

## BRUCE MAU / BIO

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### Long Version

Bruce Mau is the co-founder and CEO of [Massive Change Network](#), a holistic design collective based in Chicago; founder of [Bruce Mau Studio](#); and Innovator in Residence at Freeman Company, the global leader in events services.

A serial entrepreneur since the age of nine, Mau became an international figure with the publication of his landmark [S.M.L.XL](#), designed and co-authored with Rem Koolhaas. He founded the Institute without Boundaries, a purpose-driven postgraduate design program at George Brown College in Toronto, and it is there that he and his students co-created the groundbreaking exhibition and best-selling book, [Massive Change](#). Mau's "[Incomplete Manifesto for Growth](#)," a 43-point declaration on sustaining a creative life written in 1998, has been translated into 15 languages and has spawned a multitude of creative interpretations that are widely shared on the internet to this day.

Mau practices a life-centered design approach to help his clients envision and articulate their purpose and future. Across thirty years of design innovation, he has collaborated with leading brands, companies, organizations, heads of state, entrepreneurs, renowned artists, and fellow optimists to create positive change and strategic impact across a broad spectrum of projects.

Mau evolved a unique design methodology of 24 massive change design principles – MC24 – that can be applied to inspire solutions to challenges in any field or environment at every scale. The MC24 principles underpin all Mau's work — from designing carpets to cities, books to new media, global brands to cultural institutions, and social movements to business transformation – and they are the subject of his latest book, [Mau: MC24. Bruce Mau's 24 Principles for Designing Massive Change in Your Life and Work](#).

Mau has served as a Visiting Professor at institutions worldwide including the Graduate Architecture and Urban Design, Pratt Institute, Brooklyn; the Getty Research Institute, California; and the Central Academy of Fine Art, Beijing. He was named as the Cullinan Chair at Rice University and was conferred a Distinguished Fellowship at Northwestern University. Mau is the recipient of The Design Mind Award from the [Cooper Hewitt National Design Museum](#), [AIGA](#) gold Medal, and six honorary degrees. He was named an [Honorary Royal Designer for Industry](#) by the RSA, London.

Mau's work and life story are the subject of a feature-length documentary, "Mau," which premiered in March 2021 at SXSW Film Festival Online.

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### Short Version

Bruce Mau is a brilliantly creative optimist whose love of thorny problems led him to create a methodology for whole-system transformation. Across thirty years of design innovation, he's collaborated with global brands and companies, leading organizations, heads of state, renowned artists and fellow optimists. A serial entrepreneur since the age of nine, Mau became an international figure with the publication of his landmark [S.M.L.XL](#), designed and co-authored with Rem Koolhaas, and his most recent book is [Mau MC24: Bruce Mau's 24 Principles for Designing Massive Change in Your Life and Work](#). He is co-founder and CEO of [Massive Change Network](#), a holistic design collective based in Chicago; founder of [Bruce Mau Studio](#); and Innovator in Residence at Freeman Company, the global leader in events services.

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### Quotations

"Today we understand that there is only one thing on the planet — life — and we are part of it."

"We must design for perpetuity — not just sustainability."

"To undertake the challenges we face today, we have no choice but to be optimistic."

"Designers see the world upside down: good is bad, bad is good, terrible is awesome! The greater the problem, the worse the crisis, the harsher the experience, the bigger the design opportunity."

"The wrong answer is the right answer looking for a different question."

"Massive Change is not about the world of design, it's about the design of the world."

"When everything is connected to everything else, for better or worse, everything matters."

"We change by slowly changing everything."

"Good is bad, bad is good, terrible is awesome!"

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### **Talking Points**

In the current pandemic environment, how can you be so optimistic about our future?

What do you mean by a life-centered approach?

Why do you mean by “terrible is awesome”?

Why should design be an integral part of businesses and organizations?

How can the same MC24 massive change principles that you apply to designing an object also apply to designing business transformation?

Can anyone and everyone really apply the MC24 design principles to produce successful outcomes?

What advice can you give individuals who want to insert these principles into their work and life?

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### **Contact**

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