

**UNIVERSITY OF THE  
UNDERGROUND**



Sandberg Instituut



**THE WORLD'S FIRST UNIVERSITY OF THE UNDERGROUND  
OPENS... IN THE UNDERGROUND  
2<sup>ND</sup> FEBRUARY 2017**

**THIS INFORMATION IS NOT TO BE RELEASED BEFORE THE 2ND FEB 2017, 10:30AM GMT (UK TIME)**

Calling out to all the Willy Wonkas of modern times, the contemporary Velvet Underground's and Joy Division's, action researchers and designers, mythologists and makers of new worlds! With the aim of teaching students how to engineer situations, to design experiences and events, that best support social dreaming, social actions and power shifts within institutions, companies and governments, the world's first University of the Underground, based in the underground of the urban space, promotes unconventional collages of references, interdisciplinary practices, chaos and experimentations at the start of any creative process.

The University of the Underground – directed by Nelly Ben Hayoun – responds to the current trend of increased fees for postgraduate programmes by firstly proposing a business model in which students are provided with scholarships to cover their tuition fees. By hosting the University of the Underground, Sandberg Instituut is making steps towards a new, ambitious model for financing education. In the near future scholarships are to be provided to students through the support of philanthropists (80%) and governmental grants (20%). As such, it aims to act as a model of what can be achieved through coordination, shared passion and belief in the next generation. The goal being to create many more of these educative structures worldwide with the same financial structure 80%, 20%.

The University of the Underground is Sandberg Instituut's MA programme based in the underground of cities. The Sandberg's Instituut is the postgraduate programme of the Gerrit Rietveld Academie in Amsterdam. The University of the Underground is developing Sandberg Instituut's Unconventional Research Practices Department that is aiming to provide PhDs in the near future. The programme will, therefore, emphasise research, critical theories and context within students' practices. The University of the Underground is established as a foundation in Amsterdam, composed of a multidisciplinary team as part of its advisory board and managed by Nelly Ben Hayoun Studios Ltd in London. The University of the Underground is based in London in the Village Underground and in Amsterdam.

## WHAT IS THE UNIVERSITY OF THE UNDERGROUND?

The University of the Underground exists at the nexus between critical design, experiential, theatrical, filmic, political and musical practices and it results in the design of experiences.

The University of the Underground is led by a multidisciplinary team of 'dreamers of the day', who believe that a positive inspiration and disturbance to the current cultural and educative system is required to best support the young generations in their creative and political endeavours. As such, this university is bold, ambitious and impolite.

The programme of this MA is concerned with a contemporary and strategic foresight implying politics, sustainability, institutions, new technologies and scientific developments both in Artificial Intelligence and in the current digital ecosystems. It makes innovative use of design, linguistic, experiential, mythological, musical and filmic practices as tools to engage members of the public with the debates created.

The University of the Underground lives in the undergrounds within a hidden network of urban spaces. It supports forms of deviance in creativity, the non-established and the unconventional, revolutionary practices, theatre of cruelties and musical concerts will be celebrated as we manufacture countercultures, radios, pirates utopias and experiences for power shifts.

## WHY IS IT MOST URGENT?

In the University of the Underground, we believe that it is most urgent to equip young designers with the learning that allows them to use their knowledge of the material world within the navigation of governmental systems, institutions and power structures. We are concerned with the modelling and physical existence of students' dreams, beliefs and myths. We believe in social dreaming becoming the fuel for social actions. In the punk tradition, we believe that there are no more heroes and we wish to democratise the institutionalised experience. If nothing else, experiences and events make you feel alive and connected to the world around you. Music can do just that, but many other artistic forms too, and it is within this realm that we will be experimenting with in the University of the Underground.

Students have rarely before been finally provided the tools and means to learn to understand their profession as the increasingly multi-faceted and malleable role it assumes in today's world (which is ever changing and disorienting) – where designers enter the realm of authors, directors, politicians, planners, dreamers, activists, mythologists and musicians. We encourage students to use their own voice, style, tone and aesthetics as manifested in final outcomes of performative product scenarios, products embedded in the context of the built environment and the institutions, or the tangible experience and its implications now and in the coming years.

