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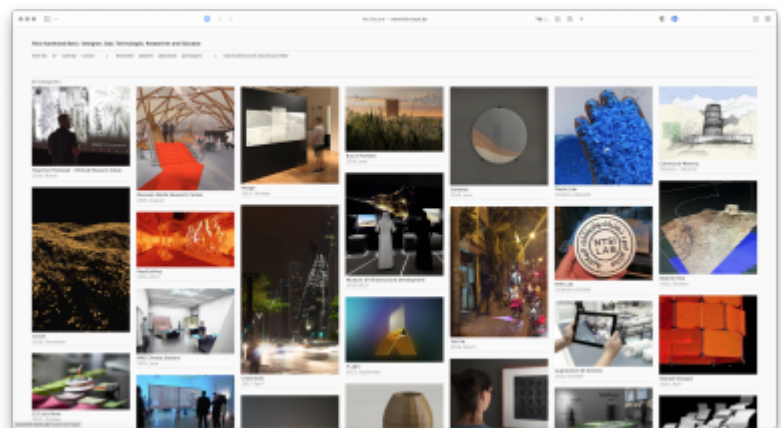
About Professor Felix

Felix Hardmood Beck was born in Düsseldorf in 1978. After high school, community service, various internships and jobs in the creative industries (photo studio, agency for brand management, web design studio, software company, team leader for promotion agency, film studio, etc.), as well as a six-semester excursion to a small private design school, he finally (and happily) studied visual communication at the Berlin University of the Arts (UdK) and the Universidad de La Laguna (Erasmus semester on Tenerife, Canary Islands) from 2002 to 2007. After the foundations program (Prof. Uli Schwarz, Prof. Jasper Halfmann, KM Andrea Schmidt) and the intermediate diploma with a focus on exhibition design (Prof. Diel, KM Karin Ocker), he shifted towards the digital media class (Prof. Joachim Sauter, KM Jussi Ängeslevä), where he graduated in 2007 in form of a neo-religious pilgrimage walking cane that led its users to unknown physical and virtual places¹⁾. In 2011, after a one-year master class (parallel to his position as art director at [ART+COM Studios](#)), at the UdK, he got appointed as *Meisterschüler* with his work [Zoanthroid](#)²⁾³⁾⁴⁾.

From 2001 he has worked as a designer in various design, exhibition design and architecture offices. Many of the commissioned works and free projects have been published in design and art publications worldwide, and have been shown in numerous design and media art festivals, exhibitions and museums. Check out this overview on his ([website](#)).

As a freelance design director, he works for clients from industry and culture, or prefers to work on projects he self-commissions. In this role, he develops and implements concepts for services and products, as well as information-based and experience-oriented media installations and interactive spaces for museums, showrooms, exhibitions and museums.

Check out further information and his portfolio on his website (www.felix-beck.de).



After being short-listed on the second place for a media design professorship at the Cologne University of Applied Sciences (2014), he got appointed as *Assistant Professor of Practice of Design* at the [New York University Abu Dhabi](#) (NYUAD) in 2015. During this time he taught courses at the intersection of design, art, technology and innovation. At NYUAD, he founded the [NTSI Lab](#) and the [Plastic Recycling Research Lab](#), and raised over \$525,000 in research grants. He headed both research laboratories as Principal Investigator until 2020. The results of his research and those of his research groups were shown in scientific publications, posters, conferences, art exhibitions and design festivals and presented worldwide by him, his employees and students in presentations. In 2019 he was awarded the *WSN Faculty Fellowship* by New York University. From 2015 to 2020 he advised various ministries and government departments in the United Arab Emirates on the topics like data visualization, exhibition design, as well as the creation of innovation and entrepreneurship. An overview of his achievements from this time can be found in this [PDF](#).

In 2020, Felix Hardmood Beck got appointed as full Professor (life-long position) by the Münster University of Applied Sciences, and moved with his family from Abu Dhabi ([Saadiyat Island](#) = Arabic for / Island of Joy) to Münster. At the Münster University of Applied Sciences, which is one of the largest universities of applied sciences in Germany ([Article](#)), he teaches and researches at the Münster School of Design (MSD). In the Corona year 2020, he converted a shipping container into his workshop/field lab (»Case-study HVX«; HVX stands for the Havixbeck site (51°57'42"N / 7°28'04"E)). Together with national and international project partners, he examines the communication qualities of Narrative Systems and new technologies in the context of research projects in the NTSII Lab and develops novel media applications for objects and spaces. Felix played rugby (1997-2004) as a front-row forward and played guitar in various irrelevant punk and hardcore bands: * Dreary Junk (1996-2000) * Plasticka (2004-2005) * Dads in Denial⁵⁾ (2019-2020) Felix Hardmood Beck wurde 2020 als Professor an die Fachhochschule Münster, Fachbereich Design, berufen und zog mit seiner Familie von Abu Dhabi ([Saadiyat Island](#) = arab. für Insel der Freude) nach Münster. An der FH Münster, die zu den größten Hochschulen für angewandte Wissenschaften Deutschlands gehört ([Artikel](#)), lehrt und forscht er an der Münster School of Design (MSD). Im Corona-Jahr 2020 baute er einen Schiffscontainer zu seiner Werkstatt/Field-Lab aus (»Case-study HVX«; HVX steht für den Standort Havixbeck (51°57'42"N / 7°28'04"E)). Zusammen mit nationalen und internationalen Projektpartnern untersucht er im NTSII Lab im Rahmen von Forschungsprojekten Narrative Systeme und neue Technologien auf ihre Kommunikationsqualitäten und entwickelt neuartige mediale Anwendungen für Objekte und Räume. Felix spielte als erste-Reihe Stürmer Rugby (1997-2004) und als Gitarrist in verschiedenen unrelevanten Punk und Hardcore Bands: * Dreary Junk (1996-2000) * Plasticka (2004-2005) * Dads in Denial⁶⁾ (2019-2020) ===== Woher kommt der Name Hardmood? ===== Felix hardwho hardwhat? ... "Im Mai 2006 habe ich die frühe Version eines online [Übersetzungs-Service](#) für die Übersetzung einer Projektbeschreibung benutzt. In dieser wurde dann bei der automatischen Übersetzung von deutsch nach französisch aus meinem Namen Felix Hartmut Beck (deu.) der Name Felix dur courage Beck (frz.). Lustigerweise wurde das ganze dann wiederum in einem englischen Designmagazin als Hardmood (engl.) abgedruckt. Heute bezeichne ich diesen Akt als meine digitale Taufe. Seitdem benutze ich den Namen Hardmood für Publikationen im Kontext Design, Medienkunst, Lehre und Forschung. Der Name ist seit 2006 eingetragener Künstlername." ===== Ways to stalk Felix ===== * [Twitter](#) * [Instagram](#) * [linkedin](#) * [Facebook](#)

1)
<https://www.yankodesign.com/2008/10/20/trod-the-untrodden-path-geocane-and-upward/>

2)
<https://www.facebook.com/artcom.berlin/posts/congrats-to-felix-our-art-director-succesfully-complete-d-his-master-class-studie/196699063682309/>

3)
<https://www.pixelache.ac/posts/meeting-hybrid-entities-artist-presentation-by-felix-hardmood-beck-on-19-10>

4)
<http://2014.emaf.de/deutsch/festival/programm/media-campus.html>

5) , 6)
<https://twitter.com/DenialDads>

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