

# Hello Earthlings!

## BUSINESS 2 BUSINESS

*TRAINING THE CREW OF SPACESHIP EARTH*



# Next Nature Network



# Next Nature Academy

**How do we use the future for today's questions?  
That is the common thread of the programs that  
Next Nature offers.**

We are happy to take you on a journey that can radically change your outlook on 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 thinking framework in which man is no longer leading? In which nature is a dynamic element and technology helps determine evolution?

Imagine a world in which people, nature and technology are not in competition with each other, but merge and strengthen each other. A new era, in which we live together harmoniously, sustainably and honestly with all kinds. A future in which we tackle and overcome complex challenges in new ways. It's not science fiction, it's Next Nature.



# Next Nature Network

**Climate change, artificial intelligence, cultured meat, living cities and autonomous robots. We are so surrounded by technology that it becomes our 'next nature'.**

That sounds far away, but is very close; heart valves are printed, cars drive themselves, robots take care of the elderly.

Next Nature combines design and technology in research and presentations around different themes.

We live in an early day. Every person on earth has to deal with technological change. Emerging technologies such as robotization, artificial intelligence, genetic modification, neuro- and nanotechnology are transforming our living environment.

In addition to the biosphere that evolved billions of years ago, a technosphere unfolds. How can we find a future that is satisfying 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.





# Next Nature Network

## Why technology is our natural future.

When we think of "nature", we think of a forest instead of a highway. But how natural is nature? We live in a world full of landscaped nature reserves, rainbow tulips, designer babies and farm meat. We now control the biology of a tomato so accurately that it has little to do with nature and conversely we have so little control over the internet and the financial markets that they seem more and more like a force of nature.

Based on numerous high-profile examples and scientific insights, Koert van Mensvoort shows that our high-tech world is becoming more and more natural. He takes you on an epic journey past companies that breathe, forests that smell like shampoo and plastic-eating beatings. Gradually, a completely new worldview unfolds that is not only more realistic, but also infinitely more creative, exciting and beautiful. If we have to face the great challenges of our present time, we must not go backwards, but forward towards nature.

NEXT NATURE

# Koert van Mensvoort

*Founder of the Next Nature Network*

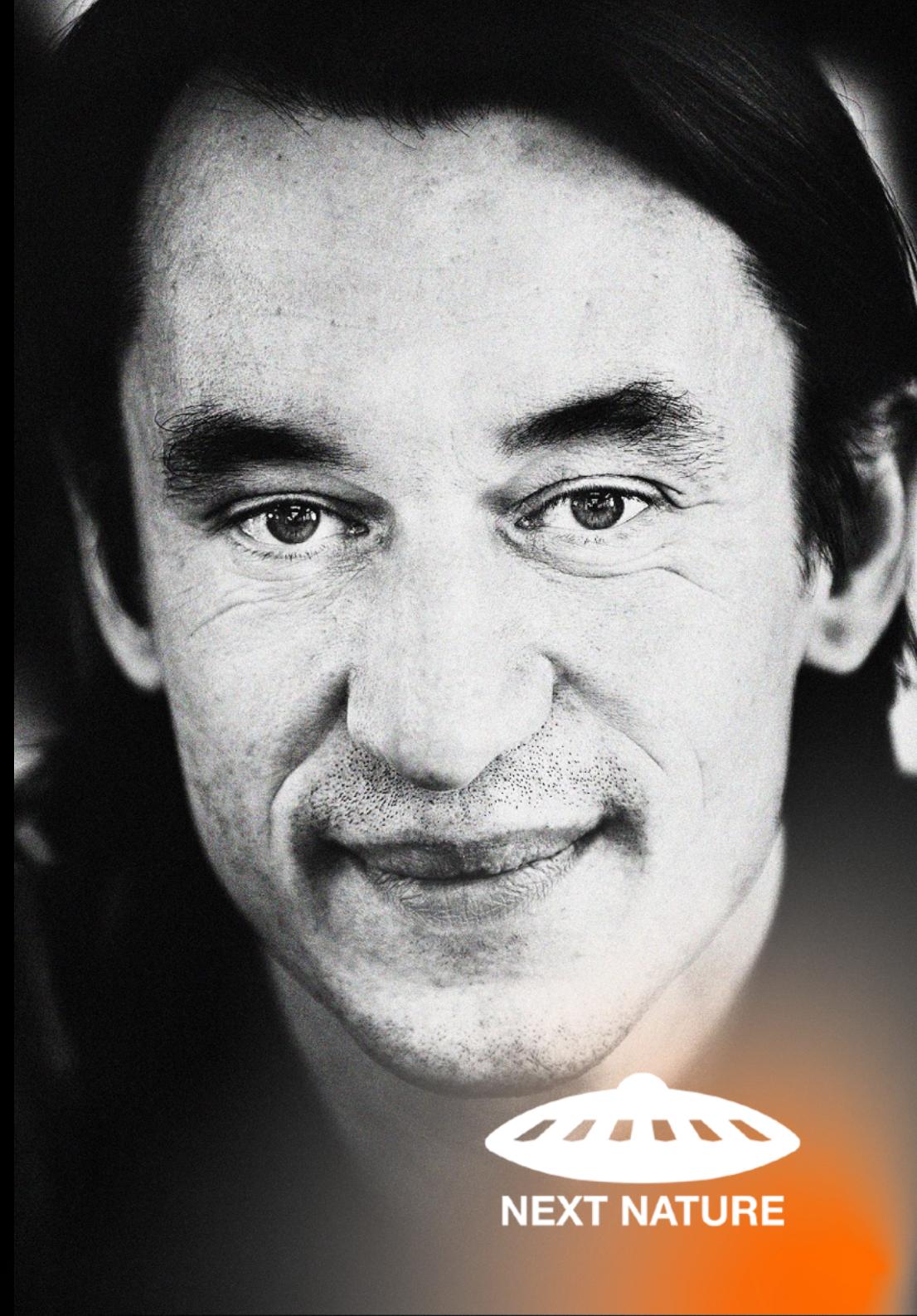
**Dr. Koert van Mensvoort is a renowned scientist, artist and philosopher known for his inspiring work on the philosophical concept of Next Nature.**

