

Art as Strategy

Mimesis: The philosophy that art imitates life



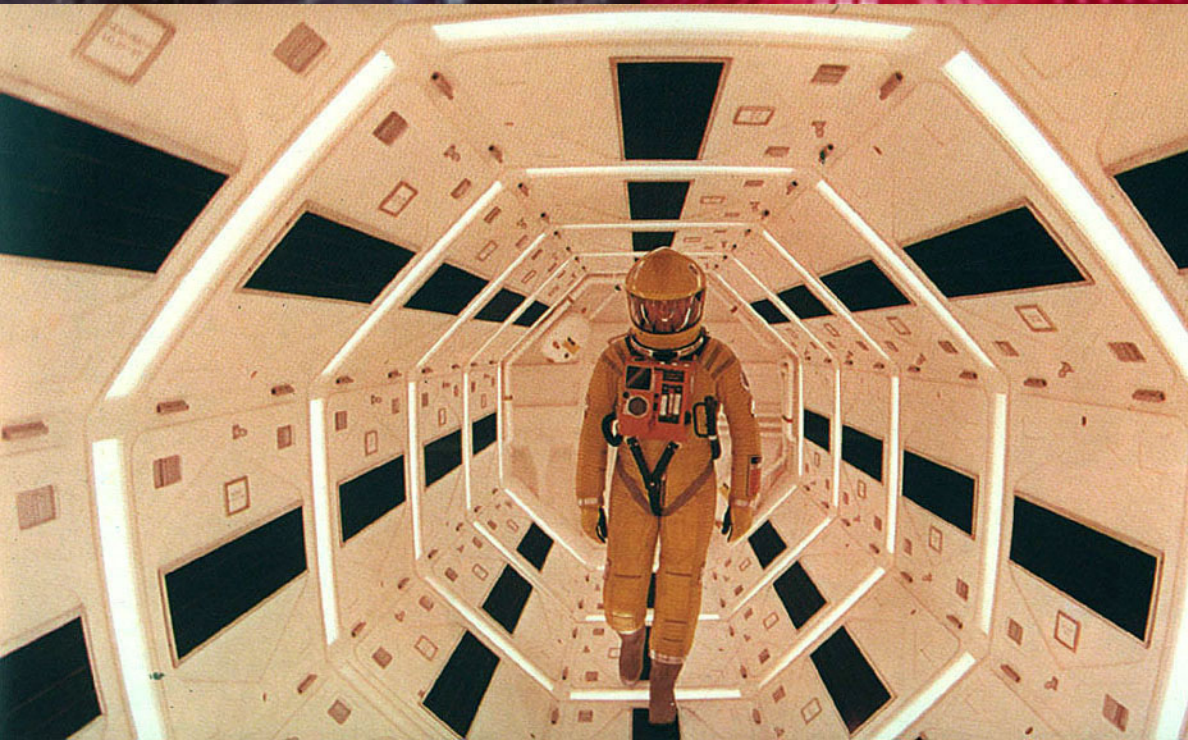
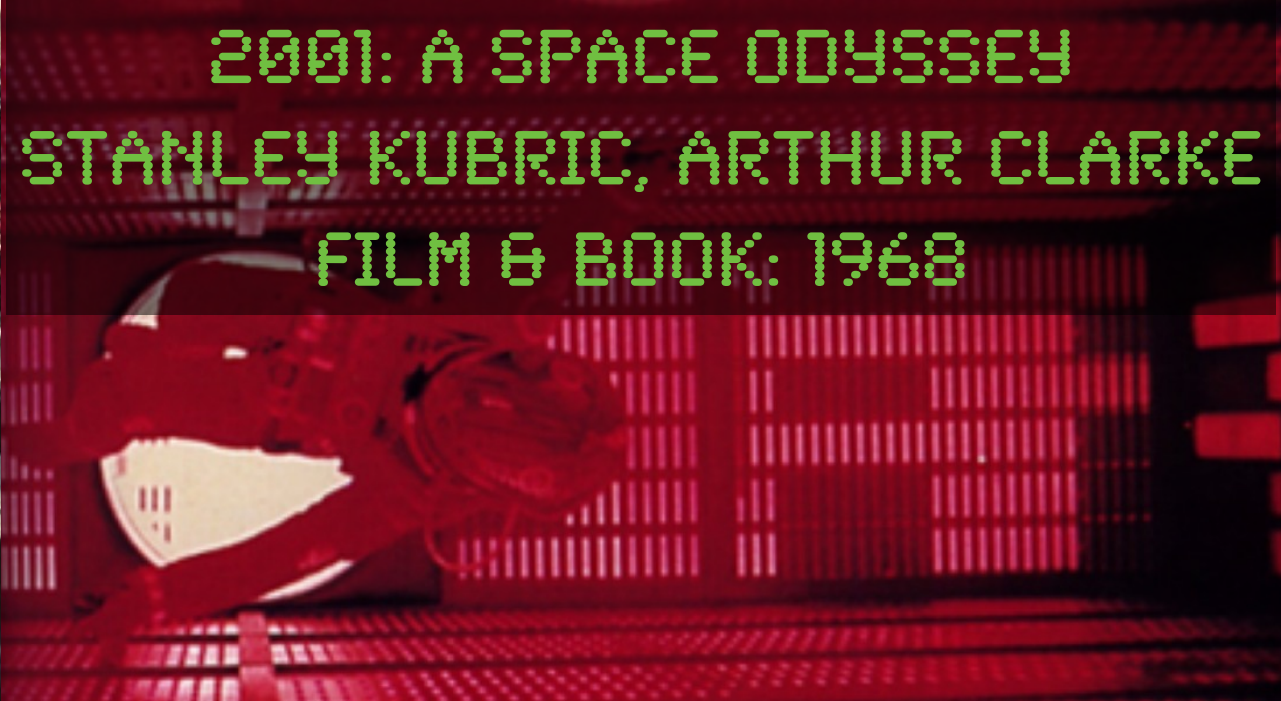
Anti-mimesis: The philosophy that life imitates art



