



EUROPEAN UNION



Press Release

HUMAN BY DESIGN **Probing Social and Methodological Innovation in Design**

Exhibition Opening Tuesday, 3 March 2020, 7 p.m.
Exhibition Venue MAK DESIGN LAB
 MAK, Stubenring 5, 1010 Vienna
Exhibition Dates 4 March – 5 April 2020
Opening Hours Tue 10 a.m.–9 p.m., Wed–Sun 10 a.m.–6 p.m.

The exhibition *HUMAN BY DESIGN* presents innovative strategies with which design responds to the challenges of contemporary society, to include dealing with social problems, implementing sustainable solutions, and using innovative materials. As part of the project “Design & Innovation” within the framework of the EU program INTERREG V-A Slovakia–Austria, 2014–2020, *HUMAN BY DESIGN*—an exhibition by the Slovak Design Center Bratislava (SCD – Slovenské centrum dizajnu) in cooperation with the MAK Vienna—presents concepts, strategies, model situations, case studies, and innovative solutions from design and art practice that express an urgent need for change and sustainability.

The exhibition takes its title from the book *Becoming Human by Design* (2012) by Australian philosopher and design theorist Tony Fry. He analyses the role played by design as people adapt to changing conditions and how it thus contributes to the survival of the species.

Mária Rišková, Director of the SCD, curated the exhibition based on the premise that designers are shifting their focus away from creating objects towards developing concepts. The conservative world of the mass markets, oriented towards turnover and consumerism, is in conflict. The challenge faced by design is to come up with new approaches that facilitate responsible interaction with both nature and humanity. The exhibition focuses on sustainable solutions with potential for methodological and social innovation. Mária Rišková: “The exhibition presents already existing projects from Slovakia and international contexts, though some of the presentations for the exhibition are currently being created as part of the ‘Design & Innovation’ project. That is why the exhibition as a whole is an experiment, and visitors will see here several projects that are still in the development stage.”

A significant part of the project is the exhibition installation itself, conceived by the architectural studio Subdigital and consisting of a walk-through landscape with models, visualizations, infographics, and texts.

HUMAN BY DESIGN features works by, amongst others, Vlasta Kubašová and Miroslav Král from crafting plastics! studio, the international platform De / posium, students of the departments of Design, Visual Communication and Textile Production at the Academy of

Fine Arts and Design in Bratislava, designer Ján Jánoš, and Daniela Lalahová and Zuzana Procházková of the Repairably initiative.

A team from the University of Applied Arts Vienna presents works created in a seminar given by Ruth Mateus-Berr, Head of Expertise_Design. Department Social Design. Arts as Urban Innovation and Head of the Center Didactics of Art and Interdisciplinary Education, and the designers Pia Moana Scharler and Christina May Yan Carli. The seminar focused on the question: How can people make best use of the digital revolution now in progress, and how can we deal with terms of trust?

The Nová Cvernovka Culture Center in Bratislava is represented by projects by, among others, Diana Klepoch Majdánková, Zuzana Duchová, Juraj Hariš, and Martin Šichman.

From 5 September to 30 October 2019, *HUMAN BY DESIGN* was exhibited within the framework of the VIENNA BIENNALE FOR CHANGE 2019 in the SATELIT Design Gallery of the Slovak Design Center. This initial presentation is a result of a collaboration in a broader team of curators, including the authors from SCD, Subdigital team and curators of the individual projects.

The exhibition also incorporates findings from a new department of the SCD devoted to research and development in design and related disciplines. The exhibition presents a new software on which the SCD has been working called *H.U.R.B.A.N. selector*. According to Maroš Schmidt and Lucia Dubačová from the Research and Development Department, “With this software, the Slovak Design Center aims to create a research platform on which designers can test and validate new algorithms and develop new designs. The program expands designers’ creative possibilities, facilitating the creation of works beyond the limits of their imagination. Designers focus on selecting and working with new forms.”

Parallel to the exhibition *HUMAN BY DESIGN*, within the framework of INTERREG V-A Slovakia–Austria 2014–2020 (Project “Design & Innovation”) the presentation *In Machine We Trust* is taking place in the MAK FORUM, featuring projects by students of the University of Applied Arts Vienna (Ana Mumladze, Manuel Cyrill Bachinger, Lucy Carrick, Peter Várnai) and the AFAD – Academy of Fine Arts and Design Bratislava (Barbora Krejčová, Pavol Soukal, Martin Franzen, Juraj Olejár).

The exhibition is made possible by the financial support of the European Regional Development Fund (Program INTERREG V-A Slovakia–Austria 2014–2020) and is a part of the project “Design & Innovation.”

Photo material on the exhibition is available for download at MAK.at/en/press.

Press Data

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Curator Mária Rišková, Director, Slovak Design Center
MAK Marlies Wirth, Curator, Digital Culture and MAK Design
Project Management Collection
Project Coordination Eva Adam-Maxa, Zdenka Pepelová, Project Assistants
EU INTERREG SK–AT

MAK Admission € 14 / Reduced € 11 / Family Ticket € 15
Every Tuesday 6–9 p.m.: admission € 6
Free admission for children and teens under 19

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