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## About Felix Hardmood Beck

Felix Hardmood Beck studied Visual Communication with focus on Media Design and Exhibition Design at the Berlin University of the Arts. He graduated with the terminal degree Diplom Designer (2007) and got appointed as Meisterschüler (2010) under the patronage of Joachim Sauter. Felix has gathered practical experience working as media designer and user-experience professional from 2001 on. His projects as well as his works with ART+COM Studios and several other renowned german design agencies and architectural studios have been featured around the globe in a range of art and design publication, and in numerous festivals and exhibitions. As independent Design Director he works for clients in business and cultural institutions. In this role he develops and realises designs for products and services, and conceives experiences, engaging medial environments and interactive installations for showrooms, trade fairs, exhibitions and museums. Living in the United Arab Emirates from 2015 to 2020 he consulted several federal ministries and governmental departments and partners on the topics of Design Thinking and Innovation.

From 2015 to 2020 he worked as Assistant Professor of Practice of Design at New York University Abu Dhabi (NYUAD). During this time he taught various courses in the overlapping fields of art, design, technology and innovation. He successfully founded the NTSI Lab and the Plastic Lab, and received over 525k \$ in research grants and related funding. He led both design research labs as Principal Investigator until 2020. He initiated several internship and volunteer programs and managed to integrate more than 50 Student Research Assistants into his work. The results of his research and of his research groups got published in scientific papers, posters, research conferences, art exhibitions and design festivals. He got invited to multiple talks and lectures around the globe. In 2019 he got awarded by New York University with the WSN Faculty Fellowship. Find a PDF with a summary of his accomplishments at NYUAD in the section below. In 2020 he moved with his family back to Germany.

In 2020 he got appointed as Full Professor at the University of Applied Sciences, Münster School of Design (MSD), where he teaches the Foundations of Design. In his continuing research activities he investigates with his students and project collaborators systems, spaces and physical properties of artefacts and materials to envision scenarios and pioneer use-cases for the interaction of humans through media and deployed Narrative Technologies.

For further information check out his website: [www.felix-beck.de](http://www.felix-beck.de)

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