This concept revolves around the idea that our technological environment has become so complex, ubiquitous and autonomous that we can best see it as a natural extension of our environment. His main goal is to better understand our co-evolutionary relationship with technology. A future that is worthwhile for both humanity and the planet.

Van Mensvoort is director of the Next Nature Network foundation: a 21st century nature organization that wants to move forward to nature.

***Koert van Mensvoort is available as Keynote speaker.***

***Price and availability on request.***



# Next Nature Museum





## Once upon a time.. the Earth

**Not a fairy tale, but an origin story.**

The oldest layer of the Earth, also called the Geosphere, is the part of where we find all the rocks, metals and minerals. Not only did this form the basis where life could develop, to make technologies we humans use more and more materials from the Geosphere.

‘Once upon a time.. the Earth’ tells the story of the present, past and possible futures of the Earth.

Take a time travel of billions of years into the future, descend with the Geolift to the core of the planet or take a walk through Borehole Park where you will learn more about how materials have shaped our civilization.

The question travels, how do we want to deal with the Geosphere in the future?

*The exhibition ‘Once upon a time.. the Earth’ will open on February 27.*

**NEXT NATURE**

# RetroFuture

**Humankind has always thought about the future.**

Those who want to put the world to their own hands should not only look ahead, but also to the past.

Changes and innovation are initiated by people who believe that the world can be better or different. It is the artists, designers, scientists and great thinkers who make tangible what others do not yet see.

At the RetroFuture exhibition, you will follow the Ten Universal Future Dreams, the images of the future that have always fascinated people.

Can we ever fly like a bird and travel to the unknown?

Shall we build air castles and live forever, or is the end of the world coming?

Meet RetroFuture, the world's first exhibition about the future of the past.





# Digital Wellness Center

**Welcome to the Digital Wellness Center,  
The place where you learn to use technology in a  
conscious and healthy way.**

Our lives have been digitized at a rapid pace, which offers opportunities, but can also cause stress and unrest.

Although it is tempting to completely unplug, the challenge lies precisely in strengthening our well-being within the digital world.

With our treatments and practical tips, we help you find a healthy balance and support your mental, physical and emotional health. Discover how you can use technology for a more conscious and balanced digital life!

Follow the Digital Wellness Breathing session, take a seat in the massage chair for a quiz about 'Technoprivilege' and start the conversation about our digital future.



# Mobile exhibitions

Inspire on location with our unique mobile exhibitions. We are present at festivals, in the media, conferences or exhibitions.

We make possible futures tangible to a large audience, allowing us to better determine what future we actually want, and encourage participants to think outside the box.

**Nano Supermarket:** an exhibition disguised as a supermarket where speculative nanotech products from artists and designers are presented that can 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 puts you in the shoes of a high-tech farmer and designs your personalized future vegetables.

