

## Science, Data, and Technology : Projects of Designed Encounters

Jiayi Young is an Assistant Professor of Design at the University of California, Davis. Her inquiries lie within the emergent and experimental field of digital media with an emphasis on the cross-disciplinary areas of design that integrates the arts, the sciences with cutting edge technology. Her current research and creative work are focused on constructing data-driven sensor-enabled interfaces, installations, real-time projections, participatory performances, and immersive environments in cultural and public places with a goal of creating generative energy to engage the public in social dialogue. Using multidisciplinary approaches, her work examines contemporary society including the culture of consumption, the programming and exploitation of the feminine, cultural assimilation, and personal identity. Leveraging social media, crowd-sourced media, and user-created content, she sets up scenarios and create conditions to make visible empathetic relationship between people in the presence of contemporary culture. Her work invites the public to participate in order to come in close contact with an experience that engages the rethinking of the human condition. She will talk about her projects linking art, science and design with topics ranging from nuclear power generation, overfishing, messages of human aspiration, to Twitter bots.