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Plant Fever

Towards a phyto-centred design

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- *Plant Fever* looks to the future of design from a vegetal perspective, moving from a human-centered to a phyto-centred design

For centuries, our inherent alienation from nature has prevented us from truly understanding the potential of plants as more than simple materials or decorative objects.

In recent years, however, new scientific discoveries and philosophical approaches have reframed our relationship with them, questioning the dualism human/nature so much rooted in Western thinking. Echoing the belief of American ecologist Ian Baldwin that "we should try to think like plants", designers, scientists and engineers, started to look into plants' structures and behaviors adopting them as allies to develop solutions for current and upcoming environmental and social issues.

Plant Fever proposes to look at the future of design from this new vegetal perspective, moving from a human-centered to a phyto-centered design. Spanning from products and fashion items to material research, open-source devices and emerging technologies, a selection of approx. 50 exhibits – representing the work of creatives from more than 20 countries – will investigate notions such as plant blindness, eco-feminism, forestry, biomimicry and upcycling, but also post-colonialism and cultural landscapes.

Conceived as a militant exposition, *Plant Fever* will not fear to take a stand, ask critical questions and call for new radical perspectives, involving the public in a positive, inspiring and constructive conversation. Text in English and French.
Includes contributions by Emanuele Coccia, Carole Collet, dach&zephir, Quentin Hiernaux, Overmind, Marie Pok, Catriona A. H. Sandilands, Ana Silva, Penny Sparke, Trajna collective.







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