



MR. MICHAEL SHANKS

MEMBER OF THE INTERNATIONAL ADVISORY BOARD ROTTERDAM



PERSONAL HISTORY

Michael Shanks is a Professor at Stanford University in California with expertise in the design and management of cultural heritage, in new digital media, and in modeling innovation and social change. His academic background is in Archaeology, Anthropology and Classics. He has an MA and PhD from Cambridge, a Docentur from Göteborg, and holds the Omar and Althea Hoskins Chair in Classics at Stanford.

Much of Mr. Shanks current effort is in building bridges. He is a committed supporter of Stanford University's mission to connect the academy with society in ways that build on the time honored responsibility of the academic to provide social conscience, to offer critique and commentary upon contemporary cultural conditions, and to pursue research and teaching that addresses matters of common and pressing human concern, reaching out across disciplines through the local to the global.

As a Director of Stanford Humanities Lab Mr. Shanks believes that crucial questions about human prospects today, about experience in a connected world, about the cultural impact on the environment, about diversity and identity, transcend the old divisions between the arts, sciences and humanities, between the academy, industry and the cultural sphere. Especially today - with new developments in bio-technology, digital culture, global society. Stanford Humanities Lab promotes projects that deliver exhibitions and web sites as well as academic books and papers, that research themes such as the crowd in modern society, the textures of urban experience in



Berlin and Shanghai, the history of (video and computer) gaming, the challenge of conserving digital culture today.

Mr. Shanks champions the arts and humanities as ways of thinking freshly about all kinds of policy and prospects today and in the future. He is a founding member of Stanford Strategy Center, designed to enhance strategic decision making in corporate and government agencies through open conversation documented and grounded in rich long-term humanities' contexts and narratives.

Research into early farming society, into craft manufacture in cities in the ancient Mediterranean, into the design of contemporary beer cans, into the future of mobile media (for Daimler Chrysler), into the antiquarian history of science, has made Michael a key thinker in contemporary archaeology. His deep interest in the arts and in media (he was a Director of a performance company in the UK) has led to exploration of the liberating potential of new digital media, especially given Stanford's central location and role in Silicon Valley. Metamedia, Mr. Shanks personal lab at Stanford, is pioneering the use of Web 2.0 technologies to enable people to create cultural heritage for themselves as well as with experts, to facilitate collaborative multidisciplinary research networks that focus on the history of design and innovation, as well as on long-term historical trends.

For Mr. Shanks, archaeology is as much about the future as the past. Archaeologists do not discover the past; they work on what remains. Archaeology, the discipline of long-term change, the discipline of understanding design and making, the ways we bring the past into the present, is so much about aspirations for the future, rooted precisely in our relationships with what is left of the past. This means we are all archaeologists now; cultural heritage lies at the core of who we think we are, and how we might respond to the challenges of today and tomorrow.

Go for more information to <http://michaelshanks.org>.