, spanning a portion of the width.

BORN

MADE

BEYOND CONTROL



CONTROLLED

BORN

MADE

MADE

BEYOND CONTROL



CONTROLLED

BORN



MADE

BEYOND CONTROL

CONTROLLED

BORN



MADE

BEYOND CONTROL

CONTROLLED

BORN



MADE

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CONTROLLED



BORN

BEYOND CONTROL

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BEYOND CONTROL

CONTROLLED

MADE

BORN



BEYOND CONTROL



BORN



MADE

CONTROLLED

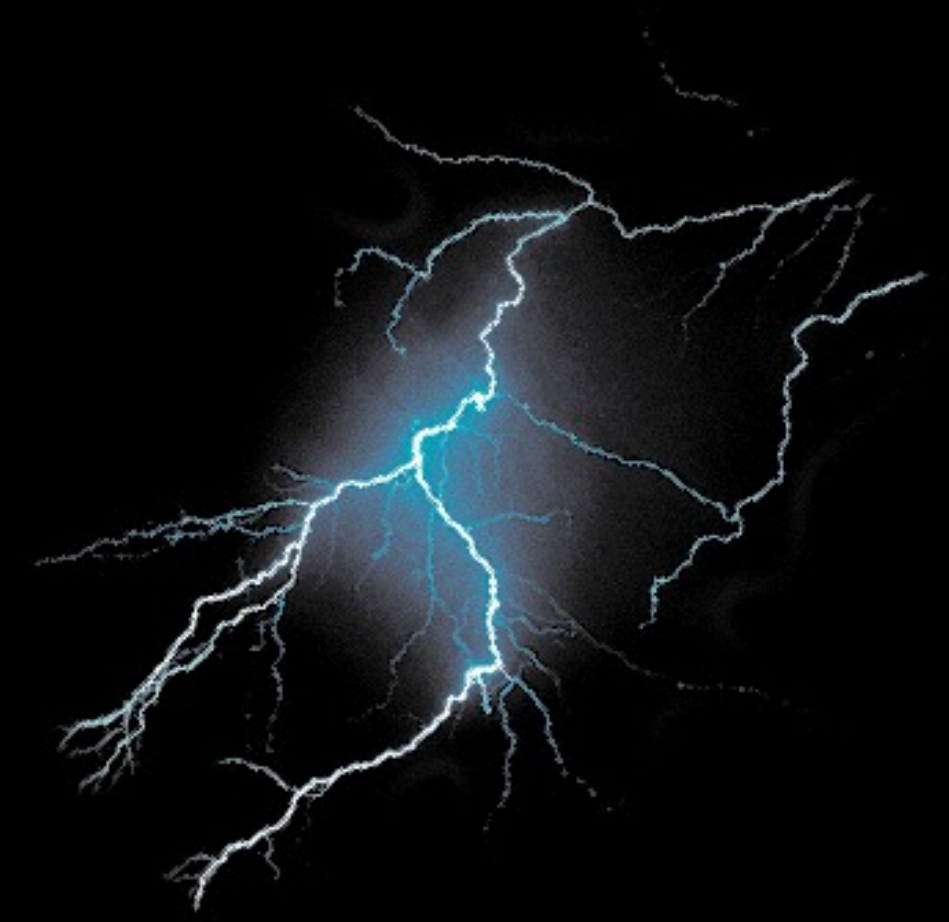


BEYOND CONTROL

CONTROLLED

MADE

BORN



BEYOND CONTROL



CONTROLLED

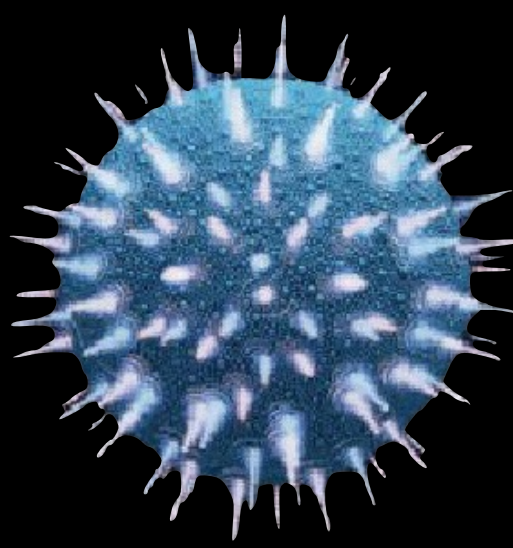
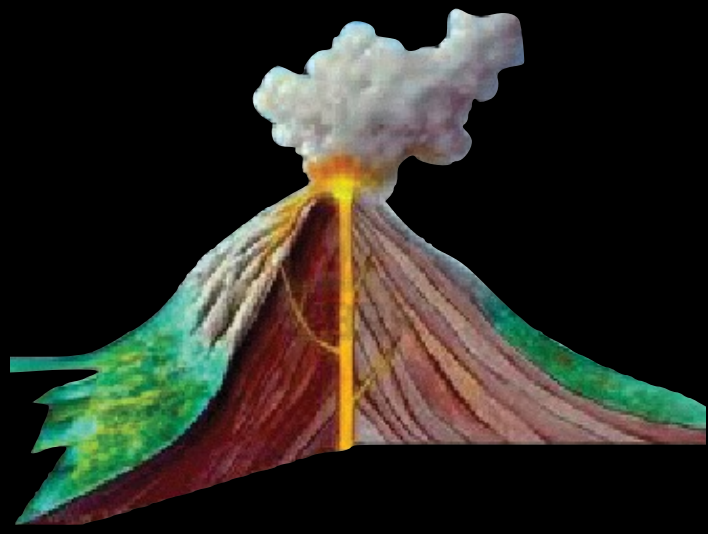


BORN

MADE



BEYOND CONTROL



BORN

MADE



CONTROLLED

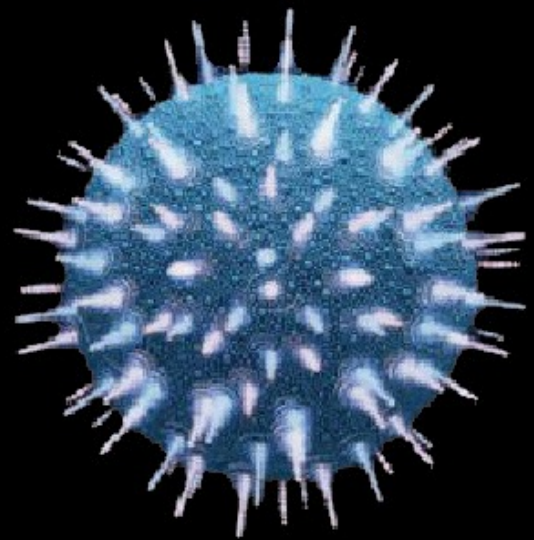
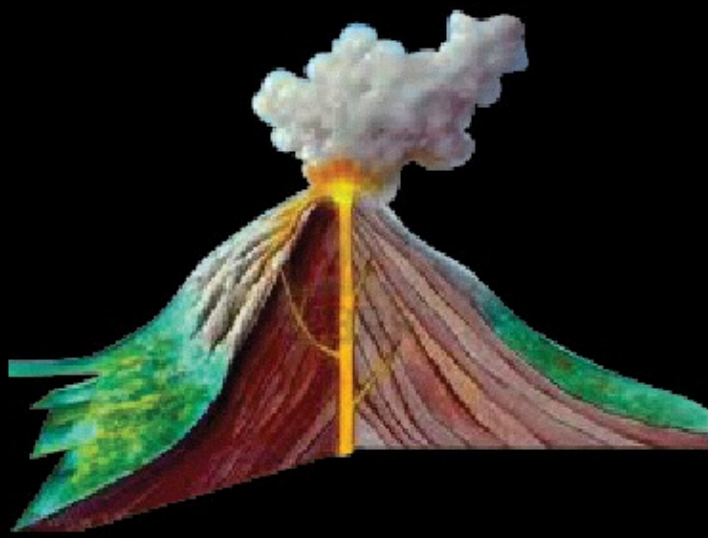




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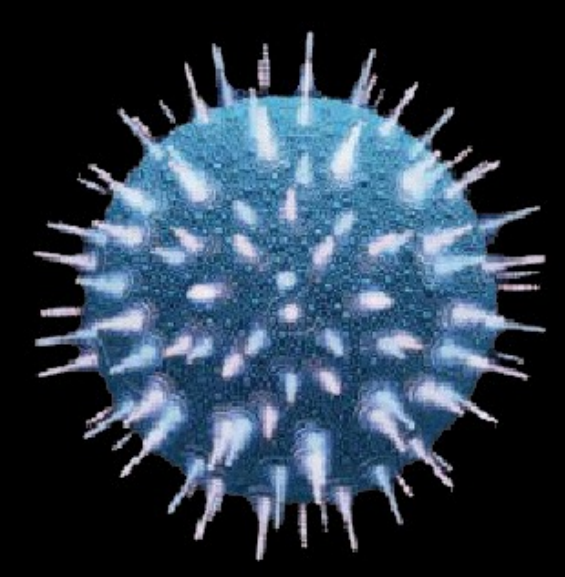
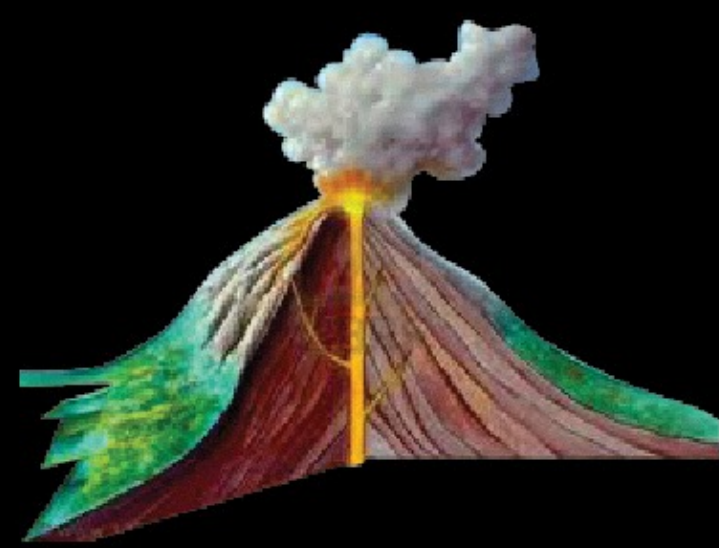
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CONTROLLED



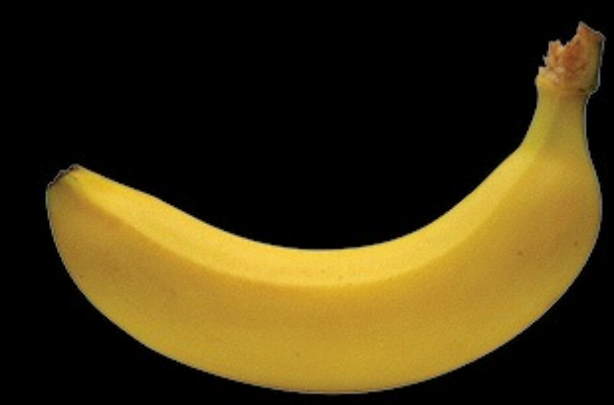
BORN

BEYOND CONTROL



BORN

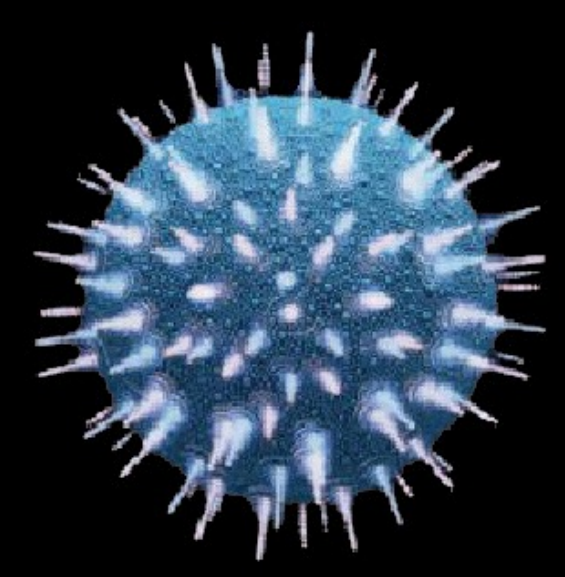
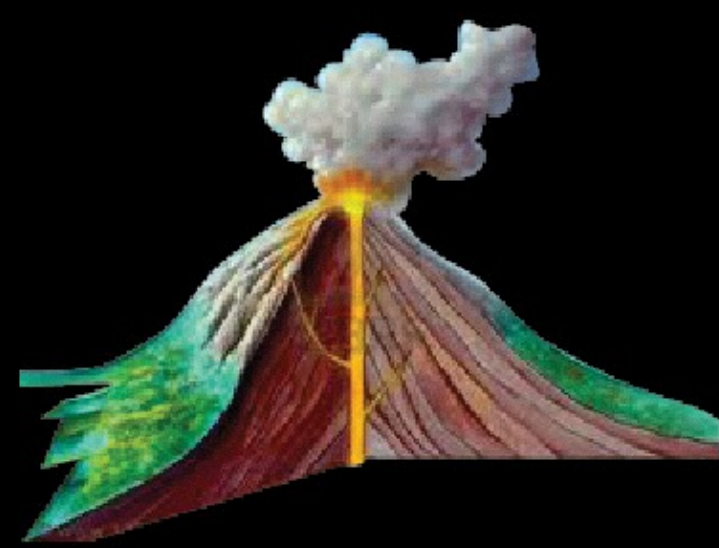
MADE



CONTROLLED



BEYOND CONTROL



BORN

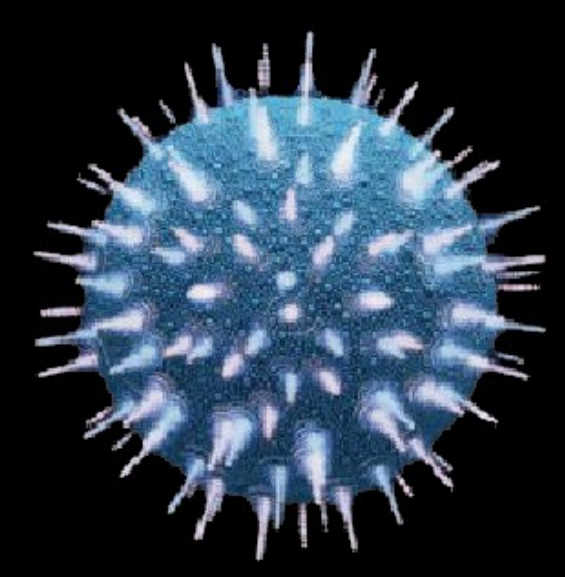
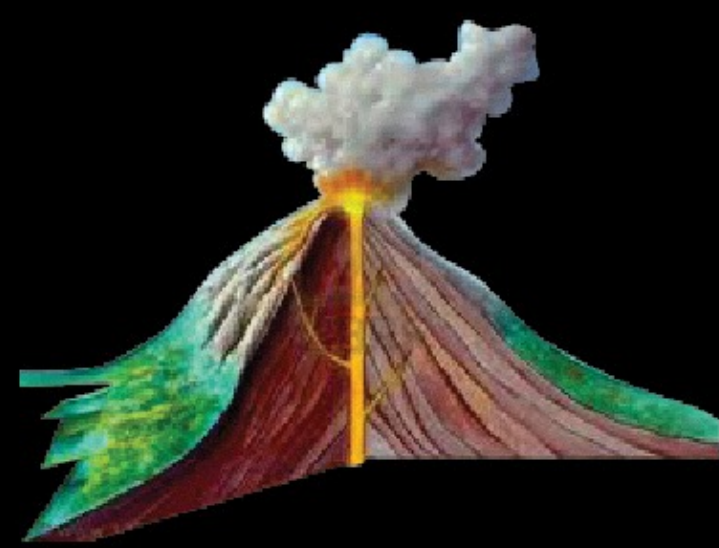
MADE



