Lisa Ma

Combining ethnographic research and speculative design, Lisa Ma creates platforms of engagement from surprising insights and processes, that deeply resonate with the global technological community.

Placing herself as a critical explorer, Lisa Ma has built, for the city of Ghent – a political culture of consuming the invasive species that the vegetarian town would otherwise pay to poison; for a joystick factory in Shenzhen – coined the scheme of Farmification to save the worker community through technology innovation; for London Heathrow Airport – gather opposing communities between planning historians, activists to construct heritage tours of the surrounding villages under threat from the airport expansion. Through sweet storytelling of unlikely events, Lisa Ma bridges organisations with communities and through everyday clashes of values between what we do and what we believe in to make us think deeper about the future.

Lisa Ma holds a MA in Design Interactions at Royal College of Art in London and BA from Central Saint Martins. She worked as a designer/strategist with Pentagram and Deutsche Telekom\’s Creation Centre before making collaboration projects with Ted Global in Edinburgh, Kanvas TV in Belgium and Broadway with Arts Council.