GABRIEL .A. MAHER

ARTIST · DESIGNER · RESEARCHER

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Design Academy Eindhoven (DAE) · Contextual Design Dept [MA] · Social Design Dept [MA] · Emmasingel 14, 5611 AZ Eindhoven, NL · gabriel.maher@designacademy.nl

— EDUCATION

2024– PhD Researcher (buitenpromovendus)— Amsterdam School for Cultural Analysis (ASCA), University of Amsterdam [NL]

2014 MA Design (MDes), *Cum Laude* — Social Design Department, Design Academy Eindhoven [NL]

2005 BA Interior Architecture, *First Class Honours* — Faculty of the Built Environment, University of NSW [AU]

— SELECTED WORKS, INSTALLATIONS & PERFORMANCES

Forthcoming **Cities off Loop** — new media installation, in development; currently realised as 1:1 scale models. What is at stake when we can't 'opt out'? Digital Out-of-Home (DOOH) advertising, screens embedded in public space, extracts behavioural and movement data, captured as eye-counts. It turns public space into a marketplace for the attention economy, with no possibility of consent. Deconstructing and restaging DOOH's apparatus, the work slows its six-second image loop and reveals its tracking capacity, inviting audiences to interrupt and negotiate DOOH's operational logic. By materialising these usually invisible processes, 'opting out' is staged as a bodily choreography of interruption, a collective, physical negotiation with an ambient media infrastructure that was not built to be refused. It destabilises DOOH's affective strategies of illumination, repetition and sequencing.

2024–ongoing **Cities on Loop** — large-scale, interdisciplinary visual and design research-in-development mapping digital media infrastructures, developed through the Amsterdam School for Cultural Analysis (ASCA). A companion installation, *Cities off Loop*, is forthcoming. Presented: **2023 · 2025 · 2026.**

2017–ongoing **Technologies for Seductive Criticism** — time-based work updated yearly, realised across films, performances, installations and digital montage prints: a large-scale digital montage series and interactive WebGL archive that algorithmically extracts and recomposes body images and text scraped from Dazed Digital's editorial archive, exposing how posture, gesture and proximity encode identity within platform media. Programming by Jayson Haebich, sound design by Michele Vescio; funded by Stimuleringsfonds Creatieve Industrie, supported by Dazed Media, London. Shown/performed: **2016 · 2017 · 2019 · 2021 · 2023 · 2025.**

2014–ongoing **Mediated Bodies*** — ongoing series of analytical photography and comparative media analysis examining how design media, particularly magazines, reinforce gender norms; a case study across Frame Magazine issues #89–95 tracked gendered representation shift from 80/20 to 64/36 after feedback to editors. Staged in iterations as *Frame* (2014, 2015, 2018, 2025). Shown: **2014 · 2015 · 2018 · 2023 · 2025.**

2014–ongoing **De_Sign** — performance-installation and garment series examining how design systems shape bodily orientation and gendered behaviour; screen-printed textiles, custom garments and choreography frame 'the act of sitting' as culturally coded rather than natural. Film by Kimon Kodossis; performed by Floriane Misslin, Olle Lundin and Naomi Jansen. Used iteratively in workshops and as pedagogic material in design education. Shown: **2014 · 2015 · 2017 · 2019–22 · 2023–24.**

Workshop & pedagogic methodology: design as a performative methodology and movement vocabulary. The body is read as the site where organisational logics of power are learned, staged and made available for disruption. Research is physicalised and re-enacted through orientation, disorientation and re-orientation — a metastable, mutually constitutive relationship between body and space — treating posture, gesture and movement as both analytical tool and site of intervention. Realised through garment, film, performance and object.

2021–22 **Wonderment Domastication** — installation commissioned by Het Nieuwe Instituut, Rotterdam.

2019–20 **Infrastructures for Participation** — multimedia installation commissioned by Baltan Laboratories, Eindhoven; co-created with Ro Pérez Gayo.

2019–20 **Infrastructures for Objection** — installation commissioned by Stimuleringsfonds Creatieve Industrie, co-created with Ro Pérez Gayo, developed alongside a bespoke digital tool for capturing and analysing geo-locative social media, programmed by Ro Pérez Gayo.

2020 **Podiums & Power** — visual and symbolic artwork examining the podium as the architecture through which power addresses 'imagined communities' (after Benedict Anderson); timeline visualisations, gestural studies and compositions tracing how design systems stage authority through European cultural history. With Daniel Urey and Isabel Mager.

