



MATERIA XPERIENCE - NEXT NATURE - KOERT VAN MENSVOORT

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Eindhoven  
University of Technology

**NEXT NATURE / LAB**

**[www.nextnature.net](http://www.nextnature.net)**

**HELLO**

**KOERT**

**ARTIST**

**SCIENTIST**

**DESIGNER**

**ENGINEER**



PHILOSOPHER

**PRODUCER**

**DOCTOR**

**BLOGGER**

**AMATEUR**







Naturally made & Same great taste









**NANNO**

**SUPERMARKET**



**NANNO**

**SUPERMARKET**

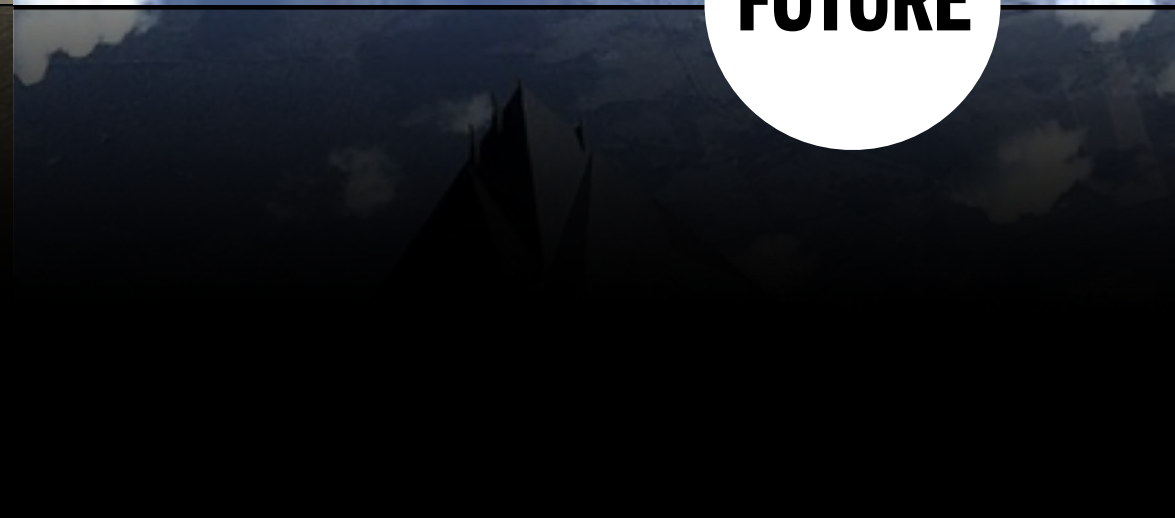
**NANO**  
**SUPERMARKET**

**SUPER  
MARKET  
NOIR!**

**RETRO**



**FUTURE**





NANO  
SUPERMARKET

Nanopodium TU/e

RENGOCAR

# WALLSMART

ONE BUCKET OF PAINT, A THOUSAND  
COLORS FOR YOUR INTERIOR



INDIVIDUAL

EXPRESSIVE

PLEASURE





# ENERGY BELT

GENERATE ELECTRICITY  
FROM YOUR BELLY FAT



**SOCIAL**

**PROGRESSIVE**

**PURPOSE**

# TWITTER IMPLANT

SHARE YOUR HEALTHY LIFESTYLE  
WITH YOUR SOCIAL NETWORK



**TwitterImplant**

Run -1000 cal. #discount

**TwitterImplant**

Nicotine +1 mg #penalty



EXPRESSIVE

PLEASURE

INDIVIDUALISTIC

# LATRO LAMP

ECO FRIENDLY LAMP  
POWERED BY ALGAE



SOCIAL

CONSERVATIVE

PURPOSE



# NANO WINE PROGRAMMABLE WINE



Deze wijn bevat miljoenen nanocapsules die afhankelijk van uw stemming en smaakvoorkeuren door magnetrongolven kunnen worden geactiveerd. Ongeactiveerde nanocapsules bewegen zich onopgemerkt door het lichaam, terwijl geopende capsules de smaak, geur en kleur van de wijn beïnvloeden. Open de vanillecapsules als u in een Australische bui bent. Zin in een Syrah? Voor een soepele Merlot hoeft u niets te doen.



EXPRESSIVE

PLEASURE

INDIVIDUALISTIC

Van Mensvoort, Grievink, Daas



# PHARMACEUTICAL SUSHI MEDICINES IN FOOD



**SOCIAL**

**PROGRESSIVE**

**PURPOSE**



# RAYFISH SHOES

GROW YOUR OWN SNEAKER  
WITH BIO CUSTOMIZATION



INDIVIDUAL

PROGRESSIVE

PLEASURE



[WWW.NANOSUPERMARKET.ORG](http://WWW.NANOSUPERMARKET.ORG)

