

Chthulu, beauty designed for extreme futures

From antibiotic resistance to extreme heat wave, from pandemics to biodiversity collapse, our products will make yourself and the planet future-proof.

Hosted by: Imprudence

Project Information (EN)

Beauty for anthropocene

Chthulu is a speculative beauty brand. It convokes and subverts the codes and trends of the beauty industry to highlight upcoming threats from anthropocene, along with new desirable solutions to adapt - reconnecting our bodies with what's living and our extended ecosystems, from bees to bacteria. This speculative design project turns future-defining structural drivers, wowing possibilities in sciences and technologies and emerging uses into radical artifacts : 5 imaginary beauty products designed for extreme times. The very name Chthulu is a reference to Donna Haraway's Chthulucene, an epoch beyond anthropocene in which the human and nonhuman are inextricably linked.

The future in a bottle

Our speculative beauty range includes 5 products, each one being designed around a specific anthropocene threat. Second Chance is a sprayable second skin, designed to perfectly protect and hydrate skin in times of extreme heat waves, wildfires or floods, adapting in real time to exterior conditions, especially the levels of radiation, UV and SO2. Caring Utopia is a fragrance supplement, designed for antibiotic resistance, where each spraying spreads microbial volatiles that acts as antimicrobials and modulators. Lands of biome are extreme biome extracts, designed to enhance immunity in times of pandemics, enriching your microbiome with extremophyte bacteria to super charge the collective holobiont. Future Particles is a regenerative mascara, fighting against biodiversity collapse. Each blinking disperses micro-encapsulated fungal spores beneficial for honey bee workers, increasing their longevity and power. Witchelium is a device that grows an edited and personalized Reishi out of mail clippings, body hair and sweat, turning human waste into holistic probiotics.

Projectinformatie (NL)

Schoonheid voor het antropoceen

Chthulu is een speculatief schoonheidsmerk. Het overtuigt en ondermijnt de codes en trends van de schoonheidsindustrie om de opkomende bedreigingen van het antropoceen te benadrukken, samen met nieuwe wenselijke oplossingen om ons aan te passen - door ons lichaam opnieuw te verbinden met wat leeft en onze uitgebreide ecosystemen, van bijen tot bacteriën. Dit speculatieve ontwerpproject zet toekomstbepalende structurele drijfveren, wowing mogelijkheden in wetenschappen en technologieën en opkomende toepassingen om in radicale artefacten: 5 denkbeeldige schoonheidsproducten ontworpen voor extreme tijden. Alleen al de naam Chthulu is een verwijzing naar Donna Haraway's Chthulucene, een tijdperk voorbij het antropoceen waarin het menselijke en niet-menselijke onlosmakelijk met elkaar verbonden zijn.

Image List

Filename	Caption	Credit
chthulu_1693810507.jpg	Chthulu, beauty designed for extreme futures	Imprudence

The images above are included in the ZIP under /images.