2001: A SPACE ODYSSEY

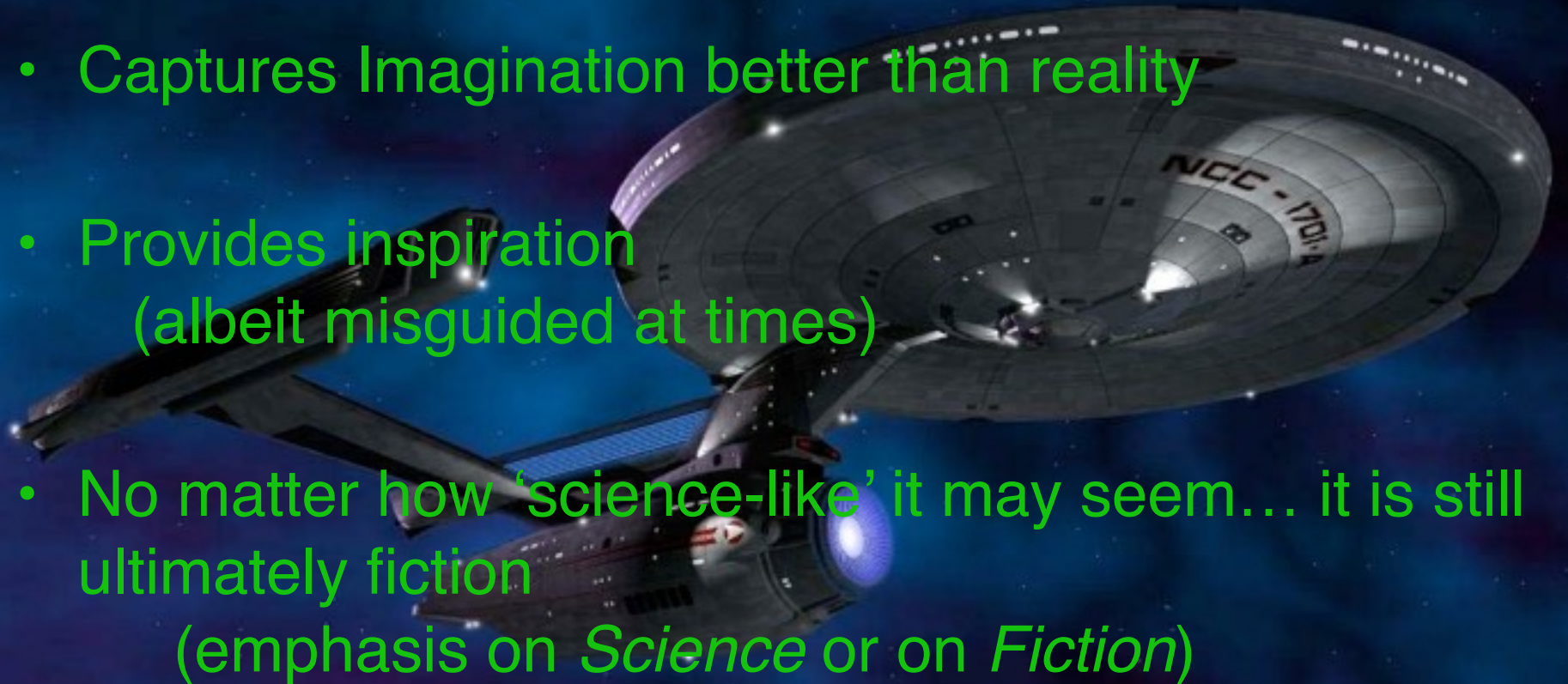
STANLEY KUBRIC, ARTHUR CLARKE

FILM & BOOK: 1968



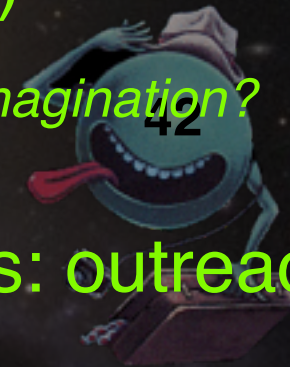
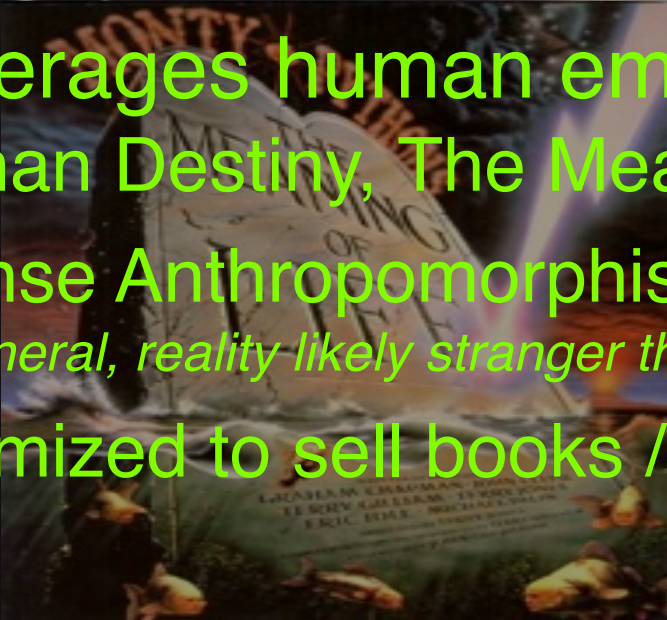
Science Fiction

- Captures Imagination better than reality
- Provides inspiration
(albeit misguided at times)
- No matter how 'science-like' it may seem... it is still ultimately fiction
(emphasis on *Science* or on *Fiction*)
- Fiction permits emphasis on human elements



Some Science Fiction Essentials

- Creator seldom a scientist or engineer
 - Often not compatible with reality
 - At best highly improbable situations
- Leverages human emotions and desires (i.e. Human Destiny, The Meaning of Life)
- Intense Anthropomorphism: *a limit on imagination?*
(in general, reality likely stranger than fiction)
- Optimized to sell books / screenplays: outreach



Why Sci-Fi Influences Space Programs (vs. NIH, NSF, NIST, DoE...)

