

SDUdesign & Design Culture Research Program invites to:

Guest lecture by **Guy Julier**

Thursday November 17, 9.30-11, room 41.01

# Economies of Design: how finance is materialised

The global rise of design is intimately entwined with the spread of neoliberal economics. A key element of neoliberalism has been the rise of financialisation. Here, the movement of money is often represented as something that circulates independently of things. However, artefacts play a key role in anchoring sources of future value. More precisely, how does design function in this system? How are the aesthetics of products, services and spaces shaped to work within financialisation? This lecture, drawing from Guy Julier's forthcoming book 'Economies of Design', presents a unique view onto the relationships of design and economics and presents ways forward in contesting this system.

Guy Julier is professor at V&A Museum / University of Brighton. He is author of *The Culture of Design*, SAGE, 2000/2014, as well as articles of creative industries and design activism. In 2013-14 he was visiting professor at SDU Kolding.

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