2019 **Call for Collective Representation** — installation commissioned by Foreign Legion Global and Kunstgewerbe Museum, Dresden; co-produced with Ina Weise.

2018–19 **No Power Without Image Control** — exhibition design commissioned by Örebro Läns Museum, Sweden; co-produced with Daniel Urey and Kiki Mager.

2018 **Shared History** — installation commissioned by Färgfabriken, Stockholm; co-produced with Daniel Urey and Kiki Mager.

2017 **Objects in Drag** — ('Gendered Objects', *Disegno*, Issue 15) — photographic montage series and essay deconstructing press-release imagery of designed objects to expose their 'lines of desire', remixed through montage and drag aesthetics. With writer Nina Power; edited by Oli Stratford and Kristina Rapacki.

2017 **Collective Enunciation** — installation commissioned by Onomatopee, 150.2 NEST Project, Eindhoven; co-produced with Ro Pérez Gayo and Carly Rose Bedford.

2016 **Platform** — four-part exhibition series investigating 'modest platforms' — the yoga mat, beach towel, tatami and prayer rug — that connect body to physical and digital space. Commissioned by Het Nieuwe Instituut, Amsterdam (2016 Annual Theme: Olympic Games), curated by Sophie Berrebi; with Max Bouwhuis, Christine Alberts, Raphael Coutin and Studio Ossidiana.

2016–17 **Bot—List** — (*Dezeen Bot List*) — data and machine-learning artwork scraping a year of Dezeen's editorial content and reader commentary to train a bot on the language of design criticism, staged as an interactive digital archive. With Anastasia Kubrak and Isabel Mager, programming by Jayson Haebich. Shown at Salone del Mobile, Milan, and Design Academy Eindhoven.

2016 **An Empty Orchestra** — installation for Gallery Z33 at Salone del Mobile, Milan; co-produced with Kiki Mager.

2016 **New Material Awards** — exhibition design, Dutch Design Week; co-produced with Raphael Coutin.

2015 **Transformation Marathon** — scenography for Serpentine Galleries, London.

2015 **Temporary Fashion Museum** — (Tijdelijk Mode Museum) — with EventArchitectuur, commissioned by Het Nieuwe Instituut, Rotterdam.

2014 **Chamber of Intimacy & Control** — performance-based installation in which occupancy and intrusion are activated through gesture and body language; an isolated section of a standard Dutch row house is staged as both theatre and crime scene.

2012 **Crinolines & Headpieces** — wearable light installation examining how the Renaissance gable hood and the Victorian crinoline extend the body's silhouette into social space, activating personal space through architecture built from the body.

— GROUP SHOWS

2023–24 Stoel neemt stelling ('Statement Chairs'), Centraal Museum, Utrecht; curated by Joost van Bleiswijk & Natalie Dubois (De_Sign)

2023 The F*word: Guerrilla Girls and Feminist Graphic Design, Museum für Kunst und Gewerbe, Hamburg; curated by Dr. Julia Meer (Mediated Bodies* / Frame)

2019–22 Victor Papanek: The Politics of Design, Vitra Design Museum, touring DE/ES/BE/NL (De_Sign)

2021 Desire Paths, Center for Craft, Asheville NC; curated by Lauren Kalman & Matt Lambert (Technologies for Seductive Criticism)

2019 Add to the Cake, Kunstgewerbemuseum Schloss Pillnitz, Dresden; curated by Foreign Legion, Vera Sacchetti & Matylda Krzykowski (Call for Collective Representation)

2017 Het Nieuwe Instituut, Rotterdam (De_Sign)

2016 Super Landscapes, RAM Foundation, Rotterdam; with Studio Makkink & Bey

2015 Pathmakers: Women in Art, Craft & Design, Museum of Arts & Design, New York (De_Sign)

2015 Van Abbemuseum, Eindhoven (De_Sign)

2014 Gender Blender, MU Hybrid Art House, Eindhoven (De_Sign)

— GRANTS & AWARDS

2026 Global Digital Cultures (GDC) Research Priority Area Rolling Fund, University of Amsterdam [NL]

2019 IphiGenia Gender Design Award, iDGN [DE]

2019 Independent Research Grant, Infrastructures for Objection, Stimuleringsfonds Creatieve Industrie, with Ro Pérez Gayo [NL]

