

Save the Date: Fri, 20.11.–Sun, 22.11.2020

## Festival | Driving the Human. Seven Prototypes for Eco-Social Renewal

Online kick-off event of the three-year project

The ZKM and Karlsruhe University of Arts and Design (HfG) cordially invite you to join the opening festival *Driving the Human* which takes place from November 20–22, 2020 and will be broadcasted via live stream. The press might switch on, ask questions, and participate in discussions.

**The opening festival**, which will be free and accessible entirely online, will showcase and critically engage with the urgencies of our time, publicly discussing and condensing questions and visions for shaping a sustainable and collective future. Taking place in Karlsruhe and being broadcasted digitally across the globe, the festival invites scholars, artists, designers, and other multidisciplinary participants to launch a debate on the themes currently defining our existence – from the human to non-human, from existence to co-existence, from digital to analog. The festival formulates the questions that will orient the next phase of the *Driving the Human* investigation.

**Festival participants include:** Frédérique Ait-Touati, Michel Bauwens, Melanie Bonajo, Joanna Bourke, Claudia Chwalisz, Sasha Costanza-Chock, Ariana Dongus, Sabine Faller, Maximilian Ilse, Indy Johar, Michael Kaethler, Bogna Konior, Sarat Maharaj, Alexandre Monnin, Simone Niquille, Alexandra Pirici, Guillaume Pitron, Elizabeth A. Povinelli, Lena Reitschuster, Denis 'Jaromil' Roio, Jeremy Shaw, Isabelle Stengers, John Thackara, Vivien Tauchmann, Julijonas Urbonas, Cary Wolfe, Richard D. Wolff.

**For the next three years**, the scientific and artistic collaboration *Driving the Human* becomes a catalyst for experimentation, shaping sustainable, and collective futures that combine science, technology, and the arts in a transdisciplinary and collaborative approach. Jointly led by four partner institutions – acatech, National Academy of Science and Engineering; the mentorship platform Forecast; the Karlsruhe University of Arts and Design; and ZKM | Center for Art and Media Karlsruhe – *Driving the Human* will produce seven tangible prototypes responding to complex contemporary scenarios, relying on an expanded expert and knowledge network.

November 2020

### Driving the Human Festival

Date  
Fri–Sun, 20.–22.11.2020

Location  
Online

### Press Contact Driving the Human

Inês Revés

E-Mail: [press@drivingthehuman.com](mailto:press@drivingthehuman.com)

Further [material](#), further information:  
[www.drivingthehuman.com](http://www.drivingthehuman.com)

### Press Contact ZKM

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Project Partners



Staatliche Hochschule für Gestaltung Karlsruhe  Karlsruhe University of Arts and Design

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The community of participants, experts, and the larger audience that *Driving the Human* brings together will explore diverse phenomena such as the social impact of global warming, energy cycles and technology-driven disruptions, the impact of collective decision making, and contemporary processes of exchanging values and objects. The results of these explorations will be shared and communicated over the project's three-year duration, and will deploy strategies for action in the form of physical experiences, with a strong individual and collective impact. Ultimately, they will create tools that enable new ways of envisioning and inhabiting the world.

»The complexity and concurrency of global crises today calls for an initiative of this kind«, says Freo Majer, artistic director of the mentoring platform Forecast. »Only through collaboration between diverse knowledge fields can we expect to envision new ways of understanding and reconstituting our notion of the human habitat.«

»We need new ways to combine social and technological innovations to kickstart novel visions of the future«, explains acatech board member, Prof. Dr. Martina Schraudner. »This is exactly what *Driving the Human* creates, a platform for collaborative ideation and realization of these visions. I am looking forward to the seven prototypes and to the opportunities that will arise from intertwining our insights.«

»*Driving the Human* presents an opportunity to enact and manifest alternatives for cohabitation on the planet«, says Jan Boelen, rector of the Karlsruhe University of Arts and Design. »Design, art, and theory can play an important role in this process, especially when collaborating with other disciplines. Our three-year collaboration will surely push for radicality and new visions, in an important and essential impulse.«

»The eco-social changes force mankind to rethink its position towards the natural environment and the definition, what is human«, says Prof. Dr. hc. mult. Peter Weibel, artistic director of ZKM. »It seems that an expansion of the human into the field of animals and plants on one side and into the field of machines on the other side can contribute something to solve the problem. For ZKM the goal is to recognize that to be human is something that has to come, that we have to drive for, that it is an open project, because we are not yet really humans.«

We cordially invite you to take part in the festival *Driving the*

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*Human*. The complete program will be announced on the project website and on the website of the ZKM in a few days.

**The website of the project:**

<https://drivingthehuman.com>

**The event on the ZKM website:**

<https://zkm.de/en/event/2020/11/driving-the-human-festival>

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