CONTROLLED



BEYOND CONTROL



CONTROLLED

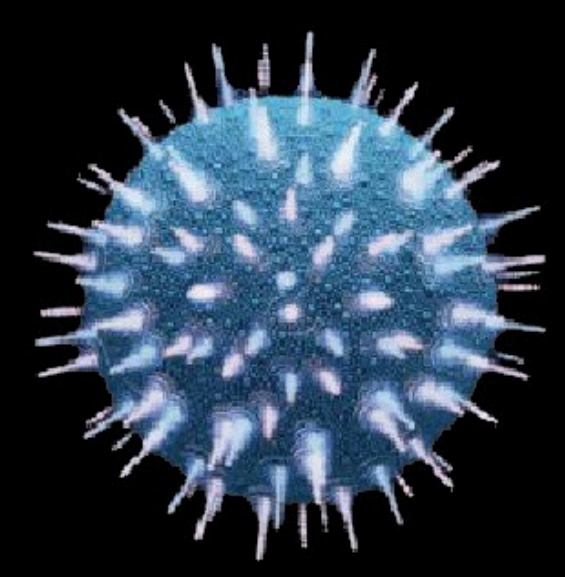
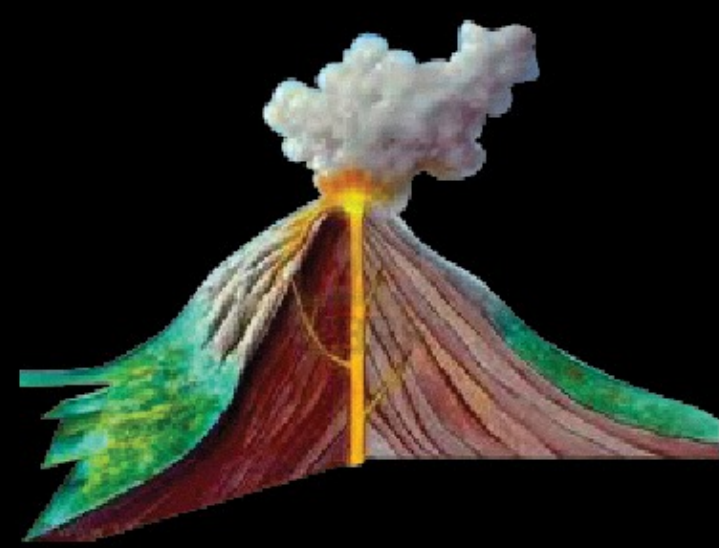


MADE



BORN

BEYOND CONTROL



MADE



CONTROLLED



BORN

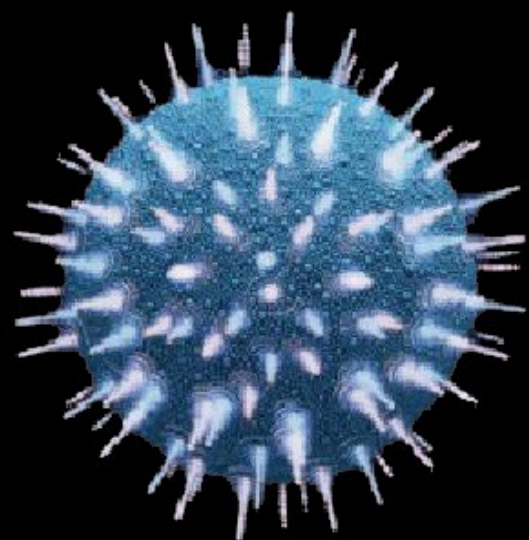
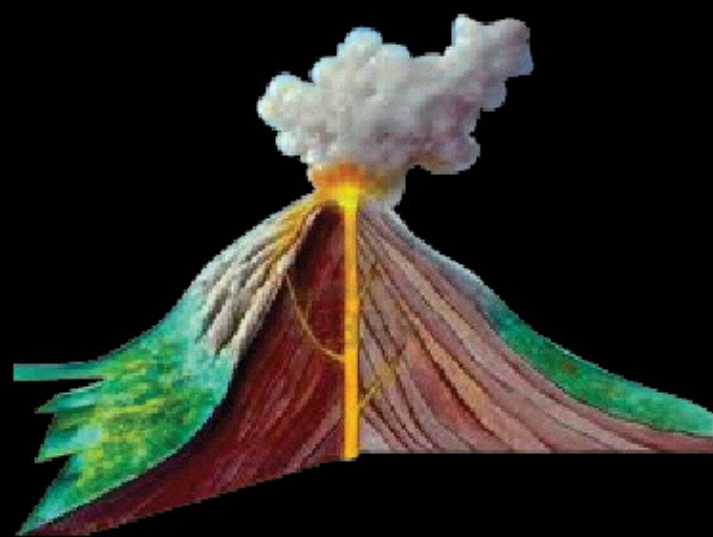


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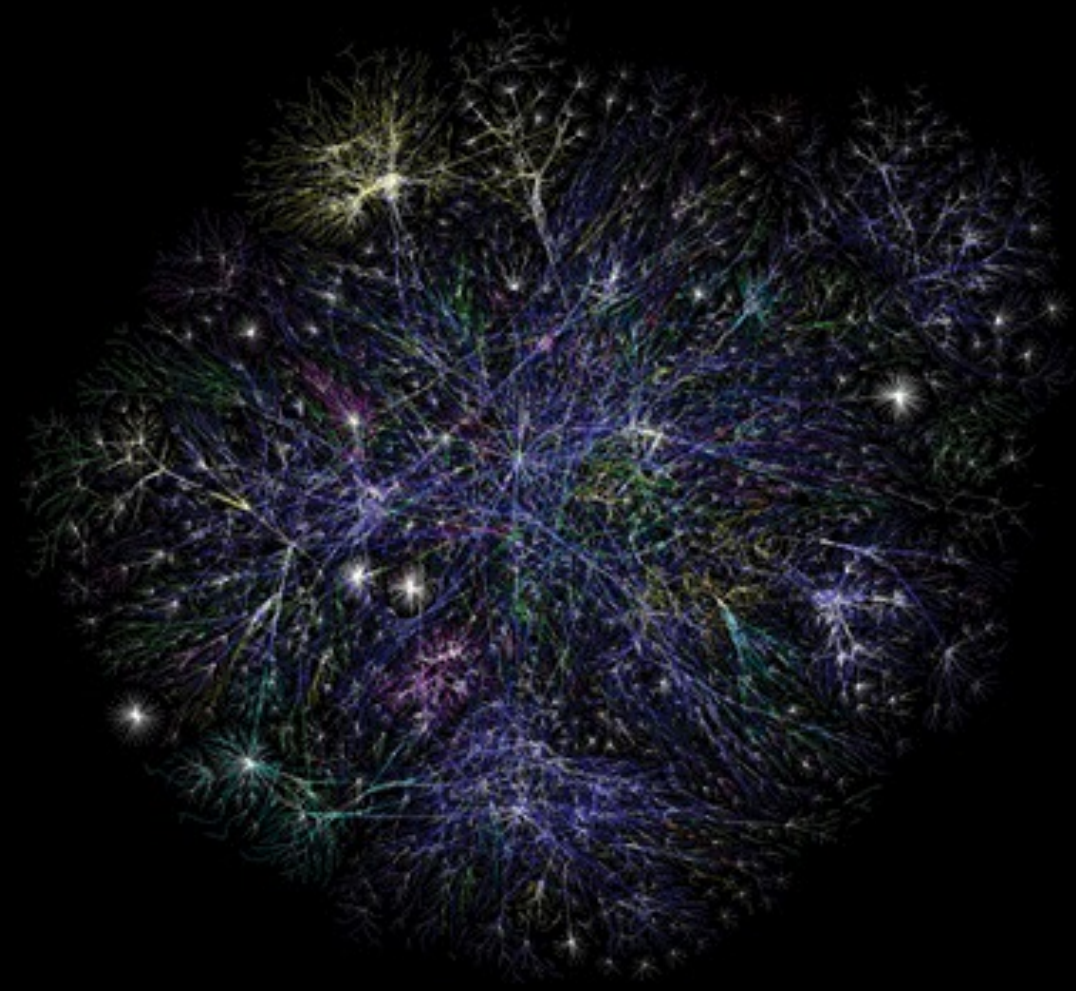


BEYOND CONTROL

CONTROLLED



BORN

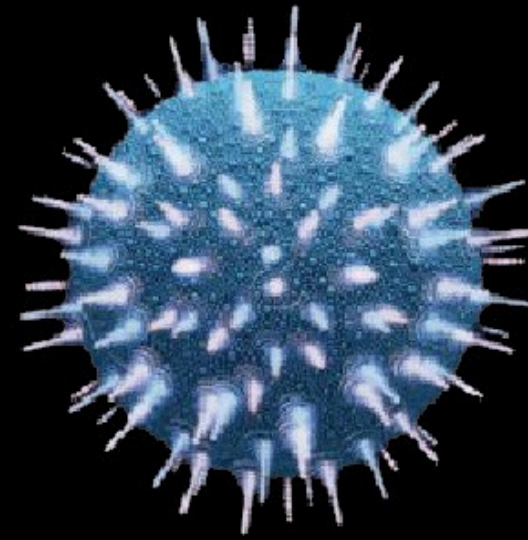
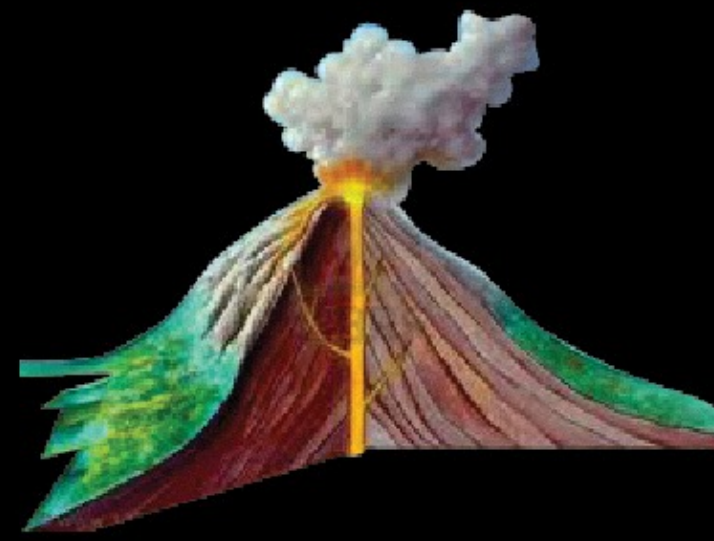


MADE



BEYOND CONTROL

CONTROLLED



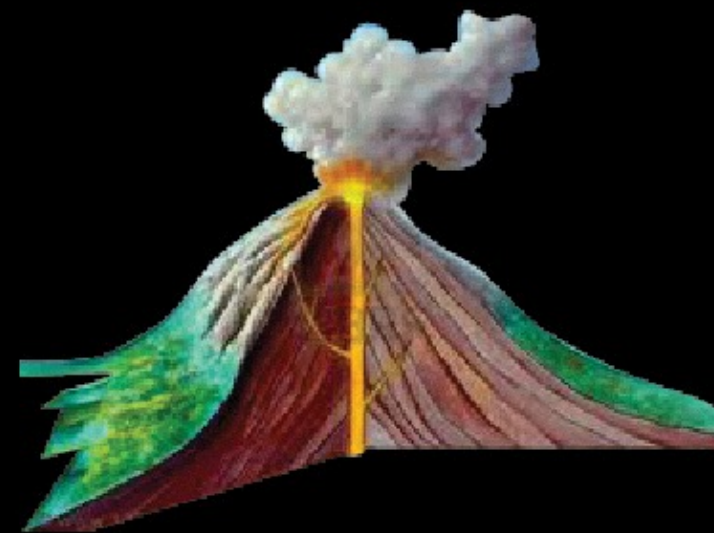
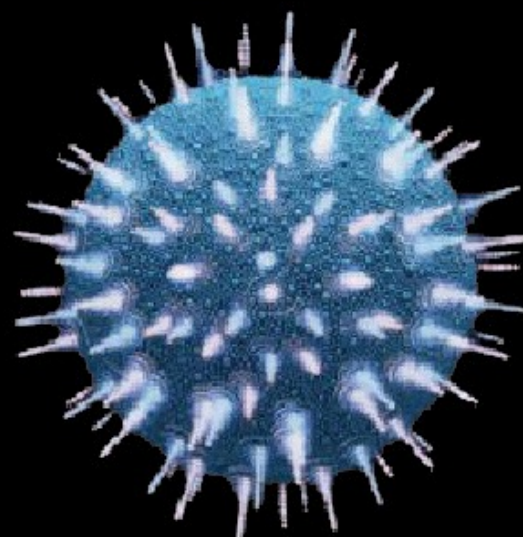
BORN



MADE



CONTROLLED

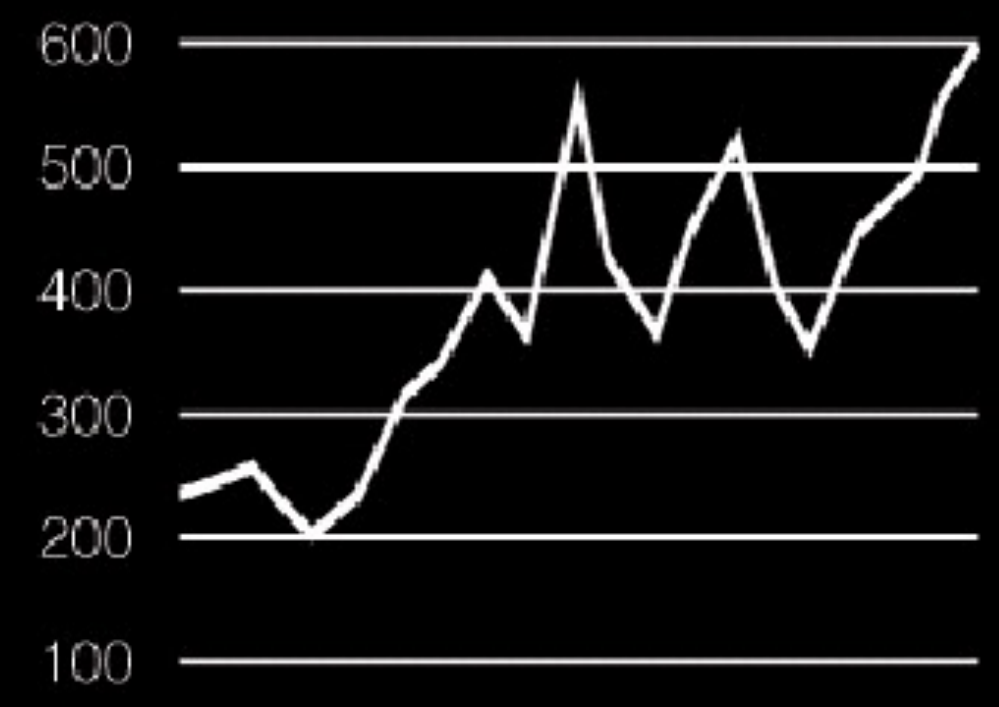


BEYOND CONTROL



BORN



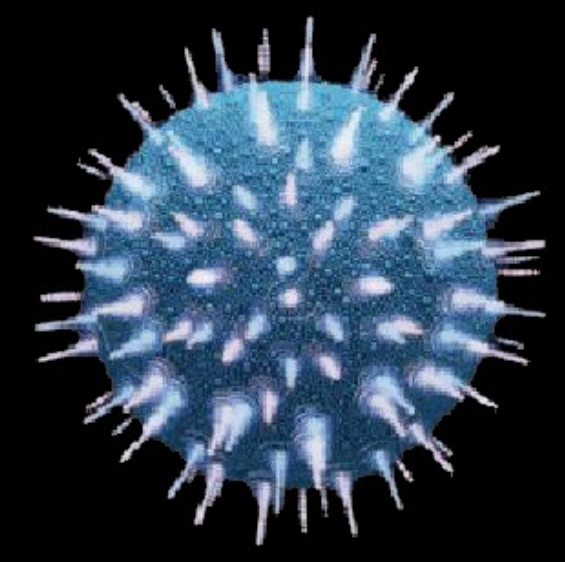
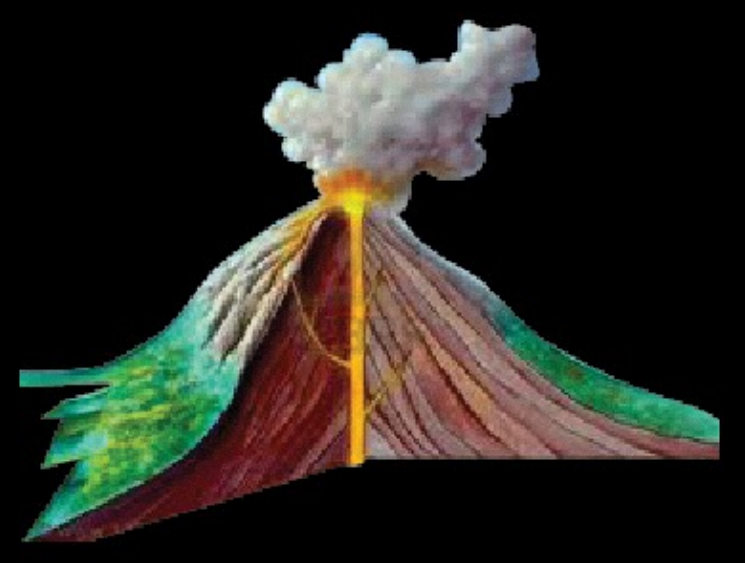


