

Matko Meštrović

*Art historian, interdisciplinary oriented, professor of design theory at the Faculty of Architecture, University of Zagreb and senior consultant at the Zagreb Institute of Economics where he is initiating the project **Cultural capital and development strategy of Croatia.***

He was director of the Institute for Culture of Croatia for five years (1987-1992). His interest in technology and information science goes back to activities in the Sociological Society of Croatia and the International Association of Mass Communication Researchers (IAMCR) in the 70s. Being the consultant to general manager of Zagreb Radio and Television, he tried to introduce the most advanced professional and theoretical know-how concerning mass media and public information.

*He has published several books, among them **Design Theory and Environmental Problems** (1980, Naprijed, Zagreb) and **The World, Consciousness and Dependence** (1983). The new collection of articles is ~~ready to be published~~ under the title **Commodity and Freedom - Essays in unquestioned contemporaneity.***