

HiT, Holon Institute of Technology

inter— national DESIGN WEEK 21

18–22.4.2021

**DESIGN for
NORMATIVE
EXTREME**



Holon Institute of Technology

Workshops

Visual Communication Design

Workshop 1

MANIFESTO (DESIGN FOR RESPONSIBILITY AND SOLIDARITY)

Why? In difficult times of pandemic, pragmatic nature and potential application of the design, is becoming a key issue. When we look at the most important postulates in design, the Manifesto of “First Things First” by Ken Garland who called the design community to return to the chief task of the profession — designing for the improvement of everyday life.

What? Design your own manifesto.

How? You can use the media of your choice (e.g. poster, film, posts on Instagram). It will be important not only *how* but also *what* you want to convey in own manifesto.

Dr hab. Agnieszka Ziemiszewska,
Polish-Japanese Academy of Information Technology, The Academy of Fine Arts, Warsaw, Poland.

Agnieszka Ziemiszewska is a graphic designer, educator, and art curator. She designs posters, publications, visual identifications as well as social art projects.

Actively participates in international shows dedicated to graphic design and poster. Her works have been presented at exhibitions and events all over the world. Agnieszka has been awarded numerous distinctions and awards. Currently she is a professor at the Faculty of the New Media Arts at the Polish-Japanese Academy of Information Technology and the Academy of Fine Arts in Warsaw, Poland. She also has lead number of workshops and lectures at international events and universities. Juries in national and international graphic design competitions.
www.ziemi.art.pl

Workshop 2

TRAVELING YOUR OWN ROOM

The world is facing a collective challenge in the extreme condition of lockdown scenarios. To communicate, interact and work with one another we stay mostly in front of a screen. How might we as designers find inspiration and not lose the spark of creativity while freedom of movement is restricted to an absolute minimum? One has to travel differently, through one's own room.

In the workshop we will reflect on the complexity of remote design practices, grapple into our immediate environment and go on a journey of thought. With the emerging narratives we will explore design ideas in artefacts, sketches, visuals and recorded audio visual footage. Thus ideas are further developed in designs and design concepts combining analog and digital practice and find creative expression for instance in an interface, an object or in a spatial composition. We are purposely making the workshop a low-tech approach and focus on the aesthetic design idea.

Prof. Diana Simon,
Miriam Neubauer, HTW Dresden,
University of Applied Sciences,
Dresden, Germany

Diana Simon has been Professor of Communication Design at the HTW Dresden since 2014. Her teaching focuses on user-centered communication design in the context of identities and digital product innovation. Prof. Simon studied Design at the Anhalt University of Applied Sciences in Dessau, and Electronic Business at the Berlin University of the Arts (UdK). After setting up the Interface Design department at Deutsche Welle in Berlin and serving as its creative lead for ten years, she has been responsible for the brand experience at Lofelt, a Berlin-based tech start-up, since 2015.

Miriam Neubauer has been teaching design at the HTW Dresden since 2015. After representing the professorship for communication design in 2018 she currently represents the professorship “Fundamentals of two- and three-dimensional design”. In her teaching she focuses on narratives to design interactive spatial experience and cross-media design solutions. For 7 years she was responsible for the Brand & Design and the creative lead of the new corporate design at the Berlin-based company i+m Naturkosmetik. Since 2010 she has been working as a designer and artist creating interactive installations and collaborates with other artists.

Workshop 3

A TRUE UTOPIA

This workshop will focus on the future, on finding a new hope, on the desire for a Utopian and better world but also on exploring the dangers that this desire can hide inside.

Based on a selected philosophical, literary or movie works, that are based around Utopic ideas, short videos or interactive project trailers would be created, briefly describing one still life key idea, scene or philosophy.

We will be searching for really functional ideals hidden under the pleasing, but often dysfunctional Utopias of a perfect future. During the

workshop each student will have to go through the following creative steps:

1. Choice of the theme – from the prepared topics and after the research, the students will create a textual or schematic basis for their following work.
2. Storytelling structure, technology selection, moodboards and stillframes
3. Video timelines or schematic designs of interactive media.
4. Video or interactive media trailers, final presentation, discussion.