## WHO IS ENCOURAGED TO APPLY?

The University of the Underground is composed of creative soldiers, pirates, hidden creative agents of change, the Willy Wonkas of modern times, the contemporary Velvet Underground's and the Joy Division's, action researchers and designers, mythologists and makers of new worlds, living below ground in the underground and connected above while surveying from space.

We are looking for bold, very hard working and engaged students ready to jump on the rollercoaster and to experiment with various teaching disciplines in order to develop meaningful unexpected experiences. We encourage our students to challenge the rules of design by developing a performative, political and hybrid critical design practice with a philosophical existential attitude.

[Note: Some of the classes will take place in London and the others in Amsterdam.]

## WHO IS THE UNIVERSITY OF THE UNDERGROUND'S ADVISORY BOARD?

- Stuart Brown, Head of Programme and Acquisitions, British Film Institute.
- Beatrice Galilee, Associate Curator of Architecture and Design in Department of Modern and Contemporary Art at the Metropolitan Museum.
- Christopher Hird, Founder of Dartmouth Films, pioneers in funding, producing and distributing independent documentaries, former journalist on the Economist, New Statesman and Sunday Times and now on the board of the Bureau of Investigative Journalism.
- James Wyllie, Beggars Group.
- Jurgen Bey, Director of the Sandberg Instituut.
- Prof. Fiona Raby, The New School, New York.
- Damian Bradfield and Camille Lindbom, WeTransfer.
- Phil Lee, Creative Director, XL recordings.
- Christer Windeløv-Lidzélius, Principal at Danish's disruptive school Kaospilot.
- Alex Schleifer, Vice President of Design at Airbnb and Sola Biu, Creative Strategist, Culture and Design at Airbnb.
- Dave Eggers, founder of the independent publishing house McSweeney's, co-founder of the literacy project 826 Valencia, and of the human rights nonprofit Voice of Witness, founder of ScholarMatch.
- John Best, manager Sigur Rós and Fanfario, co-Director Big Dipper Productions Ltd.

More Advisory Board Members to be announced.

PLEASE NOTE: All advisory board members and tutors participate in the University of the Underground Foundation as individuals, representing their individual research and/or their opinion/ views. Their participation and statements in no way reflect the views, priorities or policies of the companies by which they are affiliated.

## WHO IS THE UNIVERSITY OF THE UNDERGROUND'S FOUNDATION MANAGEMENT?

Nelly Ben Hayoun Studios Ltd (Nelly Ben Hayoun, Mariana Del Valle, Chloe McClellan, Darren Webb, Edna Pletcherero, Marta Giralt, Tamara Hoogeweegen).

## WHO IS THE UNIVERSITY OF THE UNDERGROUND'S TEACHING TEAM?

The University of the Underground Teaching Team consists of:

- Nelly Ben Hayoun, Course Director and Tutor
- Kate Davies, Tutor
- Nina Pope Tutor
- Tom Greenall Tutor
- Nicola Koller Tutor
- Mariana Pestana Tutor

More tutors to be announced.

Guest tutors:

Bruce Sterling, Jasmina Tešanović, Prof. Rachel Armstrong, Dr. Barbara Imhof, Paula Sher, Régine Debatty, Dana Gioia.  
More guest tutors to be announced.

Coordinator: To be appointed

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## NOTES FOR EDITORS

Website for the University of the Underground: <http://universityoftheunderground.org/>

Applications are now opened from now until 1st April. Start of the course September 2017

Nelly Ben Hayoun will be giving an opening talk at the Sandberg Instituut's open days on 2nd February 2017, at 3:30pm, in the Amphitheatre:  
more informations and address here: <http://sandberg.nl/openday2017>

## ABOUT THE SANDBERG INSTITUUT

As the postgraduate programme of the Gerrit Rietveld Academie Amsterdam, the Sandberg Instituut offers master programmes in Fine Arts, Interior Architecture and Design. All programmes are officially licensed and funded by the Dutch Government and are leading to the Master of Arts degree (MA).