**THE PRODUCTS ARE FICTIONAL, THE DEBATE IS FACT**



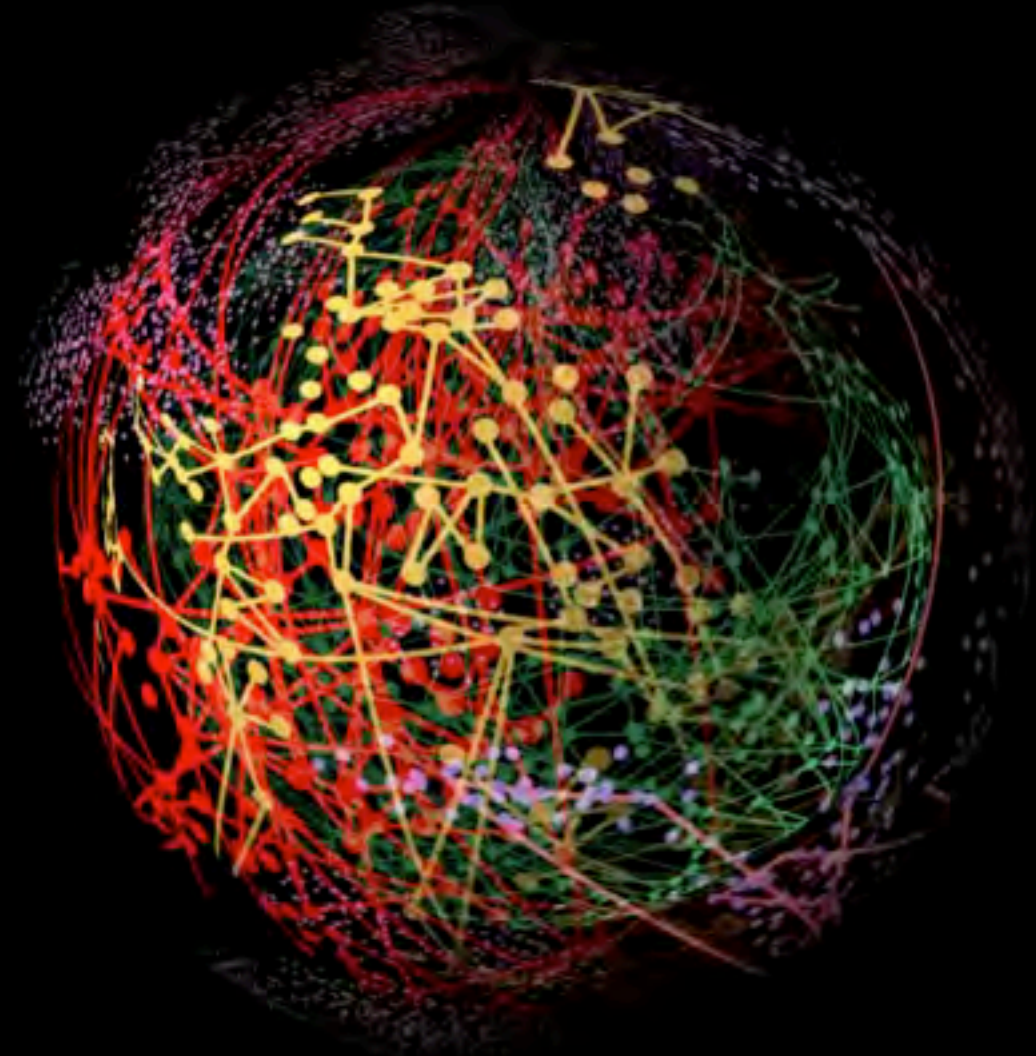




GEOSPHERE



BIOSPHERE



TECHNOSPHERE

**EVOLUTION  
GOES ON**







FOOD TECHNOLOGY



DINOSAUR LEG



SABERTOOTH FILET

# THE MEAT OF TODAY



*100 % Made from an Animal  
100 % Unrecognizable*

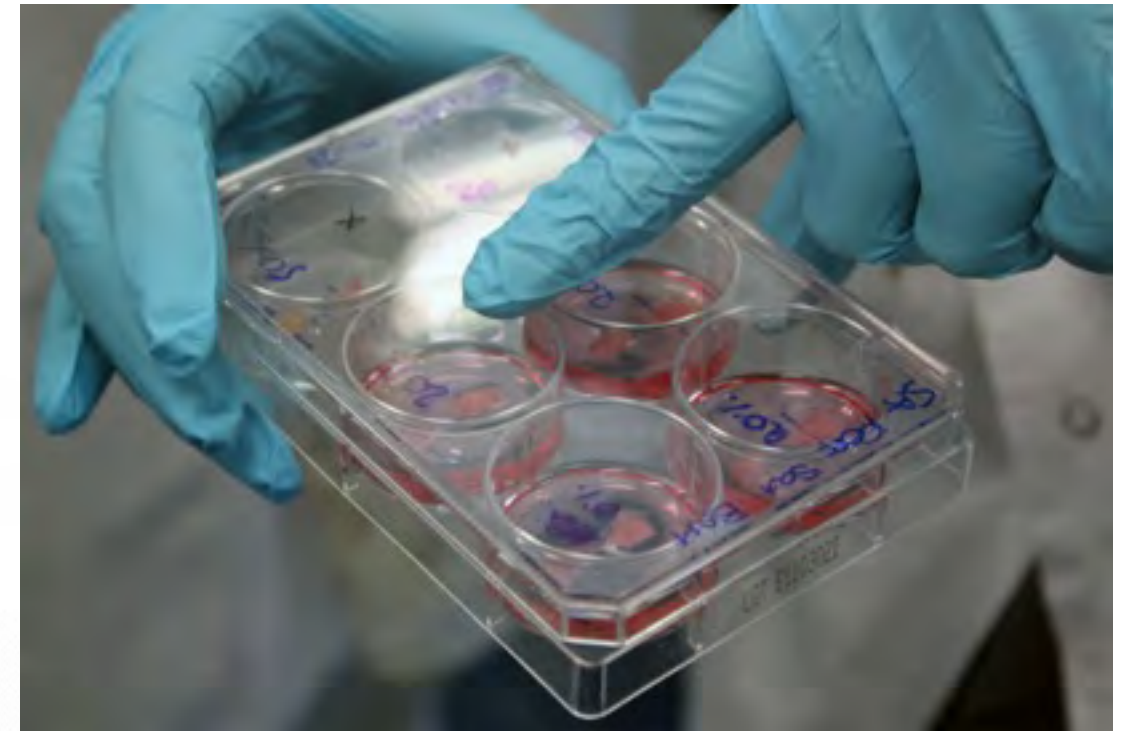


# THE MEAT OF TODAY



*100 % Made from an Animal  
100 % Unrecognizable*

# THE MEAT OF TOMORROW?



IN VITRO MEAT: TU/e BMT



HOME MEAT INCUBATOR - DANIEL ONG, TU/e ID NEXT NATURE LAB

# THE IN-VITRO MEAT COOKBOOK



# KNITTED MEAT



# MAGIC MEATBALLS



MARK KANTERS

# MEAT FRUIT



AYLIN GROENEWOUD

# MEAT FLOWER



**RUSTIC IN-VITRO**



MARJOLEIN KORS



# IN-VITRO ME

CHLOÉ RUTZVELD



# HOW TO GROW AN ORGAN?



VLADIMIR MIRONOV MD, PHD



OVERSTEPPING - JULIE RAPP

**BORN AND  
MADE  
ARE FUSING**

**NATURE AND  
CULTURE  
ARE FUSING**

**NATURE AND  
CULTURE  
ARE SHIFTING**

**BORN**

**MADE**

**AUTONOMOUS**

**CONTROLLED**

**BORN**

**MADE**





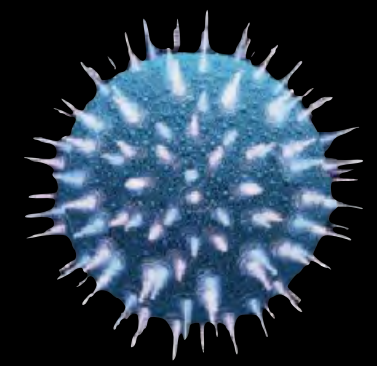
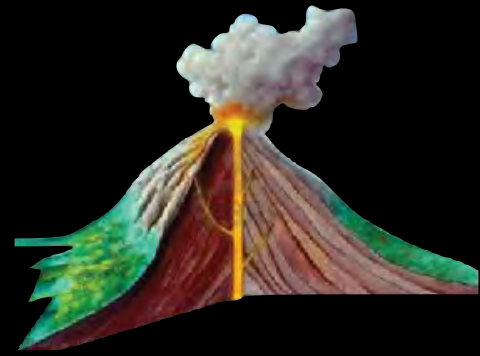
**BEYOND CONTROL**

**CONTROLLED**

**BORN**

**MADE**





**BORN**

**MADE**



**BEYOND CONTROL**

**CONTROLLED**



**BORN**



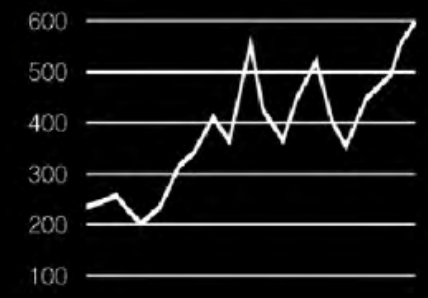
**CONTROLLED**

**BEYOND CONTROL**



**MADE**





**BEYOND CONTROL**



**BORN**

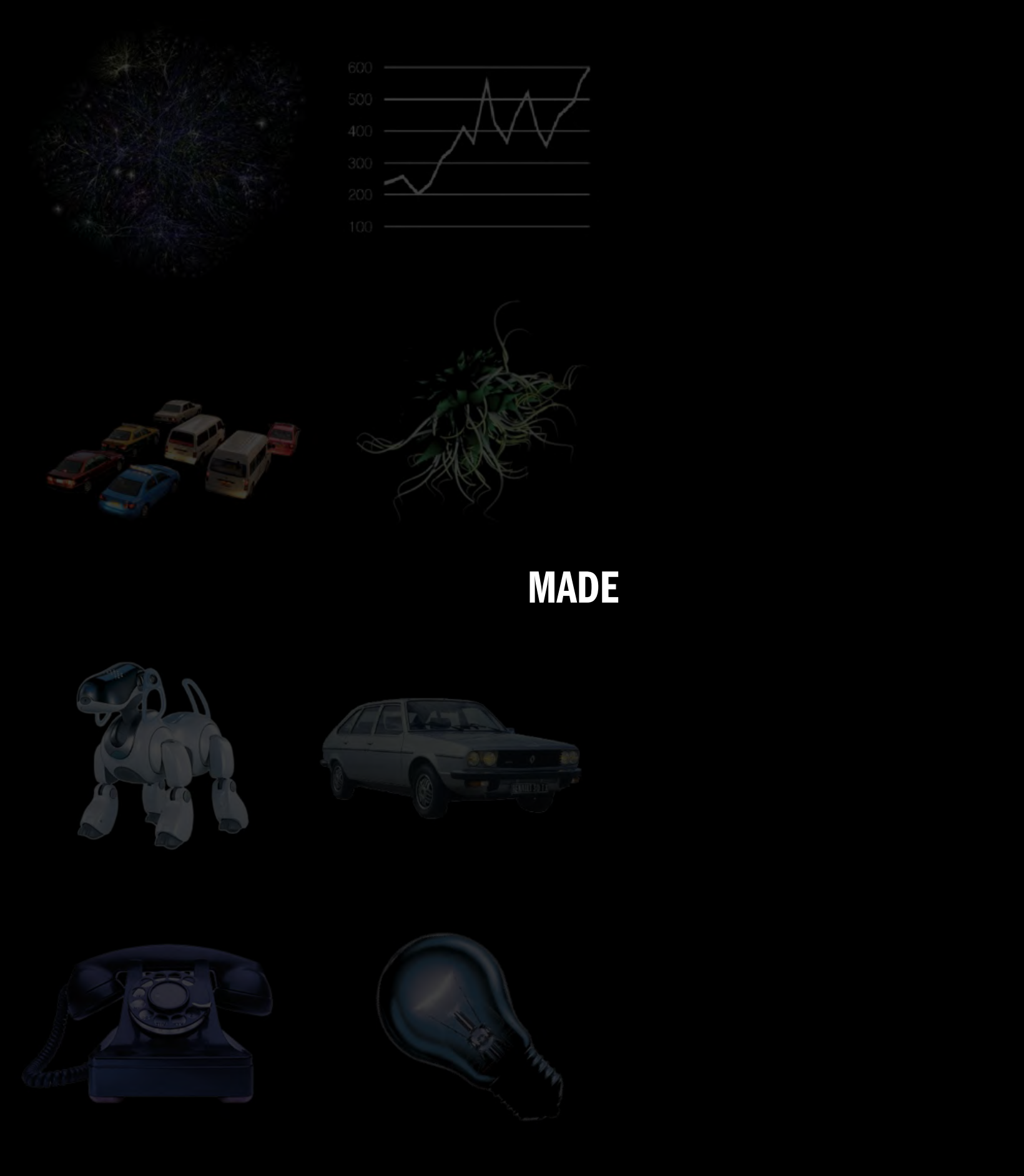
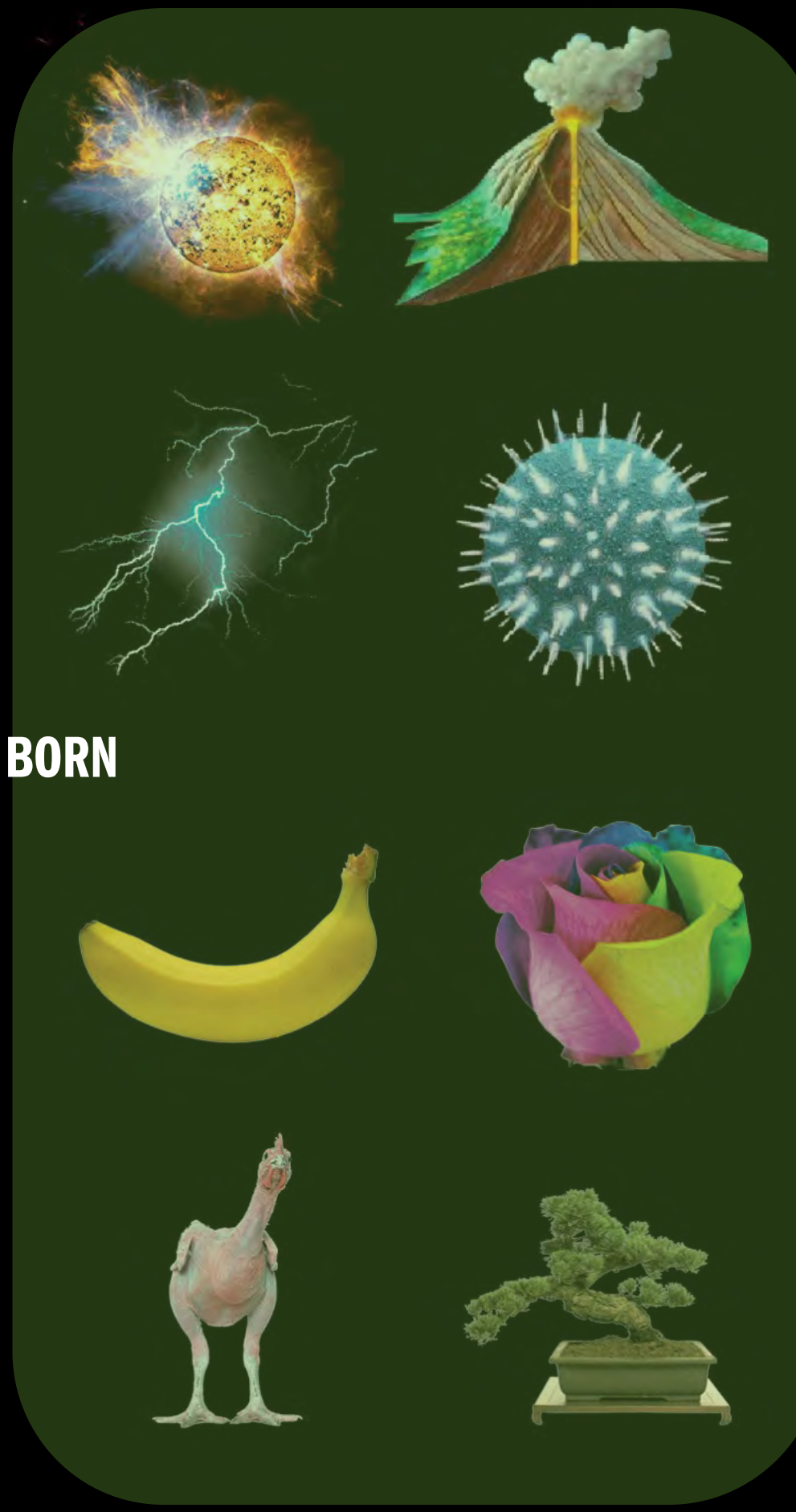
**MADE**