MgA. Lukas Fišárek, *Ladislav Sutnar Faculty of Design and Art, University of West Bohemia, Pilsen, Czech Republic.*

Lukáš Fišárek, (born in 1973), studied Animation on Academy of Arts, Architecture and Design in Prague. He is the founder and core author of the acclaimed multiplatform studio *Oficina*, which for a long time build awareness of interactive design. He is the co-author and organizer of the *Mouvo* motion design festival in Prague. Lukáš has been teaching for many years at Czech universities and at various professional festivals and events. Currently he leads the studio of Interactive design on West Bohemian University in Pilsen.

He won many awards, among them: 2010–2017 Promax BDA (gold, silver, bronze) – Europe and Global;

2016 CGD Graphic Designer of the Year – Czech; 2016 National Award for Communication Design – Slovakia; 2016 ADC Czech Creative Awards – Czech; 2017 Czech Lion – Czech; 2019 Silver Brand Impact Award – Global; 2019 Awards mobile excellence – Global.

Workshop 4

TYPOGRAPHY AND SPACE

At the time when our living space is mostly limited to our habitats, we need to redefine it. Our home, once a private space, is now the site of most of the events we participate in. After closing, we had to re-enter our space and establish a new relationship with it. Therefore, an attempt to harness space should be to name our place in it and its meaning for us.

This workshop combines typography with the space in which we currently exist. By examining the relationship between typography and space, the workshop aims to adopt an experimental approach to typography, focusing on the presentation of a pressing social problem. A concrete action would be to choose the emotion or feeling that best describes our current state and relate it to a space or object. The task would be to formulate a typographic statement and obtain a narrative that best describes the problem. Typography can be created using any medium. The end result should be photos or

videos documenting the typographic action or typographic installation.

Dr. Ola Kot, *The Academy of Fine Arts, Warsaw, Poland.*

Ola Kot is a Warsaw based polish designer. She graduated from the Faculty of Graphic Arts at the Academy of Fine Arts in Warsaw, where she also received her PhD degree with her thesis on typography and its relations with picture. She runs a Typography Studio at the Faculty of Graphic Arts at the Academy of Fine Arts in Warsaw.

She was involved in numerous commercial and artistic projects related to typography, where she has been exploring the connections between typography and space and their mutual influence. Many of Alexandra Kot's designs have gained wide recognition. Her work has been presented on many exhibitions and biennials and has been included in many publications about design. She was a lecturer at various conferences on typography and graphic design around the world.

Workshops

Industrial Design

Workshop 5

SHAPING COEXISTENCE: EXPLORING ITS VISUAL ESSENCE

Coexistence as the word suggests is a result of a combination of two or more similar or dissimilar entities which are arranged in a meaningful, visual and functional settings by utilising their inherent, visual and physical qualities.

The objective of this workshop is to shape and create your own interpretation of various coexistence topics provided to you by exploring different materials, experimenting with visual settings and conditions. It encourages you to collaborate, express and objectify its essence by transforming these into objects, spaces and illusions that show different combinations representing concepts and concerns in our everyday life.

This material intensive workshop provides you with an opportunity to enhance your own visualisation abilities further, build your design vocabulary and strengthen your understanding of coexistence of form, space and materiality by observing,

experimenting and inquiring the reasons behind our visual decisions.

Prof. Jasjit Singh, Lund University, School of Industrial Design, Sweden.

Jasjit Singh teaches industrial design at Lund University School of Industrial Design since 2010. A specialist in the area of product form, user experience and semantics, he works in the cross-over domain of industrial, interaction and transportation design.

He is a mix of versatile design practitioner, educator and creative thinker, with almost 25 years of professional experience in diverse roles. Jasjit has continuously tried to cultivate a multidisciplinary approach towards problem solving by exploring future scenarios, enriching the user experiences to create meaningful directions for new products to come in the future.

He is a graduate in industrial design from National Institute of Design in India, where he also taught product design before moving to Sweden in 2005 to work as a lecturer in form studies at Umea Institute of Design.