With an average of 20 students per programme, the Sandberg Instituut keeps their departments relatively small. This allows us to make the course flexible and open to initiatives from students and third parties. The course directors are prominent artists, designers and curators with international practices. They invite (guest) tutors who are able to challenge the students to critically reflect on their profession, their work and their progress.

<http://sandberg.nl>

## ABOUT NELLY BEN HAYOUN

Dubbed the 'Willy Wonka of Design and Science', award-winning Director and Designer of Experiences Nelly Ben Hayoun is a critical explorer and a fearless and passionate provocateur. In 2014 Wired magazine awarded her with a WIRED Innovation Fellowship for her work to date and its 'significant impact on the world' whilst in 2013, Icon Magazine touted Ben Hayoun as one of the 50 international designers 'shaping the future'. Additionally, in 2015, she was nominated for a Women of the Year Achievement Award which rewards, since 1955, women 'who have made a significant achievement' and 'are being recognised for their strides in making the world a better place'. Nelly is Designer of Experiences at the SETI (Search for Extraterrestrial Intelligence) Institute, Head of Experiences at WeTransfer where she develops experiential content for the digital platform and its 90 millions active users, a member of the Space Outreach and Education committee at the International Astronautical Federation, a United Nations Advisor to the UN VR (Virtual Reality) labs, an advisory board member at AIGA (American Institute for Graphic Arts) in Los Angeles, and a visiting professor at the Royal College of Arts and the Architectural Association. Nelly assembled and directs the International Space Orchestra (ISO) – the world first orchestra of space scientists and astronauts from NASA and through this has collaborated with Grammy award-winning musicians such as Beck, Damon Albarn, Bobby Womack, The Prodigy, Penguin Café, Ed Banger Records, Savages and most recently Icelandic post-rock band Sigur Rós.

Nelly holds a MA from the Royal College of Arts in Design Interactions, and she is finalising her PhD in Human Geography and political philosophy from Royal Holloway, University of London. She was awarded with Central Saint Martins, University of the Arts London Teaching award in 2016. This award is student-led and provides the opportunity for students to offer feedback to those staff that have made a positive and significant difference to their learning journey.

[www.nellyben.com](http://www.nellyben.com)

## ABOUT STUART BROWN

The British Film Institute (BFI)'s Head Of Programme & Acquisitions, Stuart joined the organisation in 2000 and has since worked on numerous BFI seasons, namely Hitchcock, Gothic and Sci Fi, as well as live performance and music events, including Bug: The Evolution of Music Video and Sonic Cinema.

<http://www.bfi.org.uk>

## ABOUT BEATRICE GALILEE

Beatrice Galilee is a New York-based curator, writer, critic, consultant and lecturer of contemporary architecture and design. Trained in Architecture at Bath University, and in History of Architecture MSc at the Bartlett School of Architecture, UCL, Beatrice specialises in the dissemination of architecture and design through city-wide projects, media, curatorial practice, research, editing and teaching. She is the Associate Curator of Architecture and Design in Department of Modern and Contemporary Art at the Metropolitan Museum.  
<http://www.metmuseum.org/>

## ABOUT CHRISTOPHER HIRD

Christopher Hird is the founder of Dartmouth Films, pioneers in funding, producing and distributing independent documentaries. He is also a former journalist on the Economist, New Statesman and Sunday Times and now on the board of the Bureau of Investigative Journalism and the University of the Underground.  
<http://dartmouthfilms.com>

## ABOUT JAMES WYLLIE

James has spent his entire professional career working for clients in the music business. This includes a range of artists and writers starting with complete newcomers doing their first recording or publishing deal and extending to established "superstars". James has also represented numerous record companies and music publishing companies.  
<http://www.russells.co.uk/people/james-wyllie.html>

