

Press Release

CHANGING VALUES

A conference of the MAK and the Slovak Design Center together with the Architekturzentrum Wien and Kunsthalle Wien in the context of the program INTERREG V-A Slovakia–Austria

Venue Architekturzentrum Wien
Museumsplatz 1, 1070 Vienna

Date Friday, 6 September 2019, 6 p.m., till Saturday, 7 September 2019, 7 p.m.
Conference in English, free admission

As a further highlight of the VIENNA BIENNALE FOR CHANGE 2019, the international conference *Changing Values*, attended by distinguished experts, will take place at the Architekturzentrum Wien from 6 to 7 September 2019. Architects, designers, artists, and entrepreneurs will discuss core topics such as “valuable data,” “innovative materials,” and “transformation design.” The focus will lie on possible synergies for the common quest for sustainable strategies, ethical production conditions, and ecological justice, be it in the Global South or in the Global North.

For the first keynote lecture on Friday, we were able to win Yasmeen Lari, Pakistan’s most renowned female architect. As a pioneer of Brutalist architecture, she constructed groundbreaking buildings, mostly made of concrete, in the 1960s and 1970s in Pakistan. In 1980, together with her husband Suhail Zaheer Lari, she founded the Heritage Foundation of Pakistan with which she initiated historical restoration projects for which she researched traditional construction techniques and craftsmanship. Since 2005, she has been applying this knowledge to the development of earthquake-proof and flood-resistant housing and communal buildings. Massive government-funded and international aid is not able to provide any sustainable solutions for the recurring catastrophic floods in Pakistan. Lari, however, has succeeded in constructing flood- and earthquake-proof houses with traditional construction materials and minimal use of resources. Mobile training teams give instructions for self-building with the goal of training especially women to be new “Barefoot Entrepreneurs.” Approximately 40 000 houses have already been built. Low-cost, low-carbon, healthy, and safe—this is how the values of Lari’s work can be summarized.

The second keynote lecture will be given by Sarah Spiekermann-Hoff. The distinguished scientist and advisor on the topic of ethics is head of the

Institute for Information Systems and Society at the Vienna University of Economics and Business (WU Wien). She has published several books, e.g. *Digital Ethics – A Value System for the 21st Century* (Droemer, 2019), *Ethical IT Innovation: A Value-Based System Design Approach* (Taylor & Francis, 2015), as well as *Networks of Control* (Facultas, 2016). In 2016, she founded the Privacy & Sustainable Computing Lab at the WU Wien. In her keynote, she will address the topic of values: "Values are a gift if you are aware of them and develop them. They are given a priori and lend meaning and purpose to human life. This fact never changes. Values are everlasting. What, however, changes is our ability to become aware of higher values, in particular, and to distinguish positive values from negative ones. We base our lives on values such as profit, gains, and efficiency and in doing so forget values like love, dignity, and society. This oblivion and wrong prioritizing of values are the biggest challenges on our path to a digital society."

On Saturday, three panels will examine connections between alternative ecological and economic approaches:

The opening panel will be a discussion on the topic of VALUABLE DATA, led by Vanessa Joan Müller (Head of Dramaturgy, Kunsthalle Wien) with panelists Paul Feigelfeld (Media Theorist), Peter Mörtenböck (Professor of Visual Culture at the Vienna University of Technology), Helge Mooshammer (Cultural Theorist and Architect), and Katja Schechtner (Consultant Innovation and Technology, OECD/ITF & Research Fellow MIT). The panel will focus on questions that arise with regard to the handling of data, in particular regarding the dignity of human data considering the increasing potential of Big Data. Furthermore, alternative ways of using data will be discussed.

The panel on INNOVATIVE MATERIALS, moderated by Vlasta Kubušová (crafting plastics! studio/ Slovak Design Center Bratislava), will address the relationship between humans and resources as well as the question which material innovations are required for a socially and ecologically sustainable development of our society. Five panelists, ranging from research and the academic world to consultant services and their own practice, will discuss the role of creative individuals in innovative development of materials. Particular emphasis will be placed on the question how, for this purpose, innovative (research) companies can effectively cooperate in an interdisciplinary way with designers and architects. The panelists are Ena Lloret-Fritschi (Architect), Thomas Traxler (Designer, mischer'traxler studio), Seetal Solanki (Material Designer and Researcher), and Lilo Viehweg (Designer, Researcher).

The third panel, led by Christoph Thun-Hohenstein (General Director, MAK, Head of the VIENNA BIENNALE FOR CHANGE 2019), will discuss the topic of TRANSFORMATION DESIGN. Positive change requires both determining desirable goals and designing the transformation aimed at achieving defined goals. This podium discussion will focus on the question how we can effectively develop from the current state of our

civilization to a sustainable quality society. Which concrete steps are necessary in order to decarbonize our economies and societies and significantly reduce our ecological footprints, to profit from digital technologies such as AI and simultaneously avoid pitfalls, and to promote social sustainability? And why does transformation design call for a holistic approach?

The panelists are Harald Gruendl (Co-Partner, E00S, and Founder IDRV – Institute of Design Research Vienna), Nikolaus Hirsch (Architect and Art Theorist), Anab Jain (Designer, Filmmaker, and Co-Founder of Superflux), and Johannes Strohmayer (Entrepreneur and Investment Banker).

Please find the participants' biographies and the conference program in English as well as information on the registration procedure at <http://www.viennabiennale.org/konferenz>

Image material on the projects and profiles of the participants on request at press@viennabiennale.org

The collaboration between the Slovak Design Center and the MAK and its partner institutions is co-financed with funds from the EU program Interreg V-A Slovakia–Austria (project "Design & Innovation").



Conference Program *CHANGING VALUES*

Friday, 6 September 2019

6 p.m.: Opening Remarks

Angelika Fitz, Architekturzentrum Wien (Az W)

Christoph Thun-Hohenstein, Museum of Applied Arts (MAK)

Mária Rišková, Slovak Design Center (SDC)

Followed by Keynote Lectures

Yasmeen Lari

Sarah Spiekermann-Hoff

Head: Angelika Fitz, Az W, and Christoph Thun-Hohenstein, MAK

Saturday, 7 September 2019

11 a.m.–1 p.m.

Panel I / Valuable Data

Paul Feigelfeld, Media Theorist

Peter Mörtenböck, Professor of Visual Culture at the Vienna University of Technology and Helge Mooshammer, Cultural Theorist and Architect

Katja Schechtner, Consultant Innovation and Technology, OECD/ITF & Research Fellow MIT

Chair: Vanessa Joan Müller, Kunsthalle Wien

1 p.m.–2:30 p.m.: Lunch Break

2:30 p.m.–4:30 p.m.

Panel II / Innovative Materials

Ena Lloret-Fritschi, Architect

Thomas Traxler, Designer, mischer'traxler studio)

Seetal Solanki, Material Designer and Researcher, Founder of Ma-tt-er

Lilo Viehweg, Designer, Researcher

Chair: Vlasta Kubušová, crafting plastics! studio/ Slovak Design Center Bratislava

4:30 p.m.–5 p.m.: Coffee Break

5 p.m.–7 p.m.

Panel III / Transformation Design

Harald Gruendl, Co-Partner, EOOS, and Founder IDRV – Institute of Design Research Vienna

Nikolaus Hirsch, Architect and Art Theorist

Anab Jain, Designer, Filmmaker, and Co-Founder of Superflux

Johannes Strohmayer, Entrepreneur and Investment Banker

Chair: Christoph Thun-Hohenstein, MAK

Free admission

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For Change

29.5. – 6.10.2019

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