He continues to explore his work linking design and creative practices with innovation and design strategies during his professorship at Lund.

HIT Instructor: **Luka Or**, Industrial Design Department.

Workshop 6

FROM EXTREME TO MAINSTREAM: INCLUSIVE DESIGN IN ACTION

The workshop will give students an experience in two areas: Creative Leadership (Day 1), Inclusive Design (Days 2-5)

Creative Leadership – This research area was pioneered by the Helen Hamlyn Centre for Design to counter widely-accepted misconceptions of leadership. This course will enable your individual leadership potential as a creative. At the heart of Creative Leadership are some simple, yet innovative ideas: that everyone has leadership potential; that creativity is a universal ability to develop solutions that positively impact ourselves and others; that empathy is the hallmark of a 21st century leader; and that clarity is the missing link in aligning vision, direction, and communication.

Inclusive Design – Inclusive Design (ID) is key to the 21st Century designer. It makes your practice more socially centred, relevant to people, and inclusive across age, ability,

gender and race. It allows the creative endeavours of design to be democratised, co-opted and applied to solve critical problems and issues in an innovative, holistic and human-centred way. Students will learn from the organisation that defined the term 'Inclusive Design'. You will work with real people to experience this and given tools that you can use the very next day.

Prof. Rama Gheerawo, Director, The Helen Hamlyn Centre for Design, Royal College of Art, London, England

Rama Gheerawo is a RCA Reader in Inclusive Design. He is an international figure within design. He won a Design Week 'Hall of Fame' award in 2019 and was named a 2018 Creative Leader by Creative Review alongside Paul Smith and Björk. He uses design to address diversity through age, ability, gender and race. He is a serial innovator in the field of Inclusive Design and Design Thinking having led over 100 international projects with government, business, academia and the third sector with clients such as Samsung, Toyota, AgeUK and Panasonic. He champions inclusive and empathic approaches through his pathfinding work in Creative Leadership, having trained thousands of people including over 700 civil servants.

LinkedIn, Instagram, Twitter, Facebook: @RamaGheerawo

Ivelina Gadzhev, *Founder, Design for All, Bulgaria.*

Ivelina Gadzhev, is an inclusive designer who consults public and private sectors on how to expand their innovation capacity and add value by developing a deep understanding of people-centered design approaches and qualitative research. She educates and inspires individuals and groups how to use human diversity to create social inclusion and develop sustainable solutions. Ivelina is the founder of Design for All Bulgaria Foundation, which is a member organisation of Design for All Europe, and the co-founder of Service Design Network chapter Bulgaria, member of Global Service Design Network.

HIT1 Instructor:

Dana Yichye Shwachman,
Industrial Design Department.

Workshop 7

1ST PERSON PERSPECTIVE RESEARCH THROUGH DESIGN

Research through design (RTD) considers design action as a generator of knowledge. A First-Person Perspective (1PP) approach to RTD (1PP-RTD) acknowledges it and works to afford new ways of understanding the situated experience of others, by foregrounding the designer's own – situated, embodied and personally implicated – experience. A 1PP stance positions designers within

communities. It situates and gives meaning to locally conducted research; accounts for individual and communal situated experience; and empowers diverse, often marginalised actors in bottom-up and top-down transformation processes, using materials at hand. As a way of working, 1PP-RTD embodies a commitment to phenomenologically-grounded meaning-making.

In this workshop designers will focus on their practice-based research in, on, around and through their situated bodily experience. When taking a 1PP approach to RTD, the act of designing becomes personal. The designers design for themselves, and share their outcomes; or designs for their community from within. These ways of designing require continually reassessing relationships that arise between people, places and purpose, to better understand and respond to the complex interplay of needs and values in-situ. The stance legitimises multi-species stakeholder experience in socio-ecological transformation and, we argue, can transform outcomes across research, education and industry.

The workshop will consist of an individual and a group 1PP design intervention (situated design activity) and guided reflections in order to make sense of 1PP-RTD, understand its challenges and explore how to scale it up to achieve social, economic and ecological impact.

Dr. Oscar Tomico Plasencia,
ELISAVA Design and Engineering School, Barcelona, Spain and Eindhoven University of Technology, the Netherlands.

