

future physical

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Press Release – February 2003

Wild child of new media Sara Diamond knows the future.

And she'd quite like Zebra skin too!

Making waves in the science community is common for **Banff Institute** Head of New Media and TV Production Sara Diamond. She's an award winning director/producer who has received Canada's prestigious **Bell Video Award** and was recently voted '**Woman Of Vision**' by Wired Women and WIFT (Women in Film & Television).

This Canadian visionary is helping visualise the future of the Internet and how we interact with it and is one of the world's most successful female arts and new media producers. As well as being awarded **New Media Educator of the Year** by the Canadian New Media Association, she is also a regular jury member of the Internet and new media awards, the *Webbies*.

Sara has even stated that one day she wants to grow her own Zebra skin. She believes technology is a tool to serve our needs and sees no reason why one day we might not choose to grow a fashionable or practical fur. Did you know, for example, Zebra fur patterns help sicken it's natural hunters – so the next time you go out and don't fancy dealing with unwanted attention try donning the latest in designer Zebra patterns to drive away those unwanted human pests!

Sara's contribution to these conceptual frontiers of bio-technology are helping scientists and artists understand and explore the way technology and the human body could mesh in the future.

In 1995 Sara became the artistic director of Canada's **Banff New Media Institute** and it has achieved international renown as one of the foremost centres for research in new media. Banff is recognised as a kind of über intellectual host, helping to bring together new media pioneers, technologists, scientists and thinkers from across the world. Even leading brands have attended groundbreaking seminars covering the Internet, artificial intelligence, computer and human interfaces, biotechnology and the mesh of arts and sciences.

Her recent project, **CodeZebra.net** (co-commissioned by British organisation Future Physical) aims to revolutionise the way we communicate on the web bringing a whole new dimension of texture and emotion to conversation.

Next week Sara fly's in to deliver the keynote speech on **Sunday 16th Feb** at the opening of **Future Physical's Bio Tech Network Exchange** in **Colchester**. She will be showcasing Code Zebra and moderating the live online chat on Thursday 20th (from 8pm) and Friday 21st Feb (from 9pm).



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Future Physical explores the changing boundaries between the body and technology and culminates in a programme of themed events, art commissions, public debate and ideas exchanges throughout **East England** between September 2002 and April 2003. Through this programme, advanced technologies are made more accessible and understandable to the general public and also provide an opportunity for leading local and international artists, scientists and producers to come together.

Future Physical. Stretching Technology, a human adventure.

Future Physical is a cultural programme co-conceived by shinkansen and East England Arts, produced by shinkansen/Future Physical Ltd for East England Arts.



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BIO & ECO TECH: February 16th –23rd. Colchester. *The controversial areas of Bio and Eco Technology are the focus of the second and third Network Exchanges. Looking at how these technologies will affect our lives ranging from (Bio) genetic manipulation, cloning and cell research to (Eco) sustainable technologies and ecologically sound communities.*

FOR FURTHER DETAILS OF PROGRAMME CONTACT GALACTIC PR
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