



NEXT NATURE

Next Nature Academy

How do we harness the future to today's questions? That is the common thread of the programs Next Nature offers.

We like to take you on a journey that can radically change your view of the future.

What if we let go of our current way of thinking and dare to think about the desired future from a new framework? A positive frame of mind in which humans are no longer leading? In which nature is a dynamic element and technology co-determines evolution?

Imagine a world where humans, nature and technology are not in competition with each other, but merge and reinforce each other. A new era where we live together with all species harmoniously, sustainably and fairly. A future in which we face and overcome complex challenges in new ways. It is not science fiction, but Next Nature.

Together we make the future.



What if technology is our next nature?

Climate change, artificial intelligence, cultured meat, living cities and autonomous robots. We are so surrounded by technology that it is becoming our “next nature”. It sounds far away, but is actually very close; heart valves are printed, cars drive themselves, robots care for the elderly.

How do we find a hopeful path to the future for all life on earth?

Next Nature connects design and technology in research and presentations around various themes.

We live in a time of beginnings. Every person on earth is facing technological change. Emerging technologies such as robotisation, artificial intelligence, genetic modification, neuro- and nanotechnology are transforming our living environment.

Complementing the biosphere evolved billions of years ago, a technosphere is unfolding. How can we find a future that is satisfactory not only for humans but also for all other species on Earth?

New technology offers opportunities to improve life, but also brings new risks and responsibilities.



The Next Nature Museum

What was strangely uncomfortable and artificial yesterday is familiar or even natural today. To the future ... and beyond.

The Evoluon was designed by architects Louis Kalff and Leo de Bever as a future-oriented technology museum, until Philips closed it in 1989 under protest from the residents of Eindhoven. Now it is once again a place where humans, nature and technology meet and challenge each other.

What does the history of future thinking teach us about developments in the future? How can technical inventions contribute to catchy metaphors and a good story.

Step aboard the new Evoluon and be enchanted! Right now, two groundbreaking exhibitions are shining that you absolutely don't want to miss: RetroFuture and Spacefarming. Discover the spaceship of the Netherlands, where a world full of wonder and inspiration awaits you.





RetroFuture & Spacefarming

RETROFUTURE

Those who want to bend the world to their will must look forward, into the future. Changes and innovation are set in motion by people who believe the world can be better or different. It is the artists, designers, scientists and great thinkers who take what others do not yet see and make it tangible.

RetroFuture is the world's first major exhibition about the future of the past.

What was strange, awkward and artificial yesterday is familiar or even natural today. To the future... And beyond!

SPACEFARMING

With the food of the future, by 2050 we will be able to feed more than 10 billion people with as little damage to our planet as possible. This can be achieved if we look at our food and its production in an original, efficient and creative way now.

Visitors will discover alternative worlds with unexpected perspectives and opportunities for our food.



Welcome to the Digital Wellness

Center - the place where you learn to use technology in a conscious and healthy way. Our lives are rapidly becoming digitized, which presents opportunities, but can also cause stress and anxiety.

While it is tempting to completely unplug, the challenge actually lies in enhancing our well-being within the digital world. With our treatments and practical tips, we help you find a healthy balance to support your mental, physical and emotional health.

Discover how you can use technology for a more conscious and balanced digital life!

The Digital Wellness Center will open on Feb. 14, 2025.



Next Nature Academy - Stichting Next Nature - 2024





Storytelling

De toekomst maak je samen. Next Nature maakt mogelijke toekomsten tastbaar en beleefbaar voor een breed publiek. Dit nodigt uit tot gesprek, reflectie en brengt nieuwe perspectieven.

Onze storytellers presenteren nieuwe verhalen, ondersteund door hoogwaardige visualisatie en multimedia, over mogelijke en gewenste toekomsten. Een fris en vooruitstrevend perspectief op natuur; niet terug, maar vooruit naar de natuur waarin biologie en technologie samensmelten. Geen science fiction, maar Next Nature.



Future Thinking Workshops

In our daily lives, we face technological changes almost constantly. But do you know how technologies are being introduced and accepted into our society?

Next Nature offers engaging Future Thinking workshops and interactive sessions where the central theme is future thinking. During these sessions, we explore various future scenarios ranging from cohabitation to collaboration and from sectors to markets. Our approach includes speculating on emerging technologies and exploring images of the future from science, art, design and science fiction. Next Nature Academy challenges you to get started on new perspectives for the future.

What does your desired future look like in this dynamic interplay between biology and technology?



VR Timemachine

'Air travel is out, time travel is now.'