2019 Independent Research Grant, Infrastructures for Participation, Baltan Laboratories, with Ro Pérez Gayo [NL]

2018 Shortlisted, Hublot Design Prize [CH]

2017–18 International Resident (full stipend), Iaspis, Swedish Arts Grants Committee, Stockholm [SE]

2016 Talent Development Grant for International Contexts, Stimuleringsfonds Creatieve Industrie [NL]

2016 Keep an Eye Grant for Alumni, Design Academy Eindhoven [NL]

2015 Talent Development Grant, Stimuleringsfonds Creatieve Industrie [NL]

2014 Keep an Eye Grant, Design Academy Eindhoven [NL]

2014 Gijs Bakker Award [NL]

2011 SIDA Foundation Travelling Scholarship, School of Design, RMIT University [AU]

2011 Nominated, Vice Chancellor's Distinguished Teaching Award [AU]

2003 SIDA Foundation Mary White Memorial Scholarship, Faculty of the Built Environment, UNSW [AU]

— SELECTED LECTURES, TALKS & PERFORMANCES

2026 The Future of Global Digital Cultures, Spui25, Amsterdam (feat. Cities on Loop)

2025 Keynote, 'Disobedience', 37th ACUADS Conference (feat. Frame 2025, Mediated Bodies*, Technologies for Seductive Criticism, Cities on Loop)

2025 'Diffracting the Critical', STS Hub, Berlin (panel: Diffracting Data) (feat. Cities on Loop)

2023 'Intersecting Differences', The Road to Equity symposium, TU Delft

2023 'Interactive Experiences', Dutch Design Foundation, Eindhoven (feat. Cities on Loop)

2022 Guest speaker, 'Meet the Masters: Afaina de Jong', Stedelijk Museum, Amsterdam

2022 'Queer Refusal', Designo round table

2021 'Space of Other', interview, 17th Venice Architecture Biennale, Dutch Pavilion

2021 'From Micro-Histories to Futurist Potentialities', Failed Architecture, Amsterdam, with Ro Pérez Gayo

2020 Keynote, 'Mediated Bodies*', Bezalel Academy of Arts and Design, Jerusalem

2020 'The Gender of Design', FAD Forum, Barcelona Design Week (feat. De_Sign, Mediated Bodies*, Technologies for Seductive Criticism)

2020 'Infrastructures for Objection', Baltan Laboratories, with Ro Pérez Gayo

2019 'The Future of Gender in Spatial Design', CAMP, 'Queering Architecture', Het Nieuwe Instituut, Rotterdam

2019 Performance & talk, 'For the Record: Performing Gender', Het Nieuwe Instituut, Rotterdam

2019 'La revolución de los espacios', Madrid Design Week (feat. De_Sign, Mediated Bodies*, Technologies for Seductive Criticism)

2019 'Fault Lines', KABK Research Symposium, The Hague

2019 Performance, 'Intersections: Mapping the Queer Body', Het Nieuwe Instituut, Rotterdam (Technologies for Seductive Criticism)

2018 'Gendered Technologies', roundtable, Design Museum London (feat. Mediated Bodies*, Technologies for Seductive Criticism)

2017 Performance, 'Intersections: Mapping the Queer Body', EUNIC 'Eleutheria', Stockholm (Technologies for Seductive Criticism)

2017 'Sonic Reading', performance, Stedelijk Museum, with EventArchitectuur & Kiki Mager

2017 'Technologies for Seductive Criticism', performance-lecture, HDK Academy of Design & Crafts, Gothenburg

2016 Performance, 'Technologies for Seductive Criticism', Dutch Design Week (No Particular Order)

2016 Keynote, 'Can Design be Genderless?', National Museum of Women in the Arts, Washington DC

2015 'Transformation Marathon', Serpentine Galleries, London

2015 'Design & Gender Identity', Design Debates, Whitechapel Gallery, London (feat. De_Sign, Mediated Bodies*)

— EMPLOYMENT & ACADEMIC APPOINTMENTS

2014– Designer & Artistic Director, Studio Gabriel .A. Maher
2020– Lecturer, Contextual Design Department [MA], Design Academy Eindhoven
2024– Lecturer, Social Design Department [MA], Design Academy Eindhoven
2021–26 Lecturer, Geo Design Department [MA], Design Academy Eindhoven
2019–22 Lecturer, Interior Architecture [BA], Royal Academy of Art, The Hague (KABK)
2017–20 Lecturer, Humanities Department [BA], Design Academy Eindhoven
2015–17 Designer, EventArchitectuur
2007–12 Lecturer, School of Design [BA], RMIT University
2005–07 Lecturer, Interior Architecture [BA], University of NSW
2002–07 Designer, Meacham Nockles McQualter Architects, Sydney

