

Bio:

Adam is an Associate Professor of Anthropology at UCL (University College London), where he is part of the material culture section. The Chinese translation of his book *Design Anthropology in Context* was published by Phoenix Press in 2024. In his teaching, he convenes postgraduate design anthropology research projects in the *Studio of Material Life*. Previous work includes working as a design researcher at HP Labs and Intel, researching cultures of care in Romania, and on the implications of the smart materials revolution. His current work looks at the design and experience of digital fashion.