## ABOUT JURGEN BEY

Designer Jurgen Bey leads Studio Makkink & Bey alongside architect Rianne Makkink. The studio works in various domains of applied art and includes public space projects, product design, architecture, exhibition design and applied arts. Supported by a design team, they have been operating their design practice since 2002. Jurgen Bey is the director of the Sandberg Instituut. The Sandberg's instituut is the postgraduate programme of the Gerrit Rietveld Academie Amsterdam.  
<http://www.studiomakkinkbey.nl>

## ABOUT PROF. FIONA RABY

Prof. Fiona Raby was previously professor of Industrial Design at the University of Applied Arts in Vienna, and Reader in Design Interactions at the RCA. She holds an MPhil in Computer Related Design from RCA and has taught in Architecture for more than 10 years. She is Professor of Design and Emerging Technologies, Co-director of The Designed Realities Lab, and GIDEST Fellow at The New School, New York. Raby forms half of the collaboration Dunne & Raby with Prof. Anthony Dunne.

Dunne & Raby are currently based in New York at the New School where they have been appointed as professors of Design and Emerging Technology. Since 1994, Dunne & Raby have used design as a medium to stimulate discussion and debate among designers, industry professionals, and the public about the social, cultural and ethical implications of existing and emerging technologies. They are the leading figures of the Critical Design's practice. Their projects and publications include *Speculative Everything: Design, Fiction and Social Dreaming* (2013); *Hertzian Tales: Electronic Products, Aesthetic Experience, and Critical Design* (MIT Press 2005); *Placebo*, a collection of electronic objects exploring well-being in relation to domestic electromagnetic fields (2001); *Technological Dreams Series: no.1, Robots* (2007); and *Design Noir: The Secret Life of Electronic Objects* (2001).

Their work has been exhibited at MoMA, NYC, the Pompidou Centre, Paris, and the Design Museum in London, and is in the permanent collections of MoMA, the Victoria and Albert Museum, Frac Ile-de-France, Fnac and the MAK as well as several private collections.  
<http://www.dunneandruby.co.uk>

## ABOUT DAMIAN BRADFIELD AND CAMILLE LINDBOM

Damian Bradfield: Entrepreneur. Co-Founder of Present Plus and partner in WeTransfer. Damian Bradfield has 15 years experience working worldwide in marketing and advertising with brands such as Stella McCartney, Gucci, Virgin, BBC, Daimler and agencies DLKW, AMV BBDO and J Walter Thompson. He is currently the president of WeTransfer, the cloud-based computer file transfer service based in Los Angeles and Amsterdam.

Camille Lindbom: Camille Lindbom is the Vice President of Business Development at WeTransfer. Prior to that, she worked at Yelp, as the manager of the international user operations team. Camille holds a degree in Politics & Economics from Sciences Po Grenoble, and an MA in Women and Gender studies.  
<https://wetransfer.com/>

## ABOUT PHIL LEE

Phil Lee is the Creative Director at XL Recordings, a world renowned independent record label based in London. Phil has worked with artists such as Adele, Beck, Jack White, The xx, Radiohead, The Prodigy, Sampha, MIA, FKA twigs, Sigur Rós, Basement Jaxx, Dizzee Rascal, Vampire Weekend, The White Stripes and so many more. XL Recordings release albums worldwide and operate across a range of genres. Phil Lee won the best commissioner award at the UK Music Video Award in 2016.

## ABOUT CHRISTER WINDELØV-LIDZÉLIUS

Christer Windeløv-Lidzélius is the principal at Kaospilot, a renowned disruptor in higher education. Kaospilot is recognised by UNESCO, Fast Company, Monocle and BusinessWeek for challenging current practices by introducing highly innovative educational design that develops leadership and fosters entrepreneurship. Christer and his team are rewriting the rubrics and introducing new ways to advance people through practice. His area of research at Tilburg University and the Taos Institute evolves around strategy, leadership and innovation and he is also a visiting professor at Stockholm Academy of Dramatic Arts, on the Academic Board of Moebio and is an Associate Scholar at the Institute for Leadership and Sustainability at Cumbria University. Christer is a member of The Forum d'Avignon, a think-tank dedicated to culture and creative industries, as well as The Danish Technology University innovation Forum. For more than 15 years, he has been working in the fields of leadership, strategy, innovation and entrepreneurship. He has lectured and advised companies on 5 continents, and worked in more than 25 countries for private companies, NGOs and public organisations alike. He is a frequent contributor to both international and Danish media.