**CONTROLLED**



**Old view:  
Everything that  
is Born**





**BEYOND CONTROL**



**NATURE  
CAUSED BY  
PEOPLE**

**New view on  
Nature:  
Everything  
Beyond Control**

**BORN**

**MADE**



**CONTROLLED**



**NATURE CHANGES  
ALONG WITH US**







*Is this evolution?*



*Is this biodiversity?*



*Is this an ecosystem?*



*Is this architecture?*



*Is this a natural phenomenon?*



# PYRAMID OF TECHNOLOGY

# INSPIRATION: MASLOW HIERARCHY OF HUMAN NEEDS

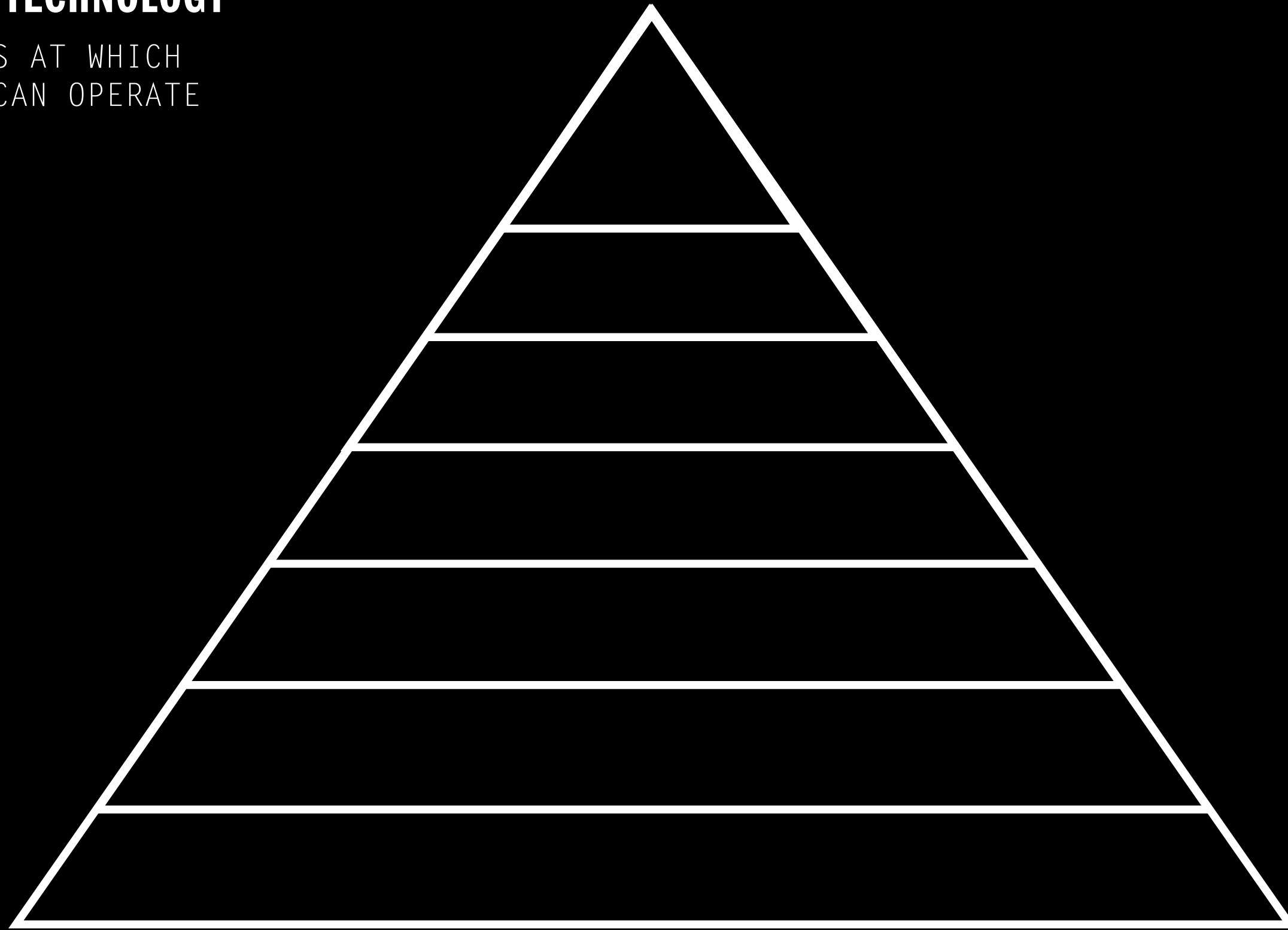
ABRAHAM MASLOW, 1943





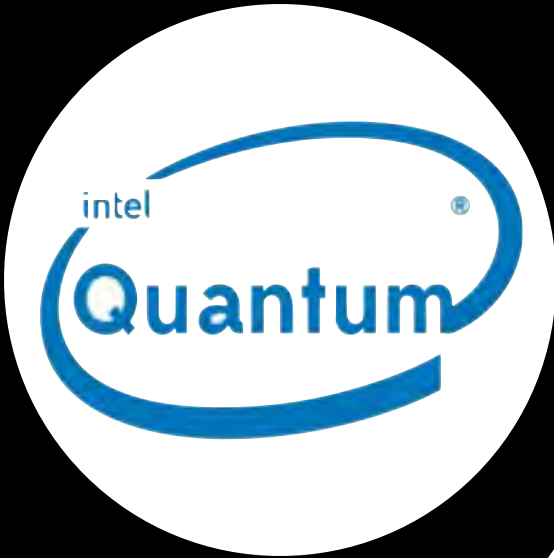
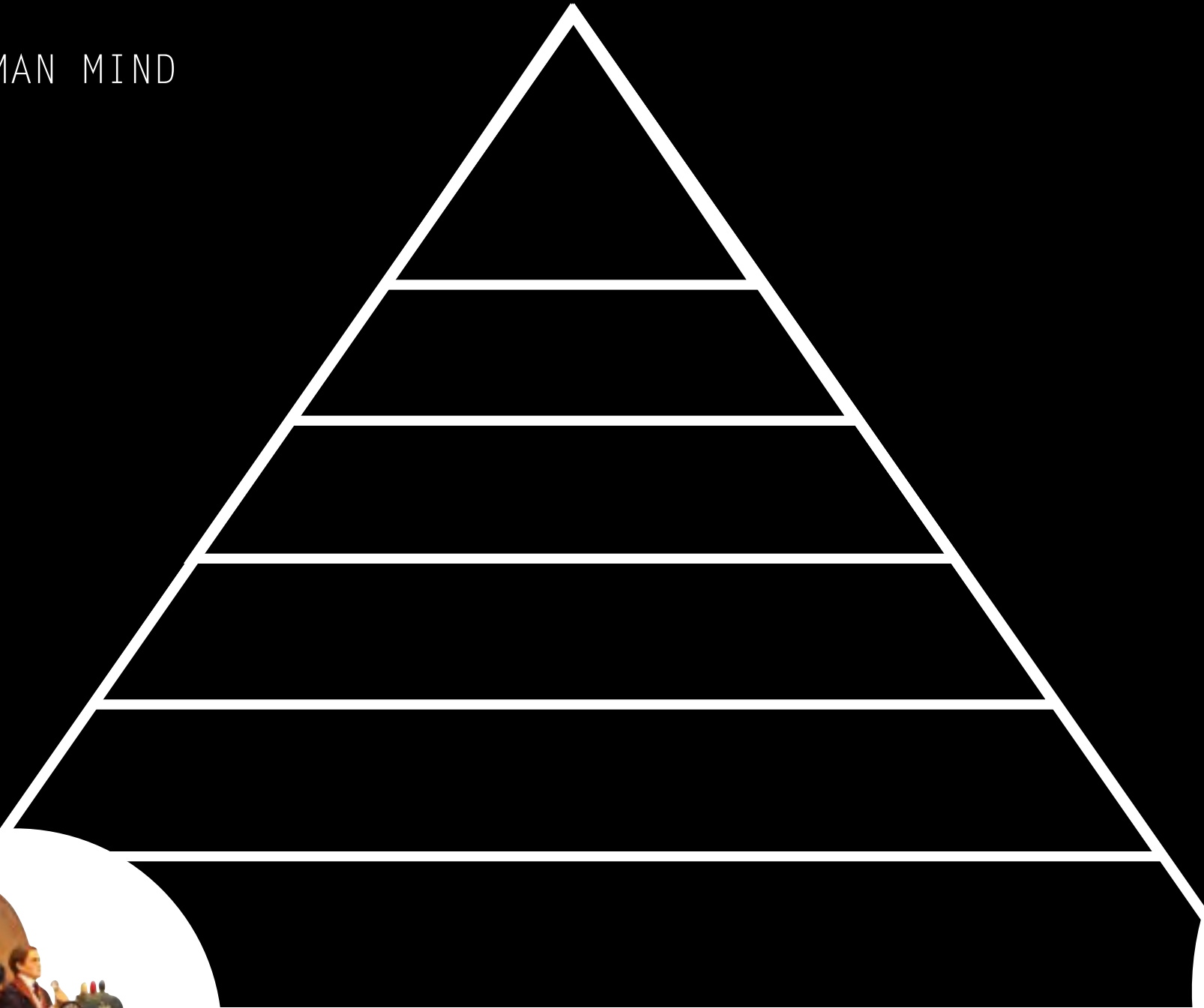
# PYRAMID OF TECHNOLOGY