BEYOND CONTROL

CONTROLLED

MADE

BORN

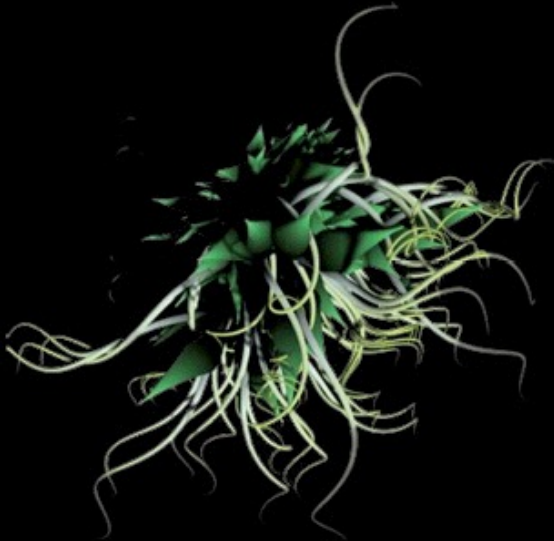
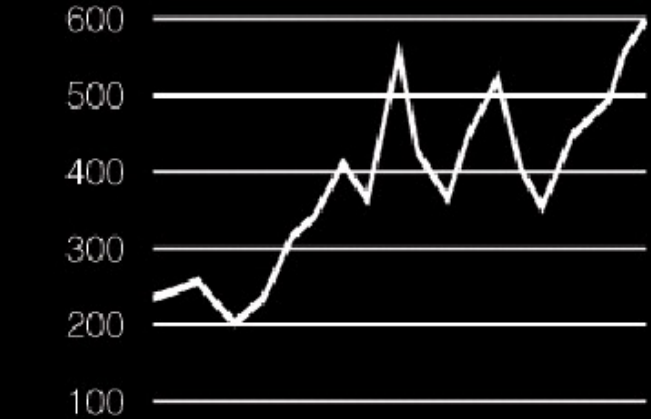
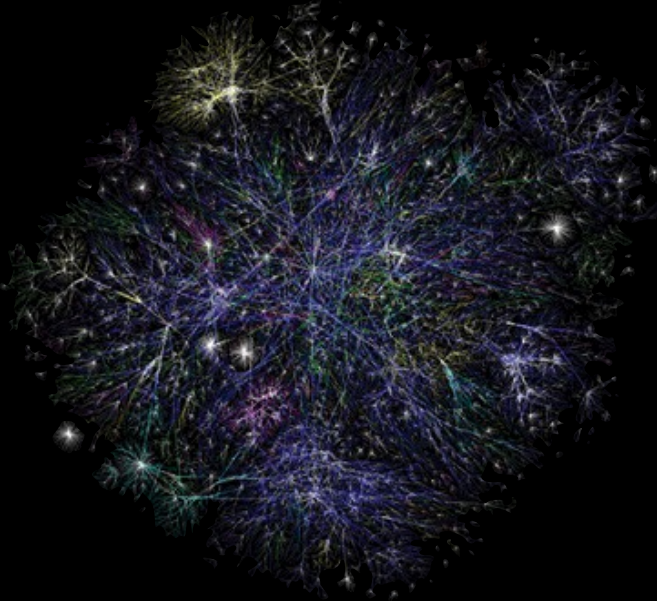
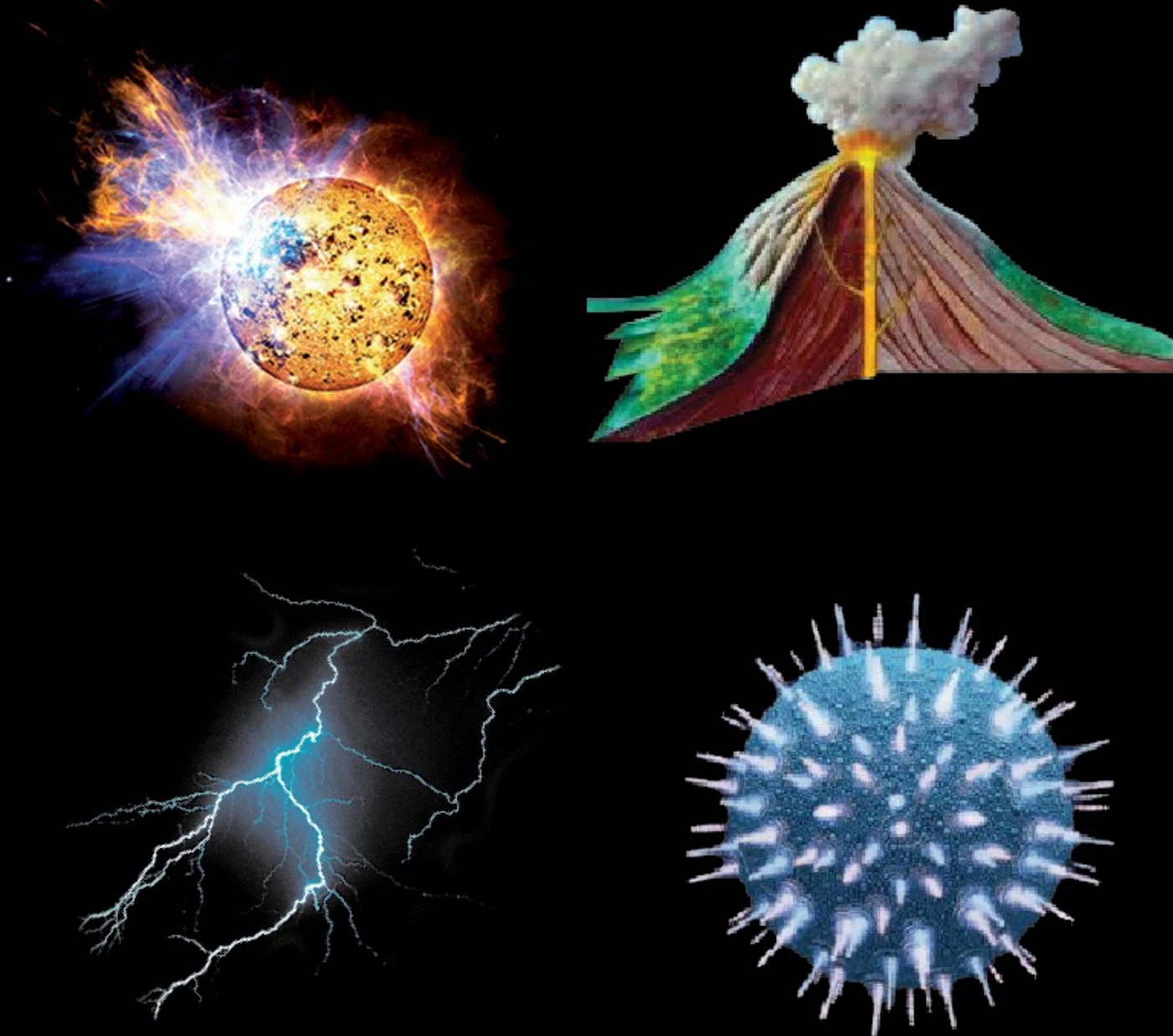


BORN



CONTROLLED

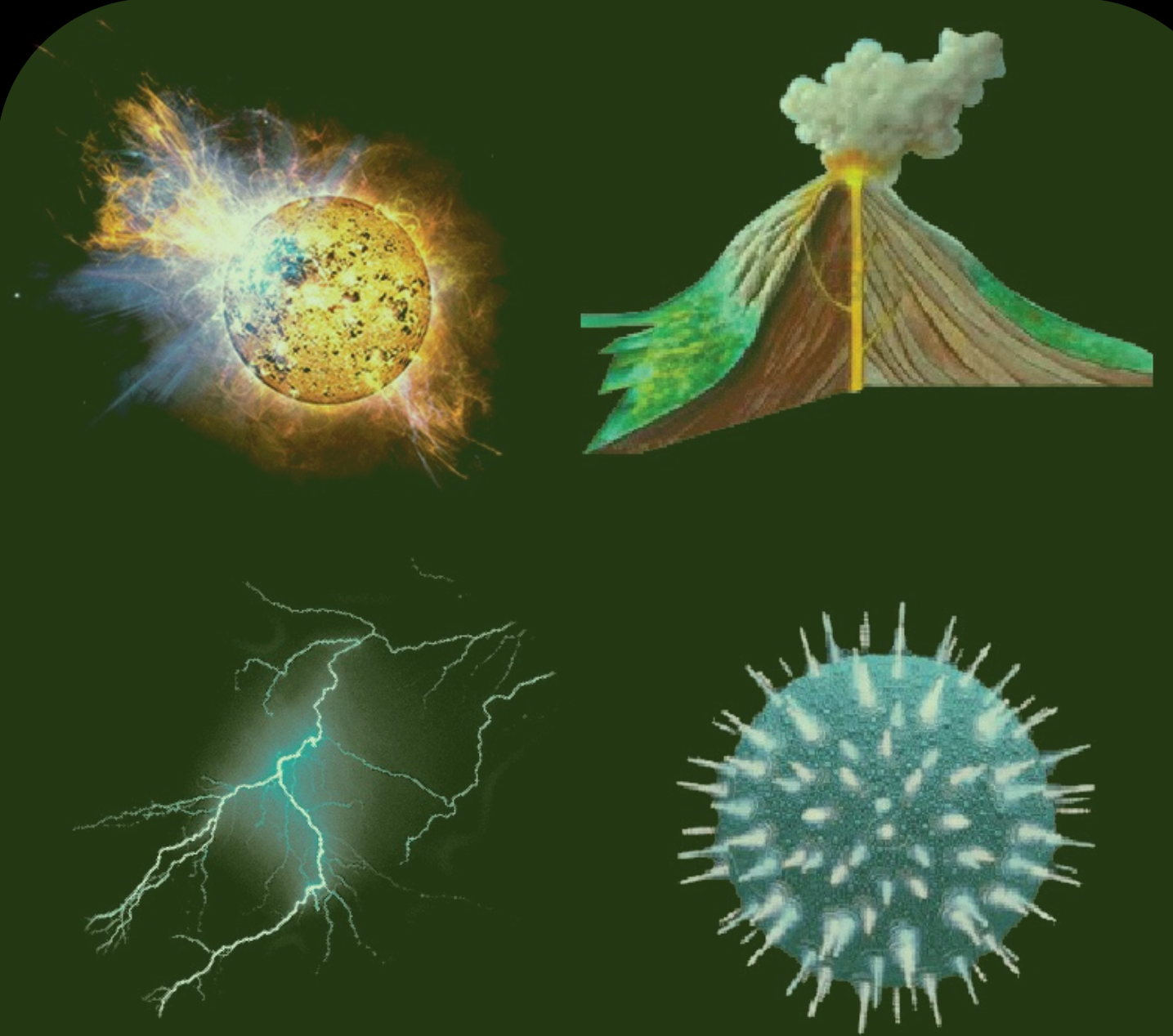
BEYOND CONTROL




MADE

Old view:
nature is
everything
born

BEYOND CONTROL



BORN

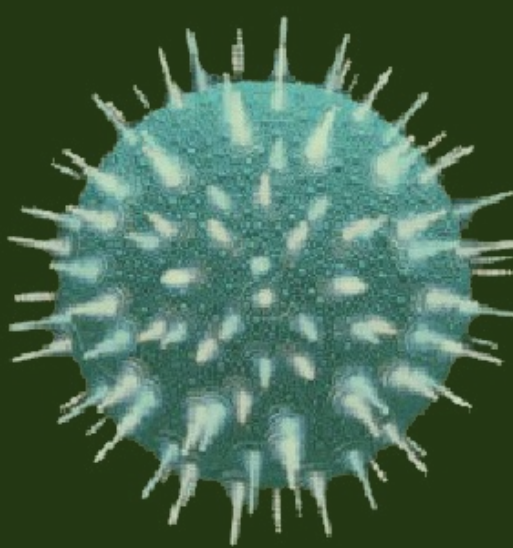
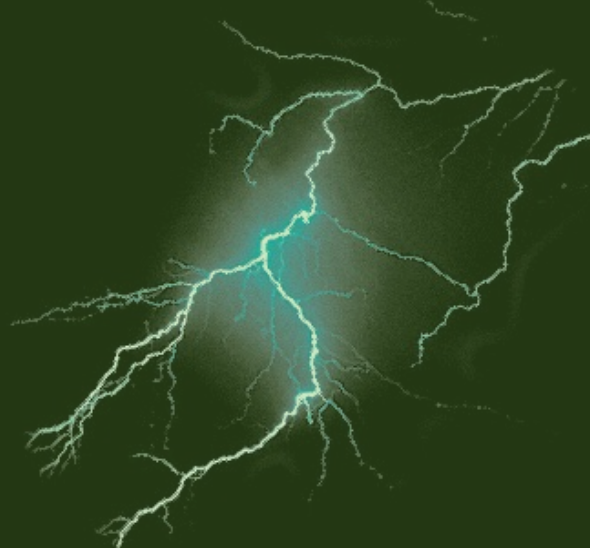