**Digital Wellness Helpdesk:** an interactive installation where visitors can put together their own 'digital diet', reflecting on smartphone use.



# Next Nature Programs





# Introduction lecture

## Meet the Next Nature Museum during an inspiring introduction lecture.

Are you coming to visit the Next Nature Museum, and would you like an in-depth intro in advance? We offer introductory lectures for this.

During our introductory lectures, you will not only be introduced to the Next Nature philosophy, but also to our exhibitions that can be seen at the time of your visit to the museum.

One of our Academy Crew members takes you into the stories of the Next Nature Museum, and gives extra content and depth to a visit to our exhibitions.

***Looking for a tailor-made lecture on a specific topic? Then take a look at the possibilities of our Storytelling programs.***

# Tour

**Meet the Next Nature Museum accompanied by a guide.**

The Next Nature philosophy offers an innovative view of the relationship between nature and technology, and helps us to think more deeply about possible technologies and visions of the future.

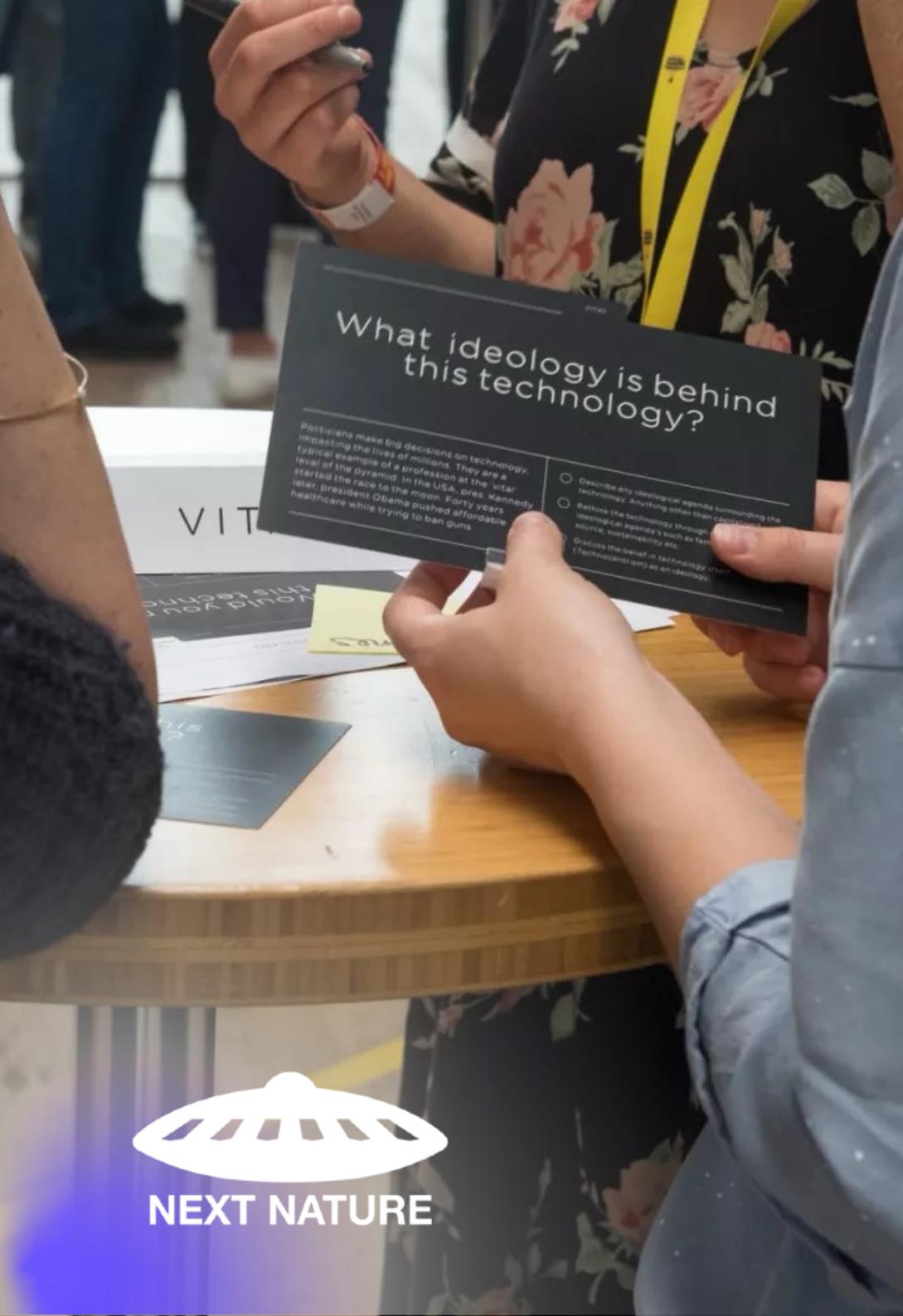
To make this visible, we work, among other things, with exhibitions that can be visited in the Next Nature Museum.