SEVEN LEVELS AT WHICH  
TECHNOLOGY CAN OPERATE



# 1. ENVISIONED

IDEA EXISTS IN THE HUMAN MIND



**ENVISIONED**



## 2. OPERATIONAL

WORKING PROTOTYPE EXISTS

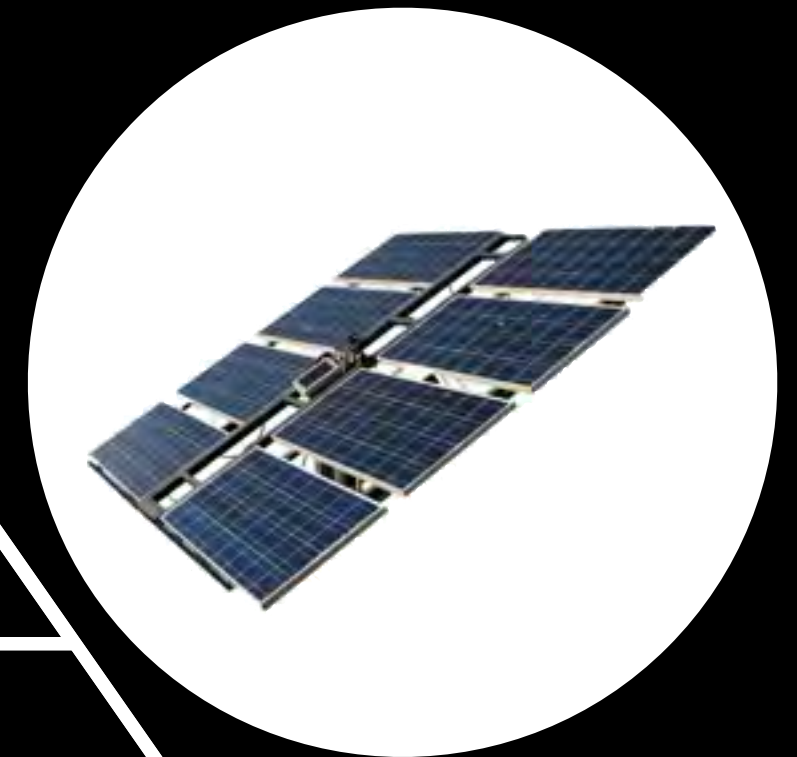
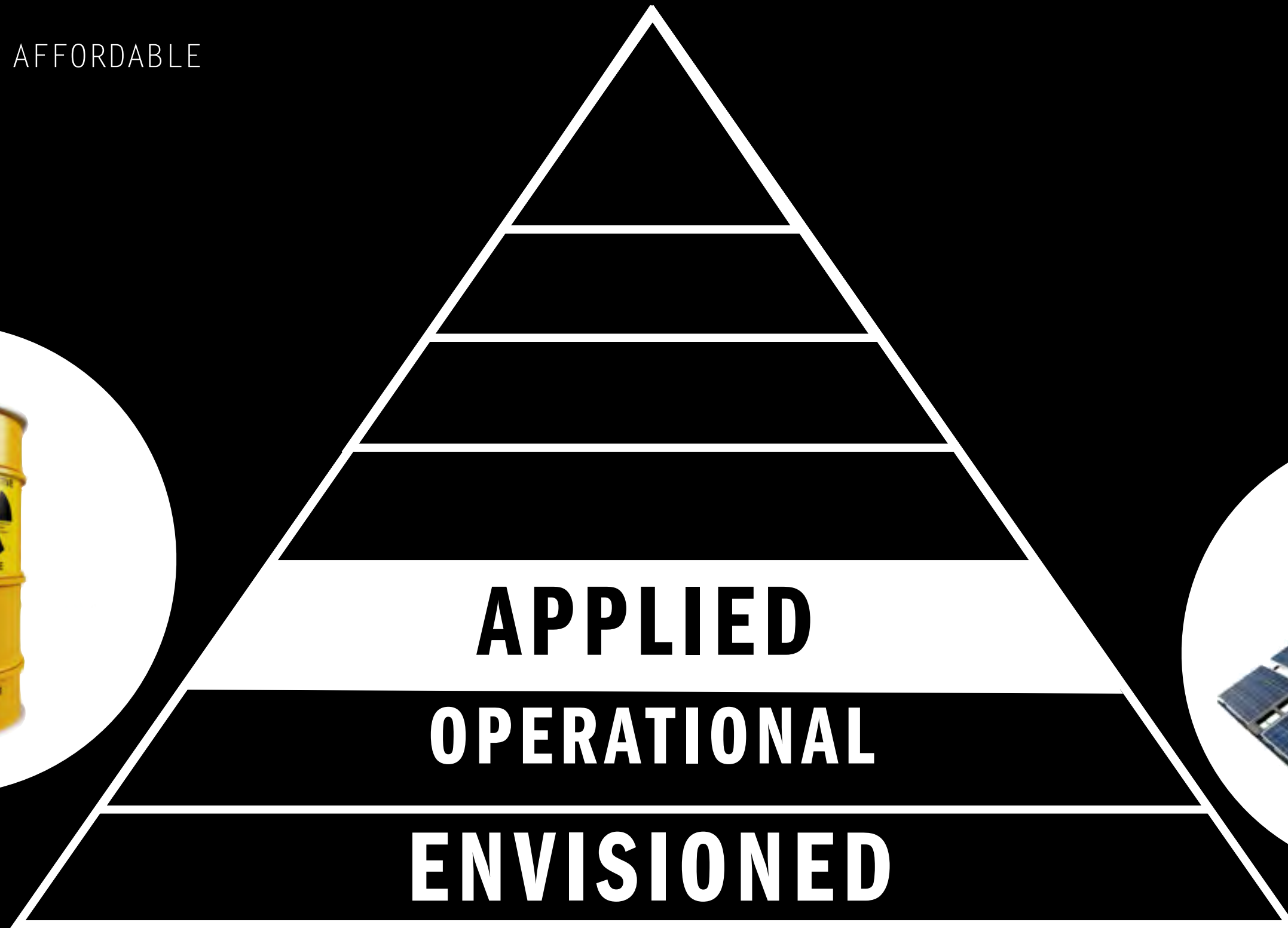