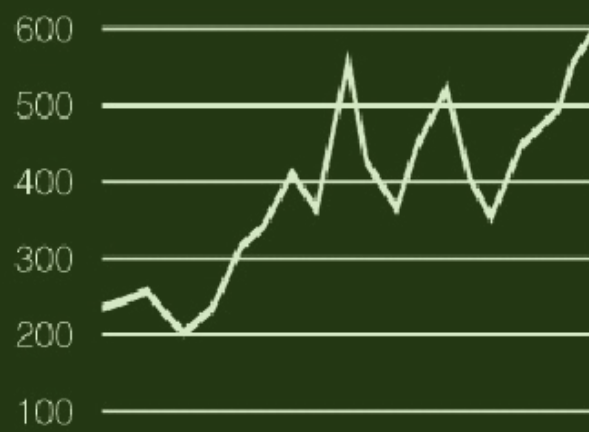

CONTROLLED



MADE







BORN

MADE

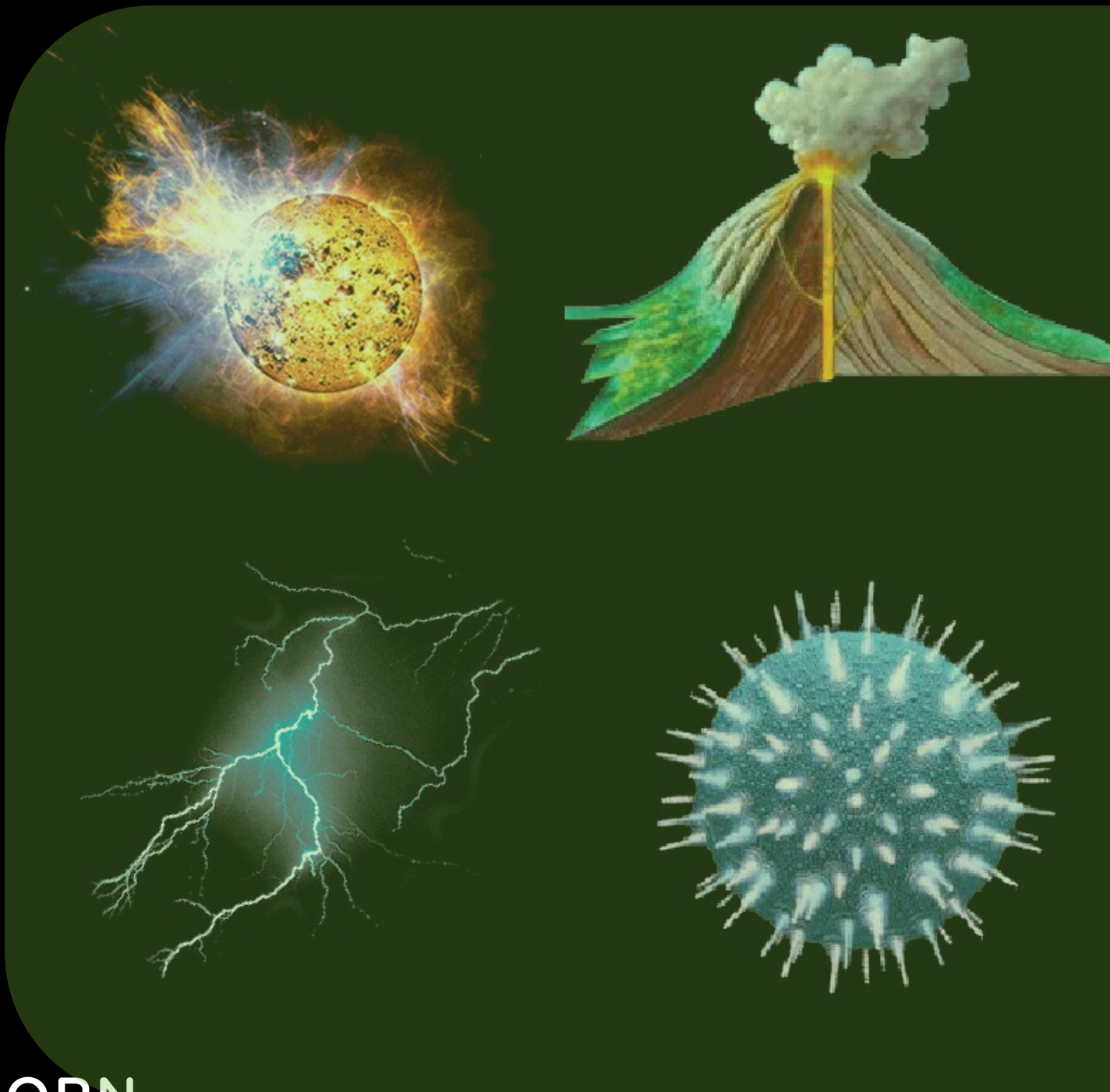
BEYOND CONTROL

New view:
nature is
everything
beyond
control

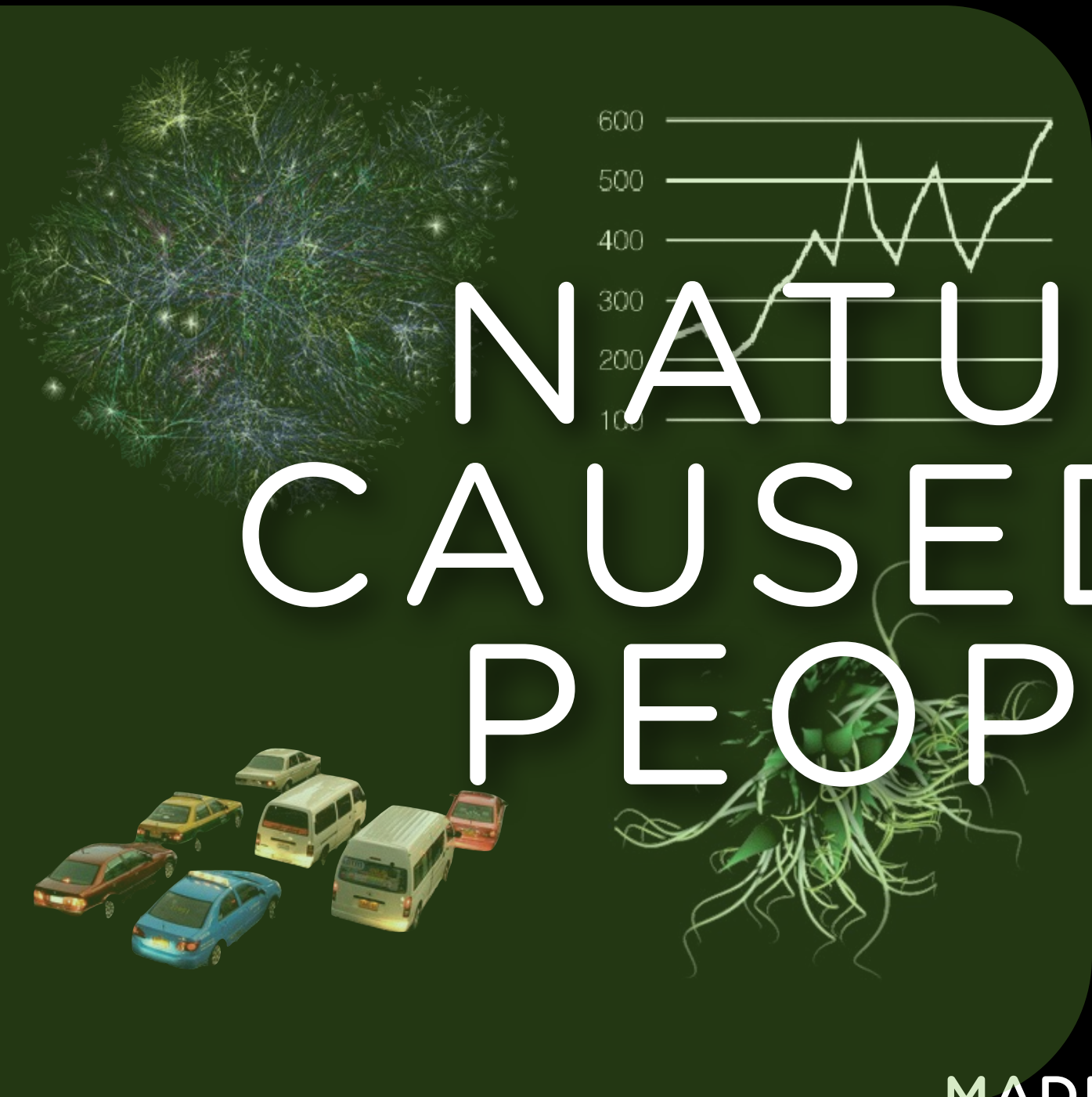




CONTROLLED



BEYOND CONTROL



NATURE CAUSED BY PEOPLE

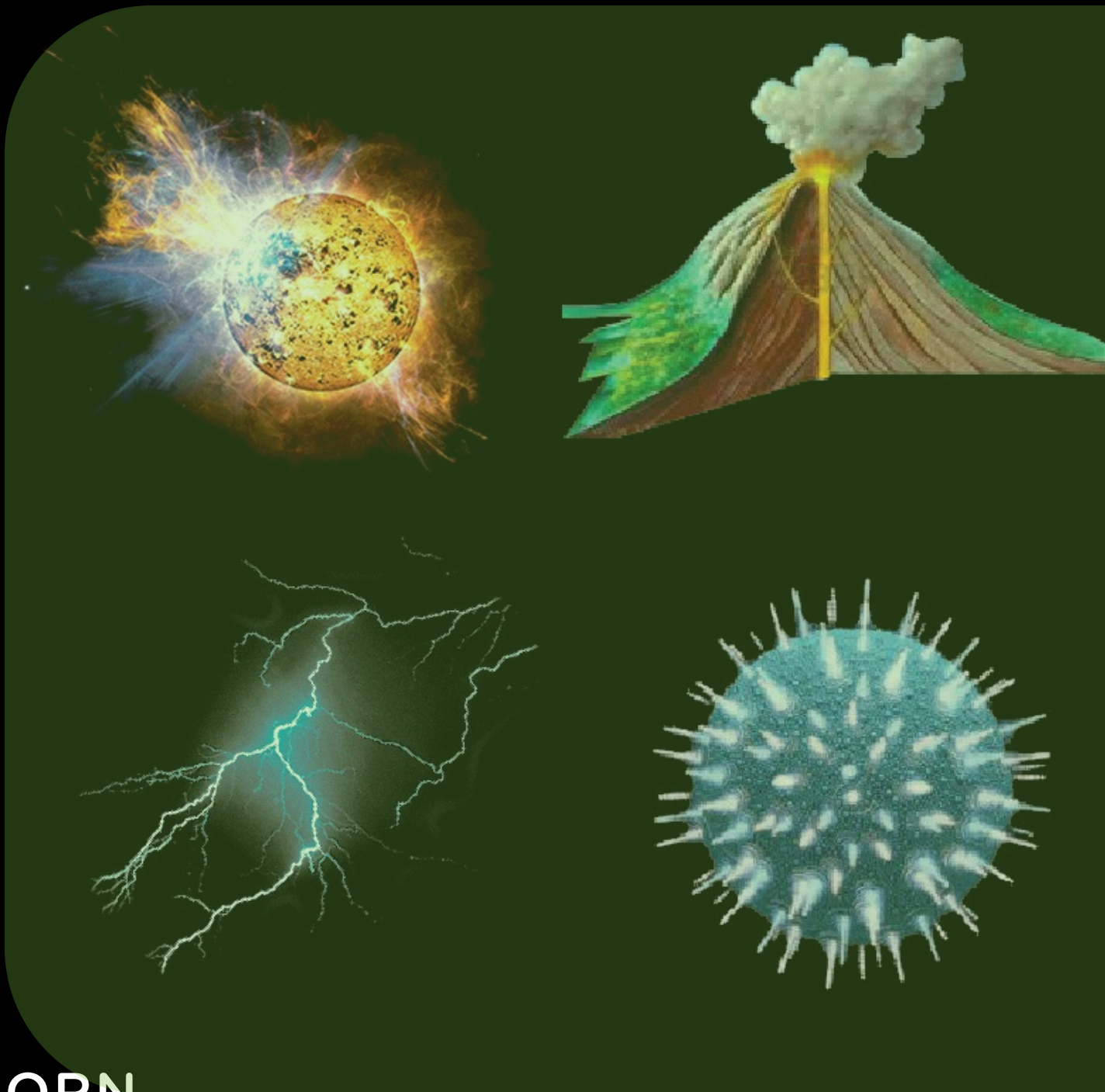
BORN

MADE



CONTROLLED





BEYOND CONTROL



NEXT NATURE

BORN

MADE



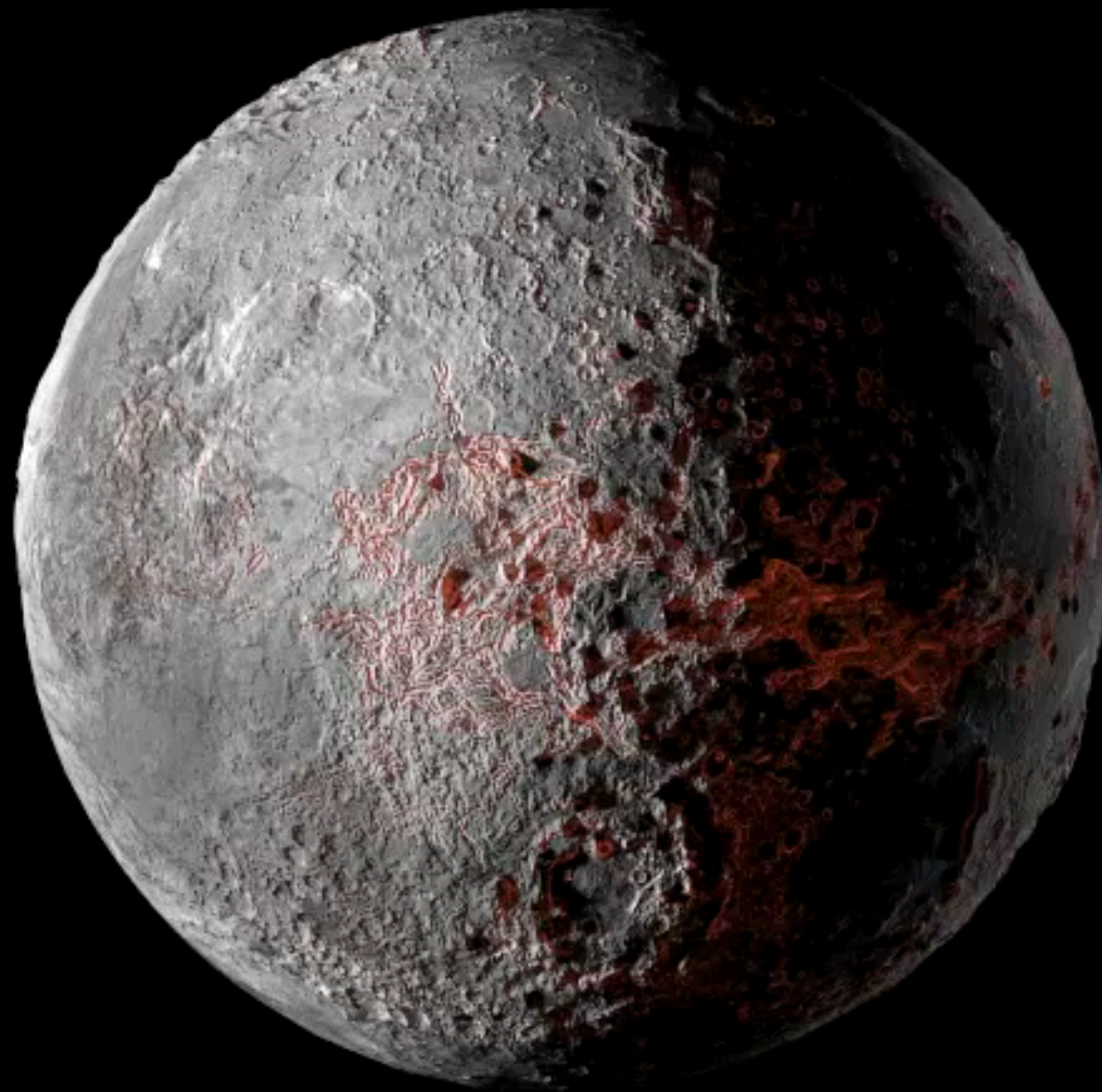
CONTROLLED



**TECHNOLOGY
IS NEXT NATURE**

A solid pink horizontal bar is located at the bottom center of the image.

