

"...the new 'political economy of design' is marketing culture, branding of identity and specularization of commodities. Everything—not only architectural projects and art exhibitions but everything from jeans to genes—seems to be regarded as so much design...It is under this sense of design that so many of the crimes against life under capitalism are committed...Contemporary design, is part of a greater revenge of capitalism on postmodernism."

"Contemporary design, is design purged of any lingering traces of resistance." Hal Foster – Design & Crime

According to the quote above contemporary design is design without any traces of resistance and visions of another world. During one day we will find, create, discuss the possibilities for resistance within design. In what ways can design be used as a tool to comment and create our culture?



Photo: Bavo

SCHEDULE

10.00 – 12.00

THE ART OF OVERIDENTIFICATION

BAVO i.e. Gideon Boie and Matthias Pauwels.

BAVO is an independent research office focused on the political dimension of art, architecture and planning. BAVO is a co-operation between Gideon Boie and Matthias Pauwels, both of whom studied architecture and philosophy. See: www.bavo.biz

Gideon Boie will base his discussion on their latest book **"The art of overidentification"**

Contemporary art today seems to be caught in the blackmail typical for this self-acclaimed age of the End of History. On the one hand, the artist is elevated into 'the One' who relentlessly confronts society with its shortcomings and uses his creative intelligence to dream up new ideals. At the same time however, s/he is constantly reminded that this critical and utopian activity should remain 'constructive' – a coded way of saying that it should not fundamentally question the triumphant onward march of representative democracy and the free market.

The central question for cultural activism today is whether, and how, art can escape this suffocating situation. We will argue that the key to a way out of the trap of the End of History lies in the strategy of over-identification. Instead of succumbing to society's pathetic demand for small creative acts, artists should over-identify with the ruling, post-historical order and take the latter's immanent laws to their most extreme, dystopian consequences. By ruthlessly closing off any space for creative, utopian thinking – which today is nothing but a farce anyway – it should confront society with its own closure.

Discussion and Questions led by Chatarina Thörn, from the Department of Culture, Aesthetics and Media, University of Gothenburg

LUNCH



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13.00

PROJECTS, EXAMPLES, ISSUES AND QUESTIONS

Short Presentations/15 min:

KARIN STENMAR/DEM COLLECTIVE

Sustainable development in practice - production and advocacy - from cotton fields to garments. dem collective was founded in 2003 with the aim of introducing a new concept for the design and production of clothing and accessories. The founding concept is to combine ecology, ethics, quality and good design with reasonable retail prices. The unique aspect is to produce designer clothing using only environmentally sustainable and fair-trade-produced material, and to ensure that human rights and workers' rights are respected in each step of the process. www.demcollective.com

MARCUS JAHNKE – GENDER AND DESIGN

Marcus Jahnke is a PhD student in design, innovation and sustainability at HDK, the school of design and crafts in Gothenburg. He has devoted several years to working with design and gender issues as well as sustainability and have been involved as assistant researcher at CFK, the Center for Consumer Science in a project on design and gender. He is also a part of the O2 Global Network promoting sustainability awareness in design.

OTTO VON BUSCH – “fashion-able”

Projects and discussion on engaged fashion design. How can the operating system of fashion be “hacked” and what would it mean for the role of the designer?

Otto von Busch is a PhD-candidate in fashion design at School of Design and Craft, University of Gothenburg. www.selfpassage.org

MATHILDA THAM

Mathilda Tham, professor at Beckmans College of Design in Stockholm. She explores among other things how trend forecasters may be helpful in empowering environmental work in the fashion industry. With a background in fashion design, over the past ten years she has worked as a trend forecaster, advising a variety of organisations from advertising agencies to non-profit organisations on consumer habits and lifestyle issues.

ANDERS EMILSON – WE NEED ACTION

A growing number of designers are not satisfied any longer with just making critical comments on society but are using their knowledge to create positive changes.

Anders Emilson is a culturologist and a freelance journalist who, among other things, is the convenor of courses in design theory and design for sustainable development at the School of Arts and Communication (K3), University of Malmö.

14.30 BREAK

14.45 - 15.30

Discussion with all speakers with questions from the audience.

15.30 - 16.00

Discussion continues and we draw conclusions from the day.

Moderator: Chatarina Thörn, from the Department of Culture, Aesthetics and Media, University of Gothenburg

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Organizers: Transitpassengers (www.transitpassengers.net), Folkets Bio Malmö & Folkuniversitetet



Photo: dem collective



Photo: Marcus Jahnke



Photo: Otto von Bush