

Lidia Zuin



Lidia Zuin is a journalist, researcher in futurology, professor at Istituto Europeo di Design, and speaker. She holds a MA in Semiotics and is currently a PhD candidate in Arts. She publishes a quarterly column at UOL and a monthly article for the website O Futuro das Coisas, in which she explores themes such as culture, technology, arts, and science fiction. Lidia has presented two TEDx talks in Brazil, one about science fiction and technological innovation, the other about transhumanism and the future of our species.

As a science fiction writer, Lidia has been publishing short stories since 2010. In 2019, she organized a collection of short stories under the title “2084: Mundos Cyberpunks”. As a freelance researcher at Envisioning, she took part in projects commissioned by clients such as ArmaSuisse, BNP Paribas, and Oxiteno. Her deliveries include the creation of interactive, gamified narratives, and emerging technologies forecast.

As Senior Foresight Researcher & Chair of Center for Science Fiction at the Disruptive Futures Institute, she proposes the use of methodologies such as design fiction, as well as discussions on the ethics of technology through the creation of future scenarios. In partnership with speaker, futurist and consultant Roger Spitz, she has been working on a project on disruption and futurology. Together, they presented a glimpse of this on-going research during UNESCO’s Futures Literacy Summit in 2020.

Since 2016, Lidia has been hosting corporate talks and workshops, as well as trends research for clients such as Itaú, Bradesco, Globo, Alelo, Raízen, Pirelli, Porto Seguro, Embraer and more. She has also experience in the game industry. In 2015, she worked for Rockstar Games as a localization game tester and contributed to the websites KillScreen and Versions with articles about virtual reality, technology, videogames, and science fiction.

As an academic researcher, Lidia has authored three monographs on science fiction, cyberculture, arts, and semiotics. She presented her research “Kunst ist Krieg” at University of Vienna during a Summer School in 2011. She has papers published in both academic journals and books. As a pastime, she likes to paint, play video games, and read.