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DISCOVERING NEW ARTISTICS APPROACHES TO ADDRESSING THE WORLD'S CHALLENGES WITH ADAM PEACOCK

After contributing to Science Gallery Melbourne's PERFECTION exhibition, the artist Adam Peacock advocates for the cross-disciplinary approach that Science Gallery takes in curating its exhibitions. Peacock feels this approach will be pivotal in solving the world's emerging moral, ethical and technological challenges and explores these themes in his artwork, Genetics Gym S/S18.

WHO?

Adam Peacock is a post-disciplinary artist, designer and consultant, specialising in defining the twenty-first century technology-integrated human that exists behind the consumer of today. He was a contributing artist to Science Gallery Melbourne's PERFECTION exhibition with his piece Genetics Gym S/S18, a piece designed to explore why and how we strive to change our physical appearance.

As founder of The Validation Junky, he shines an experimental lens on how technology is changing who we aspire to become through brands and products. In 2016, Adam was awarded the Design Residency of London College of Fashion - a commission designed to develop a large research gallery project at Science Gallery Melbourne, in order to explore how technology might affect the current fashion envelope within its broadest context. Inspired by this theme and Science Gallery's mission he created Genetics Gym S/S18, - a unique piece deriving themes from philosophy, ethnicity, genetics, cognitive science, artificial intelligence, fashion and theory and consumer psychology.



Adam Peacock giving a design talk at Science Gallery Melbourne

WHAT THEY SAID?

"I believe that the challenges posed by emerging technology will not readily be solved with 'simple' design gestures. These challenges will require cross-disciplinary approaches, spanning political, ethical and social spaces. When exploring the vast range of future directions possible to evolve into with applied technology, the context of a university-gallery hybrid provides a strong platform to act as 'onramp' for multiple minds, cultures, perspectives and skill sets. Through this, it becomes important to celebrate the sharing of opinions, textures, and facets to new ethical and social issues away from the commercial motivations of corporate innovation. The Science Gallery Network is extremely well placed to be a catalyst for inspiring more movement towards solving the most complex and pressing issues of our time."

- Adam Peacock

WHAT WERE THE BENEFITS AND IMPACTS?

- ▶ Inspiring new designs/solutions to problems
- ▶ Career advancement
- ▶ Cross-disciplinary engagement



Above: Genetics Gym S/S18 on display at Science Gallery Melbourne



Above: Adam Peacock at Science Gallery Melbourne

LINKS

Find out more about Adam's work at:

<https://www.adampeacock.co.uk/>

Learn more about PERFECTION at Science Gallery Melbourne:

<https://perfection.sciencegallery.com>

Source: Adam Peacock's website, Science Gallery Melbourne's website

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