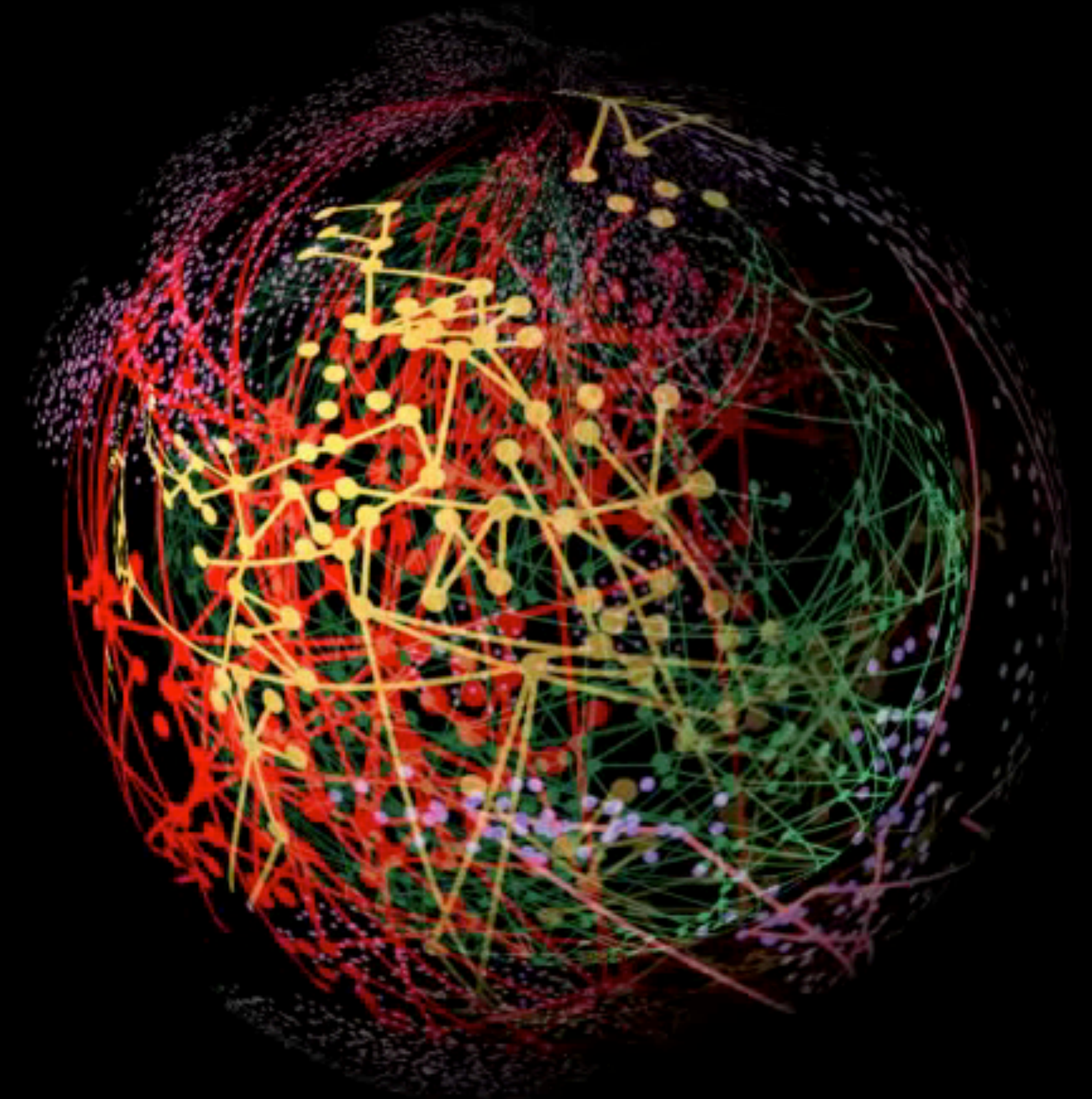
**DOMESTICATE
NEXT NATURE?**



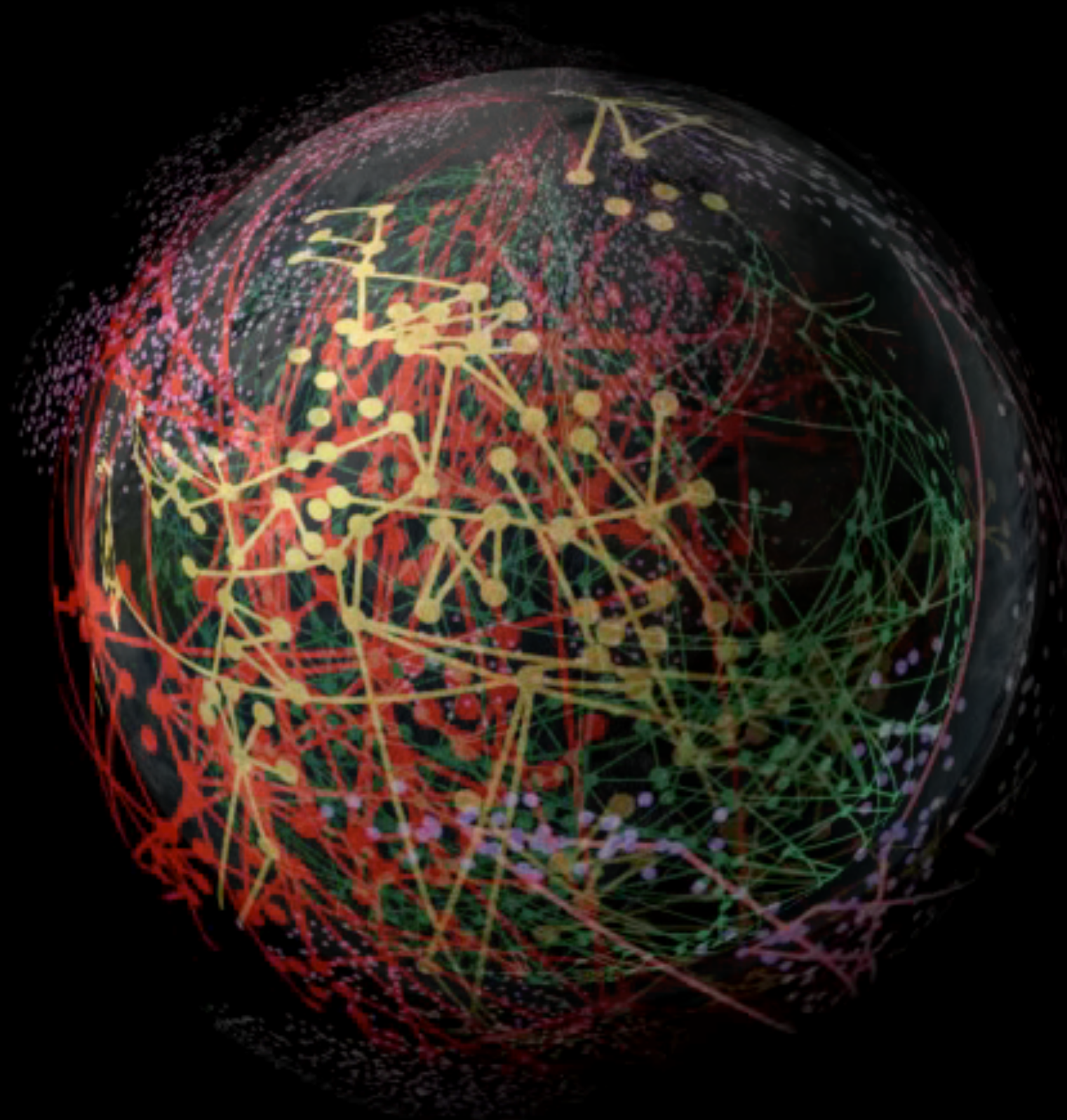
GEOSPHERE



BIOSPHERE



TECHNOSPHERE



WWW.NEXTNATURE.NET/JOIN

EXPLORING NEXT NATURE



EXPLORE THROUGH DESIGN





www.nanosupermarket.org

NANO SUPERMARKET

ENGLISH VERSION

GOO

SHUFFLE POTS TO WORK IN THE BIG

We can digital realize that so for example, but not anymore with Sniffer. Your sense of smell. Thanks to a small sensor, you can identify the faintest fragrances and see the source of the odor on a distance. With Sniffer, the idiom "Have one's nose in the air" will assume a whole new meaning!

GOO

NET SHUFFLE KAT PLEK IN HET BIER

Geur is een van de vijf zintuigen in de wereld. Het is de belangrijkste manier om de wereld om ons heen te ontdekken. Het is ook de belangrijkste manier om de wereld om ons heen te ontdekken. Het is ook de belangrijkste manier om de wereld om ons heen te ontdekken.

GOO

SHUFFLE POTS TO WORK IN THE BIG

We can digital realize that so for example, but not anymore with Sniffer. Your sense of smell. Thanks to a small sensor, you can identify the faintest fragrances and see the source of the odor on a distance. With Sniffer, the idiom "Have one's nose in the air" will assume a whole new meaning!

GOOGLE NOSE

SHUFFLE POTS TO WORK IN THE BIG

We can digital realize that so for example, but not anymore with Sniffer. Your sense of smell. Thanks to a small sensor, you can identify the faintest fragrances and see the source of the odor on a distance. With Sniffer, the idiom "Have one's nose in the air" will assume a whole new meaning!

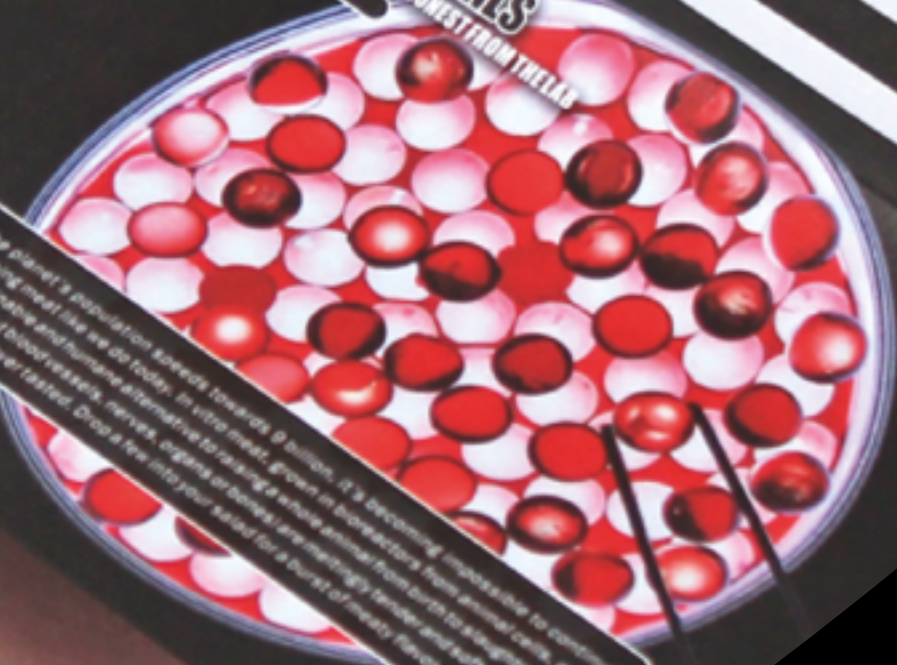
GOO

SHUFFLE POTS TO WORK IN THE BIG



MEATPEARLS

IN PITTORIO MEAT MARKET FROM TELLER



As the plant's population grows towards 9 billion, it's becoming increasingly important to control the consumption of meat. Meat is a source of protein, but it's also a source of fat and calories. Meat is a source of protein, but it's also a source of fat and calories. Meat is a source of protein, but it's also a source of fat and calories.







WALLSMART

ONE BUCKET OF PAINT,
A THOUSAND COLORS
FOR YOUR INTERIOR



INDIVIDUAL

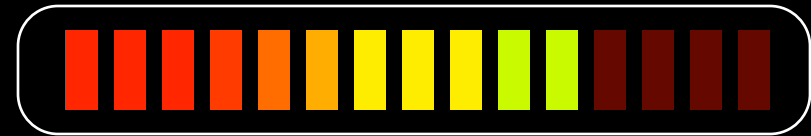
EXPRESSIVE

PLEASURE



LATRO LAMP

ECO FRIENDLY LAMP
POWERED BY ALGAE



SOCIAL

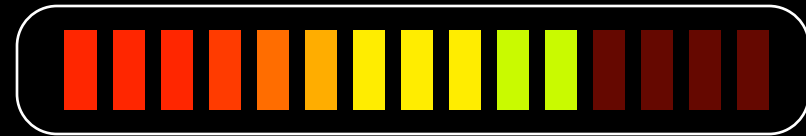
CONSERVATIVE

PURPOSE



ENERGY BELT

GENERATE ELECTRICITY
FROM YOUR BELLY FAT



SOCIAL

PROGRESSIVE

PURPOSE



TWITTER IMPLANT

SHARE YOUR HEALTHY
LIFESTYLE WITH YOUR
NETWORK



TwitterImplant

Run -1000 cal. #discount

TwitterImplant

Nicotine +1 mg #penalty



EXPRESSIVE

PEASURE

INDIVIDUAL

PHARMACEUTICAL SUSHI

MEDICINE IN FOOD



SOCIAL

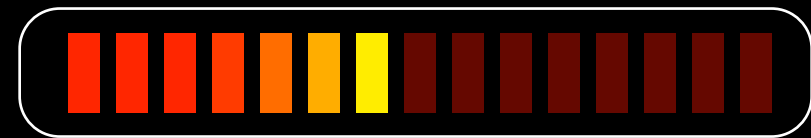
PROGRESSIVE

PURPOSE



NANO WINE

PROGRAMMABLE WINE
FROM YOUR MICROWAVE



EXPRESSIVE

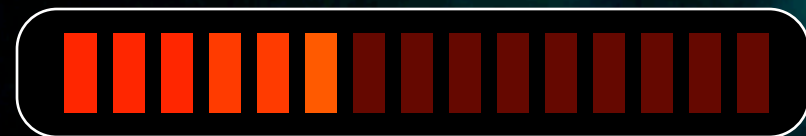
PLEASURE

INDIVIDUAL



RAYFISH SHOES

GROW YOUR OWN
SNEAKER



INDIVIDUAL

PROGRESSIVE

PLEASURE





Y



N

INDIVIDUAL

PURPOSE




PLEASURE







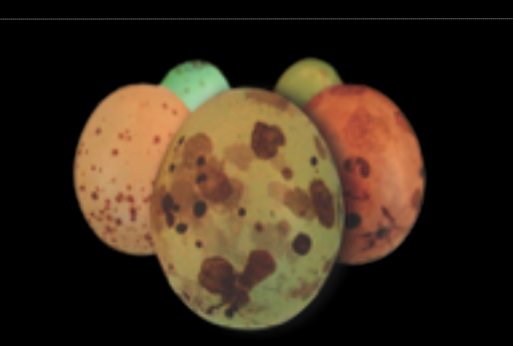












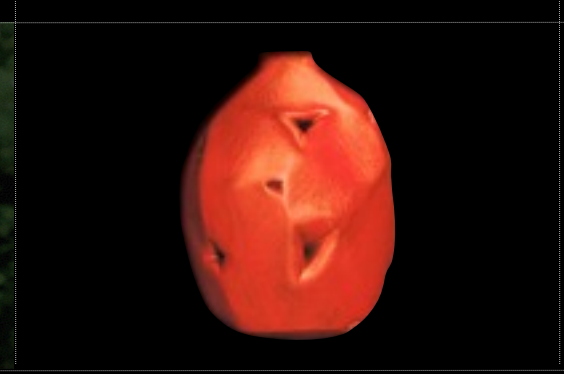
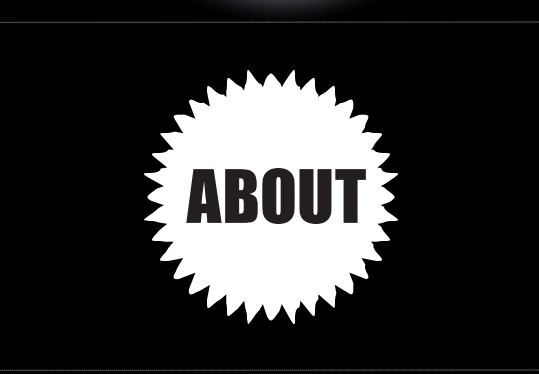


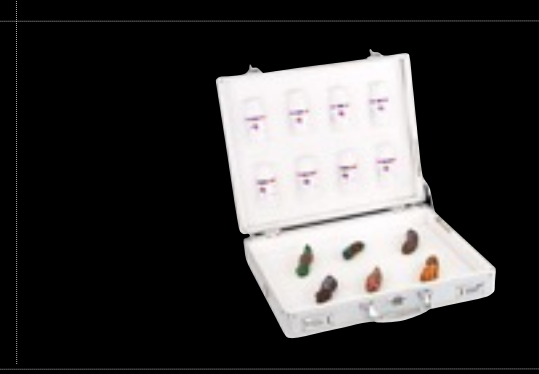


SOCIAL




[ABOUT](#) [NANO](#) [PRODUCTS](#) [BROCHURE](#) [TOUR](#) [CONTRIBUTE](#)

YOUR PERSONAL
NANO PROFILE [?]  0



[ABOUT](#) [NANO](#) [PRODUCTS](#) [BROCHURE](#) [TOUR](#) [CONTRIBUTE](#)

[YOUR PERSONAL NANO PROFILE \[?\]](#)  6

PHARMASUSHI

WITH GENETICALLY MODIFIED FISH EGGS

GENETIC ENGINEERING
NANO ENCAPSULATION **NANOSTRUCTURE**

Vitamins, blood thinners, calcium pills. More and more people are taking a substantial amount of medication on a daily basis. The pharmaceutical sushi set brings your personal medication together inside one very tasty dish.



PREDNISON



RITALIN



VIAGRA



PROZAC

WOULD YOU BUY THIS PRODUCT?

YES

NO



Nano Supermarket


http://www.nanosupermarket.org/profileemerging technologies

NANO
SUPERMARKET


ABOUTNANOPRODUCTSBROCHURETOURCONTRIBUTE

YOUR PERSONAL
NANO PROFILE [?]7


I WOULD BUY




- I LIKE TO EXPERIMENT
- I REALLY NEED THIS
- IT'S GOOD FOR OUR PLANET
- IT SEEMS LIKE FUN




- I LIKE TO EXPERIMENT
- I REALLY NEED THIS
- IT'S GOOD FOR OUR PLANET
- IT SEEMS LIKE FUN



- I LIKE TO EXPERIMENT
- I REALLY NEED THIS
- IT'S GOOD FOR OUR PLANET
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- I LIKE TO EXPERIMENT
- I REALLY NEED THIS
- IT'S GOOD FOR OUR PLANET
- IT SEEMS LIKE FUN




- I LIKE TO EXPERIMENT
- I REALLY NEED THIS
- IT'S GOOD FOR OUR PLANET
- IT SEEMS LIKE FUN

I WOULDN'T BUY



- I DON'T TRUST THIS
- NO NEED
- IT'S NOT ECOLOGIC
- NOT IN MY BODY







- I DON'T TRUST THIS
- NO NEED
- IT'S NOT ECOLOGIC
- NOT IN MY BODY

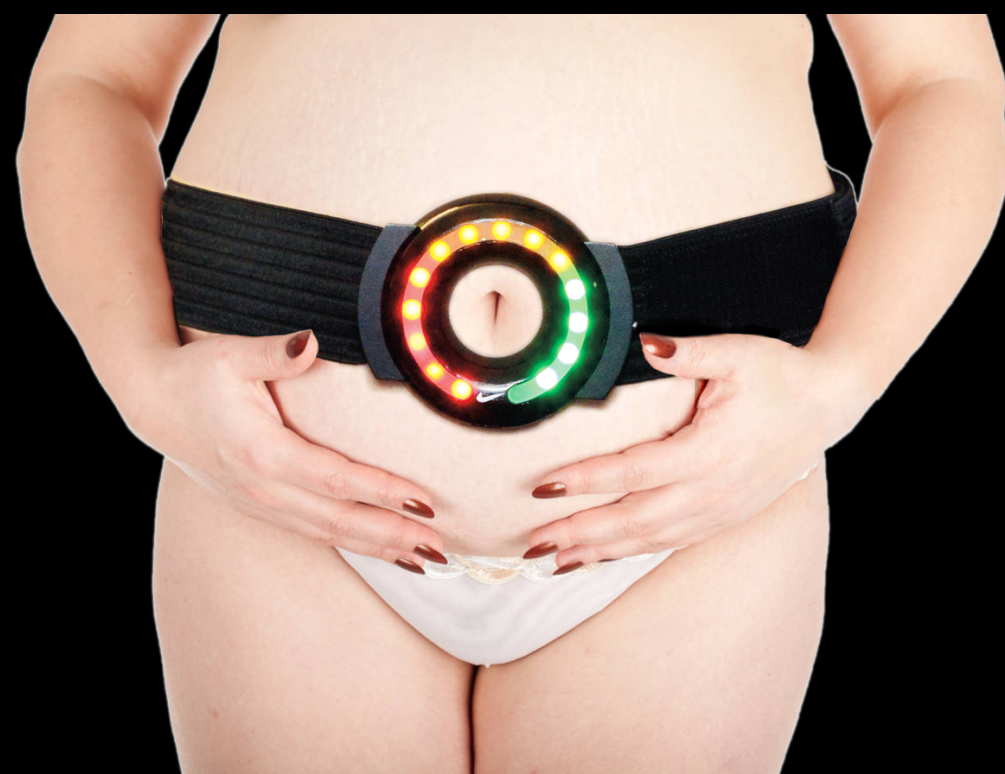
YOU HAVE RATED
MORE THAN 6
PRODUCTS.
YOU'RE READY TO
GENERATE YOUR
NANO PROFILE!