**OPERATIONAL**  
**ENVISIONED**



### 3. APPLIED

AVAILABLE & AFFORDABLE



## 4. ACCEPTED

PART OF EVERYDAY LIFE



**ACCEPTED**

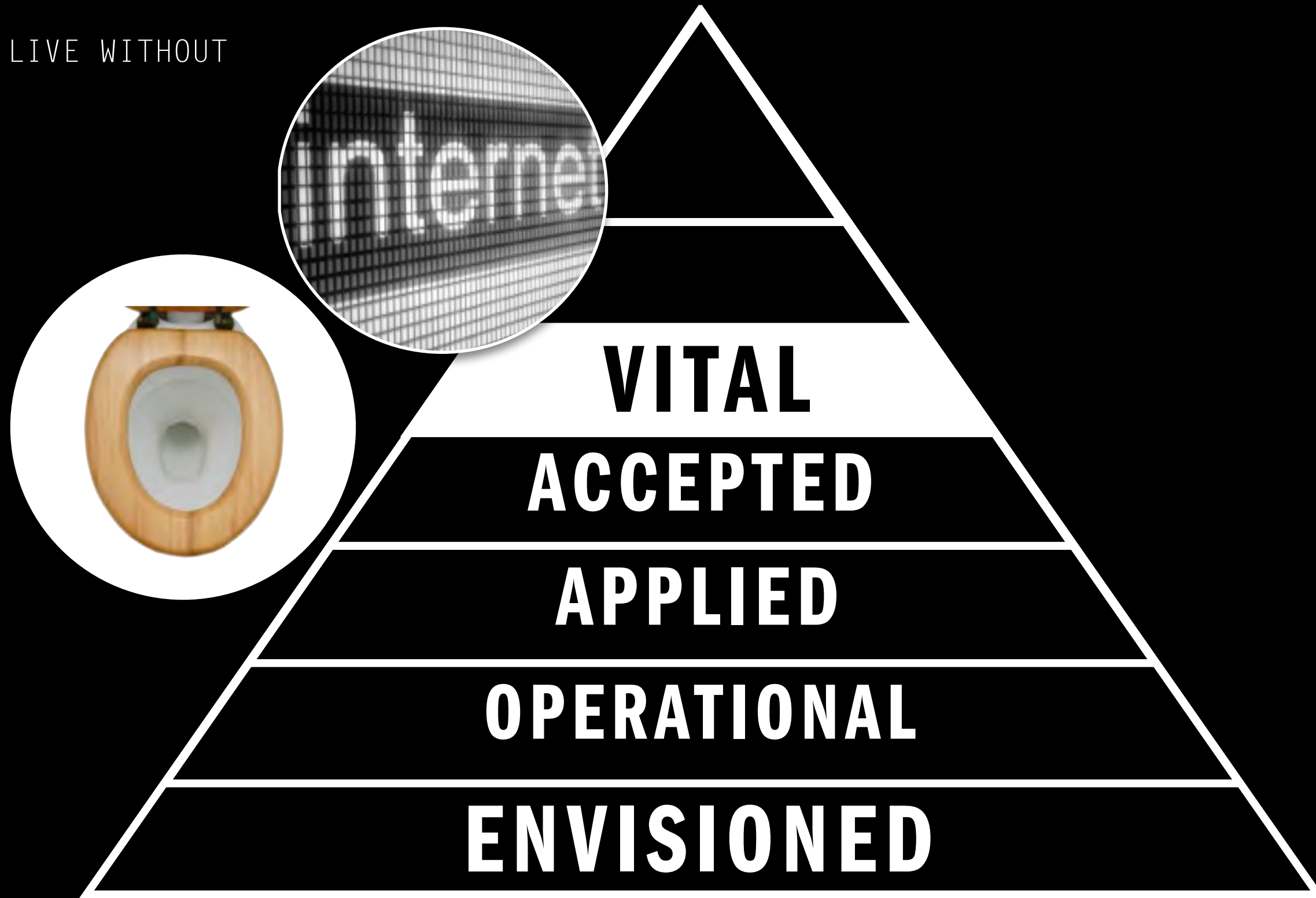
**APPLIED**

**OPERATIONAL**

**ENVISIONED**

## 5. VITAL

HARD TO LIVE WITHOUT



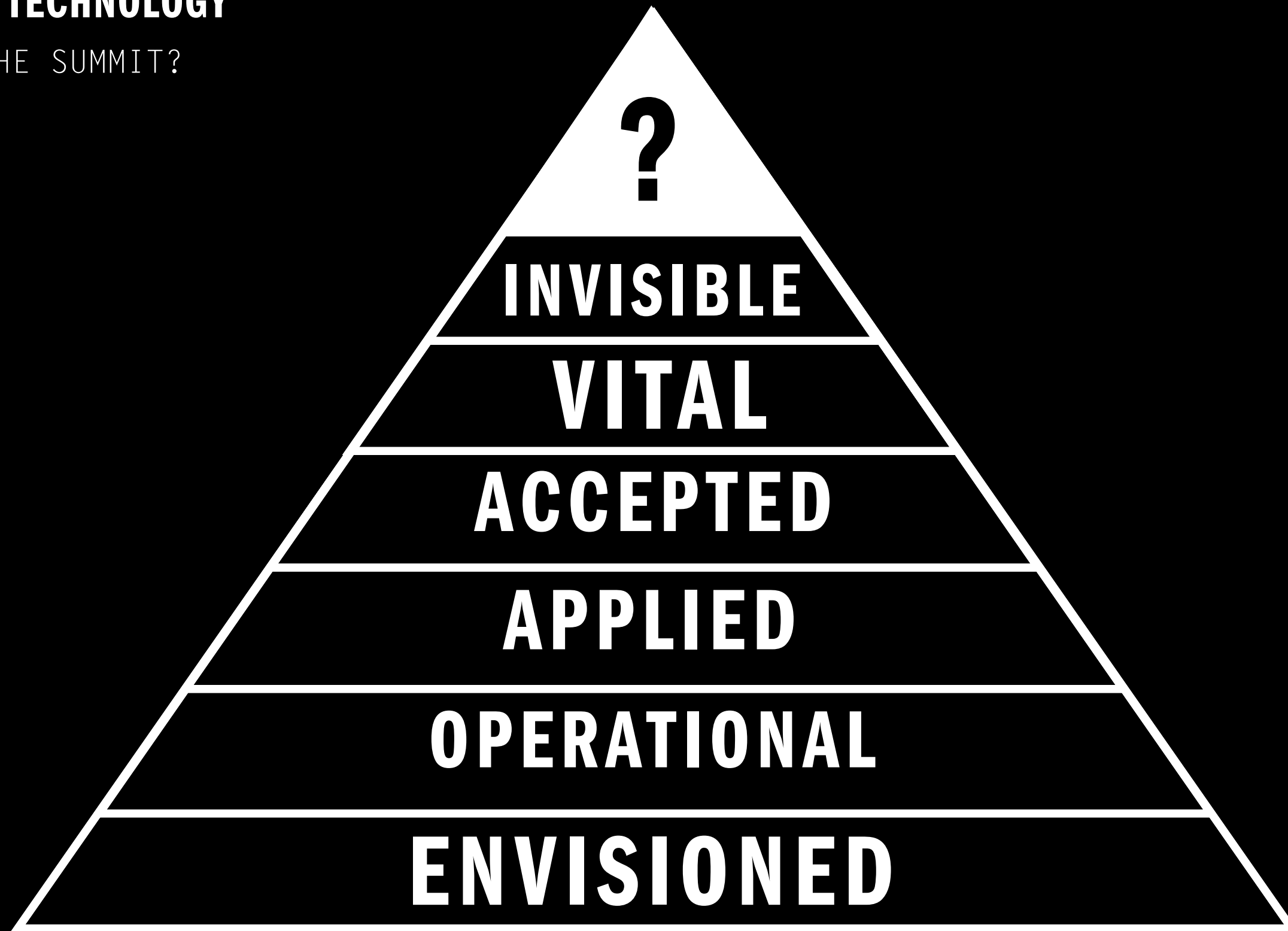
## 6. INVISIBLE

NOT EXPERIENCED AS TECHNOLOGY



# **PYRAMID OF TECHNOLOGY**

WHAT'S AT THE SUMMIT?





