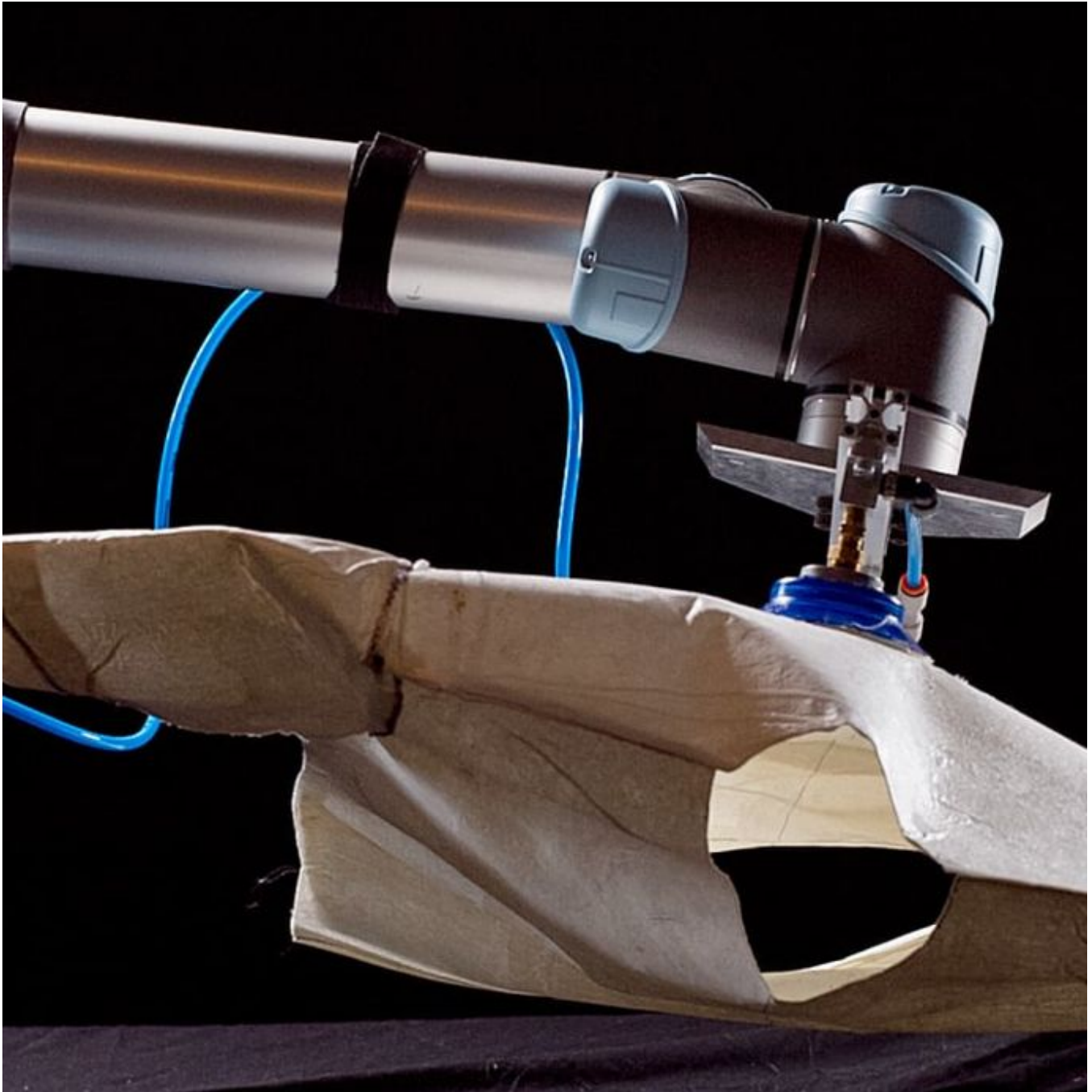


# EXPLORING THE MEANING OF WORK IN THE FOURTH INDUSTRIAL REVOLUTION

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Liverpool – FACT Liverpool's latest initiative asks artists to pause and reflect on working life today, and how it will look tomorrow.

The Future World of Work is an 18-month cultural program that will culminate in an exhibition in 2019. Through a suite of workplace residencies and artworks, FACT will address how gender representation, inclusivity, social care and automation will affect the purpose of work in the decades aheads.

The project centres on an artist residency program, in which creatives are placed in businesses such as national broadcasters, hair salons and healthcare providers, allowing them to investigate how technology will impact a diverse range of industries, and not just offices and factories.

Beyond dystopian warnings of automation, robots and employee monitoring, brands must also prepare for a more optimistic **Far Future** in which workplace technology is subtle and beneficial.