

**LONDON
DESIGN
BIENNALE
2018**



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**London Design Biennale
Explores the future of facial recognition with
Cooper Hewitt's interactive installation for the USA**

Friday 10th August 2018, London, UK -- London Design Biennale announced today that Cooper Hewitt, Smithsonian Design Museum will represent the USA for the second time at Somerset House, 4-23 September.

Cooper Hewitt's *Face Values* installation engages emotion as a physical performance, inviting visitors to use their facial expressions to control sound and graphic displays.

With *Face Values*, live facial data becomes the basis of dynamic graphic images and provocative conversations between humans and machines. Visitors are invited to express emotions and transform identities by interacting with original digital works by R. Luke DuBois and Zachary Lieberman, framed by a canopy of synthetic reeds designed by Matter Architecture Practice. A visual essay by Jessica Helfand will explore the historical context of facial analysis.

The exhibition explores alternative uses of technologies that are typically used for security, surveillance and behavioural profiling. As identities mix, merge, and reconfigure, visitors are invited to engage in emotional expression as mask and public performance. They will learn how their facial movements can control the cameras and software, and may begin to use their faces in unfamiliar ways to produce unexpected results, subverting the codes and habits of emotional expression. The results will be shown on screens, which will gradually be populated with an archive of unique forms.

Sir John Sorrell, President of London Design Biennale said, *'We are very excited about Face Values and welcoming Cooper-Hewitt back to represent the US at London Design Biennale. Facial recognition is a cutting-edge area of design, and one that ties in seamlessly with this*

year's theme, Emotional States. The fact this installation is interactive will allow visitors to engage with the subject in a truly thought-provoking and affecting way.'

'In representing the United States at the London Design Biennale, Cooper Hewitt will be furthering the Smithsonian's pan-institutional goal of catalysing new conversations around issues of global importance while underscoring design's purpose to address complex challenges and advance empowering solutions,' said Caroline Baumann, Director of Cooper Hewitt. 'Illuminating the potential of facial recognition technology to quantify, read and control our moods and movements, Face Values encourages participants to consider the vast capabilities and unforeseen consequences of this rapidly evolving field of digital design.'

London Design Biennale 2018 will see design installations from countries, cities and territories from six continents bringing visions of Emotional States to Somerset House, London.

Building on the enormous success of the inaugural London Design Biennale in 2016, this prestigious event is a highlight on the global cultural calendar, welcoming the world's most exciting and ambitious designers, innovators and cultural bodies to the capital. It will celebrate the universal power of design and explore the role of design in our collective futures.

Confirmed participants are [Argentina](#), [Australia](#), [Austria](#), [Brazil](#), [Canada](#), [China](#), [Colombia](#), [Dundee](#), [Egypt](#), [Germany](#), [Greece](#), [Guatemala](#), [Hong Kong](#), [Hungary](#), [India](#), [Israel](#), [Italy](#), [Kenya](#), [Latvia](#), [Lebanon](#), [Leeds](#), [Liverpool](#), [Mongolia](#), [Netherlands](#), [Norway](#), [Pakistan](#), [Poland](#), [Puerto Rico](#), [Qatar](#), [Refugees' Pavilion](#), [Saudi Arabia](#), [Somalia](#), [Sweden](#), [Switzerland](#), [Taiwan](#), [Turkey](#), [UAE](#), [UK](#), [USA](#) and [Vietnam](#).

Taking over the entirety of Somerset House, the exhibition will see the world's nations presenting newly commissioned works in contemporary design, design-led innovation and research in response to theme of Emotional States.

Emotional States has been chosen to provoke a broad interpretation across design disciplines, with immersive and engaging installations that interrogate how design affects every aspect of people's lives, and how it influences our very being, emotions and experiences. Together the participants' responses to the theme will present an exciting laboratory of ideas that will investigate the important relationship between design, strong emotional responses and real social needs. Sustainability, migration and conflict, civic responsibility, pollution, water, social equality, and innovative solutions for issues in 21st-century life are just some of the big issues of our time being explored.

[Tickets now on sale](#)

Tickets for London Design Biennale 2018 are now on sale:

<https://www.somersetshouse.org.uk/whats-on/london-design-biennale-2018>

Press images & assets are available to download HERE:

<https://bit.ly/2HHMLII>

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www.londondesignbiennale.com

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About London Design Biennale

London Design Biennale 2018 is devoted to the theme Emotional States. Taking over the entirety of Somerset House, including the Edmond J. Safra Fountain Court and River Terrace, it will explore big questions and ideas about sustainability, migration, pollution, energy, cities, and social equality. Visitors will enjoy engaging and interactive installations, innovations and proposed design solutions from 40 countries, cities and territories - all in an immersive, inspiring and entertaining tour of the world.

Sir John Sorrell CBE, President

Ben Evans, Executive Director

London Design Biennale's International Advisory Committee and Jury 2018:

Paola Antonelli, Adelia Borges, Dr Tristram Hunt, Hadeel Ibrahim, Mitra Khoubrou, James Lingwood MBE, Ana Elena Mallet, Professor Jeremy Myerson, Kayoko Ota, Jonathan Reekie CBE, Lord Richard Rogers of Riverside CH, Sir John Sorrell CBE, Ben Evans, Dr Christopher Turner.

About Somerset House

A unique part of the London cultural scene, Somerset House is a historic building where surprising and original work comes to life. From its 18th-century origins, Somerset House has been a centre for debate and discussion – an intellectual powerhouse for the nation. Somerset House is today a key cultural destination in London in which to experience a broad range of artistic activity, engage with artists, designers and makers and be a part of a major creative forum – an environment that is relaxed, welcoming, and inspirational to visit while providing a stimulating workplace for the cultural and creative industries.

Since its opening in 2000, Somerset House has built up a distinctive outdoor public programme including Skate, concerts, an open-air film season and a diverse range of temporary exhibitions throughout the site focusing on contemporary culture, with an extensive learning programme attached. In October 2016, Somerset House launched Somerset House Studios, a new experimental workspace connecting artists, makers and thinkers with audiences. The Studios provide a platform for new creative projects and collaboration, promoting work that pushes bold ideas, engages with urgent issues and pioneers new technologies. Somerset House is also one of the biggest community of creative organisations in London including The Courtauld Gallery and Institute of Art, King's College London Cultural Institute and over 100 other creative businesses. It currently attracts approximately 3.2 million visitors every year.

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