# 7. NATURALIZED

INDISTINGUISHABLE FROM NATURE



NATURALISED

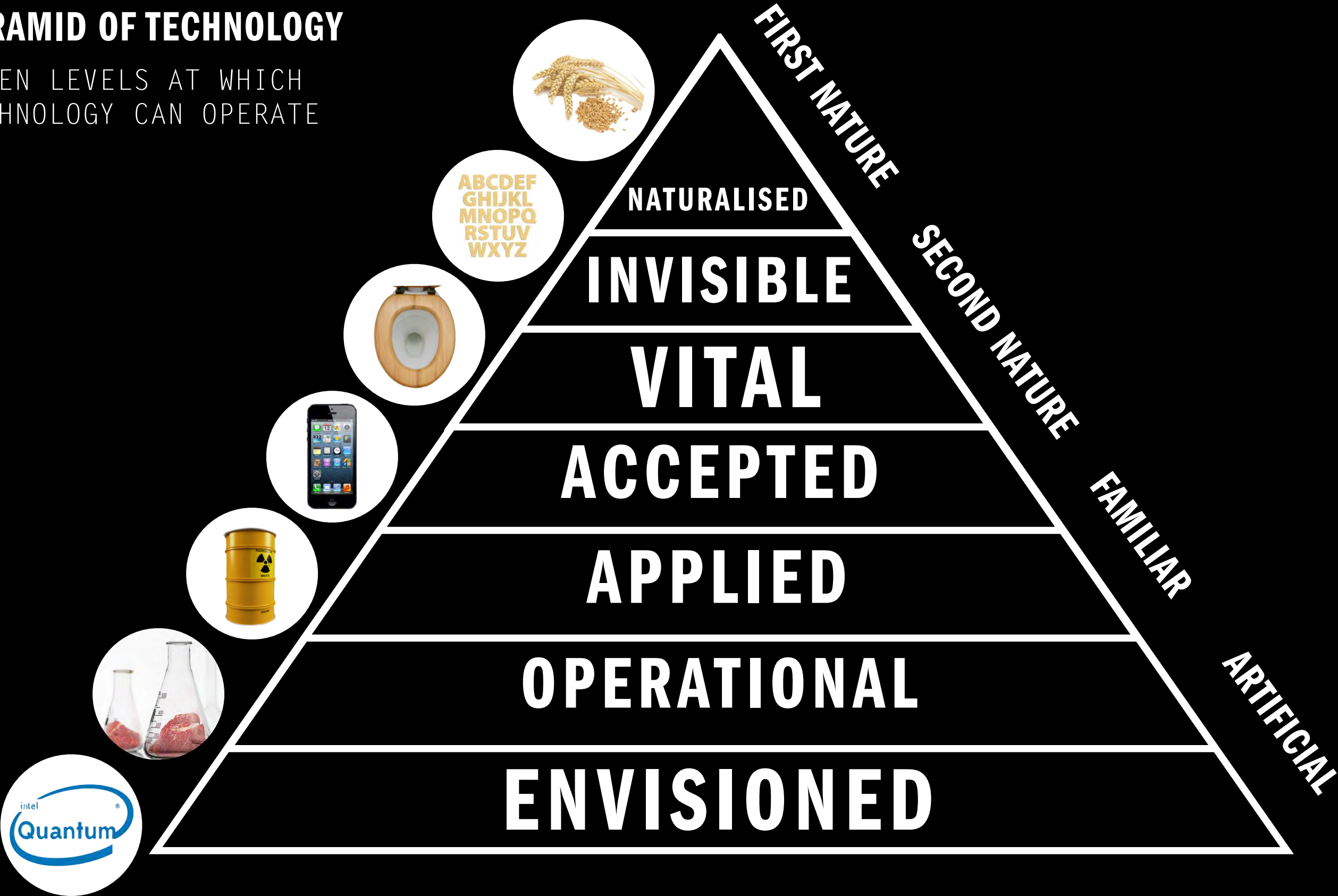
INVISIBLE

OPERATIONAL

ENVISIONED

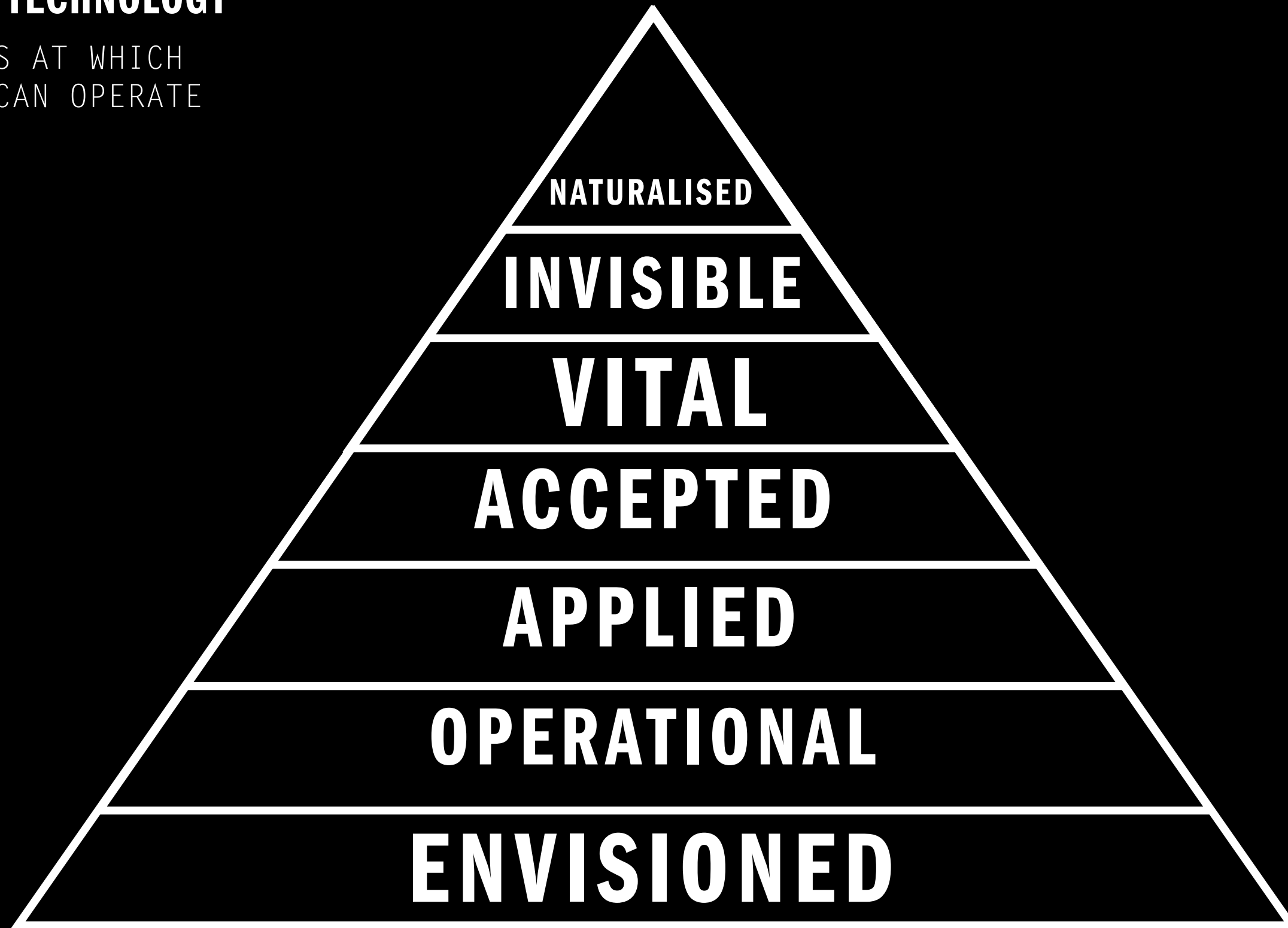
# PYRAMID OF TECHNOLOGY

SEVEN LEVELS AT WHICH  
TECHNOLOGY CAN OPERATE



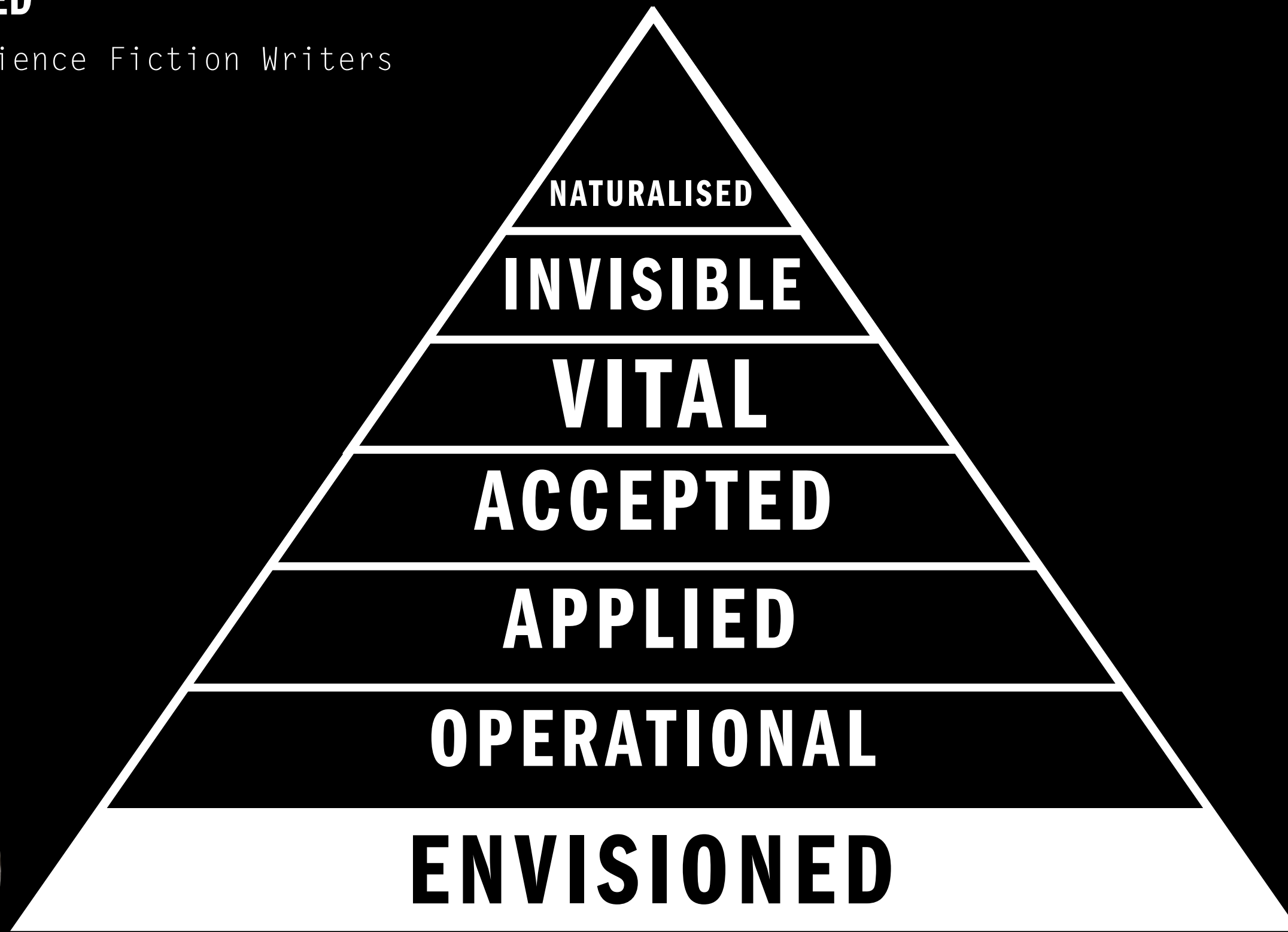
# **PYRAMID OF TECHNOLOGY**

SEVEN LEVELS AT WHICH  
TECHNOLOGY CAN OPERATE



