



projekt bauhaus

SYMPOSIUM AND POP-UP EXHIBITION

“Can design change society?”

Symposium

September 18/19, 2015

Pop-Up-Ausstellung

September 3–20, 2015

Opening: September 2, 7 p.m.

Haus der Kulturen der Welt

John-Foster-Dulles-Allee 10

10557 Berlin

With **Andreas Bernard, Gui Bonsiepe, Heinz Bude, Bureau d'Etudes, Thomas Flierl, John Grin, Boris Groys, Dorothea Hauser, Reinhold Martin, Henk Oosterling, Philipp Oswalt, Planbude Hamburg, Birger Priddat, Christian Salewski, Tomás Saraceno, Bernd Scherer, Lara Schrijver, Luigi Snozzi, Wolfgang Ullrich, Margarete Vöhringer, Karin Wilhelm, Zones Urbaines Sensibles a.o.**

All lectures are
simultaneously
translated into
English <> German

Ticket prices

1 day:
18 Euro/
10 Euro (reduced)

2 days:
34 Euro/
18 Euro (reduced)

Single ticket panels:
10 Euro/
7 Euro (reduced)

Tickets under

telephone
+49 (0) 30 - 397 871 75
or
www.hkw.de/tickets

Exhibition

Admission free

Organizer



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“Can design change society?”

Can design change society? How can we integrate emancipating ideas into a continuously progressing modernization? Has the aspiration of the Bauhaus and the classical avant-garde to positively change society through design been validated? By what means can we approach design change and the future in a new way today? What are targeted, but open-ended work forms? What role does co-production play? How does one design one's own existence? What is the role of the designer? Would the absence of design offer liberation?

The symposium and the exhibition place valid positions in the context of historical models and present them for discussion. At the center of such discussions are the goals, roles, design methods, and the social processes in which designers are embroiled.

About the *projekt bauhaus* – The international initiative “project bauhaus” was founded in January 2015. Its members include designers, curators and researchers from Europe, the USA and Asia. The platform's objective is to conduct a lively debate on the currency of the Bauhaus. In the five years leading up to the centenary in 2019, the aim is to take critical stock of the ideas of the Bauhaus. From 2015 to 2019, “project bauhaus” offers a new question to debate every year. We begin in 2015 with the following question: *Can design change society?*



Freitag September 18, 2015

2 P.M.

Welcome and introduction

Philipp Oswalt

2.15–5.15 P.M.

Designing to what end?

We begin with the question of objectives and transformation models that characterise the relationship between designers and social processes. Based on a critical retrospective of the classical avant-garde, we will look at exemplary and controversial positions in the world of today:

- a) The model of the artist-engineer as redeemer
Boris Groys, New York/Karlsruhe
- b) Technological Transformation
Gui Bonsiepe, Buenos Aires/Florianópolis
- c) Spatial Agency *Lara Schrijver, Antwerpen*
- d) System Transitions *John Grin, Amsterdam*

Presentation *N.N.*

5.45–8.45 P.M.

Designing attention

How are perceptions in everyday life and society, debates, desires and decision-making situations formed? The shaping of society does not begin with everyday situations, but with the question of how attentiveness is focused and how thinking and social debates are configured.

- a) Critical theory *Karin Wilhelm, Berlin*
- b) Critique *Bureau d'Etudes, Paris*
- c) The production of desires *Planbude Hamburg*
- d) Framing/moralischer Konsum *Birger Priddat, Witten/Herdecke*

Presentation *Dorothea Hauser, Hamburg/Berlin*

9–10 P.M.

Evening talk

Tomás Saraceno in conversation with Philipp Oswalt



Saturday September 19, 2015

11 A.M.–2 P.M.

Designing the self

In recent years the individual has increasingly come into focus in the design discourse, whether in the sense of self-optimisation or co-production. Societies are not only figurations of individual existences; individuals configure societies with their practices, as Norbert Elias outlined in his figural studies. The individual existence as a design question is equally promising and perilous.

- a) The “New Man” in classical modernism
Margarete Vöhringer, Berlin
- b) Existence as design
Henk Oosterling, Rotterdam
- c) Consumption as design *Wolfgang Ullrich, Leipzig/München*
- d) Design as self-optimisation *Andreas Bernard, Luneburg*

Presentation: *Heinz Bude, Kassel*

3–6 P.M.

Designing situations

Design-based interventions in social contexts transform spaces and operate in networks of multiple actors. The designer is thereby just one actor among many, and the things themselves have a retroactive effect on processes and design. The prevailing divisions between designer and user, producer and consumer, man and nature are dissolving. Laboratories of reality and scenarios aim for transformation without defining the final statuses. They are target-oriented, but open-ended.

- a) *Luigi Snozzi, Locarno (tbc)*
- b) Constellations of the classical avant-garde *Thomas Flierl, Berlin*
- c) Scenarios for urban-landscape systems *Christian Salewski, Zurich*
- d) Change Labs *ZUS (Zones Urbaines Sensibles), Rotterdam*

Presentation: *Lara Schrijver, Antwerp*





7–8:30 P.M.

Closing debate

Controversy: Autonomy, camouflage or emancipation?

The role of design in society

The symposium concludes with a controversial debate that fundamentally questions the status of the designer in society: Does design have a potential to emancipate society, or is it autonomously self-referential? Or does engaged art serve merely as camouflage for political conflicts that are thereby not addressed, but merely aestheticised?

Keynote: *Reinhold Martin, New York*

With speakers of the previous panels

Presentation: *Bernd Scherer and Philipp Oswalt, Berlin*

Exhibition

A pop-up exhibition in the Haus der Kulturen der Welt presents projects that exemplify the topic – from both historical and contemporary perspectives. This lounge-like installation in the foyer complements the conventional symposium format and allows for an open-ended reception – a supplementary, ampliative or also alternative engagement with the question, “Can design change society?”

Exhibition: Admission free

Magazine

The January 2016 issue of the journal **ARCH+** will also be devoted to the subject and will refer to the conclusions of the symposium.