GENERATE!

FAQ | PRESS | CONTACT | ORGANIZATION | COLOPHON







TECHNO UTOPIST

EXPRESSIVE

PROGRESSIVE

PLEASURE



GREEN GUARDIAN

SOCIAL

CONSERVATIVE

PURPOSE



EMOTIONAL SHOPPER

INDIVIDUAL

EXPRESSIVE

PLEASURE

THE DEBATE IS 100%

REAL



Pyramid of Technology

How technology becomes nature in seven steps



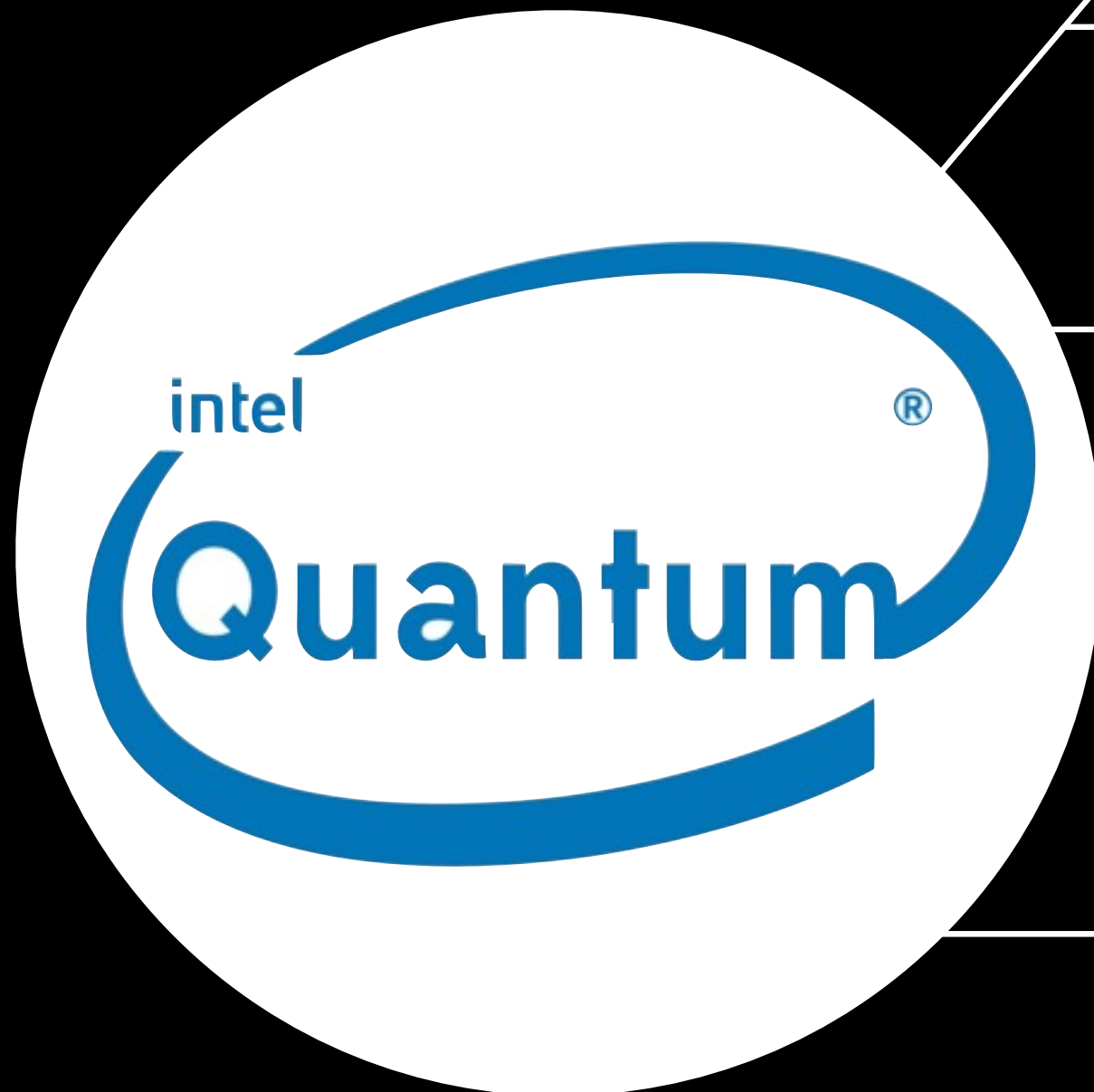
1 Idea exists in
human mind



ENVISIONED

The Time Machine
— George Pal (1960)

1 Idea exists in
human mind



ENVISIONED



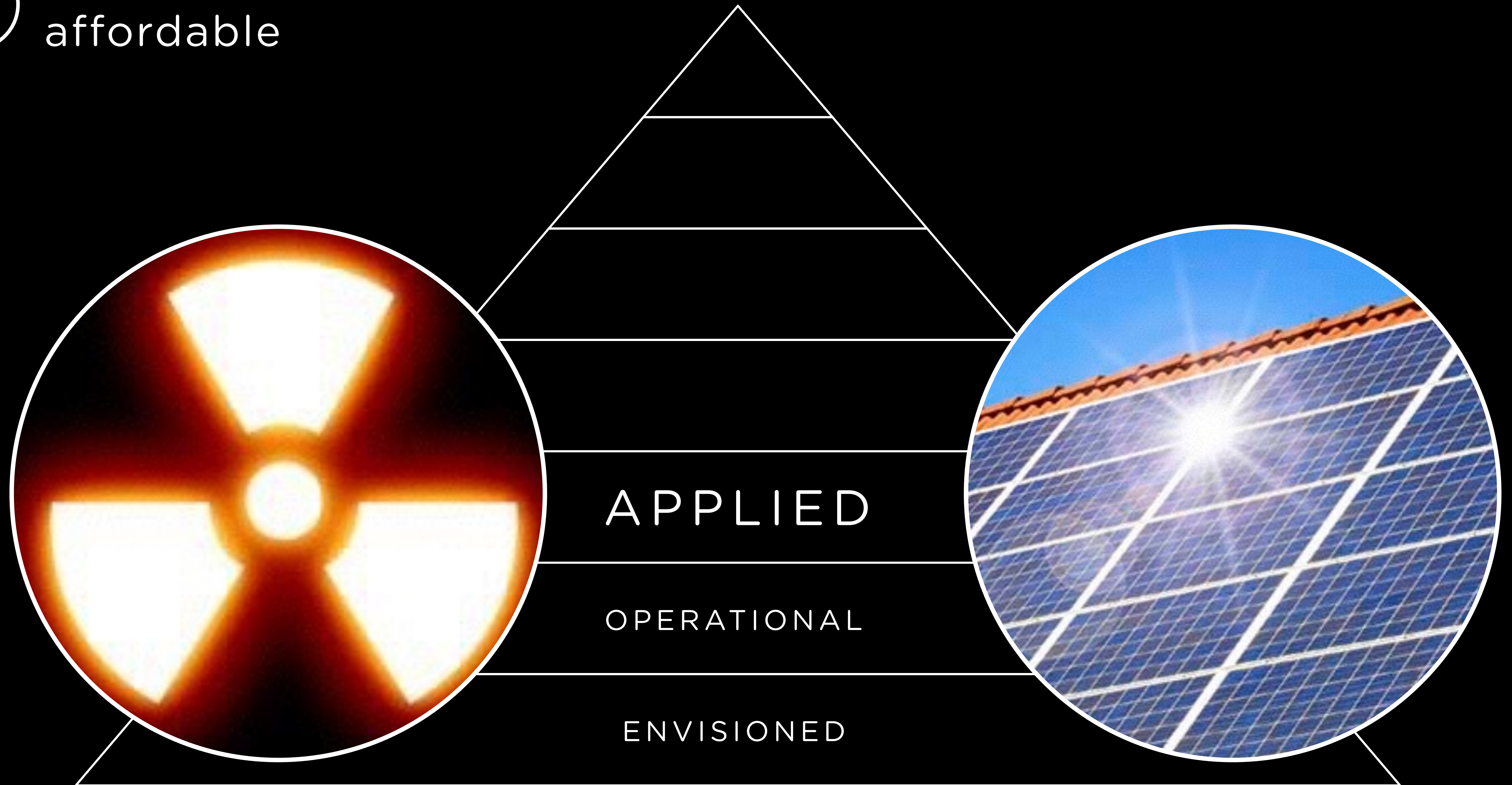
2 Working
prototype



OPERATIONAL

ENVISIONED

3 Available and
affordable



4 Part of everyday life



ACCEPTED

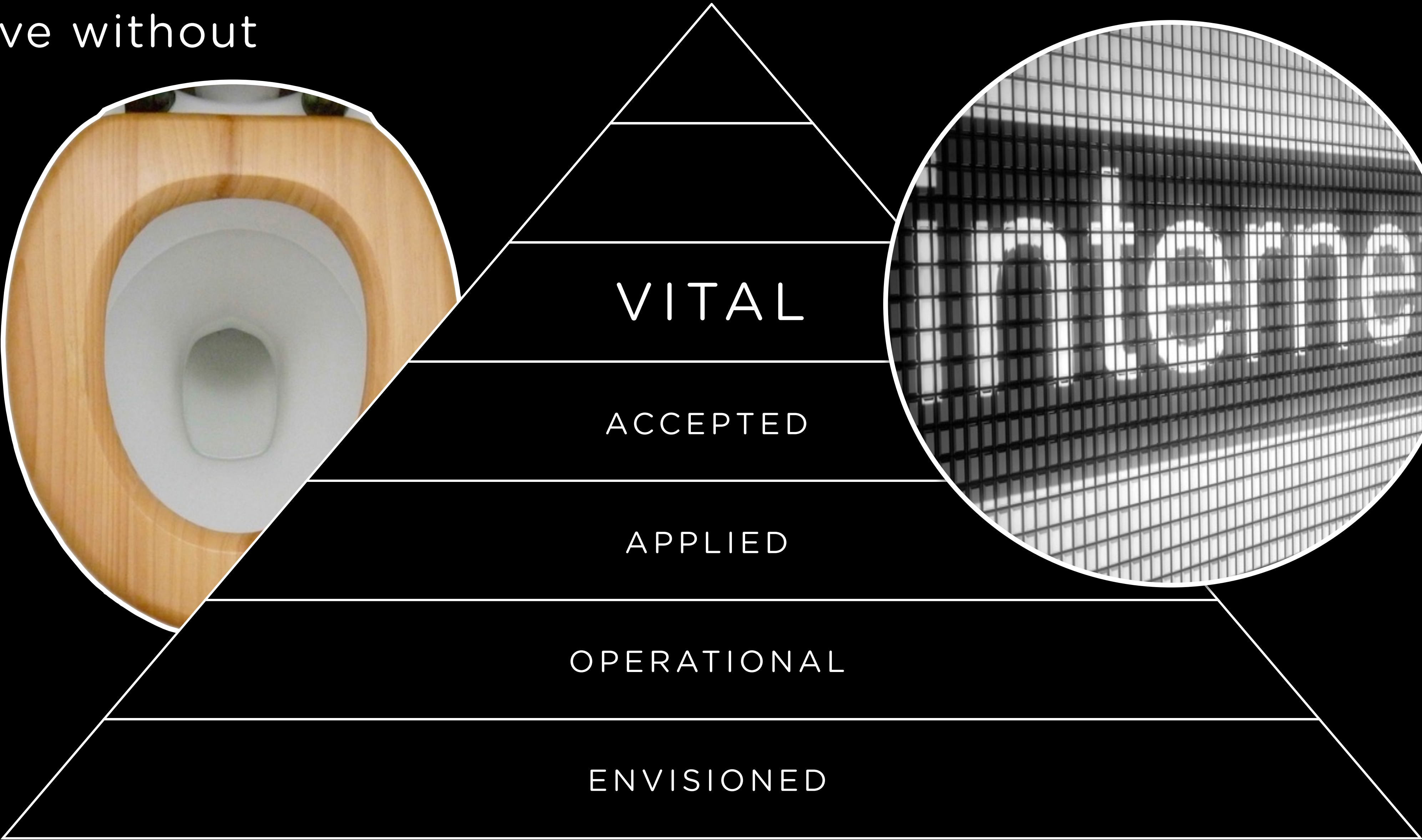
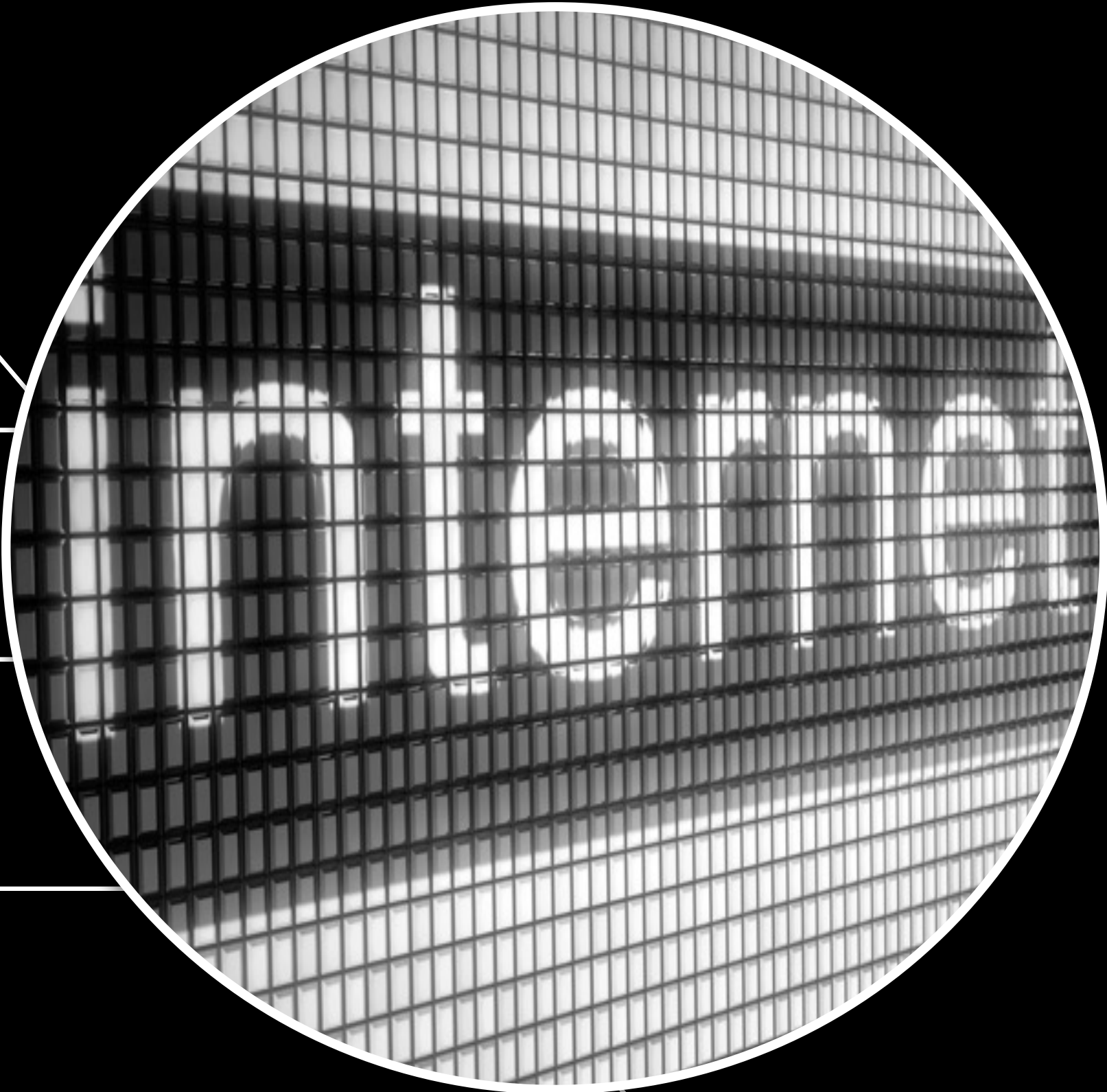
APPLIED