Oscar Tomico Plasencia is head of the Design Engineering Bachelor program at ELISAVA Design and Engineering school, Assistant Professor in the Designing Quality in Interaction Research Group, working in the Wearable Senses Lab at Eindhoven University of Technology. Current projects focus on the textile industry and involve stakeholders during the design process to create ultra-personalized smart textile services in the form of soft wearables or soft interiors.

His PhD is from the Polytechnic University of Catalonia (Spain), awarded cum laude in 2007 on subjective experience-gathering techniques based on constructivist psychology. He briefly worked as a consultant for Telefonica R&D (Spain) and has held guest positions at AUT Creative technologies (New Zealand), TaiwanTech (Taiwan), the Swedish School of Textiles (Sweden), the Institute of Advanced Architecture (Spain), University of Tsukuba (Finland) and others. In 2015, he consulted for the functional textiles department at EURECAT (Spain).

HIT Instructor: **Yaniv Brafman**,
Industrial Design Department.

Workshops

Interior Design

Workshop 8

STORYTELLING

Storytelling is absurdly powerful. The world we know today was shaped by the stories told by those who came before us. The design of spaces, objects, tools or systems; embody the values of their makers. This workshop explores storytelling, not as a tool of speculation, but instead as a self-fulfilling prophecy that shapes our world through its very existence. We will critically explore our hyper-local reality by intimately listening with all senses to the narrative queues surrounding us. Through telling and participating in story-making activities, designers will be empowered to consider how they make meaning in their own practice. The workshop calls on all senses and all forms of human and non-human agency – inviting us to both sharpen and surpass our logocentric obsession through a multisensory, multimedia approach to building meaning in design.

Kate Armstrong, *The Institute for Advanced Architecture of Catalonia, Fablab Barcelona, ELISAVA School of Design and Engineering, Spain.*

Kate Armstrong holds a Bachelor of Design and of Master Arts and Society and is currently the Design and Communication lead at Fab Lab Barcelona and Faculty of Master in Design for Emergent Futures co-delivered by the Institute of Advanced Architecture of Catalonia and ELISAVA School of Design and Engineering. In her work, she uses new media tools, open source design and capacity building programming to engage the world in new narratives being developed in the world of Fab Labs, Fab City and Emergent Futures. She sits on the Executive Board of the Fab City Foundation and coordinates the Distributed Design Platform, co-funded by the Creative Europe programme of the European Union.

HIT Instructor: **Keren Yeala Golan**, Interior Design Department.

Workshop 9

WINDOWS

Windows are the most ancient device of communication between inside and outside. Windows are the architectural elements that negotiate the relationship between human life and the environment. Windows are frames, and as such, they constrain reality. Windows are screens, and as such, they can project the whole world into themselves.

What is the scope of a window if the outside world suddenly becomes extremely uncertain, unpredictable and unstable? What is the form of a window designed to provide resistance and resilience instead of transparency? What is the function of a window if artificial intelligence will take independent decisions on our lives?

Windows operate on the many levels – technological environmental, energetic, cultural, social, medical, religious, behavioural – of the human existence on planet Earth. How many purposes can a window have? This workshop aims to be a research about a collective contemporary re-interpretation of the window and its multiple meanings.

Prof. Luca Ponceolini,
Meytal Cohen, *NABA, Nuova Accademia di Belle Arti, Milano, Italy.*

Luca Ponceolini is an architect and a designer with a PhD in the History of Architecture and Town Planning,

currently holding position of Head of Design and Applied Arts Department at NABA. He has been Course Leader of the MA in Interior Design of NABA between 2012 and 2020; he has directed research project lab C-Park between 2015 and 2019.
www.lucaPONCELLINI.it,
www.c-park.com, www.naba.it

Meytal Cohen is Interior Design Lecturer at NABA. She has achieved a bachelor degree in interior design at HIT and a Master of Arts degree at Domus Academy and NABA. In 2008 she opened My Design Studio, which operated in Tel Aviv and Milano. In 2019 she started teaching at NABA.
www.myds.co.il, www.naba.it

HIT Instructor: **Danna Colin**, Interior Design Department.

