



Bruce Sterling, Futurist and Consultant, US

Michael Bruce Sterling graduated in 1976, with a degree in Journalism and sold his first science fiction story, *Man-Made Self*. A year later, Harlan Ellison published his first novel, *Involution Ocean*, as part of his Discovery Series.

In 1980, Sterling published *The Artificial Kid*. For several years, he wrote and sold a number of short stories called the "Shaper-Mechanist universe". In 1985, he published a full-length novel in this setting, called *Schismatrix*. In 1989 *Islands in the Net* was published and a diverse short story collection, *Crystal Express*. He then collaborated with William Gibson on a "steampunk" novel, *The Difference Engine*, which was published in 1990.

The Hacker Crackdown, published in 1992. Following the publication of *The Hacker Crackdown*, Sterling began to write more journalism and non-fiction work, as well as embark upon a notable second career as a much sought-after public speaker. He continued to write science fiction, and in 1994 he published his dark tale of a global-warming future, *Heavy Weather*.

In 1995, Sterling gave a series of speeches explaining his interest in the life and death of new types of media. This led to the development of The Dead Media Project, an Internet mailing list and discussion group through which Sterling and a number of collaborators catalogued "dead" media of the past and present. Sterling's original aim was to organise a research project that would culminate in a book on dead media written collaboratively by the members of the mailing list. However the project eventually sputtered out and no book has yet been published.

In 1996, Sterling published *Holy Fire*, and some of his research for this novel led him to a new interest in design, especially industrial design. This interest and a growing concern about global climate change moved him to launch the Viridian Design movement. Unlike the Dead Media Project, the Viridian Design movement has produced considerably more "real world" products, which include two magazines, graphics and fonts, a website, and a number of design projects. The Viridian Design movement continues to thrive to this day.

In 1998, Sterling published *Distraction*, a novel about politics and bioengineering. This was followed by a short story collection, *A Good Old-Fashioned Future*, in 1999. In 2000, he published *Zeitgeist*, a post-modern fantasy set at the turn of the millennium. His most recent works are two books of non-fiction futurist speculation: *Tomorrow Now: Envisioning the Next 50 Years*, which looks ahead to the next fifty years, and *Shaping Things*, which speculates on the future of industrial design.

Sterling recently finished a short tenure as a "visionary in residence" at the Art Centre College of Design in Pasadena, California. His next book, *Visionary in Residence* is to be released in March of 2006. He is married to Serbian author and film-maker Jasmina Tesanovic, and lives in Belgrade.