OPERATIONAL

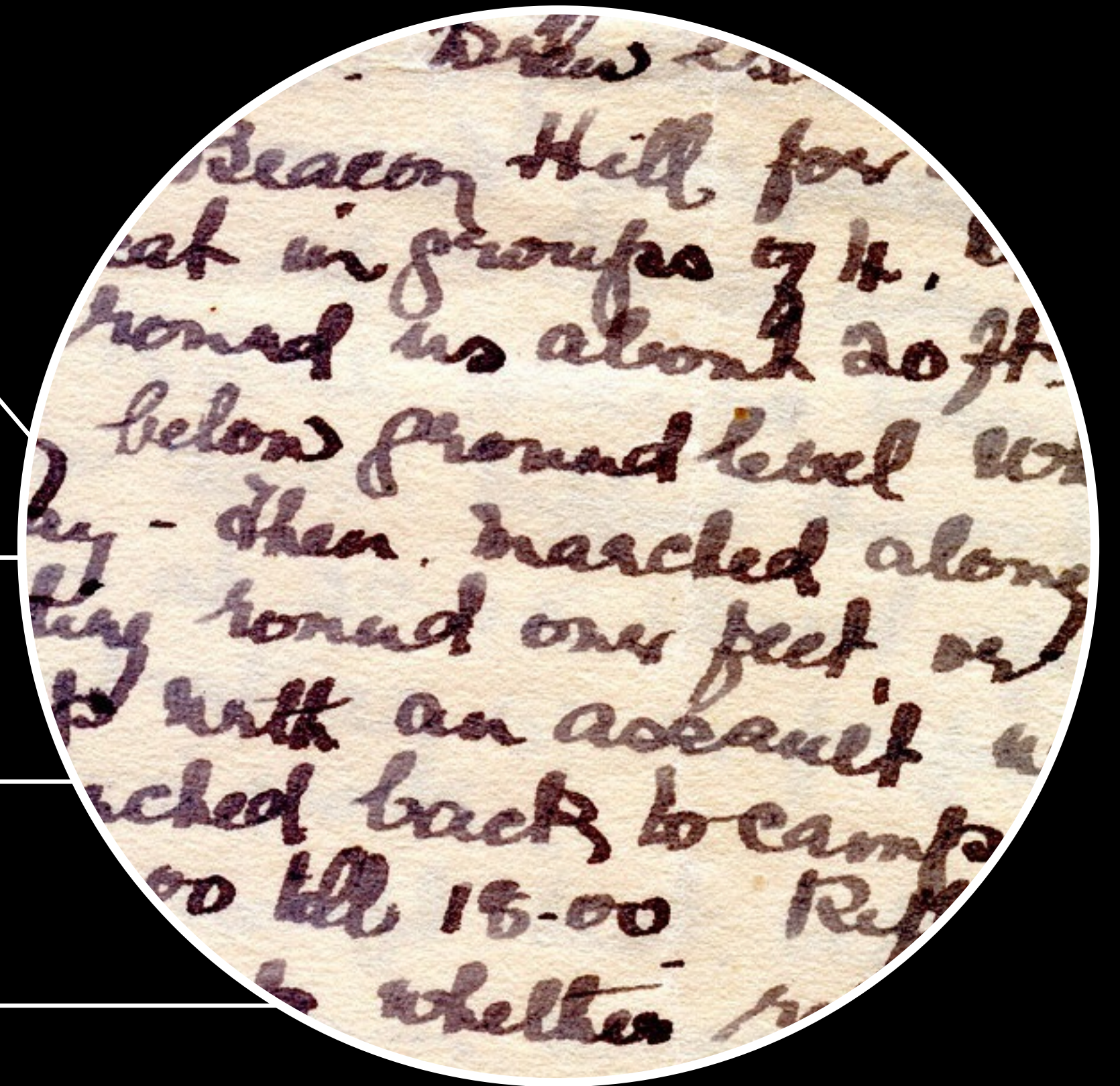
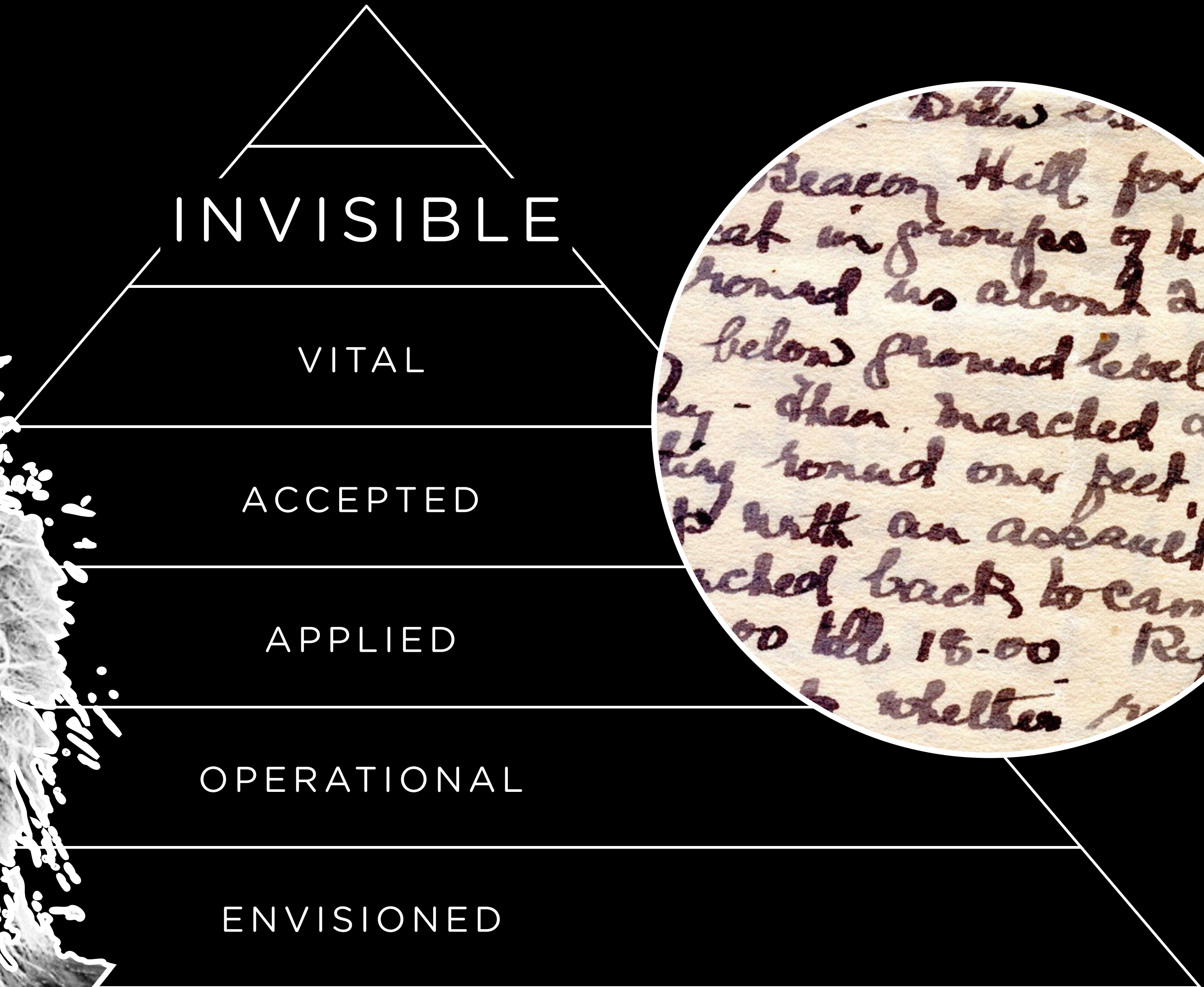
ENVISIONED

5

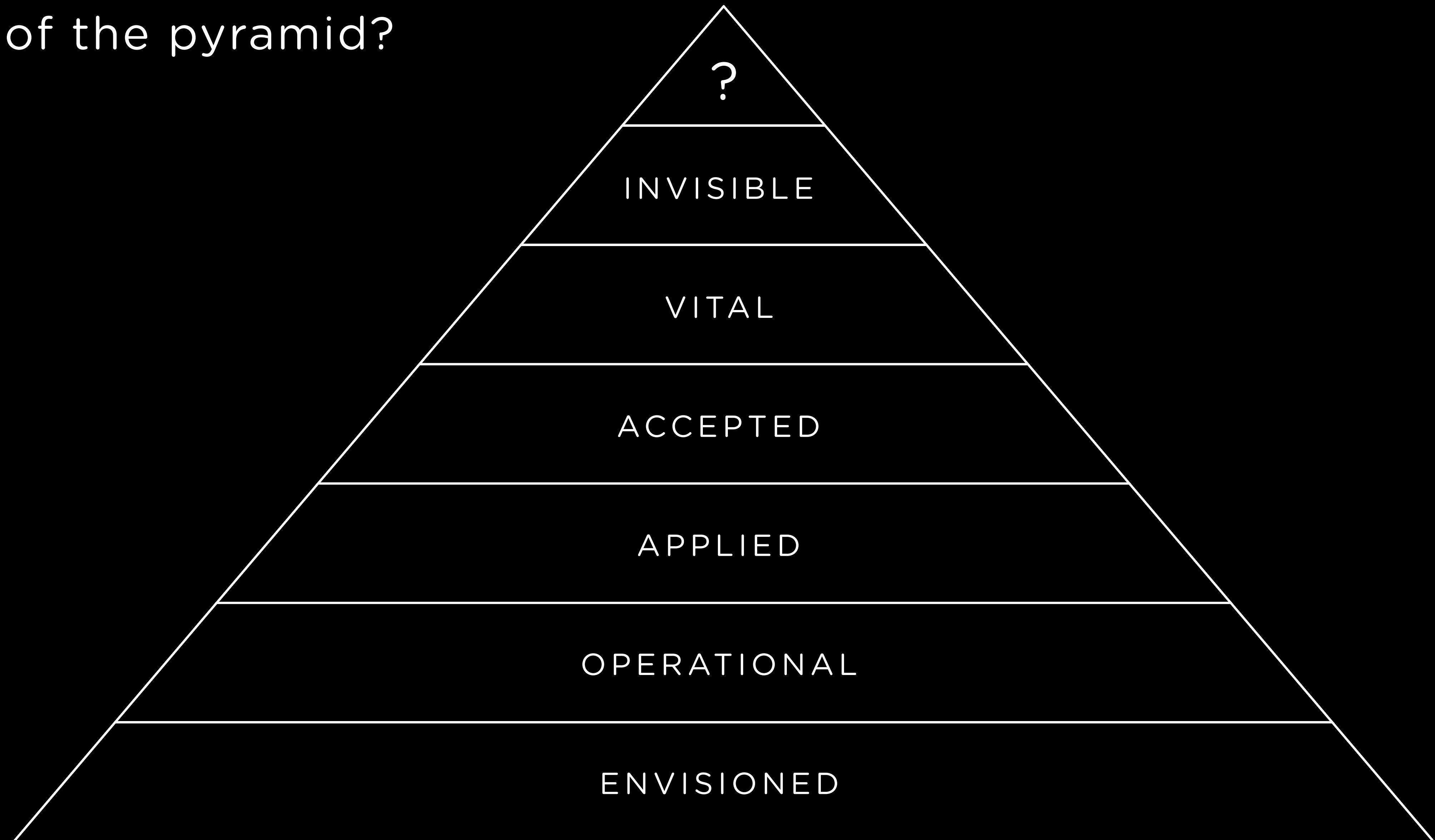
Hard to
live without



6 Not experienced
as technology



But what is at the
top of the pyramid?