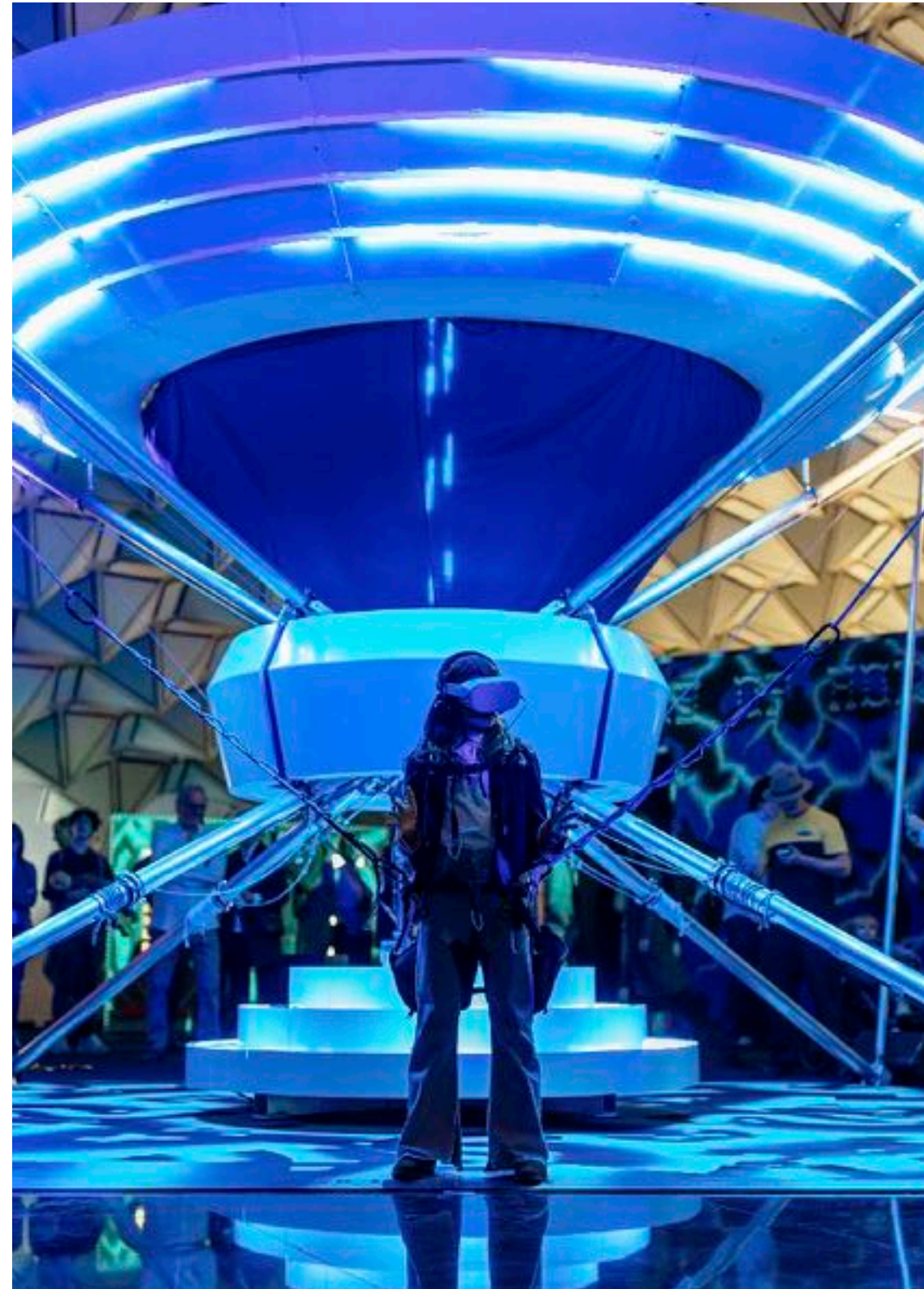
Journey forward and discover the future ahead. Not 10, 100 or 1,000, but billions of years ahead.

Visitors get a perspective on the distant future of life on Earth. Check in, at the Next Nature Museum, which has been converted into an airport.

Here you will receive instructions and information about time travel in the interactive VR time machine; billions of years ahead, beyond when the sun burns out.

As a time traveler, you explore the entire universe with its infinite number of supernovas and galaxies, and the future comes within reach.

The installation accommodates four people at the same time. The time traveler gets a harness, similar to that of a parachute. Through a hydraulic system, the time traveler's are lifted several centimeters off the ground.



Mobile expositions

Inspire with our unique mobile exhibitions. We are present at festivals, in the media, at conferences or expos at international partner organisations. We make possible futures tangible to a large audience, helping us to better determine which future we actually want.

Nano Supermarket: an exhibition disguised as a supermarket presenting speculative nanotech products by artists and designers that could be on the shelves within 10 years.

Bistro In Vitro Ice Cream Cart: the Bistro In Vitro ice cream cart explores possible dishes and food cultures that in vitro meat technology could one day bring us.

Future Food Formula: an interactive installation that lets you step into the shoes of a high-tech farmer and design your own personalised future vegetables.

The discussions sparked by our exhibits encourage participants to think outside the box.





NEXT NATURE

ENTER SPACESHIP EARTH

**Next Nature
Museum**

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