[www.kaospilot.dk/](http://www.kaospilot.dk/)

## ABOUT ALEX SCHLEIFER AND SOLA BIU

Alex is the VP of Design at Airbnb, where he leads the user experience, design research, content and design operations teams. As a teenager he co-founded Sideshow, which produced award-winning digital work for a variety of global clients. In 2011 they were acquired by Say Media, where he became Head of Design, helping them to redefine digital publishing. During this time, he also co-founded UX Magazine, which quickly became an authority on user experience design. Alex is passionate about creating beautiful, engaging digital products that change the way we tell stories and make connections.

Sola Biu leads brand strategy and execution for Airbnb's Design team across digital channels, experiential events, programs, and community partnerships. In 2009, she founded Onyx Feather, a travel-inspired jewelry line that supported an education scholarship fund for rehabilitated child soldiers. Prior to Airbnb, Sola worked in communications, design recruiting, and publishing at Facebook, The National Academy of Sciences, and Hanleywood Magazines. Her work has been featured in Refinery 29, The Washington Post, and other lifestyle publications. She is passionate merging technology, art, and design to empower social change. When she's not connecting the dots, she can be found traveling and painting.

[www.airbnb.com](http://www.airbnb.com)

## ABOUT DAVE EGGERS

Dave Eggers is the author of ten books, including most recently *Your Fathers, Where Are They? And the Prophets, Do They Live Forever?*, *The Circle*, and *A Hologram for the King*, which was a finalist for the 2012 National Book Award. His memoir *A Heartbreaking Work of Staggering Genius* earned him a nomination for a Pulitzer Prize. He is the founder of McSweeney's, an independent publishing company based in San Francisco that produces books, a quarterly journal of new writing (*McSweeney's Quarterly Concern*), and a monthly magazine (*The Believer*). McSweeney's also publishes *Voice of Witness*, a nonprofit book series that uses oral history to illuminate human rights crises around the world. Eggers is the co-founder of 826 National, a network of seven tutoring centers around the country and ScholarMatch, a nonprofit organization designed to connect students with resources, schools and donors to make college possible.

<https://www.mcsweeneys.net/>

## ABOUT KATE DAVIES

Kate Davies is an artist, architect and writer. She is deeply interested in how people inhabit and understand landscape, particularly those places that are extreme, hostile or remote. She has undertaken expeditions to remote parts of the globe; from far North Alaska to the Australian outback; the Indian Himalayas, the Chernobyl Exclusion Zone and the Canadian wilds. Her work explores contemporary notions of wilderness - drawing on modes of understanding landscape ranging from contemporary survey technologies to folklore - and operates between writing, drawing, film and photography.

In parallel to Liquidfactory Kate runs The Unknown Fields Division, a celebrated travelling design studio and research group, which she founded in 2008 with Liam Young. The work and the bi-annual expeditions of Unknown Fields has featured in numerous journals and been showcased by the BBC, Guardian, New Scientist, Volume and Wired Magazine amongst others. Their work has been exhibited internationally, most recently at the V&A Museum in London.

Kate has taught design studios at the UK's most prestigious Architecture schools, She is currently Unit master of Diploma Unit 6 at The Architectural Association, as well as being Head of the AA Media Studies department, having previously taught March Unit 23 at the Bartlett School of Architecture, UCL.

