

**Sustainable Innovation 2025**  
***Sustainable Innovation in Products, Services and Business Models***  
***Past, Present and***  
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Tobias Revell is a digital artist and designer from London, he is Design Futures Lead at Arup Foresight. He is approximately 47.6% of research and curatorial project Haunted Machines, a member of technological research outfit Supra Systems Studio and teaches at several design schools. In his practice, he lectures and exhibits internationally on design, technology, imagination and speculation. He is completing a PhD examining design's role in the social construction of AI at Goldsmiths, University of London. Previously he held several leadership roles in design at University Arts London and was founding director of design research studio Strange Telemetry.