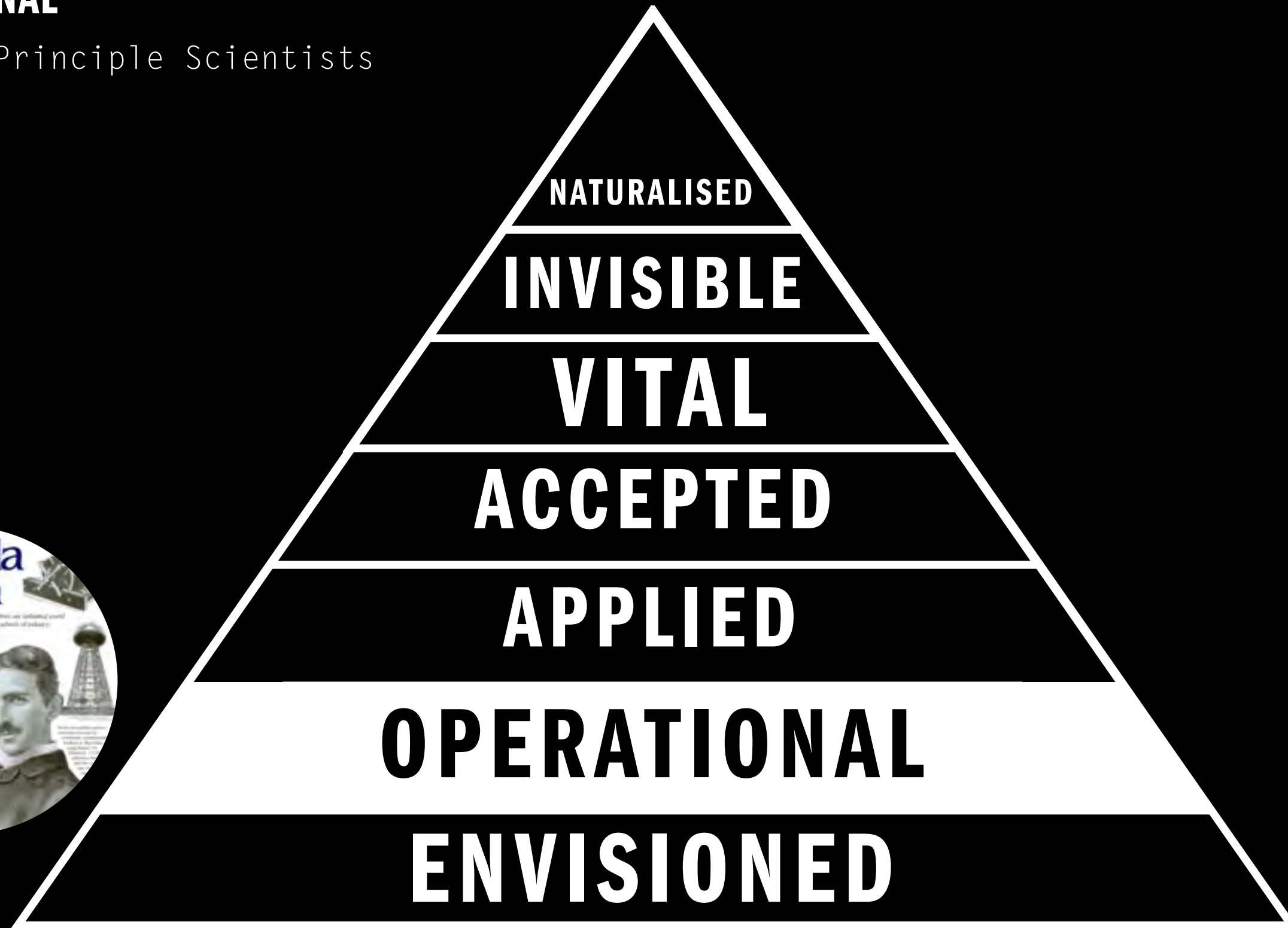
# 1. ENVISIONED

Artists, Science Fiction Writers



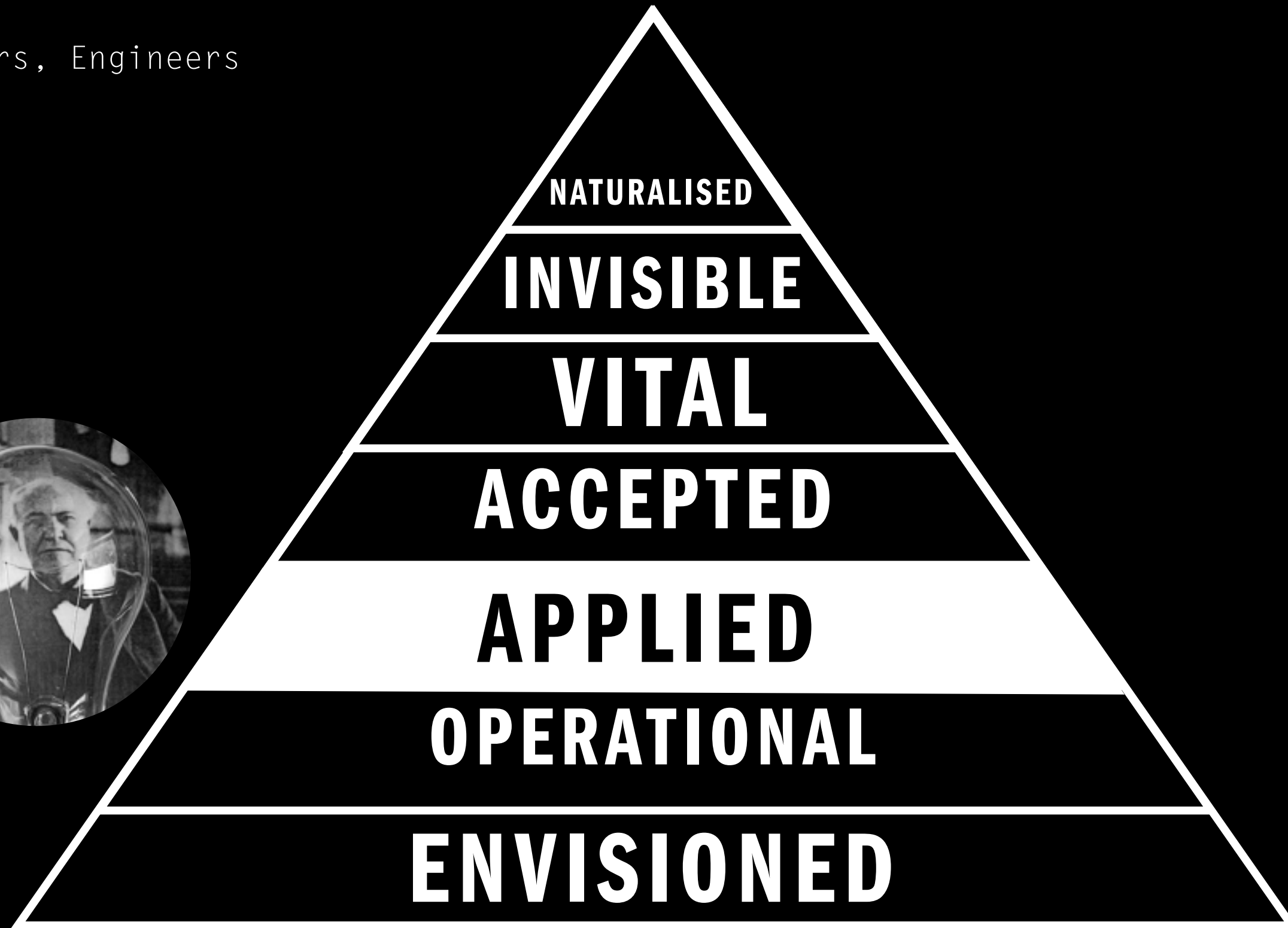
## 2. OPERATIONAL

Inventors, Principle Scientists



### 3. APPLIED

Entrepreneurs, Engineers



## 4. ACCEPTED

Designers, User Experts, Marketeers



## 5. VITAL

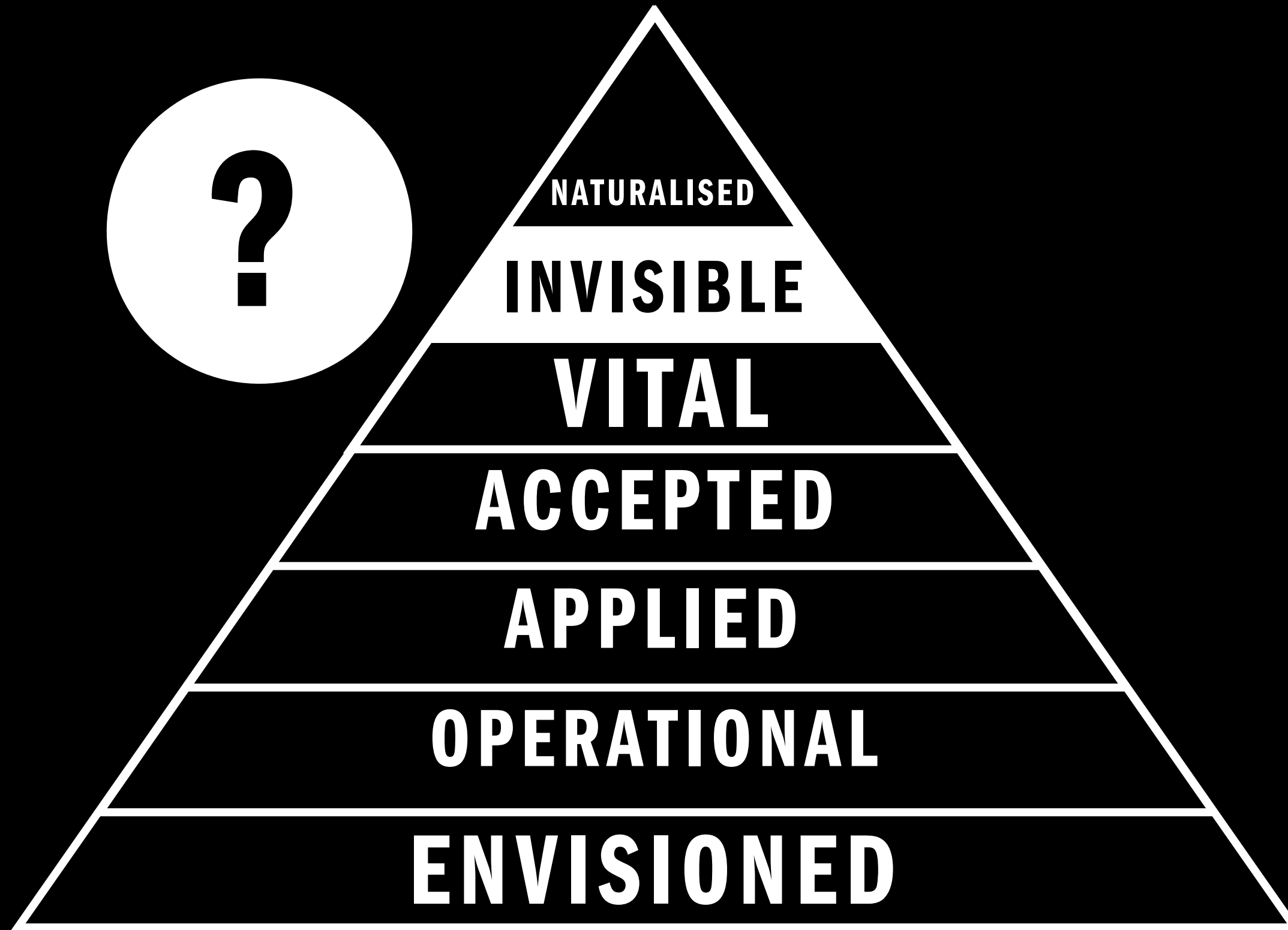
Policy makers?





## 6. INVISIBLE

Vacancy?



