

Biography

Jack Mama

Jack Mama is Creative Director of the Probes program at Philips Design. In this role, he articulates the vision and design expression of Probes projects, which are 'far-future' research initiatives aimed at identifying long-term systemic shifts and anticipating changes in future lifestyles. Examples of probes projects include Electronic Tattoo, Emotional Sensing Dresses, Sustainable Habitat 2020 and the Food Probes covering 'Diagnostic Kitchen', 'Food Creation' and 'Home Farming'. The most recent Food Probe project is Multi-sensorial Gastronomy, developed in collaboration with Spanish Michelin star chef Juan Mari Arzak.



Jack joined Philips Design in 1995 having previously worked as an in-house designer at Thorn-EMI Central Research Laboratories, where he developed applications for new emerging technologies. His first position at Philips Design was Creative Director of the soft technologies design research activity, which meant helping build and develop this new competence through the fusion of disciplines like fashion, textiles, product design and engineering. It also involved working on projects together with companies such as Levi's, Nike and Orange.

He then went on to work as part of the core team on the award-winning Next Simplicity project, which explored tangible and inspirational ways of communicating the brand promise of 'sense and simplicity' for Philips in the coming three to five years. His responsibilities included the ideation, development and execution of 'experience demonstrators'.

Jack was born in 1965 in London. He studied Industrial Design at the Royal College of Art (RCA) and then also worked and taught within the department. In his capacity as Research Fellow he established links between the leading edge technologies at the Thorn-EMI research laboratories and innovative design at the RCA.

Memberships

Royal College of Art Alumni Program

Awards

Jack was a part of the design teams that were recognized with the following awards:

iF Award – Philips Levi's ICD+ - 2003

I.D Award – Relax To Win Sensor - 2006

iF Award – Dimi Smart Companion - 2007

iF Award – Next Simplicity - 2007

iF Award – Skin Probe Dresses - 2007

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For more information on Philips Design

Philips Design, Communications

Tel: +31 (0)40 27 49200

Email: info.design@philips.com

www.philips.com/design