

Press Release

For Change

Human by Design Probing Social and Methodological Innovation in Design

An Exhibition of the Slovak Design Center

Exhibition Venue	Design Gallery SATELIT (exhibition space of the Slovak Design Center) Hurbanove kasárne, Kollárovo nám. 10, Bratislava, Slovakia
Exhibition Dates	5 September – 30 October 2019
Accompanying Program	Tour of the exhibition and Nasuti festival in Nová Cvernovka: 21 September 2019, 12 noon–12 midnight
Opening Hours	Tue - Sun 1 p.m.–6 p.m.



For the first time, the Slovak Design Center (SDC) will take part in the VIENNA BIENNALE initiated by the MAK – Museum of Applied Arts. On 4 September 2019 the exhibition *Human by Design* will open in the Design Gallery Satelit in Bratislava. The exhibition is part of the project “Design & Innovation,” a cooperation between design institutions in the digital age supported by the program INTERREG V-A Slovakia–Austria 2014–2020. The project focuses on the strategies with which design responds to the challenges of contemporary society, such as social issues, a need for sustainable solutions, using innovative materials, etc. *Human by Design* presents specific examples from designers and art practice reflecting on these topics.

Starting Points of the Exhibition

The exhibition project borrowed its name from the title of the book *Becoming Human by Design* (2012) by Austrian philosopher and design theoretician Tony Fry, who analyses the role of design in human adaptation to changing conditions—thus in the survival of humankind.

Mária Rišková, Director of the SDC and curator of the exhibition, explains the starting points of the exhibition: “Under the influence of the radical changes humanity has been going through in the past thirty years, the attention of designers is diverting from creating objects to ideating concepts. There is a conflict emerging in the conservative mass market focused on product selling. Increasingly often, we hear about the need to change the attitude and philosophy in design creation; we are prompted to act responsibly towards nature, including humankind. Design and its

29.5. – 6.10.2019

viennabiennale.org

practice and theory respond to this situation by creating methodologies such as design thinking, critical design, and social design. Innovation, rather than focusing on achieving higher performance and speed, concentrates more holistically on changing the whole environment—innovation takes place in society and methodology.”

The *Human by Design* exhibition presents concepts, methods, model situations, case studies, and innovative solutions which express this urgent desire for change and sustainability. It introduces examples of solutions from practice and ways young generations of designers and theoreticians think. Mária Rišková: “The exhibition is not a set of already made artworks. We are compiling it based on fields that interest us. Some artworks are in production for the exhibition based on given topics, or we are asking authors for specific projects and adopting them for a gallery presentation. Most of the works are a result of team cooperation.”

A substantial part of the project is the exhibition installation itself, which also draws attention to environmental issues of artistic operations. The architects from the Subdigital studio (Ján Pernecký, Tomáš Tholt, and Anna Cséfalvay) created an impressive installation: a landscape with models, visualizations, infographics, and texts the visitors of the gallery walk through.

Exhibited Works and Projects

Exhibited artworks and projects will be, for example, by Vlasta Kubušová and Miroslav Král from the crafting plastics! studio, an international platform De / posium, students of the departments of Design, Visual Communication and Textile from the Academy of Fine Arts and Design in Bratislava, designer Ján Jánoš, as well as Daniela Lалуhová and Zuzana Procházková from the Repairably initiative.

A team from Die Angewandte in Vienna, who took part in the “Design & Innovation” seminar led by Ruth Mateus-Berr, Head of Department Art/Design/Textile Didactics, will also present their work. The objective of the seminar was to answer the question: How can humans best make use of the digital revolution and how can they cope with predictable negative consequences? As Ruth Mateus-Berr says, “Identity always changes. As values are deeply held and an important part of our identity, we have to engage in the process of achieving, cohabiting and reconciling multiple identities within ourselves in order to shape the transformations of our time. This is the challenge of education!”