Invited Workshops

2023 'Would you like to Hear It?', workshop on consent-based feedback, Sandberg Instituut & Rietveld Academie, BA-MA, with Ro Pérez Gayo
2023 'Engaging Critical Response Processes', two-day workshop, Critical Inquiry Lab & Social Design Dept, Design Academy Eindhoven, MA
2021 'A Glitch in the System', two-day workshop & seminar, Studio for Intermediate Spaces, Sandberg Instituut, MA, with Ro Pérez Gayo
2021 'On Collaboration', four-day workshop, SNDO Academy of Theatre and Dance, Amsterdam University of the Arts, BA, with Carly Rose Bedford
2020 'Self-Design Academy | Welcome Zomo', online performance-lecture series & panel (Joy Mariama Smith, Dr Mijke van der Drift, Aevtar Perform), MU Artspace, Eindhoven, with Ro Pérez Gayo
2020 'Transmissions', three-day workshop, Non-Linear Narrative, Royal College of Art, The Hague, MA, with Carly Rose Bedford
2020 'I Did Not Sign Up For This', two-day online workshop, Rietveld Academie & Sandberg Instituut, BA-MA, invited by Student Union, with Ro Pérez Gayo
2020 'Moving from Norms Based Communities into Value-Oriented Collectivities', workshop, P.U.B., Sandberg Instituut, MA, with Ro Pérez Gayo
2020 'Positioning', two-day workshop, Social Design Department, Design Academy Eindhoven, MA, with Ro Pérez Gayo
2019 'Practising Publicness', three-day workshop, Design Department, Sandberg Instituut, MA, with Ro Pérez Gayo
2019 'Approaches and Methods Towards Critique and Positioning', workshop, University of the Underground, Sandberg Instituut, MA
2018 'Reflexive-Self | Orientations', three-day workshop, Social Design Department, Design Academy Eindhoven, MA, with Ro Pérez Gayo
2017 'Performative Methodologies / Mapping Domesticities', workshop, Humanities Department, Design Academy Eindhoven, BA, with Ro Pérez Gayo
2016 'Co | Ordinated Actions', three-day workshop, Social Design Department, Design Academy Eindhoven, MA, with Ro Pérez Gayo

— PUBLICATIONS

Peer-reviewed

2025 'Cities on Loop: Digital-out-of-Home Media and the Algorithmic Re-writing of Public Space in Amsterdam' [pending review], Big Data & Society
2020 'A Glitch in the System: Deconstructing JCDecaux | Decoding Suitsupply' (with Ro Pérez Gayo), in Contentious Cities: Design & the Gendered Production of Space, Routledge: 84–101
2016 'De__Sign, Revealing the Condition of the Mediated Body', Studies in Material Thinking, Vol. 15, Auckland University of Technology: 1–20
2015 'Mediated Bodies', Cumulus Milano 2015 — The Virtuous Circle, McGraw-Hill Education Italy: 51–66

Selected writing

2021 'Turning Design Towards the Self', in The Auto-ethnographic Turn in Design, Valiz: 252–59
2020 'Wonderment Domastication: The Chewing up of Self and Space...', in Social Design | Social Matter, Valiz: 43–51
2019 'Non-performativity & "It's Just KABK"' (with Carly Rose Bedford), Fault Lines: KABK Research Symposium 2019
2019 'The Emancipatory Aspects of the Workshop in the Art Academy' (with Carly Rose Bedford), Materialisation in Art & Design, Sternberg Press
2018 'Stereo-Typed by Design' (with Kiki Mager), The Facit Model, Spector Books: 81–93
2018 'Methodological Considerations on Feminist Based Practices' (with Ro Pérez Gayo & Carly Rose Bedford), Sense & Sensibility, Onomatopee: 69–80