To provide extra depth and information during a visit, we offer guided tours under the guidance of one of our Academy Educators.

During this interactive tour you will be taken through the Evoluon building and the exhibitions of the Next Nature Museum.

***Are there any exhibitions or exhibition components that you want to see in focus during the tour? Feel free to contact us for this.***





## Workshop - Future Thinking

In our daily lives, we are almost constantly confronted with technological changes. But how are technologies introduced and accepted in our society?

Next Nature offers fascinating Future Thinking workshops and interactive sessions where the central theme is future thinking. During these sessions, we explore various future scenarios, ranging from living together to working together and from sectors to markets. Our approach includes speculating about emerging technologies and exploring future visions from science, art, design and science fiction. Next Nature Academy challenges you to get started with new perspectives for the future.

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

***Future Thinking workshops can be linked to different themes and are available in speed session format. Contact us for the possibilities.***

# Storytelling

*Stories of past, present and possible future.*

**The future is made together.**

**Next Nature makes possible futures tangible for a wide audience. This invites conversation, reflection and brings new perspectives.**

**Our storytellers present new stories, supported by high-quality visualization and multimedia, about possible and desired futures. With their background in different disciplines, they interweave different trends, themes and technologies with the ideas and vision of Next Nature.**

**A fresh and progressive perspective on nature; not back, but forward to nature in which biology and technology merge. Not science fiction, but Next Nature.**

***Looking for a session with Q&A, tailor-made lecture or a lecture in Tedx format? Contact us for the possibilities and available storytellers.***





NEXT NATURE

## Meet NEO

*Not human or robot, but human and robot*

**The robots are coming!**

Since Karel Čapek introduced man to the idea of mechanical beings taking over from us in 1921, man has been speculating about the future of robotics.

In recent years, we have seen more and more robots, from robot arms in factories to robot vacuum cleaners. With robot dog NEO, Next Nature introduces its own mechanical companion.

Will NEO be the pet or the new employee of the future? How natural can a robot become?

Meet NEO, and start the conversation about the possible futures of humans and robots.

***NEO can be used separately or during certain programs. NEO can also be booked during events, both in the Next Nature Museum and on location.***

***Contact us for the possibilities.***



# Book a program





## Book a program

**Give your event in the Next Nature Museum extra depth with our exhibitions and the Next Nature Academy.**

Whether you're having a big congress or a small gathering, the versatility of the Next Nature Museum and the knowledge and experience of the Next Nature Academy give your booking the content and infotainment that makes a visit to this iconic location unique.

With the Academy Crew, a team of professional educators who all have a background in education, science, philosophy and ethics, we deliver quality in the field of nature, technology, innovation and future thinking.

Are you interested in a standard program? Our Sales department will be happy to help you with this.

Are you looking for a customized program? Feel free to contact the Next Nature Academy.

# Programma's & prijsopgave

## B2B

Program	Amount	Time	Price	Max. Number of people
<i>Tour</i>	1	60 min	€ 150	20
<i>Introduction lecture</i>	1	30 min	€ 250	N.o.t.k.
<i>Lecture with Q&amp;A</i>	1	45 min	€ 500	N.o.t.k.
<i>Workshop - speedsession</i>	1	75 min	€ 750	50
<i>Workshop</i>	1	180 min	€ 1750	50

*All the above prices, times and people are indicative.*

*The number of people per program (e.g.) is related to room space.*

*Any costs for room space and entrance depend on the rest of the program or booking.*

*The maximum number of participants in a speed session or workshop can be increased at an additional cost with a view to the deployment of a co-facilitator.*

*Multiple programs can be offered in parallel sessions.*





## Customized programs & collaboration

We make the future together. At the Next Nature Network, we are therefore always looking for ways to work with all kinds of (target) groups, companies and agencies on that future.

Are you looking for a special lecture or workshop, a unique break out session with the exhibitions as a backdrop or a (collaboration) project for the long term?

Feel free to contact the Next Nature Academy.

Our Crew is happy to watch with you how we can enable programs and projects tailored to your ideas and wishes.

# See you in the future!

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