



DR. SARAH ELSIE BAKER

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RECENT RESEARCH OUTPUTS

Journal articles

- Baker, S.E. (under review) 'Back to the Future: Feminist Speculative Design and the Past'. *Australian Feminist Studies*. Taylor and Francis.
- Baker, S.E. (2018) 'Post-work Futures and Full Automation: Towards a Feminist Design Methodology'. *Open Cultural Studies*. De Gruyter.
<https://www.degruyter.com/downloadpdf/j/culture.2018.2.issue-1/culture-2018-0049/culture-2018-0049.pdf>
- Baker, S.E. (2016) 'A Glamorous Feminism by Design?' *Cultural Studies*. Taylor and Francis.

Creative outputs

- Baker, S.E. (2018 - present) *Design Feminist Futures*. Workshops and toolkit.
- Baker, S.E. and Niemetz, A. (2016) *Drone Sweet Drone*. A media art installation.
- Baker, S.E. and Crowe, V. (2014) *Moodbank*. An interactive critical design. Funded by Victoria University of Wellington, Urban Dream Brokerage and the Public Art Fund.

Books

- Baker, S.E. (2013) *Retro Style: Class, Gender and Design in the Home*. Bloomsbury, London.

RECENT EMPLOYMENT

Senior Lecturer and Research Coordinator

Apr 2016 – present

Media Design School

Postgraduate Courses

Master of Design: Design Research: Connecting Texts, Deciphering Contexts

Master of Design: Design and Economies

Master of Design: Creative Futures

Honorary Research Fellow (while travelling)

Jun 2014 – Dec 2015

Victoria University of Wellington

Postgraduate Supervision

PhD, Polly Cantlon 'Everyday Art: Design in Ephemeral New Zealand Print, 1880-1914'.

PhD, Sarah Caylor 'Knee Deep: Human Waste Management and the Future of Planet Earth'.

Acting Programme Director in Culture + Context

Jan 2013 – Jan 2014

Victoria University of Wellington

Lecturer in Design Culture + Context

Jun 2012 – Jun 2014

(2-year contract)

Victoria University of Wellington

Undergraduate Courses

Experimental Design Ideas

Live Theory

Postgraduate Courses

Research Methods

Postgraduate Supervision

MDI, Jodie Meadows 'Pacific Design: Visualising Theory'

PhD, Polly Cantlon 'Everyday Art: Design in Ephemeral New Zealand Print, 1880 - 1914'

PhD, Sarah Caylor 'Knee Deep: Human Waste Management and the Future of Planet Earth'.

RESEARCH EXPERTISE

Design methodologies including UX design, critical design and systems thinking.

Design futures and the ethics of new technologies.

Service design and experience design.

Design and gender.

EDUCATION AND QUALIFICATIONS

PGCert HE Middlesex University, UK	Jan 2010 – Jan 2011
PhD Cultural Studies (pass with no corrections) University of East London, UK 'Retro style, class and the home: the making and unmaking of value.' Examiners: Professor Beverley Skeggs and Dr. Joanne Hollows Supervisor: Professor Mica Nava Full-time with university funded scholarship.	Apr 2006 – Jun 2010
MA Consumer and Promotional Culture (merit) University of East London, UK Full-time with university funded scholarship.	Sept 2004 – Sept 2005
BA (Hons) Marketing and Advertising (first class) University of the Arts (London College of Printing) Full-Time	Sept 1998 – Jun 2001

EMPLOYMENT CONT.

Lecturer in Advertising, PR and Media Middlesex University, UK <i>Undergraduate Courses</i> Media Discourses Issues in Researching and Developing Media Projects Promotional Practices: Advertising <i>Postgraduate Courses</i> Practices of Promotional Culture Dissertation Supervision	Sept 2009 - Jun 2012
Visiting Lecturer University of East London, UK <i>Undergraduate Courses</i> Advanced Consumer Studies Study Skills in Creative and Cultural Contexts Cultural Politics: Power and Social Change Research Methods and Approaches	2005 – 2009
Marketing and Design Coordinator Hayward Gallery, UK Exhibitions Department	2002 – 2005
ESL Teacher EF, Lanzhou, China. English Language School	2002
Account Handler Sonicon, UK. Design Studio	2001

UNIVERSITY COMMITTEES AND RESEARCH GROUPS

January 2019 – present

Member of Media Design School
Design and Creative Technology
Research Group.

April 2016 – present

Member of Media Design
School Academic Board and
Ethics Committee.

June 2012 – June 2014

Member of Victoria University
Design School Management
Team and Research Committee.

2007 – 2010

Member of Centre for
Cultural Studies Research.
University of East London.

July 2007

Organising committee member
of 'Cultural Studies Now'.
University of East London.

GRANTS AND SCHOLARSHIPS

Media Design School \$6100 competitive conference funding	Dec 2016 - Dec 2017
Wellington Public Art Fund \$3000 Arts funding for the Moodbank	Oct 2013 – Mar 2014
Urban Dream Brokerage \$2000 Arts funding for the Moodbank	Mar 2014
Victoria University of Wellington \$10,000 Competitive research funding	Jun 2013 – Mar 2014
Middlesex University 56 hours teaching remission	Oct 2010 – May 2011
University of East London PhD Scholarship	Apr 2006 – Apr 2009
University of East London MA Scholarship	Sept 2005 – Sept 2006

RESEARCH OUTPUTS CONT.

