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Dr. Mark Banks is a reader in sociology at the *Faculty of Social Sciences* of *The Open University*, Milton Keynes, UK. BA, *Salford University*, Ph.D., *Lancaster University*. Professional affiliations: *British Sociological Association Media, Communications and Cultural Studies Association*. Course Development and Teaching Commitments: Co-Chair in production of the new second level interdisciplinary module *The uses of social science* due to be launched in 2012. He has previously worked on the production team for *Politics, Media, War*, and in presentation on *Sociology and Society, Understanding Media*, and *Ethnography*. Research interests: They include the cultural and creative industries, work and identity, media and popular culture, cultural policy and cities. Current research variously examines notions of autonomy, craft, ethics and practice in the cultural industries, including work on cultural ownership, policy and labour in the context of the *Open University's* AHRC funded project *What is Black British Jazz?*

Dr. Bob Bishop spent 40 years in the technical, engineering and scientific computing business, and was responsible for building and operating the international aspects of Silicon Graphics Inc., Apollo Computer Inc., and Digital Equipment Corporation. To accomplish this task, he lived with his family in five countries: USA, Australia, Japan, Germany and Switzerland. He was Chairman and CEO of SGI from 1999 to 2005. Today, Bishop remains involved in a range of global initiatives: he is a Fellow of the Australian Davos Connection, an elected member of the Swiss Academy of Engineering Sciences, and serves on the advisory boards for National ICT Australia (NICTA), EU's Human Brain Project and EPFL's Blue Brain Project. Previously he served on the advisory boards of the Multimedia Super Corridor in Malaysia, University Tenaga Nasional in Malaysia (Uniten), and UCLA's Laboratory for Neural Imaging (LONI). Bishop earned a B.S. (First Class Honors) in mathematical physics from the University of Adelaide, Australia, an M.S. from the Courant Institute of Mathematical Sciences at New York University, and received his D.S. honoris causa from the University of Queensland. In 2006, Dr. Bishop was awarded the NASA Distinguished Public Service Medal for his role in delivering simulation facilities that helped NASA's space shuttle fleet return-to-flight after the 2003 Columbia disaster. Bishop is Chairman & Founder of BBWORLD Consulting Services Sàrl and President & Founder of The ICES Foundation, both Geneva-based organizations.

Dr. Fritjof Capra is an Austrian-born American physicist. He is a founding director of the *Center for Ecoliteracy* in Berkeley, California, and is on the faculty of *Schumacher College*. Capra is the author of several books, including *The Tao of Physics* (1975), *The Turning Point* (1982), *Uncommon Wisdom* (1988), *The Web of Life* (1996), and *The Hidden Connections* (2002). Born in Vienna, Austria, Capra

attended the University of Vienna, where he earned his Ph.D. in theoretical physics in 1966. He conducted research in particle physics and systems theory at the University of Paris (1966-1968), the University of California, Santa Cruz (1968-1970), the Stanford Linear Accelerator Center (1970), Imperial College, London (1971-1974), and the Lawrence Berkeley Laboratory (1975-1988). He has written popular books on the implications of science, notably *The Tao of Physics*, subtitled *An Exploration of the Parallels Between Modern Physics and Eastern Mysticism*. *The Tao of Physics* makes an assertion that physics and metaphysics are both inexorably leading to the same knowledge. Capra pushes for western society to abandon conventional linear thought and the mechanistic views of Descartes. Critiquing the reductionistic Cartesian view that everything can be studied in parts to understand the whole, Capra encourages his readers to take a holistic approach. In *The Web of Life*, Capra focuses on the systemic information generated by the relationships among all the parts as a significant additional factor in the character of the whole, emphasizing the web-like structure of all systems and thus the interconnectedness of all parts.

Stuart Hameroff, M.D., is an anesthesiologist and Professor at the *University of Arizona* known for his scientific studies of consciousness. He received his BS degree from the *University of Pittsburgh* and his MD degree from *Hahnemann University Hospital*, where he studied before he became part of the *Drexel University College of Medicine*. From 1975 onwards, he has spent the whole of his career at the *University of Arizona*, becoming professor in the *Department of Anesthesiology and Psychology* and associate director for the *Center for Consciousness Studies*, both in 1999, and finally Emeritus Professor for Anesthesiology and Psychology in 2003. At the very beginning of his career cancer-related research work piqued his interest in the part played by microtubules in cell division, and led him to speculate that they were controlled by some form of computing. In the 1990s Hameroff teamed with Sir Roger Penrose on the controversial Penrose-Hameroff "Orch-OR" model of consciousness based on quantum computing in brain neuronal microtubules. He published many scientific articles and several books, and appeared in TV and films related to consciousness. A full-time clinical anesthesiologist, Hameroff organizes the biennial interdisciplinary conferences *Toward a Science of Consciousness* in Tucson.