## 7. NATURALISED

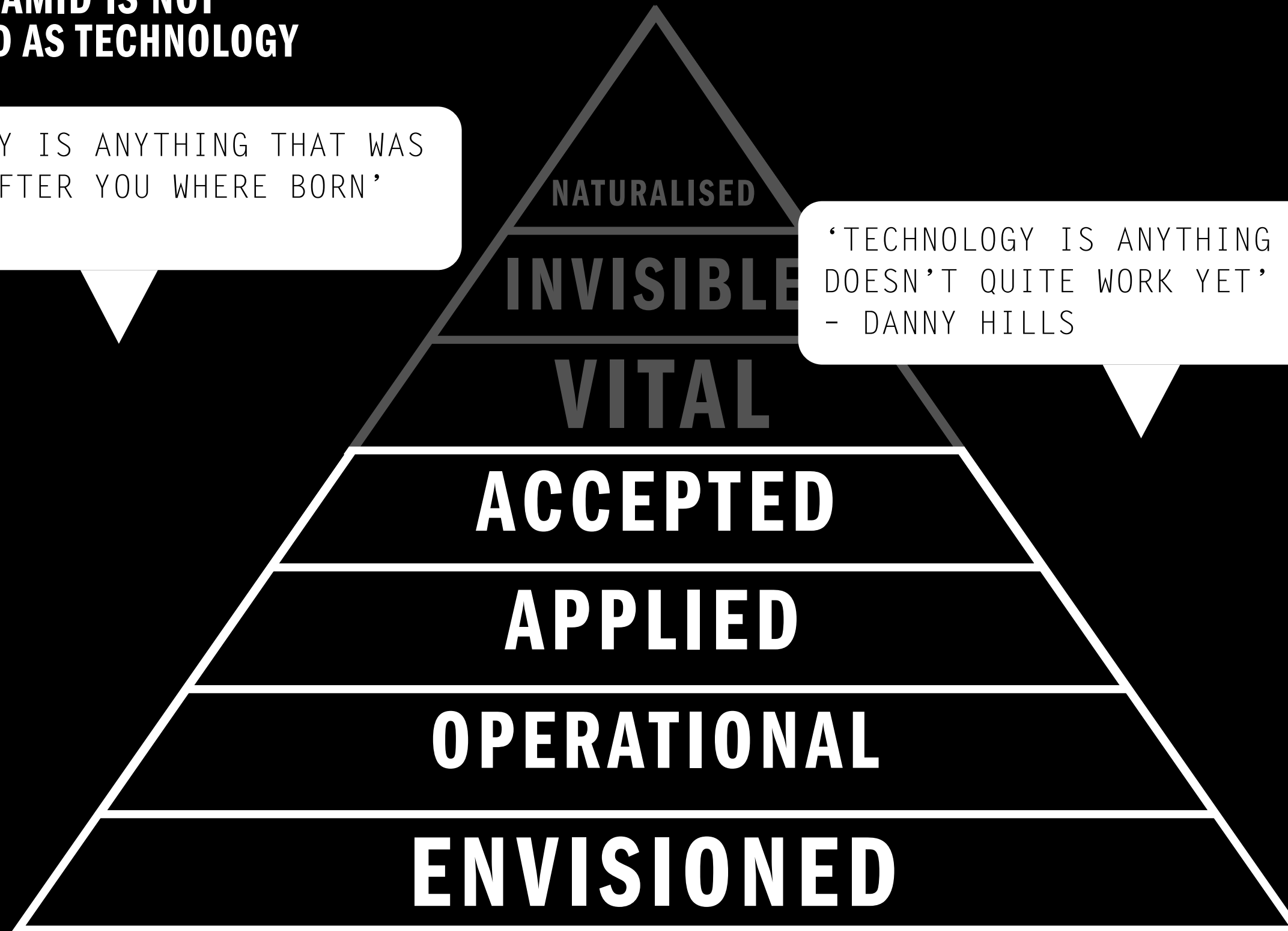
Vacancy?



## SUMMIT PYRAMID IS NOT UNDERSTOOD AS TECHNOLOGY

'TECHNOLOGY IS ANYTHING THAT WAS INVENTED AFTER YOU WERE BORN'  
- ALAN KAY

'TECHNOLOGY IS ANYTHING THAT DOESN'T QUITE WORK YET'  
- DANNY HILLS



# WHY SETTLE FOR PARTIAL SOLUTIONS?

We should carry technology to its full potential



INVISIBLE  
VITAL  
**ACCEPTED**  
APPLIED  
OPERATIONAL  
**ENVISIONED**

**ANY SUFFICIENTLY  
ADVANCED TECHNOLOGY  
IS INDISTINGUISHABLE  
FROM NATURE**

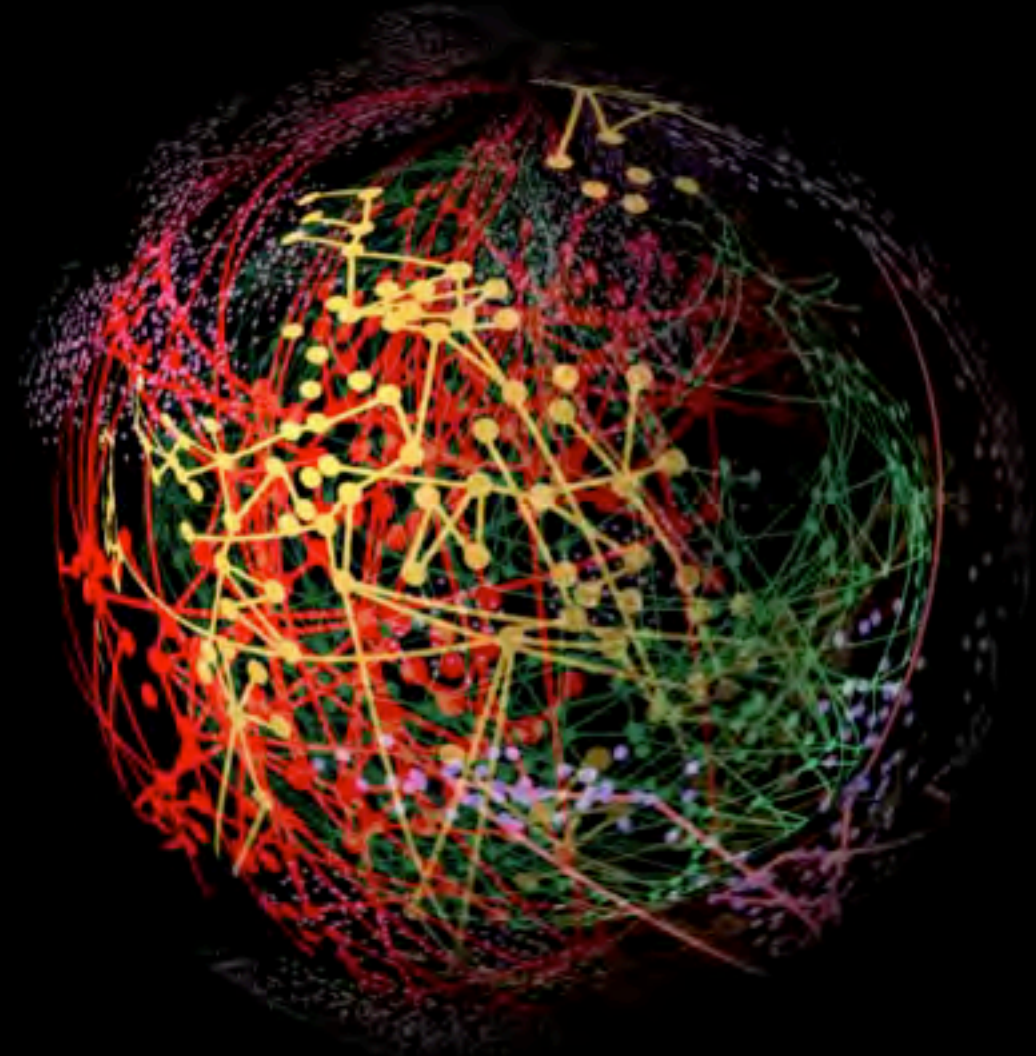
Free after Arthur C. Clark



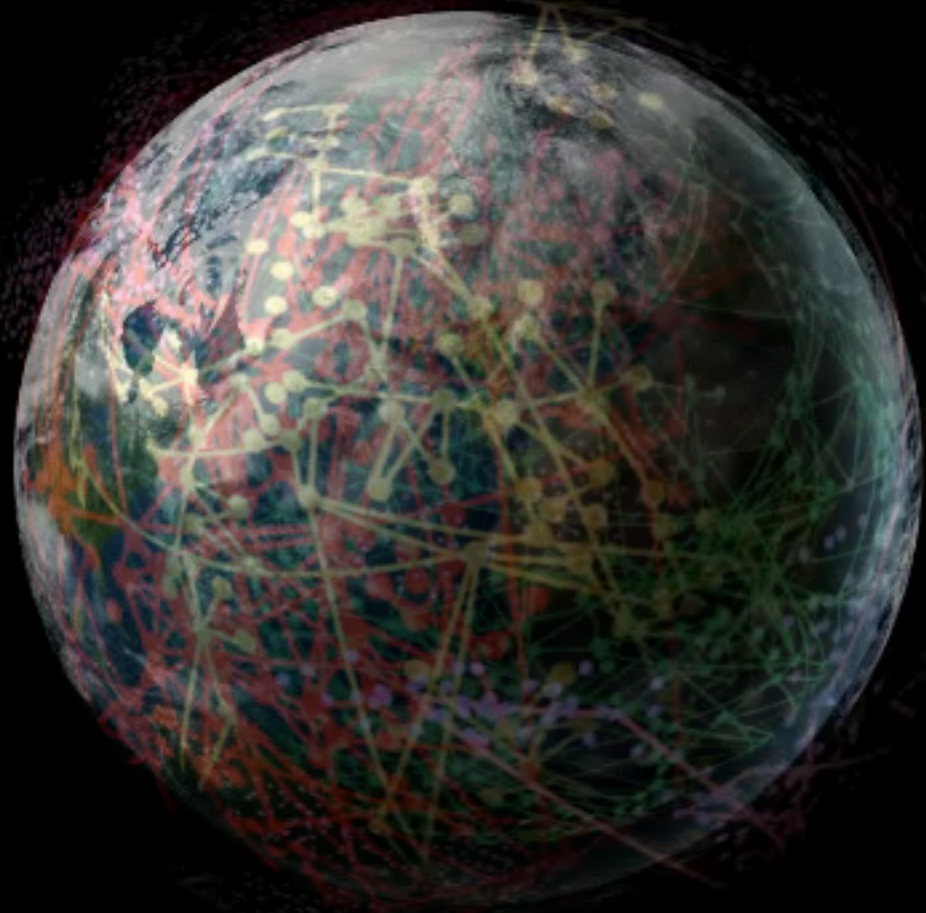
GEOSPHERE



BIOSPHERE



TECHNOSPHERE



OUR PLANET





# NEXTNATURE BOOK

[WWW.NEXTNATURE.NET/BOOK](http://WWW.NEXTNATURE.NET/BOOK)



**NEXTNATURE.NET**

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