Workshop 10

DESIGN FOR HAPPINESS

In the past year, our lives were overturned by the spread of the Covid-19 virus and measures to contain it. In times where we are separated from loved ones and confined to our home, maintaining our well-being becomes even more crucial and challenging. Despite the circumstances, increasing our happiness is something that we can control through our intentional activities. The aim of the workshop will be exploring how design can play a role in fostering happiness.

The workshop kicks off with keynote presentations to introduce the theme and inspire the students. Students will work in interdisciplinary and international teams and reflect on what happiness means to them and explore how this vision can be translated into a “pavilion” experience. The workshop culminates with a presentation of the concept and a wooden prototype of the pavilion.

**Prof. Günther Grall ,
Dr. Michael Ebner,
Michelle Johnson,** *University of Applied Sciences, Salzburg, Austria.*

Günther Grall studied Industrial Design, Marketing Research and Philosophie (Linz, Vienna), postgraduate Studies Product Design at Art Center College (Pasadena, Los Angeles), Industry Experience in Design & Product Management for Bene Office Furniture and agriculture and woodworking machines, (inter)national Design prizes und Publications.

Since 2002 Dean of Design & Product Management at University of Applied Sciences Salzburg. Teaching and research focus on Design Theory and methodology.

Michael Ebner studied Industrial Design and Architecture at the University of Art and Industrial Design in Linz, Austria. He completed postgraduate courses in Industrial Design at the Art Center College in Pasadena, California. Having worked

with numerous companies he always aims to improve their potential and competitiveness. As a designer, Ebner is interested in product management, the processes relating to the development of novel products as well as the application of novel materials including the relevant adaptation of manufacturing processes.

Michelle Johnson is a researcher at the Design & Product Management faculty at the FH Salzburg and has a background in Industrial Design and Strategic Design. Her research focuses on the role of design in changing people’s behavior and promoting their well-being. She is supervising thesis projects within this area and teaches Arduino prototyping to bachelor and master students.

HIT Instructor: **Ariel Gur**, Interior Design Department.

Workshop 11

DESIGNING FUTURE-PROOF MUSEUMS

Pandemic was the turning point for the cultural sector. Museums closed their physical facilities and lost the ability to serve their public. Facing the unprecedented crisis cultural institutions are looking for ways to pivot and innovate – museums must not only recover but also become future-proof museums. We will look into museums trying to redefine their meaning within the current

demographic, technological, and economical context with the goal to design new speculative ideas on how museum experience could shift. We will use design thinking methods: interviewing experts, learning how to use ethnographic diaries, and doing field observations, in order to redesign new spaces for museums: spaces to exhibit collections, to create interactions between heritage and visitors, and to build a community around the institution. By the end of the workshop, we will create a new vision for cultural institutions to operate under new normality: resilient, responsible, and agile.

Dr. Ewa Drygalska, *The Polish-Japanese Academy of Information Technology, Warsaw, Poland,*
Katarzyna Bazylczyk, *Poland.*

Ewa Drygalska, did her Ph.D. at the Interdisciplinary Society-Environment-Technology Program at Jagiellonian University in Krakow, Poland.

She worked for the National Museum in Warsaw as Communication and Digital Specialist and The Fryderyk Chopin Museum in Warsaw coordinating the multimedia exposition. Currently, she teaches at Polish-Japanese Academy of Information Technology in Warsaw and supports museums and institutions in future strategy, innovation, and implementation of new technologies.

Katarzyna Bazylczyk, is a product experience designer. She has a Master degree from the Industrial Design faculty Academy of Fine Arts in Warsaw, Poland.

Currently, she is managing design strategy and process in the CPB Innovation team at Citi Private Bank. During over 10 years of experience in the field of user-oriented design she created both digital products as well as visual communication, branding or industrial design. Her design work encompasses comprehensive approach from conducting user research, building design strategy, prototyping and usability testing. In spare time she works with art, public sector and social innovation initiatives.

HIT Instructor: **Tamar Lev On**, Interior Design Department.