7

Part of human nature

NATURALIZED

INVISIBLE

VITAL

ACCEPTED

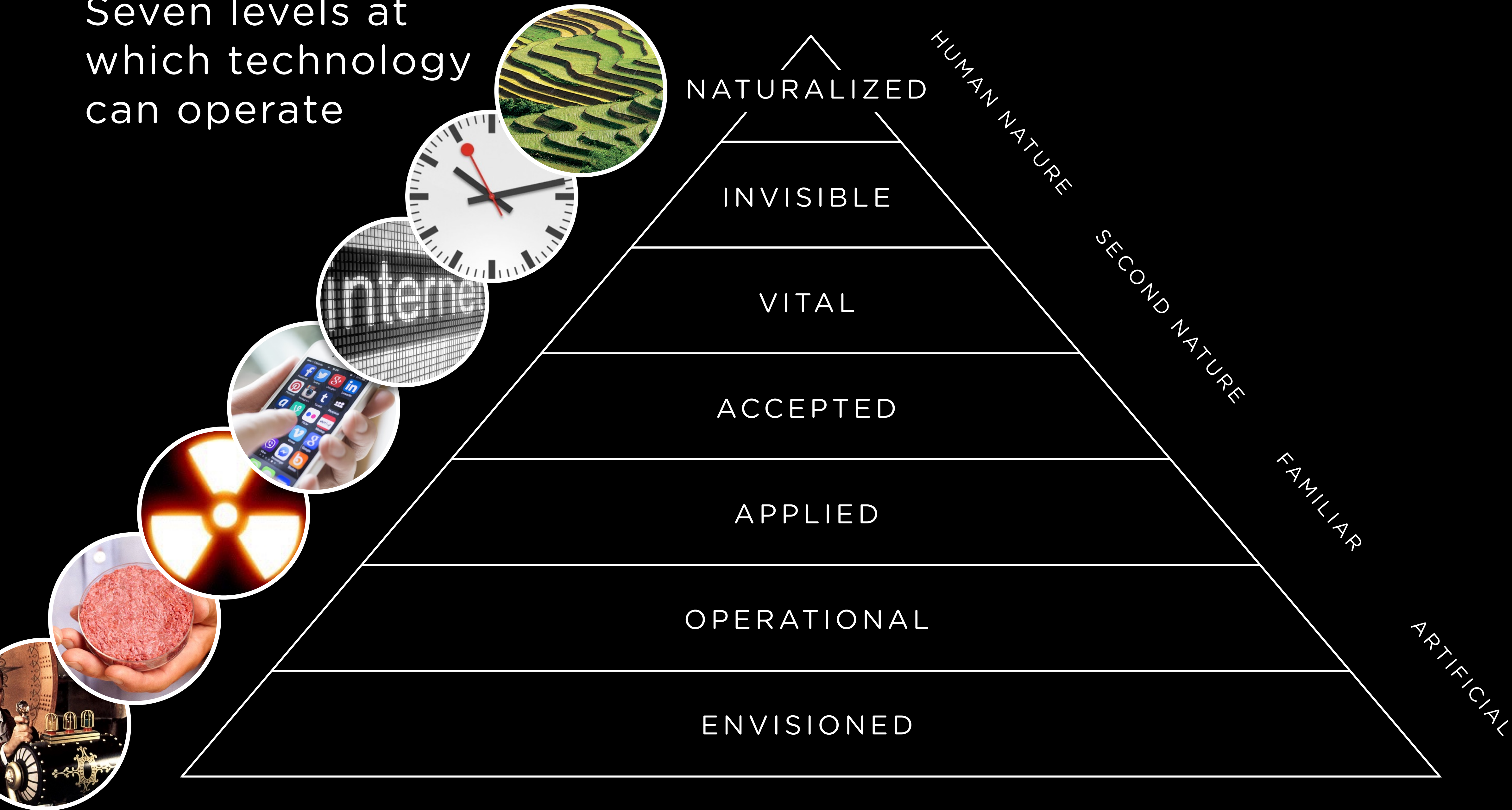
APPLIED

OPERATIONAL

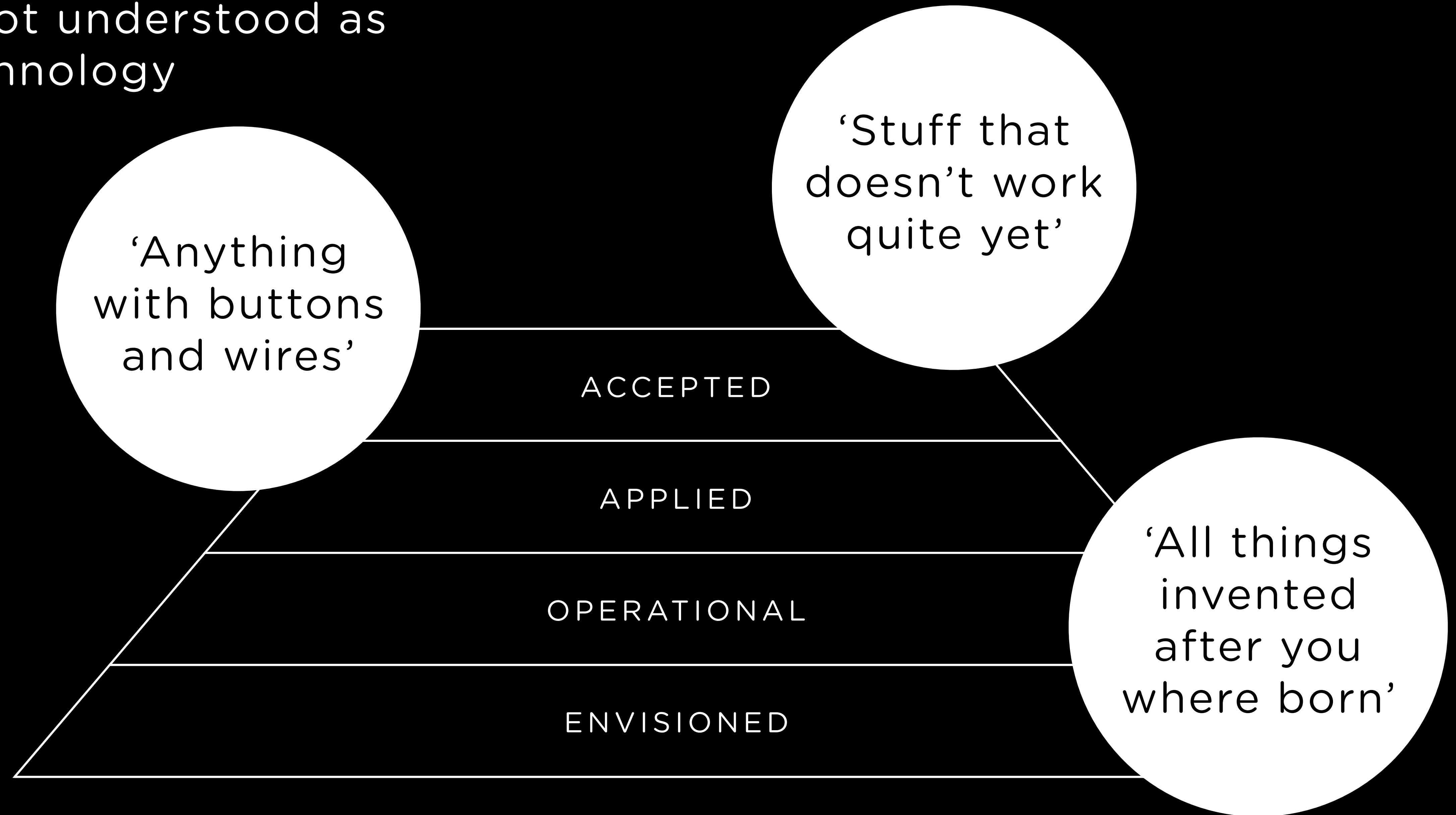
ENVISIONED



Seven levels at which technology can operate



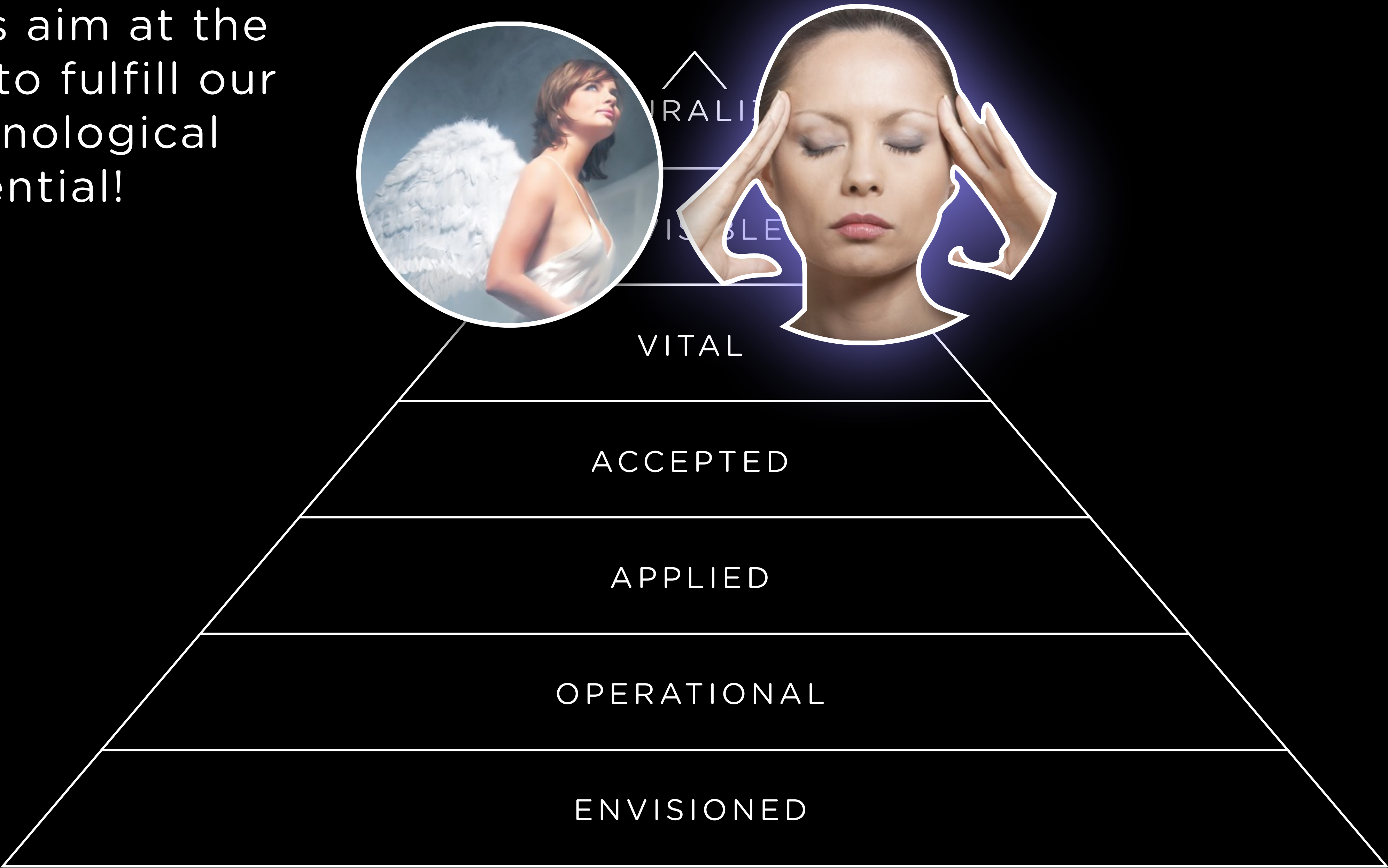
Technology line..Pyramid
is not understood as
Technology



We often settle for
a weak derivative
of our dreams



Let's aim at the top to fulfill our technological potential!



#HUMANETECHNOLOGY

Truly advanced
technology is part
of human nature

#HUMANETECHNOLOGY

We have to design
humane technologies

#HUMANETECHNOLOGY

Feels natural and revives human intuitions, takes human values as cornerstone and resonates with human senses, empowers people and aims to improve the human condition.

This debate is
But I felt we al

Modern Times (1936)
— Charlie Chaplin



**THE ROBOTS
ARE COMING!**

**SMARTER,
CHEAPER
& MORE
RELIABLE**

**AND TAKING
YOUR JOB!**

FUTURE HEADLINES?

Waiter Earns
More Than
Lawyer

Nurse Earns
More Than
Surgeon

COMPUTER VS. BRAIN



- Superfast and flawless calculations
- Extendible perfect memory
- Superfast searching in piles of data
- Never gets tired
- Good at exact facts
- No human emotions

- Pattern recognition and interpretation
- Everyday knowledge (common sense)
- Social-emotional intelligence
- Can cope with vagueness; ambiguity, uncertainty, etc
- Improvising
- Creative

Deep blue beats Kasparov (1997)





Watson wins game show (2011)

Watson for
president?



Robot
surgeon



Robot
nurse



Human
nurse



WHY?

Technology can
not replace people
everywhere

The true danger is
not that machines
will begin to think
like people...

The danger is that
people start thinking
like machines

#ADVISE

Don't work against,
but with the robot

#ADVISE

We need to imagine
the new learning
and working





EXOSKELETON MOVER

Feather light heavy lifter



REALISTIC

CONVENTIONAL

PHYSICAL



SUPERSMART HANDYMAN

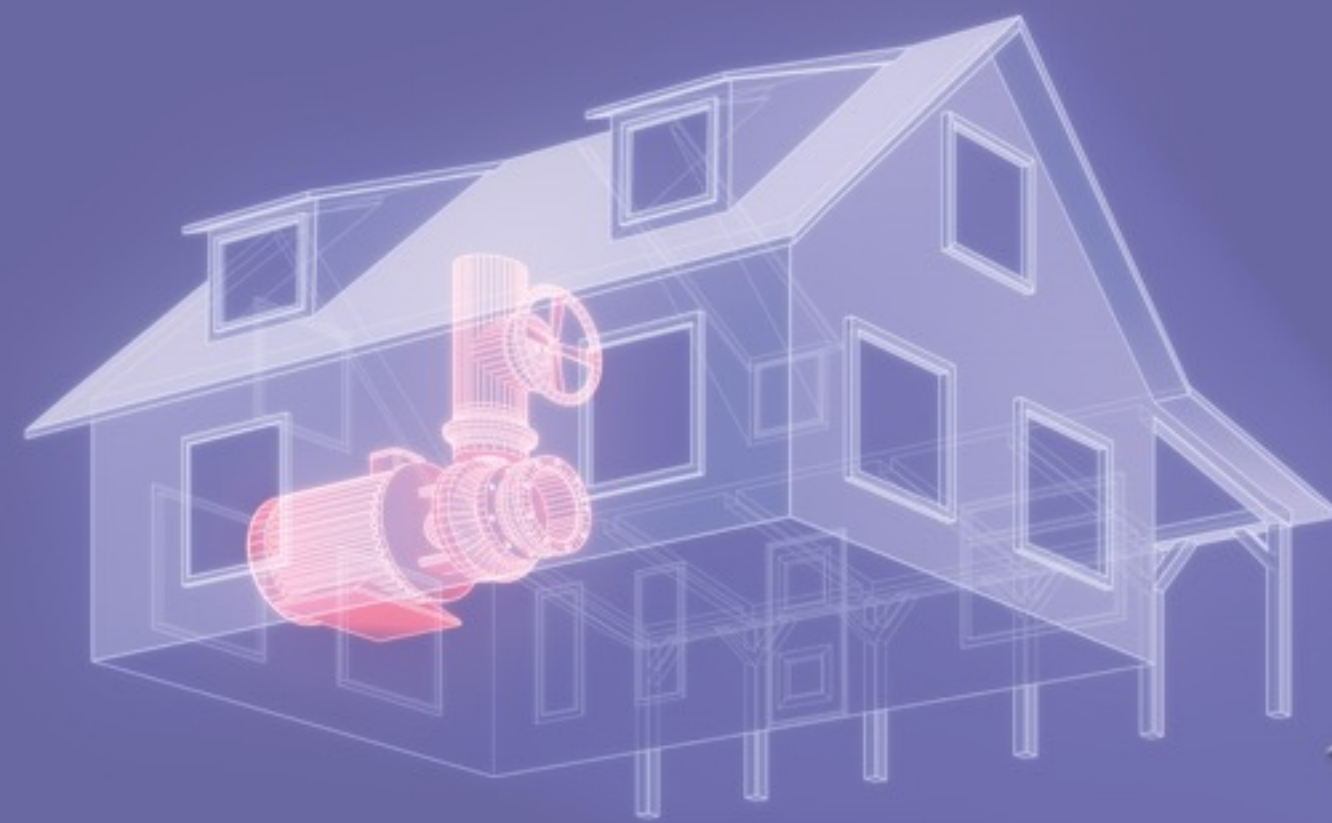
Knows how to fix it



REALISTIC

CONVENTIONAL

PHYSICAL



HOME HEALTHCARE PROFESSIONAL

Full care while drone cleans



SOCIAL

PRACTICAL

PHYSICAL



STREET KNITTER

Easy bricklaying



REALISTIC

CONVENTIONAL

PHYSICAL



SHIVA THERAPIST

Six handed massage
with a human touch



SOCIAL

PRACTICAL

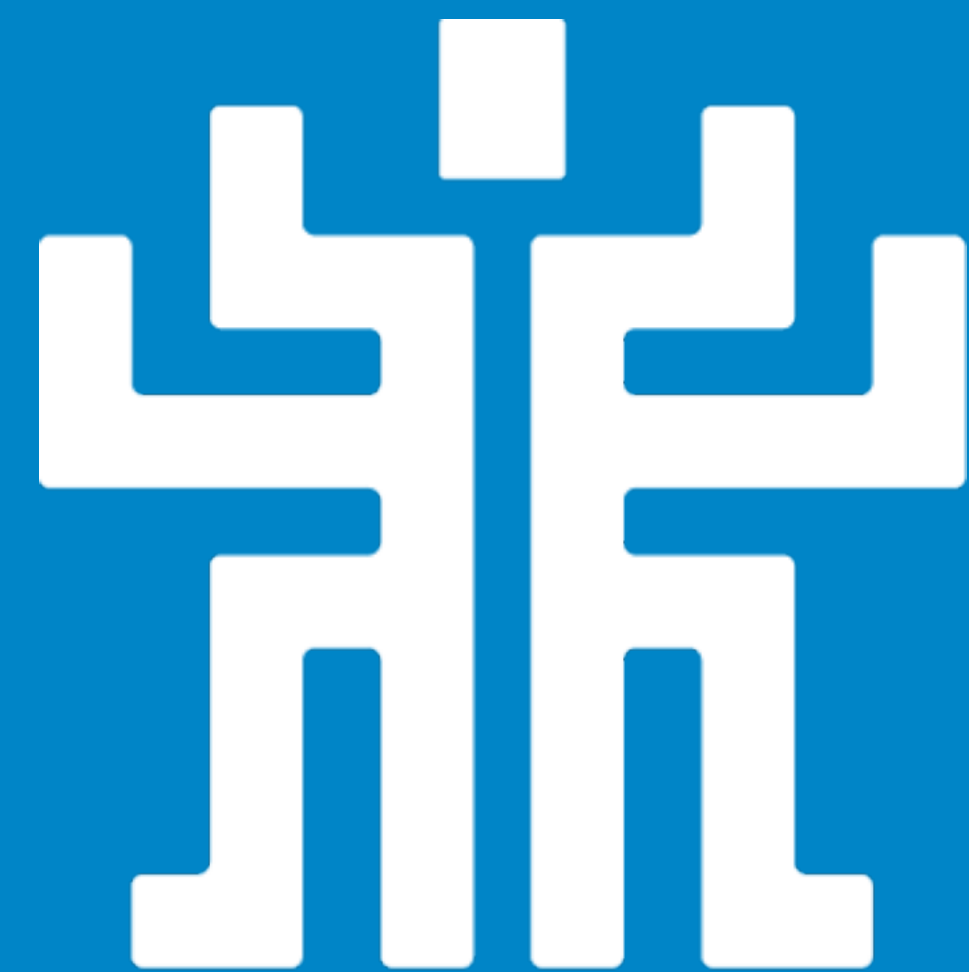
PHYSICAL





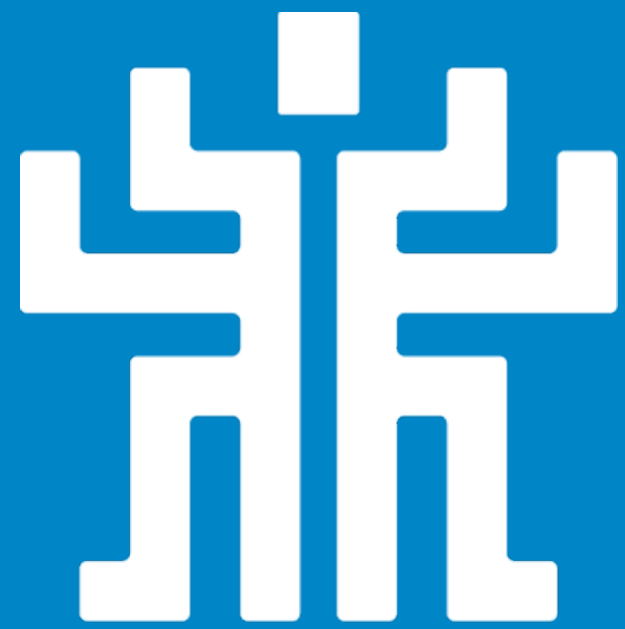




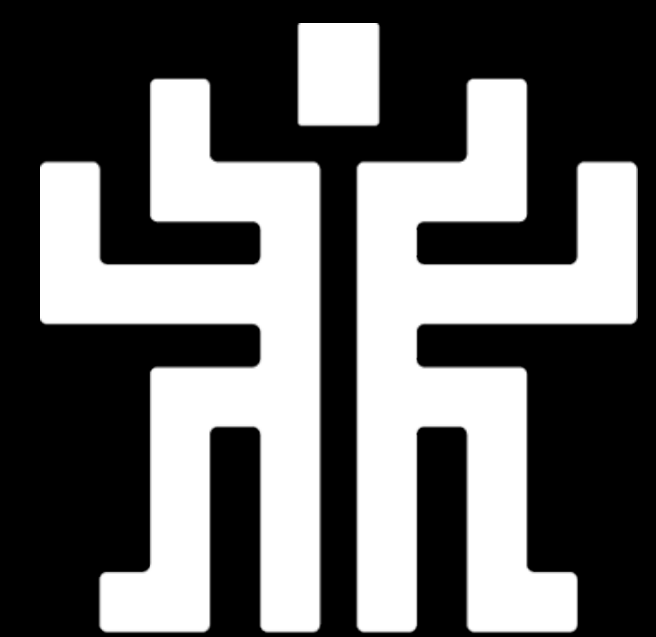


HUBOT

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



HUBOT



HUBOT

TEACHING HUBOT

Learning in
Next Nature

ROBOTIC?

DIGITAL?

VIRTUAL?



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