<http://unknownfieldsdivision.com/>

## ABOUT NINA POPE

Nina Pope is an artist that works with public art, installation, filmmaking, and Internet publishing. She forms half of the collaboration *Somewhere with Karen Guthrie*, which is a creative non-profit designed to "enrich and inform public life". Within this partnership she has won the first Northern Art Prize in 2008 and in 2010 their new media installation 'An Artist's Impression' was acquired by the Science Museum (London). In 2015 their film 'The Closer We Get' won Best International Feature Film at Hot Docs and Best UK Film at Open City Documentary Festival.

<http://www.somewhere.org.uk>

## ABOUT TOM GREENALL

Tom Greenall is an architect and Associate Director at DSDHA. His experience covers a range of scales and sectors, from landscape design for the Royal Albert Hall to the master planning of Loughborough Junction, and from residential and commercial schemes in central London to education projects in Sheffield and Doncaster.

Tom has acted as a visiting critic at a number of UK institutions and since 2011 he has taught a Design Studio in the School of Architecture at the Royal College of Art – named as the world’s leading Art and Design University by the QS World University Rankings in both 2015 and 2016. Tom’s work has been widely published and exhibited internationally. He has collaborated with leading artists, authors, and architects on a number of award winning projects. Together with colleagues from DSDHA, Tom was awarded the 2015 Fellowship in the Built Environment by the Royal Commission for the Exhibition of 1851.

<http://www.tomgreenall.co.uk>

## **ABOUT NICOLA KOLLER**

Nicola is a designer working for acclaimed fashion designer Sir Paul Smith, designing and commissioning retail spaces worldwide and running design projects of special interest to Paul. Nicola heads an in-house multidisciplinary studio of furniture designers, interior designers, industrial designers and architects. Nicola has overseen and completed over 300 projects from concept to completion with Paul Smith in 24 countries. Including major flagship projects in London, Paris, New York, Antwerp, LA, Tokyo, Seoul, Beijing and Shanghai.

Nicola graduated from Oxford Brooks University with a BA in architecture in 2000. She continued her education in architecture at the Royal College of Art, graduating with an MA in 2003, where she was taught in by influential members of Critical design culture Fiona Raby and Gerrard O’Carroll who subsequently became her teaching partners.

Following graduation she was awarded the NESTA (Creative Investor) Graduate Pioneer award to continue her research into current social trends and the potential future implications for our built environment. Nicola has worked for numerous design and architecture practices in London and has been published internationally.

Nicola Koller has been a tutor at the Royal College of Art since 2005 (ADS4) and has been working in Architectural education at UK Universities since 2003. ADS4 is a critical design studio, specialising in speculative near-futures and world building. The studio researches across science, technology, politics and economics, to question key shifts and emerging trends, and the new behaviours they bring with them.

<http://ads4.co>

## **ABOUT MARIANA PESTANA**

Mariana Pestana is a London based, Portuguese architect and curator. She co-founded the collective The Decorators, with whom she developed spatial interventions and performative situations in the public realm, with the aim to test alternative futures for specific places and people. She lectured spatial design at Central Saint Martins and Chelsea College of Arts, and Design Interactions at the Royal College of Arts. Mariana recently curated the exhibition *The Real and Other Fictions* for Close, Closer, Lisbon Architecture Triennale and This Time Tomorrow for the V&A at the World Economic Forum. She currently works as a curator at the Victoria and Albert Museum, and is developing a PhD at the Bartlett School of Architecture, about the ways in which spatial design can enact alternative possible worlds and induce social change.

<https://www.vam.ac.uk/>

## **ABOUT BRUCE STERLING**

Bruce Sterling is an American science fiction author known for his novels and work on the *Mirrorshades* anthology. He is a net critic, and internationally recognised cyberspace theorist. He currently holds the position of Professor of New Media and Science Fiction at The European Graduate School. In 2005, he became “visionary in residence” at the Art Center College of Design in Los Angeles.

