



SABINE SEYMOUR

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Sabine Seymour focuses on 'the next generation wearables' and the intertwining of aesthetics and function. She is described as being an innovator, visionary, trend setting, holistic in her approach, and a lateral thinker.

In 1998 Sabine found Moondial Inc in New York, which resulted from her research and role as an educator, and her previous engagements with Razorfish, R/GA, and Hewlett-Packard. Projects focus on fashion, design, branding, and technology. They include prototypes for intelligent clothing, concepts and creative direction for online or networked environments, strategies for the integration of wireless technologies in clothing and equipment, go-to-market strategies for wearable products, and trend scouting. Since 2005 Moondial is based in Vienna with an office in New York.

Sabine introduced the course 'Fashionable Technology' at Parsons The New School for Design in New York in 2001 and also joined the University of Art and Industrial Design in Linz/Austria. Amongst other events, she recently curated 'My Cyborg Future' for DOTT07 at the Discovery Museum, England, was an International Programming Committee member for the wearable section at ISEA in 2004, and organized and curated the E-Fashion Symposia at Parsons in New York in 2001. She is a jury member for Design for Jugend Innovativ in Austria and the YDMI Award in Germany. In 2008 she was appointed to the Editorial Review Board for the International Journal of Mobile Human Computer Interaction (IJMHCI). She recently published the book 'Fashionable Technology' and presents for instance at Ars Electronica, Cooper Hewitt, and Smart Fabrics.

Sabine is currently writing her PhD dissertation dealing with creativity, innovation, and economics in smart clothing/wearables. She received a Master of Social and Economic Sciences from the University of Economics in Vienna and Columbia University's MBA program in New York and an MPS in Interactive Telecommunications from NYU'S Tisch School of the Arts.

Sabine floats between New York and Vienna and is intrigued by the tension the dual continent living is offering.