— PRESS

2025 **'The Radical Imaginaries of Speculative Socially Engaged Design'**, by Katherine Moline (feat. De_Sign, Mediated Bodies*, Technologies for Seductive Criticism)
2023 **Studio: Craft and Design in Canada**, Vol. 17 (feat. Technologies for Seductive Criticism)
2022 **Disegno Journal**, 'Queer Spaces Roundtable: LGBTQ+ Places and Stories'
2020 **Kering Magazine**, 'Designs Your Body: The Gender Issue'
2018 **NADJA — Rethink the News**, 'Challenging Gender Stereotypes in Design' by Leila Hawkins
2018 **The Politics of Design**, by Vitra Design Museum (feat. De_Sign)
2018 **Design as an Attitude**, by Alice Rawsthorn, Ch. 6 'Is Design still a (Cis)Man's World?' (feat. Mediated Bodies*)

2016 **AIGA Eye on Design**, 'Can Design Be Genderless?' by Madeleine Morley
2015 **The New York Times**, 'Fluid Gender Identity Drives a Revolution in Design'
2015 **Financial Times**
2015 **Das Magazin**, by Hans Ulrich Obrist
2015 **LITRO**, 'Gender Sensitivity Fashion'
2015 **Icon Eye**, 'Pathmakers: Women in Art and Design'
2015 **W Magazine**
2014 **Maharam**, 'Gabriel Maher and Frame Magazine' by Alice Rawsthorn

— SOLD COMMERCIAL WORK

Original works on paper, sold as unique pieces — graphite and gouache with pen linework and photographic collage fragments.

2024 **Lineworks 1** — 57 × 77 cm. Sold.
2024 **Lineworks 2** — 57 × 77 cm. Sold.
2024 **Lineworks 3** — 57 × 77 cm. Sold.
2025 **M2** — 40 × 60 cm. Sold.
2023 **G1** — 72 × 93 cm. Sold.
2020 **Coordinates — Y1** — 65 × 45 cm. Sold.
2020 **Coordinates — J2** — 65 × 45 cm. Sold.
2020 **Coordinates — O1** — 65 × 45 cm. Sold.
2012 **Cuts — J1** — 64 × 45 cm. Sold.
2012 **Cuts — M1** — 64 × 45 cm. Sold.
2012 **Cuts — S1** — 45 × 45 cm. Sold.
2012 **Cuts — A2** — 42 × 59.4 cm (A2). Sold.
2012 **Cuts — L1** — 64 × 45 cm. Sold.
2012 **Cuts — T1** — 64 × 45 cm. Sold.
2012 **Cuts — T2** — 64 × 45 cm. Sold.

Garment

2021 **De_Sign** — screen-printed textile garment, from the *De_Sign* series. Sold.

Works on Paper (Graphite)

2013 **Schemerlicht** — graphite on paper, 100 × 35 cm. Sold.

Paintings

2017 **Constructions 1** — acrylic, mixed media, cloth tape on paper, 100 × 60 cm. Sold.
2017 **Constructions 2** — acrylic, mixed media, cloth tape on paper, 60 × 100 cm. Sold.
2017 **Constructions 3** — acrylic, mixed media, cloth tape on paper, 60 × 100 cm. Sold.

— ARTISTIC METHODOLOGY

Interdisciplinary practice working across mediums — performance, installation, print, photography, film and digital/computational tools — treating each as a different register for the same critical method: close observation, counting and recording of design and media systems, from the intimate scale of magazines to the infrastructural scale of digital advertising networks, followed by hands-on deconstruction of their images, text, spatial arrangements and sequences. Findings are re-staged as fragmented montage, symbolic objects, spatial configurations and 1:1 scale models that bring audiences into direct aesthetic contact with these systems, worked through queer and feminist frameworks.

— TECHNICAL SKILLS

Custom digital-humanities methodology and WebGL interface for Technologies for Seductive Criticism (programming: Jayson Haebich); geo-locative capture and analysis tool for Infrastructures for Objection (programming: Ro Pérez Gayo). Adobe Suite (advanced); QGIS (certified — mapping, spatial visualisation, georeferencing, digitising, joins & geoprocessing); AutoCAD & SketchUp (intermediate).

Hand drafting, perspective drawing and technical drawing.

— ARTISTIC SKILLS

Spatial and exhibition design (installation commissions for Het Nieuwe Instituut, Baltan Laboratories, Färgfabriken, Örebro Läns Museum); public speaking and keynote lecturing; performance direction and choreography; workshop facilitation and pedagogy; collaborative and curatorial production; hand drawing, analogue collage and montage, and mixed-media paper assemblage; photographic composition, image editing and graphic/editorial design (Frame, digital montage prints).

— LANGUAGES

English — native speaker · Dutch — A2 proficiency, conversational, reading, listening and cultural knowledge