John Horgan is a science journalist and Director of the *Center for Science Writings* at *Stevens Institute of Technology*, Hoboken, New Jersey. A former senior writer at *Scientific American* (1986-1997), he has also written for *The New York Times*, *Time*, *The Washington Post*, *The Los Angeles Times*, *National Geographic*, *The London Times* and other publications around the world. He writes columns for *Scientific American online* and *BBC Knowledge Magazine*. Horgan's books include *The End of War* (2012), *Rational Mysticism* (2003), *The Undiscovered Mind* (1999), and *The End of Science* (1996). His awards include the *Science Journalism Award* of the *American Association for the Advancement of Science* and the *National Association of Science Writers Science-in-Society Award*. Horgan graduated from the *Columbia University School of Journalism* in 1983. He lives in Cold Spring, New York.

Prof. Dr. Christina Ljungberg. Professor and Lecturer at the University of Zurich, Senior Supervisor of the NGL-Node. Ljungberg's teaching and research focuses on visuality and narrativity, intermediality (in particular, the interaction between cartography and other media), and iconicity. She supervises several MA theses and Ph.D. dissertations in these fields, as well as conducting workshops on Writing and Publishing in the Humanities at the University of Zurich Graduate Campus. Besides numerous articles, her publications include of *To Fit, to Join, and to Make*, *The Crisis of Representation: Semiotic Foundations and Manifestations in Culture and the Media* (with W. Nöth), *Insistent Images* (with E. Tabakowska and O. Fischer), *Signergy* (with J. Conradie, René Johl, Marthinus Beukes and O. Fischer), *Redefining Literary Semiotics* (with J.D. Johansen and H. Veivo) and *Semblance and Signification* (with Pascal Michelucci and Olga Fischer). She has just completed her book *Diagrammatics: Performative Strategies in Narrative* (John Benjamins).

Dr. Angela McRobbie is a British cultural theorist, feminist and commentator. She combines the study of different dimensions of youth culture with a commentary on development in cultural theory and politics. McRobbie studied as a postgraduate at the *Centre for Contemporary Cultural Studies* at the *University of Birmingham*. She taught in London, later at *Loughborough University*, and is a Professor for Communications at *Goldsmiths, University of London*. McRobbie's best-known work revolves around the analysis of gender in youth culture. Cultural shifts in gender caused her to reconsider some of her earlier arguments. She has studied rave culture and the opportunity that it provides for new roles for young women as well as discussing the shift to the centrality of pop in magazines for young girls such as *Just Seventeen*. These concerns were connected to the influence and evaluation of debates about postmodernism in theory and culture which are to be found in *Postmodernism and Popular Culture* (1994). Her current research focuses on the "new culture industry", particularly on the labour practices in the world of freelance, casualised creative work and micro-enterprises of creative labour such as fashion design, art-working, multi-media, curating and arts administration.

Dr. Uli Sigg, Vice-Chairman of the Board of Directors, Ringier Media Group Zurich; Member of the Board of Directors, Axon Active Holding, Lucerne. Further Mandates: Member of the Advisory Board, China Development Bank. Member of the International Council of the Museum of Modern Art (MOMA) New York; Member of the International Advisory Council of the Tate Gallery, London. Collector of Chinese contemporary art (largest collection worldwide – The Sigg Collection, Switzerland). Member of the Board of various start-up companies in and out of China; Founding President of the Swiss – Chinese Chamber of Commerce; Honorary Director of the China Foreign Invested Enterprise Association, Beijing. Former Member of the Board of Directors of VITRA AG (2008 – 2012); Former Member of the Board of Directors of Infront Holding AG, a worldwide Sport Marketing Group (2004 – 2011); Former Commissioner General of the Swiss Pavilion, Expo 2010 in Shanghai; Former Board Member of CIBA Group (2000 – 2008); Former Chairman of the Ringier Media Group (1999 – 2003); Ambassador of Switzerland to the People's Republic of China, North Korea and Mongolia (1995 – 1998); Entrepreneur; Member of the Boards of Ringier, Schindler and other international corporations (1990 – 1995); Vice-President of China Schindler Elevator Co., Beijing and Shanghai (China's first joint venture company; 1980 – 1991), Head of China Operations, Area Manager Asia Pacific, Member of the Executive Committee, later Member and Delegate of the Board of Directors of the Schindler Group (1977 – 1990); Business journalist, Ringier AG and "Finanz und Wirtschaft" (1973 – 1976); Advisor of Herzog & de Meuron, Architects, for the design of the Olympic Stadium in Beijing.

Margaret Wertheim is a science writer and author of books on the cultural history of physics, including *Pythagoras' Trousers* (1997), a history of the relationship between physics and religion, and *The Pearly Gates of Cyberspace* (1999), a history of Western concepts of space from Dante to the Internet. She has been a contributor to the *New York Times* Science Section and an Op-Ed contributor for the *Los Angeles Times*. Last year, Wertheim published her new book titled *Physics on the Fringe*, which explores the life and work of outsider scientist Jim Carter and the role of imagination in theoretical physics. As an adjunct to her work as a science communicator, Wertheim founded the Los Angeles based *Institute For Figuring*, an organization devoted to enhancing public engagement with the aesthetic and poetic dimensions of science and mathematics.