[https://www.wired.com/category/beyond\\_the\\_beyond/](https://www.wired.com/category/beyond_the_beyond/)

## **ABOUT JASMINA TEŠANOVIC**

Jasmina Tešanović is an author, feminist, political activist, translator, and filmmaker. In 1978, together with Zarana Papić and Dunja Blazević, she organised the first Feminist Conference in Eastern Europe bringing Italian feminists (Dacia Maraini, Anne Marie Boetti, Letizia Paolozzi, etc.) into Yugoslavia. She has also translated Italian authors such as Italo Calvino, Elsa Morante, Alberto Moravia, Sandro Veronesi, Andrea de Carlo, and Aldo Busi, and published an anthology of contemporary Italian literature within Yugoslavia. Her first book of essays “*The Invisible Book*” became a manifesto for alternative Serbian feminist/pacifist culture. Since then she published several other fiction and essays books translated in several languages.

<http://www.huffingtonpost.com/author/politicalidiot-520>

## **ABOUT PROF. RACHEL ARMSTRONG**

Rachel Armstrong is Professor of Experimental Architecture at the Department of Architecture, Planning and Landscape, Newcastle University. She is also a 2010 Senior TED Fellow who is establishing an alternative approach to sustainability that couples with the computational properties of the natural world to develop a 21st century production platform for the built environment, which she calls ‘living’ architecture.

<http://www.ncl.ac.uk/apl/staff/profile/rachelarmstrong3.html#background>

## **ABOUT DR. BARBARA IMHOF**

Barbara Imhof is the co-founder and co-manager of LIQUIFER Systems Group, a platform for a group of experts from the fields of architecture, design, human factors, systems engineering, physics and space technology. Their space related projects focus on feasibility and scenario studies as well as mock-ups and prototypes for clients such as the European Space Agency ESA and Thales Alenia Space. Barbara has worked as a space architect for NASA, being responsible for the interior design, on NASA’s BIOPLEX Project (Earth test bed for a human mission to Mars) at the Johnson Space Center in Houston. For the European Space Agency (ESA) she also led a feasibility study of an integrated planetary exploration simulation facility.

<http://www.liquifer.com/>

## ABOUT PAULA SCHER

Paula Scher is a popular contemporary American graphic designer. She has worked relentlessly to revolutionise the graphic designing industry with her overzealous determination and creative work for over four decades. Her unabashed and iconic images found their way into American vernacular. Alongside this, she is also a painter and an art educator, who became the first female to be offered the principal position at Pentagram in 1990s.

<http://www.pentagram.com/#/partners/109681>

## ABOUT RÉGINE DEBATTY

Régine Debatty is a writer, curator, critic, and founder of <http://we-make-money-not-art.com/>, a blog which received 2 Webby awards and recently received an honorary mention at the START Prize, a competition which acknowledges “innovative projects at the interface of science, technology and art”. Régine writes and lectures internationally about the way in which artists, hackers, and designers use technology as a medium for critical discussion. She also created A.I.L. (Artists in Laboratories), a weekly radio program about the connections between art and science for Resonance104.4fm in London (2012–14), and is the co-author of the “sprint book” *New Art/Science Affinities*, published by Carnegie Mellon University.

<http://we-make-money-not-art.com/>

## ABOUT DANA GIOIA

Dana Gioia is the Poet Laureate of California. He is the author of five collections of poetry, including *Interrogations at Noon* (2001), which won the American Book Award, *Pity the Beautiful* (2012), and *99 Poems: New & Selected* (2016). He has also published three collections of criticism, most notably *Can Poetry Matter?* (1992), which was a finalist for the National Book Critics Award. A best-selling literary anthologist, Gioia has edited or co-edited over two dozen collections of poetry, fiction, and drama. He has also written three opera libretti and has collaborated with composers in genres ranging from classical to jazz and rock.

For six years (2003-2009) Gioia served as Chairman of the National Endowment for the Arts where he gained strong bipartisan support for the previously imperiled agency and helped launch the largest literary programs in federal history, including *The Big Read*, *Poetry Out Loud*, and *Shakespeare in American Communities*. He was twice unanimously confirmed by the U.S. Senate. During the NEA years Gioia also led the U.S. cultural delegation to UNESCO. For two years he directed the arts and culture programs for the Aspen Institute in Washington, D.C. and Colorado. In 2015 Governor Jerry Brown appointed him the Poet Laureate of California.

