

# POSTHUMAN

WHEN TECHNOLOGY EMBEDS SOCIETY

Logotel  
making together.

## MILAN DESIGN WEEK 2017 LOGOTEL PRESENTS "POSTHUMAN – WHEN TECHNOLOGY EMBEDS SOCIETY"

*A project that investigates the increasingly symbiotic relationship between humans and technology in a society that is quickly absorbing, or reacting to, changes forced upon us by new scenarios. This is the exhibition that Logotel is organising at its premises in Via Ventura for the sixth consecutive year for Milan Design Week.*

What type of work do we envisage the future to hold? What will this "new" human look like? What are the most striking cases that expose the risks and opportunities for the new scenarios?

With its exhibition "***Posthuman – When technology embeds society***", Logotel wants to expose and explore how human beings are transformed and how their biological bodies are put into effect, starting with their everyday activities and the equilibriums that are destined to change in society.

Post.

A prefix that changes the status of our experience up to now, from *post-modernity* to *post-truth*. We live in an age in which the traditional idea of humanism is increasingly being transformed, putting up for discussion or quickly cancelling our idea of progress and development that had previously acted as guides for our system of values and individual and collective perspectives. Nothing in our surroundings seems to be certain anymore, or anchored to a shared social and cognitive reality.

Technology is a prosthesis and the environment that surrounds us and permeates every level of our perception, communication and action.

A wealth of artificial and autonomous intelligence that is feeding imminent new *post-human* forms that will gradually become a central part of our everyday lives.

The focal point of Logotel's exhibition is the project by **Maria Yablonina**, "*Mobile Robotic Fabrication Eco-System*", in which three robots, interacting and moving in synchronicity on a large structure, construct a suspended network inspired by the way in which spiders weave their strong webs.

The result of this new kind of collaboration is a weave consisting of polypropylene cables that, thanks to the agile movement of the robots, allows us to reflect on the existence of a brand new type of interaction: not human-human, or human-machine any more, but a relational exchange that is machine-machine.

The exhibition will be open all day and there will be three times during the day when visitors can

see the robots at work: at 2.30 p.m., at 4.00 p.m. and at 6.30 p.m.

Maria Yablonina moved to Germany to pursue her special interest in robotics and digital construction, and her project was created at the ICD (Institute for Computational Design) at the University of Stuttgart where the Russian designer is currently a researcher.

Her work is an attempt to devise a new, fast and inexpensive construction method involving software and hardware to develop an innovative solution: small robots (that can be carried in a suitcase) that can climb along horizontal and up vertical structures using sensors and suction on any type of surface.

How many of them could we use to simplify our lives? What type of activities could we delegate to collaborative robots like these? And what does the future have in store for us?

The exhibition also features certain changes that are already taking place, with a **repository of over 100 case histories** and a **collection of points of view**, in interview form, that look more closely at the Posthuman theme and the relationship between technology, design, humankind and society.

Some of the cases belong to the world of art and design, others to literature, cinema and technology. The video contributions feature the worlds of philosophy, research and art, a direct choice to provide some immediate answers to questions that are still open and unanswered.

For **Logotel**, the service design company that has been helping businesses transform themselves since 1993, 2017 will be the sixth year that it has participated in Milan Design Week.

Logotel has created six exhibitions with the aim of prompting a series of reflections on the new challenges facing contemporary design, with the contribution of more than 70 international designers and guests and with the support and the scientific curatorship of Susanna Legrenzi and Stefano Maffei.

Logotel began its continuing "Horizon" project back in 2012, a collaborative venture that explores new horizons in design, with **Cristina Favini** as Project & Content Manager.

Over the course of past editions, the following themes have been explored: collaboration with "Making Together" (2012), invisibility with "(In)visible Design" (2013), moving on then to a reflection about design on the subject of time with the event-exhibition "Timescapes" (2014) – which won Logotel the Milano Design Award in the "Best Tech" category - and on the theme of needs with "Need, when design empowers human potential" in 2015, and on the originality of projects and their poetry in 2016, with "Poetry".

## **WEB and SOCIAL NETWORKS**

[www.post-human.it](http://www.post-human.it)

[www.facebook.com/logotelhorizon](https://www.facebook.com/logotelhorizon)

[www.twitter.com/LogotelHorizon](https://www.twitter.com/LogotelHorizon)

[www.instagram.com/logotelhorizon](https://www.instagram.com/logotelhorizon)

*"Posthuman – When technology embeds society"*  
*Ventura Lambrate District - Milan Design Week 2017*  
*Logotel*  
*via privata Giovanni Ventura 15, Milan*  
*From 4 to 9 April*  
*Free admission*

## BIOS

### LOGOTEL

Logotel is the Service Design Company that works collaboratively with companies to plan and foster business change. Its team of over 160 people is based in Milan in a 2,400-m<sup>2</sup> centre which was once the Faema espresso machine factory. The company currently has 50 clients, with whom it is developing more than 70 projects. In 2016, besides its service design projects, Logotel involved more than 5,000 people in training projects; over the past 16 years it has developed and managed 30 Business Community Networks that are still active, which bring together and deliver services and content to more than 80,000 people every day.

[www.logotel.it](http://www.logotel.it)

[www.twitter.com/logotel](https://www.twitter.com/logotel)

[www.facebook.com/Logotel](https://www.facebook.com/Logotel)

[www.weconomy.it](http://www.weconomy.it)

### PROJECT & CONTENT MANAGEMENT

**Cristina Favini Strategist and Manager of Design at Logotel service design company**, creator and head of the Weconomy project, she has been "designing" and accompanying service design projects for key Italian and international organisations for sixteen years. Designer of the "Iceberg" model for the physical and digital transformation of businesses and sales networks, she conducts analysis and research through conferences, seminars, workshops and talks.

### SCIENTIFIC TEAM

**Susanna Legrenzi, journalist and freelance curator**, teaches Visual Cultures at the Politecnico di Milano. Since 2010, she has been involved in online and offline communication projects in the field of culture and innovation, working with museums and on large-scale events.

**Stefano Maffei is Associate Professor at the Design School of the Politecnico di Milano**, where he teaches Product Innovation/Production Models. He is Director of the Masters' course in Service Design at the Politecnico di Milano and of POLIfactory, the Politecnico di Milano's makerspace.

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