

**Wednesday, April 8, 2009, 6:30 pm**  
**Pozen Center for Interrelated Media**  
Massachusetts College of Art and Design  
621 Huntington Avenue  
Boston, MA 02115

# **Design in The Age of Biology: Shifting from mechanical to organic; from object to system**

From Newton through the Industrial revolution up to today, mechanical metaphors have dominated our thinking. Mechanics as a system for describing the clockwork motion of the heavens. The rise of engines, engineers, and engineering. Yet now, we are in the early stages of a new revolution, this time in biology. How will it reframe our view of the world? Will the revolution in biology give rise to new metaphors? How will this affect design practice and design education?

Dubberly is a principal of Dubberly Design Office and former manager of creative services at Apple and VP Design at Netscape. He has taught at Art Center College, CMU, IIT/ID, San Jose State, and Stanford.

The Dynamic Media Institute, graduate design program at the Massachusetts College of Art and Design, offers a creative and intellectually stimulating environment wherein graduate students focus on the role and possible new uses of dynamic media in communication design. Each student's unique vision and passion for design develops into an original body of ideas and fresh practice.

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