In 2011 Gioia became the Judge Widney Professor of Poetry and Public Culture at the University of Southern California. He has been awarded eleven honorary doctorates and many awards, including the Laetare Medal from Notre Dame, the Presidential Civilian Medal, and the Aiken-Taylor Award in Modern American Poetry.

## PRESS CONTACTS

General inquiries, please contact us at: [admin@nellyben.com](mailto:admin@nellyben.com)

USA and International, please contact Chloe McClellan, NBH Studios manager: [admin@nellyben.com](mailto:admin@nellyben.com)

PR Sandberg Instituut, please contact Antje Klaster: [antje@sandberg.nl](mailto:antje@sandberg.nl)

## PRESS IMAGES

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## SOCIAL MEDIA

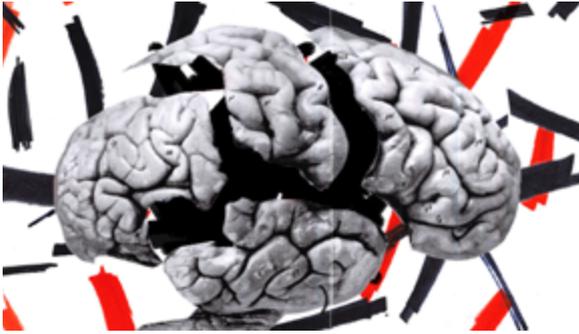
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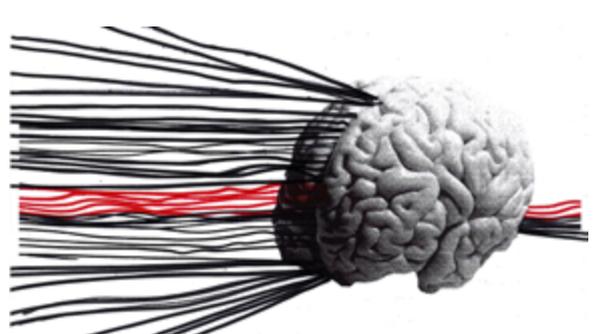
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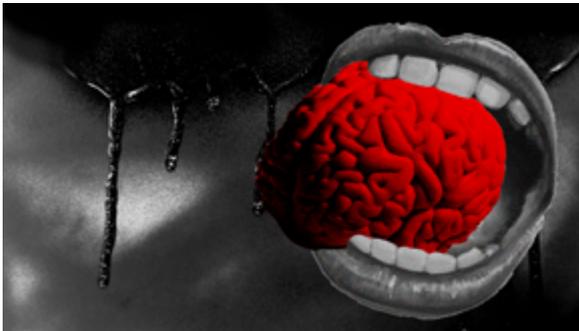
The University of the Underground examines a slice of your brain.



The University of the Underground unravels knowledge and reveals systems of meaning within institutions.



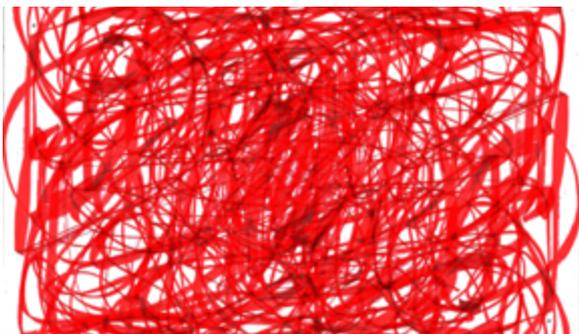
The University of the Underground proposes interdisciplinarity at the core of its teaching practice.



The University of the Underground unravels knowledge and reveals systems of meaning within institution.



The University of the Underground is composed of creative soldiers, pirates, hidden creative agents of change, the Willy Wonkas of modern times, the Velvet Undergrounds' and Joy Divisions', action researchers, mythologists and makers of new worlds.



The University believes that there are no more heroes and therefore we wish to democratise the experience of institution.