- Introduces a complex subject to the public, especially children - who become decision makers equipped (only) with Sci-Fi concepts
- Space is optional - anything is a basis for selecting a mission or technology goal
(Moon, Mars, Station, Shuttle, Conestoga
- Gauge of what the public finds interesting
- Creates a plausible agenda of space: life, the universe and everything; not associated with terrestrial R&D



Sci-Fi as Roadmap

- Reminder of Military implications
- Lure to try Space Commerce
(manufacturing, tourism)
- Sometimes good technological
directions (but how to tell which?):
 - Earth-like space stations
 - lunar habitation
 - robotic space exploration



The Novel: Michael Crichton, 1990

The film(s) Steven Spielberg, 1993



YAHOO! WEATHER: Check the latest forecast in your area

Researchers aim to resurrect mammoth in five years



Buzz up! 357 votes | f Share 87K | retweet 1204 | Email | Print

by Shingo Ito – Mon Jan 17, 5:44 am ET



TOKYO (AFP) – Japanese researchers will launch a project this year to resurrect the long-extinct mammoth by using cloning technology to bring the ancient pachyderm back to life in around five years time.

The researchers will try to summer from the carcass research laboratory, the Y

"Preparations to realise the leader of the team and a University, told the m

MNHN Bibliotheque Centrale – Artist's impression of the prehistoric mammoth. Japanese researchers will launch a project this year ...



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Briggs and King
Clone Tadpoles 1952

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Scientists 'to clone mammoth'
Russian and Japanese scientists are hoping to clone mammoths from what they think are the legs of the extinct animal discovered in Russia's northern Yakutsk region.
Specimens of the animal discovered last year have arrived at Kinki University's Gifu Science and Technology Centre in western Japan.
"The bone marrow, skin and muscle specimens, frozen in nitrogen liquid... look fine. We first have to confirm whether these are really of a mammoth," said the centre's president, Akira Iritani.
The DNA may be damaged and not good enough for cloning, as the remains are believed to be 200,000-300,000 years old, he said.
The scientists are planning to use elephant eggs in the cloning process.

Time Magazine
March 1997



1885
first cloned animals
Hans Dreisch separated cells from two-celled sea urchin blastomers mechanically. Each cell grew independently and formed a separate, whole sea urchin clone.

1902
Hans Speman (1935 Nobel Prize in medicine) conducted the first nuclear transfer experiment by splitting a two-celled salamander embryo into separate cells. Each cell developed into a salamander.

