

# DESIGN: VERTICAL AND HORIZONTAL GROWTH

ONLINE CONFERENCE  
IN COLLABORATION WITH CUMULUS

Hosted by Peter the Great St. Petersburg Polytechnic University,  
St. Petersburg University, and HSE University

## 28TH OF OCTOBER HSE DAY: "FUTURE HUMAN"

TIME UTC+3

11:45 — 12:00 Opening remarks:  
**Eija Salmi** (Cumulus Association),  
**Tatyana Rivchun and Liudmila Alybieva** (HSE University, Russia)

12:00 — 12:40 **Lev Manovich** (City University of New York, USA):  
Keynote "ARTIFICIAL INTELLIGENCE, AESTHETICS,  
AND FUTURE OF CULTURE"

12:40 — 13:00 **Helena Nikonole** (Artist, independent curator, Russia):  
"ART & SCIENCE PRACTICES: BEYOND HUMAN"

13:00 — 13:20 **Irina Sirotkina** (Institute for the History of Science and Technology,  
of the Russian Academy of Sciences, Moscow):  
"CYBORGS OR WEARABLE TECHNOLOGIES?  
COMMENTARIES ON THE FUTURE BODY  
IN THE NEURALINK PROJECT"

13:20 — 14:00 **Laini Burton** (Queensland College of Art, Griffith University, Australia):  
Keynote "FILTERS AND FAKERY — THE 21ST CENTURY MASK"

14:00 — 14:20 **Alexandra Staruseva-Persheeva,**  
**Tatiana Fadeeva** (HSE University, Russia):  
"SEE YOU IN ZOOM: DIGITALLY EXTENDED PRESENCE  
AS A NEW NORMAL"

14:20 — 14:40 **Alexander Zhuravlev** (HSE University, Russia):  
"THE RETURN OF AVATAR AS EVER-CHANGING  
POSTDIGITAL IDENTITY"

14:40 — 15:20 **Dmitry Bulatov**  
Keynote (National Center for Contemporary Arts (The Baltic Branch), Russia):  
"POSTHUMAN CURATING"

15:20 — 15:40 **Ammer Harb** (Politecnico di Milano, Italy):  
"HUMANS, TECHNOLOGY AND SPECULATIVE DESIGN  
FUTURES: CAN WE SEE THE INVISIBLE?"

15:40 — 16:00 **Kellie Walters** (Garmin International, USA):  
"NANCE: SATIRICAL JEWELRY DESIGN FOR FEMINIST  
PERSPECTIVES IN AUGMENTATION"

16:00 — 17:00 **Round Table with Ars Electronica Curators**  
Keynote (**Christl Baur, Olga Vad, Helena Nikonole,**  
**Andriesh Gandrabur**):  
"ART AND TECHNOLOGY TRENDS IN PANDEMIC REALTY"

17:00 — 18:00 **AI x Sound Performance**  
"NON-PLAYER PIANO"

## 29TH OF OCTOBER SPPU DAY: "CREATIVE INDUSTRY"

TIME UTC+3

11:00 — 11:15 Opening of the Conference

PLENARY SESSION

11:20 — 11:40 **Michael Krohn** (Zurich University of the Arts, Switzerland):  
"SHIFTING DESIGN EDUCATION TOWARDS CREATIVE  
INDUSTRIES?"

11:40 — 12:00 **Ksenia Diodorova**  
(co-founder and art director of bureau Gonzo Design, Russia):  
"DESIGN AS A TOOL FOR HUMANISM"

12:00 — 12:20 **Henrique Pessoa**  
(Professional Landscape Architect, Politecnico di Milano, Italy):  
"CREATIVE LANDSCAPE?"

12:20 — 12:40 **TBA**

12:40 — 13:00 Coffee break

PAPERS PRESENTATION, DISCUSSIONS

13:00 — 15:00 Papers Presentation, discussions

## 30TH OF OCTOBER SPBU DAY: "INTER-ACTION"

MORNING SESSION

11:30 — 13:00 **Thematic Meeting: papers' presentation and  
discussion, special registration required**

PLENARY SESSION

14:00 Introductory speech by **Aleksandra Bobretsova**  
DVHG moderator, Founder of Inruonline.com

14:10 **Alok Nandi**, Creative director at Architempo. Spread Design  
"TRANSFICTION AND BEYOND: INTERACTIONS  
AND TEMPORALITIES"

14:40 **Anton Popovich**, Founder & CTO. HINT Lab

15:10 **Iana Vavilova**, Lead UX/UI designer at Dell Technologies  
"COMPLEX SYSTEMS DESIGN"

15:40 Coffee break

16:00 **Egor Kraft**, Interdisciplinary Artist and Researcher  
"MUSEUMS OF SYNTHETIC HISTORY, ALGORITHMIC  
PREJUDICES, AND THE AUTOMATIZATION OF THE PAST"

16:30 **Lucy Hardcastle**, Founder and Creative Director at Lucy Hardcastle Studio  
"IMMERSIVE SENSUALITY WITHIN THE DIGITAL"

17:00 Closing speech

AFTERNOON SESSIONS (RUN IN PARALLEL)

17:30 — 19:00 **Ivan Puzyrev**, VR expert and Digital Strategist  
"VR MEETING ABOUT THE FUTURE OF VR"

17:30 — 19:30 **DESIS Students Initiative**  
"STUDENTS' PARTICIPATION ON SOCIAL  
INNOVATION NETWORKS"

18:00 — 19:30 Thematic Meeting: papers' presentation and  
discussion, special registration required