The culture center Nová Cvernovka will present projects by authors, such as Boris Belan, Juraj Hariš, or Martin Šichman, and the festival of contemporary art and sustainability – Nasuti. The festival emerged as a response to the amount of construction rubber accumulated during the renovation of the creative center. Diana Klepoch Majdánová, a member of

the Nová Cvernovka curator team, explains, "We have decided to take full responsibility for the problem we caused and find innovative ways to solve it. The idea of engaging art and design in a joint festival aims to promote creative and brave reasoning not only about the critical situation in waste treatment but also in the global environmental crisis we are just fully entering."

The SDC's Research and Development Department

The main organizer of the exhibition—the Slovak Design Center—is represented by the curators Klára Prešnajderová, Mária Rišková, and Maroš Schmidt. They will introduce the results of the SDC's new Research and Development Department. The department is dedicated to research and development in the field of design and related disciplines and is the result of efforts over many years of the Slovak Design Center. Even before the creation of the department, the SDC pursued the development of smaller applications, mostly integrated into exhibition projects.

It is at the *Human by Design* exhibition that, for the first time, new software the department has been working on as a part of the "Design & Innovation" project—the so-called Hurban Selector—will be presented. Maroš Schmidt and Lucia Dubačová from the Research and Development Department explain the importance of this part of the project: "The software is currently a developing ambition of the Slovak Design Center to create a research platform for designers to test and validate new algorithms and create new shapes. The program expands a designer's creative possibilities and helps him/her to create beyond the limits of his/her imagination. Thus, it helps a designer to focus more on the selection of and work with new shapes."

Accompanying Program to the Exhibition

For the second time, the festival of sustainability—Nasuti will take place on 21 September 2019 in the cultural center Nová Cvernovka in Bratislava. On this occasion, in cooperation with the MAK, an excursion for visitors from Vienna is planned. Part of the program will be a commented tour of *Human by Design* with the curators of the exhibition, a visit to the *Nasuti* festival in Nová Cvernovka, and a meeting with its organizers and curators. The excursion is the foundation stone of an Austrian-Slovak audience exchange strategy—one of the planned goals of the SDC within the "Design & Innovation" project.

The "Design & Innovation" Project

The *Human by Design* exhibition is part of the activity cycle titled "Design & Innovation," a cooperation between design institutions in the digital age supported by the program INTERREG V-A Slovakia–Austria 2014–2020, which connects several partner institutions from both countries: the Slovak Design Center and the Academy of Fine Arts in Bratislava, the MAK – Museum of Applied Arts, Vienna. Six strategic partners support the

project. On the Slovak side: the Ministry of Culture of the Slovak Republic, Bratislava Self-Governing Region, Nadácia Cvernovka; on the Austrian side: the Austrian Institute of Technology, Kunsthalle Wien, and Architekturzentrum Wien. The topic of the whole "Design & Innovation" project is taking responsibility for and finding possible solutions to current issues in cooperation with institutions from the spheres of design and politics.

The Team of Curators and Authors of the Exhibition

Ruth Mateus-Berr, Catalin Betz, Wagner Felipe dos Santos, Christina May Yan Carli, Magdalena Marie Friedl, Nina Gospodarek, Elisabeth Haid, Pavel Naydenov, Gabriela Urrutia Reyes, Julijana Rosoklija, Patryk Mateusz Senwicki, Pia Scharler/University of Applied Arts Vienna
Sylvia Jokelová, Marcel Benčík, and the authors of student projects from the Academy of Fine Arts and Design in Bratislava
crafting plastics! studio / Vlasta Kubušová, Miroslav Král
Diana Klepoch Majdánková, Lenka Kukurová, Zuzana Duchová, and the team of authors from Nová Cvernovka (Boris Belan, Juraj Hariš, Martin Šichman and others)
De / posium – Designer Platform
Ján Jánoš
Daniela Lalahová, Zuzana Procházková / Repairably
Klára Prešnajderová, Mária Rišková, Maroš Schmidt / Slovak Design Center,
et al.

Sponsors

Main event partner of the SCD: J&T Banka
Partner of the SCD: Antalis
Main media partner of the SCD: Designum

Photo material on the exhibition available at MAK.at/presse and viennabiennale.org

Press Contacts

Zuzana Palicová
zuzana.palicova@scd.sk
00421 902 366 416
www.scd.sk
www.facebook.com/slovakdesigncenter

Bratislava, 28 May 2019