

Waag – KABK Technology & Society Award

Jury on behalf of Waag – technology & society: Zoenie Liwen Deng – Lucas Evers

Bachelor Art-Science

Anne-Florence Neveu

May your eyes never look away – May your genitals always be lubricated

The art-science research 'May your eyes never look away – May your genitals always be lubricated' of Anne-Florence Neveu sparked the interest of the Waag jury team because of its relation to the growing attention within the Waag program for the environment and the required need for humans to re-relate to their fellow species in this planet. Anne-Florence's work actually investigates the opposite, the practice of zoos to stimulate the reproduction of captive pandas by showing them pornographic moving images and training their muscular capacity to mate. Neveu's work is another example of artistic research into the ever further instrumentalization and industrialization of animal life for the benefit of humans. One however can ask the question in this case to what purpose. To that of the entertainment industry, that of panda-diplomacy?

What makes this work so interesting is it shows how far humans are prepared to go in their domestication effort and on the other hand how close creatures like panda's are to us as we observe the tricks required – offered by the Porn-Hub charity – to sex them up, yet some of them stick to their own personal taste.

Waag research mission:

Waag Futurelab contributes to the research, design and development of a sustainable, just society

***By collectively researching emerging technology, and questioning underlying cultural assumptions;**

***By experimenting with and designing alternatives on the basis of public values;**

***By developing an open, fair and inclusive future together with civil society.**