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James Auger and Jimmy Loizeau have been collaborating on projects since the concept of the Audio Tooth Implant was first conceived in October 2000.

[Industrial] Design is mostly concerned with the process of bringing products to market – making them desirable and therefore saleable. By removing the commercial aspect from the development of the [designed] object, it can be given a different agenda, investigating the process that gives birth to it rather than being defined by it. In this way design can comment on consumer culture; the role of products in shaping human behaviour and experience and the role of technology. It becomes a tool for questioning rather than problem solving. Through the development and dissemination of speculative and critical artefacts Auger-Loizeau aim to instigate a broader analysis of what it means to exist in a technology rich environment both today and in the near future. Our intention is for this analysis to take place over a broad a spectrum as possible.

Auger-Loizeau projects have been published and exhibited internationally, including MoMA, New York, 21_21, Tokyo, The Science Museum, London, The National Museum of China, Beijing, and the Ars Electronica festival, Linz and are part of the permanent collection at MoMA.

Many of our projects are self-generated and self-funded but we are also available for industry funded research projects, commissions and workshops.

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BIOGRAPHIES

James Auger

Work

Associate professor

RMIT, Europe

2018 -

Associate professor

M-ITI, Madeira, Portugal

2015 -

Tutor & researcher

Design Interactions

Royal College of Art, UK

2005 - 2015

Visiting professor

HEAD,

Geneva, Switzerland.

2010 - 2015

Designer

Miyake Design Studio, Japan

2005

Research Associate

Media Lab Europe, Ireland

2002 - 2005

Special Effects Technician

Asylum Models and Effects, London

1996 - 1999

Engineering Apprenticeship

Rolls-Royce (Aero Engines)

1986 - 1990

Education

PhD: Why Robot? Speculative design, the domestication of technology and the considered future

Design Interactions

Royal College of Art, UK

MA(RCA) Design Products

Royal College of Art, UK

2001

BA(Hons) Product Design

Glasgow School of Art, UK

1995

Awards

Transmediale Award 2010 nominee

Carnivorous Domestic Entertainment Robots (Auger-Loizeau)

Transmediale, Berlin

Special Mention

Carnivorous Domestic Entertainment Robots (Auger-Loizeau)

VIDA 11 Art and Artificial Life Awards

2009

Honourable Mention, Interactive Art

Iso-phone (Auger-Loizeau)

Ars Electronica, Linz

2004

Köln Klopfer (Cologne Thumper)

Designer of the Year 2002 (Auger)

Köln Institute of Design (KISD), DE

2003

Top 100 designs of 2002

Audio Tooth Implant (Auger-Loizeau)

Time magazine

Future Products Award
Audio Tooth Implant (Auger–Loizeau)
Science Museum, London
2001 - 2002

Design for our future selves
Social Tele-presence (Auger)
Helen Hamlyn Research Centre, London
2001

Worshipful Company of Furniture Makers
Rio Tinto Scholarship, UK (Loizeau)
2000

Blueprint Award, UK (Loizeau)
1999
Jimmy Loizeau

Work

Tutor
BA Design
Goldsmiths College, UK
2004 – present

Visiting professor
HEAD,
Geneva, Switzerland.
2010 – 2013

Design Consultant
Freelance, UK
2004 – Present

Research Associate
Media Lab Europe, Ireland
2002 – 2004

Education

MA(RCA) Design Products
Royal College of Art, UK
2001

MA Fine Art
Birmingham College of Art, UK

1991

BA(Hons) Fine Art

Maidstone College of Art, UK
1989

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