Journal articles

Baker, S.E. (2012) 'Retailing retro: class, cultural capital and the material practices of the (re)valuation of style' *European Journal of Cultural Studies*. Special Issue: 'Cultural Intermediaries in Context'. Sage.

Book chapters

Baker, S.E. Edwards, R. and Weller, S. (2013) 'Generations and aspirations: young people's thinking about relationships with siblings and hopes for their parents over time' in *Timescapes*. Palgrave MacMillan.
Baker, S. (2010) 'Always overdrawn: reflections on debt and consumerism' in *A Radical Future: Politics for the Next Generation*. Lawrence and Wishart.
Baker, S. (2007) 'Flying ducks: class and the consumption of the 'authentic'', in Deasey, S. et al. (eds.) *Authentic Artifice: Cultures of the Real*. European Studies Research Institute, University of Salford Press.

Review articles

Baker, S. (2011) Review of *Technology, Culture, Family: Influences on Home Life*, Silva, E. (2010). *European Journal of Cultural Studies*, Sage.
Baker, S. (2011) 'Retro' in Southerton, D (ed.) *Encyclopedia of Consumer Culture*, CQ Press, A Division of Sage Publications.
Baker, S. (2011) 'Pierre Bourdieu' in Southerton, D (ed.) *Encyclopedia of Consumer Culture*, CQ Press, A Division of Sage Publications.
Baker, S. (2010) Review of *Doing Research in the Real World*, Gray, D. (2009). *International Journal of Social Research Methodology*. Routledge.

Online resources, reports and university series

Baker, S.E and Edwards, R. (eds.) (2012) 'Advice from the experts: How Many Qualitative Interviews is Enough?' http://eprints.ncrm.ac.uk/2273/4/how_many_interviews.pdf
Baker, S. (2010) 'Are they bothered? Children and young people's hopes for their parents' futures'. *Timescapes ESRC Findings Report*. Available at <http://www1.lsbu.ac.uk/families/yourspace/>

REFEREES

Dr. Maria Walls
Programme Director,
Postgraduate Studies,
Media Design School,
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Nan O'Sullivan
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Design for Social Innovation,
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nanosullivan@vuw.ac.nz

AWARDS, NON ACADEMIC WRITING, AND MEDIA COVERAGE

Awards

Inaugural Research Fellow (2019). Laureate Australia and New Zealand.
Most Viewed Paper: From January 2015 to June 2018 'Advice from the Experts: How Many Qualitative Interviews is Enough' was the most viewed paper on the NCRM (National Centre for Research Methods) website. It has been viewed 190,986 times.

Non-academic writing

Baker, S.E. (2019) 'Why Design Needs More Than Diversity'. Designers Speak (Up).
<https://designersspeakup.nz/2019/01/14/why-design-needs-more-than-diversity/>
Baker, S.E. (2016) 'Is Design Fiction the New Design Thinking?' The Big Idea.
<https://www.thebigidea.nz/stories/is-design-fiction-the-new-design-thinking>
Baker, S.E (2016) 'Following out noses: thinking about olfactory design' Design Assembly.
<https://www.designassembly.org.nz>

Media coverage

Wannan, O. (2014) 'Catching the capital's mood'. Dominion Post NZ. 26 March.
(2014) 'Sarah Baker - Retro Style'. Radio New Zealand National.
(2013) 'The conversation – Sarah Baker'. By Design. ABC Radio National. 18 September.
Harris, C. (2012) 'Today's ordinary item could be tomorrow's goldmine'. Dominion Post NZ. 28 December.

RESEARCH OUTPUTS CONT.

Conference papers

'Post-work futures and full automation: towards a feminist design methodology'. Cultures of Capitalism. Cultural Studies Association of Australasia 2017. Massey University. 6-8 December 2017.
'Back to the Future: Feminist Speculative Design and Alternative Pasts'. Crossroads 2016. Association for Cultural Studies. University of Sydney, Australia. 14 – 17 December 2016.
'Back to the Future: Feminist Speculative Design and Alternative Pasts'. Technicity, Temporality, Embodiment: The 10th International Somatechnics Conference. Byron Bay, Australia. 30 November – 3 December 2016.
'Designing Work for the Long Now'. Careers Fair of Future 2016. Media Design School, Auckland. 26 October 2016.
'Moodbank' Interactive session. International Visual Methods Conference 2013. Victoria University of Wellington. 2 – 6 September 2013.
'Glamorous Object, Feminism and the Politics of Time'. Anthropology and Imagination: ASANZ Annual Conference 2012. Victoria University of Wellington. 8 – 10 December 2012.
'Glamorous Object, Feminism and the Politics of Time'. Materialities: Economies, Empiricism and Things: CSAA Annual Conference 2012. Sydney 4 – 6 December 2012.
Invited speaker, 'Accessing retro knowledge: reflections on ethnographic approaches to social class' Ethnography Workshop. Middlesex University. 4 May 2011.
Invited speaker, 'Retro femininities and domestic labour' Social and Historical Studies Open Seminar. Westminster University. 22 March 2011.
'Retro homes and the value of authentic iconicity' Crossroads 2010. Association for Cultural Studies. Lingnan University, Hong Kong. 17 – 21 June 2010.
'Retro homes and the anti-consumerist potential of renovation' The Politics of Consumption. Day symposium. University of East London. 18 May 2010.
With Bramall, R. 'Digging for victory: sustainability, lifestyle TV, and the use of the past' The Big Reveal II. Lifestyle Television Conference. University of Brighton, UK. 29 –31 May 2009.