

PRESS RELEASE



**BIOTOURS AT
DUTCH DESIGN
WEEK**

VIRTUAL STUDIO TOURS ILLUMINATING
INDUSTRY-SHIFTING DESIGNERS

17-25 OCT 2020, DDW.NL, CENEIC.CO.UK

ceneic

Ceneic, the London-based agency promoting Biodesign, Biotechnology and the Circular Economy, launches Bitours at Dutch Design Week 2020 with a virtual exhibition and ‘studio tour’ series.

If design innovation of the 2010s was the Age of R&D, the 2020s is the Age of Action. The 2010s saw an explosion in bio- and ecology-driven design concepts and prototypes, but in an era of urgency - how do we transition ‘concepts’ to crisis-solving solutions and galvanise systemic change? How can businesses scale from speculative ideas to integrated solutions? How can businesses adopt these practices when the needs of the planet and people are in constant flux?

Biotours is a new service from Ceneic - a new kind of agency that exists to help change-maker businesses become more literate in the world of biodesign, connect with the innovators in industry-shifting biotechnology and implement circular economy practices into the fabric of their business. The service will officially launch during **Dutch Design Week 2020** with four virtual, pop-up studios and four lunchtime briefings or ‘studio tours’ featuring 16 enterprising and attuned graduate designers.

“Our conversations with businesses found that they were looking for an opportunity to get up to speed with the mass innovations happening, often under-the-radar in a bespoke, concise format. Biotours offers us an exciting opportunity to connect the dots between our mass network of innovators and businesses to help guide actionable change.” - Bud Moore, Ceneic Co-Founder

Biotours at Dutch Design Week will offer a space for critical learning, insight, inspiration and imagination around four macro areas of opportunity: **Bio-Tech Realities, (Local) Systems Solutions, The New ‘Growth’ Mindset** and **Augmented Humans**.

The platform will be open to the public and industry, interested in understanding the potential of bio- and sustainability-led technologies.

The virtual presentation will be available to view from 17-25 October 2020 inclusive at:
<https://ddw.nl/en/programme/3124/biotours-at-ddw>

Tickets for the virtual briefings are free but places are limited and registration is required.

13.00 - 14.00 CEST

Bio-Tech Realities	Monday 19th Oct 2020	Register Now
Local) Systems Solutions	Tuesday 20th Oct 2020	Register Now
The New 'Growth' Mindset	Wednesday 21st Oct 2020	Register Now
Augmented Humans	Thursday 22nd Oct 2020	Register Now

ABOUT THE THEMES

Bio-Tech Realities

How might we bring the merger of biology and technology closer into contact with our everyday lives? How might it help us rethink what we perceive as 'biologic' or 'technologic' products? What are the systems-scale applications of this frontier technology?

Topic areas: Product design, spatial design, environmental design, city planning, nature futures, telecomms, electronics

Featured designers: Tom Pais, Romy Snijders, Sean Ross

(Local) Systems solutions

Whilst we know 'circular' models are favourable - how might we draw our 'circles' from the inside out starting closer to home? Can we pay closer attention to the materials, skills and needs in our own neighbourhoods, cities and regions in order to reshape the nationwide or even international systems that surround us?

Topic areas: Circular systems, material alternatives, manufacturing, infrastructure, product design, city planning, automotive, 'utilities'

Featured designers: Julian Ellis Brown, The Tyre Collective, SaltyCo, Roberta Lebed Hopart, Giuseppe Abate

The New 'Growth' Mindset

In nature there is no 'waste' so how can we turn 'waste' streams into sources of material abundance that provide legitimate alternatives to raw material? How can we manage our relationships with microorganisms (and create new ones)? How can we learn from nature to revolutionise how industry's 'make'?

Topic areas: Manufacture, industrial processes, material futures, biotechnology, home-hacking, apparel, fashion, beauty, sportswear

Featured designers: Sarah Graham, Riina Oun, Moenika Chowdhury, Jade Echart, Carolina Perez Leon

Augmented Humans

Why care about technology we can 'wear'? How do we progress 'wearables' beyond self-optimisation metrics? What opportunities are there to centralise technologies around urgent human needs? How can technology be more inclusive?

Topic areas: Wearables, product design, data, personal electronics, social inclusion

Featured designers: Nelly Taheri, Sophie Horrocks, Natalie Kerres

ABOUT BIOTOURS

Circular-, bio-, regenerative- design has the capacity to re-shape 'business as usual', put ambitious plans like the 'Green New Deal' in practice and prepare for shifting futures. **Biotours** are bespoke experiences designed to connect the dots between concepts and real-world application, speculative possibilities and practice across broad aspects of business. They are designed to provide inspirational research; forge connections with designers and influencers; unearth the trends; illuminate the possibilities and provide tools to turn aims into application.

It might be a very specific brief - how can we reduce plastic in our delivery packaging? How can we reduce the amount of virgin material in our footwear? How can we make our buildings more carbon neutral? Or a broader exploration - how might synthetic biology be useful to our business? How do sustainability and wellness go together? How can we inspire our product design teams to explore more sustainable alternatives?

Whilst we navigate Covid-19 Biotours can take the form of virtual insight or in-person briefings and tours scheduled for the future.

ABOUT THE CURATORS

Becky Lyon

Becky has 13 years experience delivering design and culture focused activations, events, installations and audience engagement for international brands. She has delivered pop-up exhibitions in Los Angeles for Oakley, programmed a 10-month space for women for adidas, curated 'Ideas for Breakfast' for W Hotels and hosted art and music parties for Heineken Group among many other projects. She is a trends consultant for a number of publications with a speciality in sustainable futures, technology, materials and design.

Bud Moore

Ceneic founder Bud Moore spent over 10 years with pioneering design platform Designersblock, organising, producing and communicating exhibitions, projects and pop up shops and talks in London, Milan and Birmingham, working with cultural institutions, brands and government bodies. Using transitional architecture spaces such as factories, courts, swimming pools and trade halls to create experiential exhibitions and experiences. Prior to working in the design industry he worked in commercial and marketing roles in television and retail.

CONTACTS

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