1903
Herbert Webber (US Dept. Agriculture) coined the word "clon".

1928
Hans Spemann performed the first nuclear transfer experiment using salamander embryos.

1952
Robert Briggs and Thomas King used nuclear transfer technology to clone frogs from adult donor cells.

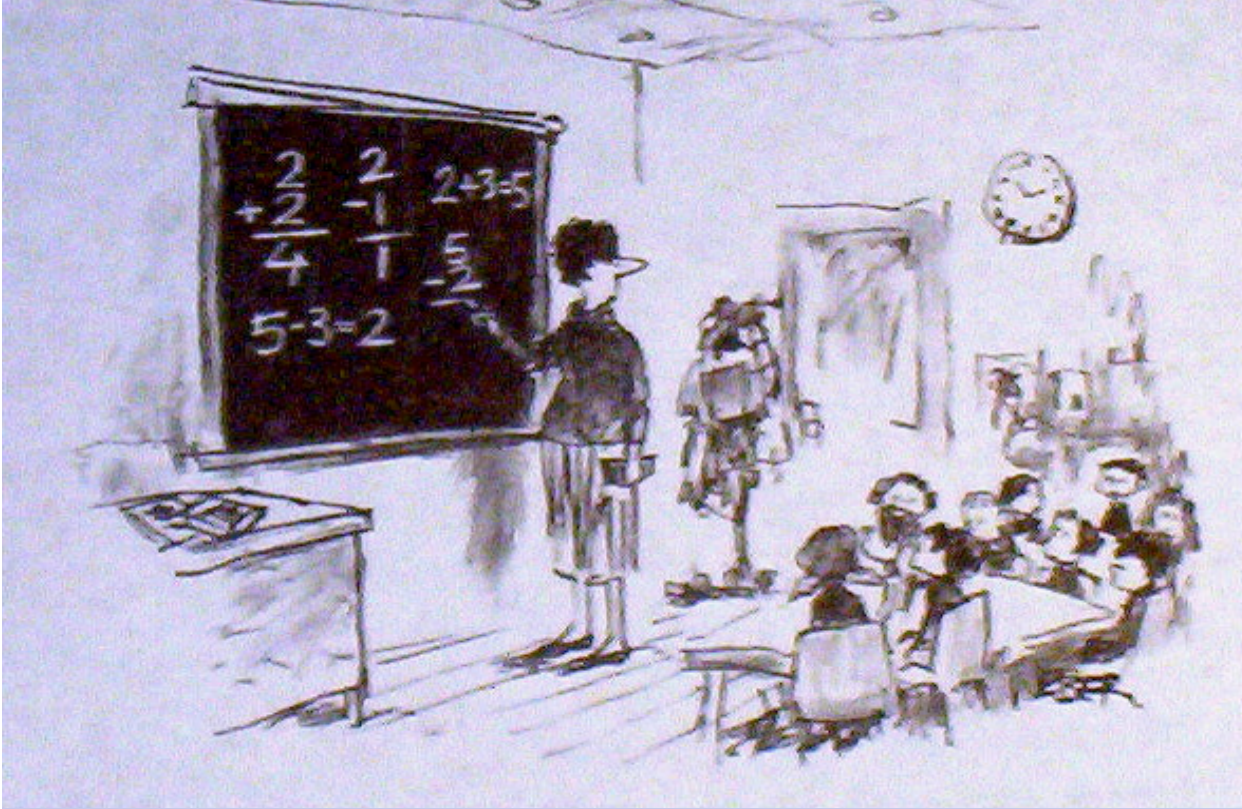
1963
J.B.S. Haldane is credited to have coined the term "clone".
Tong Dizhou created the first cloned fish (asian carp)

1973
by inserting Asian carp DNA into a European crucian carp, Tong Dizhou created the first interspecies clone

1984
Steen Willadsen (British Agricultural Research Council) cloned a sheep via nuclear transfer technology.

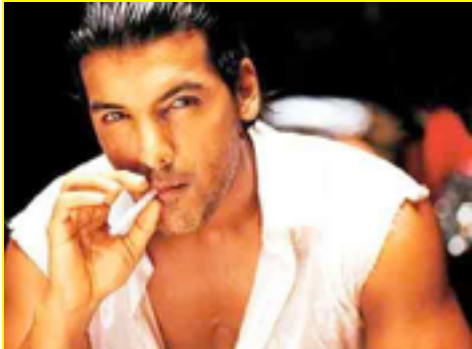
1995
Megan & Morag:
July 1995 Scottish scientists clone the sheeps Megan and Morag from differentiated embryo cells.

1996
The first mammal was cloned from a cell of an adult animal. Ian Wilmut (Roslin Institute) created the sheep *Dolly*.



“Please, Ms. Sweeny, may I ask where you’re going with all this”

Do we care about art, reality,
science or which leads which?



Or about whether actors
encourage kids to smoke and
Contact helped fund NASA?

Art

012b



Disneyland, invented 1955, now in Paris, Tokyo and 2 in US

Reality



City of Arts and Sciences, Valencia Spain, 1988

Louvre Pyramid 1986

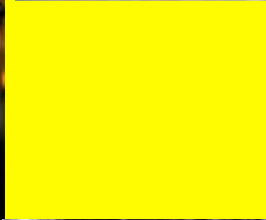


Grand Ole Opry
Nashville, 2010

42nd Street NYC
(brought to you by Disney)



1985



1995



**Grand Canyon
Skywalk 2007**

**Yellowstone
Tours, 1983**



Other Uses of Art?

- Product Placements
- Linking products to actors, authors
- Product ideas from art (clothes, interior design - Clockwork)

012a

- Realities better than real
Coke
Diamonds
Lauren



Kelly Buckley

