

identity crisis



identity crisis of our time



Teams code: 0s8egb7

The proposed topic of the social design project is the European Identity/ies Crisis. The theme of the international project, based on workshops, meetings, and debates, touches on the multifaceted nature of 'identity', especially when dealing with visual language and forms of communication.

Currently, we intend to develop a topic of social understanding and integration. This year's theme of identity crisis can be understood in different ways. From the point of view of today's situation, in which migratory waves are affecting the southern and eastern EU countries, the question of identification is particularly relevant in the context of visual and multimedia communication. An additional factor prompting reflection on our chosen topic is the process of globalization or rather consciousness of belonging to one life on one common planet.

It seems that the question of identity and values is an important issue today, one that reverberates in the political disputes that accompany subsequent events. The question that is relevant in this context is how, through art and design, we can raise this issue in discussion with our students, who have different cultural backgrounds and experiences?

For example, every day we use electronic mobile devices and standard applications devoid of visual references in form and content to non-Western aesthetics. The functionality of most of these digital environments follows the logic of pragmatism for professional purposes and social networks rather than the logic of, for example, spirituality in personal (inner) life, family ties or our relationship with nature. From the perspective of the young international generation, the digital revolution has taken place without critical and creative engagement in shaping one's visual identity to this day. We want to argue about aesthetics and functionality in different (existing or fictional, not yet existing) digital contexts.

Why is the younger generation so involved in this issue?

Identity politics – is it detrimental to democracy?

Identity politics and minority rights (immigration, sexual orientation, skin color, religion) in the context of the politics and visual languages of Western and Eastern EU countries;
National identity and propaganda.

schedule



LECTURES

Naomi Bueno de Mesquita, Zuzanna Popławska, Kasper Strömman, Damian Flisak, Beata Czajkowska, Ingrid Van der Wacht, Karolina Rychter, Rebecca Duclos & David Ross, Piotr Niedziałkowski, Paweł Pokutycki & Sonia Górecka, Ngoc Tran, Alesia Kuzmenkova, Aleksandra Mosina, Elina Pyrohova, Anastasiia Babii, Dieu Nguyen

WORKSHOPS

Yadzia Williams, Ann Bessemans & Johan Vandebosch, KaMochi, Anna Eichler, Sabina Twardowska, Sebastian Trzoska, Paweł Pokutycki & Sonia Górecka, Marjatta Itkonen, Jan Piechota & Ingrid Van der Wacht, Natalia Łajszczak, Naomi Bueno de Mesquita & Angeliki-Dimaki Adolfsen

EXTRA EVENTS

Anna Konik

Mon 9.10

Tue 10.10

Wed 11.10

Thu 12.10

Fri 13.10

A1

8:45

Marjatta Itkonen
opening

09:00–09:30

Naomi Bueno de Mesquita

09:30–10:00

Zuzanna Popławska

H1

STUDENT PRESENTS:

10:00–10:30

Ngoc Tran

11:00–11:30

Alesia Kuzmenkova

11:30–17:00

Workshops in groups

C1

09:00–09:30

Kasper Strömman

09:30–10:00

Damian Flisak

10:00–10:30

Beata Czajkowska

STUDENT PRESENTS:

10:30–11:00

Aleksandra Mosina

11:30–17:00

Workshops in groups

C1

09:00–09:30

Ingrid Van der Wacht

09:30–10:00

Karolina Rychter

10:00–10:30

Rebecca Duclos&David Ross

STUDENT PRESENTS:

10:30–11:00

Elina Pyrohova

11:00–11:30

Anastasiia Babii

12:00–17:00

Workshops in groups

FROM 18:00

Anna Konik – Duży Pokój

A160

09:30–10:00

Piotr Niedziałkowski

10:00–10:30

Paweł Pokutycki&Sonia Górecka

11:30–17:00

Workshops in groups

H 101

11:00–15:00

Final concepts review

12:00

Naomi Bueno de Mesquita&Angeliki Dimaki-Adolfson

12:15

Paweł Pokutycki

12:30

Ingrid Van der Wacht Jan Piechota

12:45

Natalia Łajszczak

15 minutes break

13:00–14:00

1st year students

14:00–14:30

Marjatta Itkonen MA students and sum up



Monday 9.10

DESIGN

Naomi Bueno de Mesquita

Design for Inclusion

Under the umbrella of Design for Social Justice, this session critically examines instances of exclusion, problematizes around similar issues that specific communities encounter, and develops and proposes approaches and tools for designing for inclusion. Migration will be used as pretext for understanding the role of design in creating exclusionary and inclusionary environments.

Design Academy Eindhoven

Sponsored by the Grant of the Netherlands Kingdom Embassy

ECONOMY

Zuzanna Popławska

Genius loci and local identity in the face of globalization and migration

Modern cities are under the strong pressure of metropolisation and globalization processes, they are also the main destination for migrants from all around the world. Those are the cities where globalization materializes: in a place of historic, intimate cafes – chain of coffeehouses such as Starbucks cafes appear, in a place of family shops with local products – chain stores like Zara or H&M, in a place of historic houses - glass office buildings that looks the same around the world. Are cities losing their genius loci? What about the local identity of its inhabitants – are cities still the source of one's identity or maybe just a temporary place of living?

STUDENT / ALUMNI PRESENTS:

Ngoc Tran – Vietnamese identity meets Western world

Rat's Dream (comic book) ONLINE

Alesia Kuzmenkova – Unraveling the Self

It is a book with AR simple identity development test based on James Marcia's identity development statuses theory.



Tuesday 11.10

● ● ● DESIGN

Kasper Strömman

Reworking identity

Finnish graphic designer, social media star and influencer in Finland.

● ● ● LAW

Damian Flisak

Artificial Intelligence in Art: Support or Threat to the Artist's Identity?

Artificial intelligence's ability to mimic artistic styles and generate unique pieces poses a potential threat to the individuality of artists. As AI becomes more prevalent in art creation, the distinction between human-made and AI-generated art may blur, leading to questions about the value we place on human creativity. In this evolving landscape, the label "made by humans" could become a testament to the authenticity and emotional depth, aspects that AI, despite its capabilities, cannot replicate at all.

● ● ● POLITICS

Beata Czajkowska

Who is Afraid of Change? Politics of Woke

Beata Czajkowska is a co-founder and board member of two foundations: New Art Foundation ZNACZY SIĘ and City of Literature Foundation. For the foundations, she develops and executes programs focusing on literature, cultural and social dialogue, and cultural education. Beata currently manages the program supporting literary and cultural events in independent bookshops in Kraków. Her experience includes a few stints in academia, international consulting, organization of international poetry festivals, producing plays and concerts, and providing arts education for children. Beata holds a doctorate in Government and Politics from University of Maryland, USA. She lives mostly in Kraków, but takes long trips to Seattle

● ● ● STUDENT / ALUMNI PRESENTS:

Aleksandra Mosina: animation *Who am I?* – generated by AI ONLINE



Wednesday 10.10

DESIGN

Ingrid Van der Wacht

Build together a flourishing world Let's give a shit and plant seeds

It is time to take up missions together to design the world out of crises. Designers play a pivotal role in these processes - to build missions, visualize objectives, prototypes first ideas. They can get things and people moving in multi disciplinary collaborations. BUT are designers SUPER heroes?

And what would they need to spread their super work like seeds of positivity on our planet ;-)

Sponsored by the Grant of the Netherlands Kingdom Embassy – the Netherlands Design Week

PHILOSOPHY

Karolina Rychter

Am I Still the Person I Used To Be? Exploring the Tangible Realities of Philosophical Questions on Personal Identity

"One morning, when Gregor Samsa woke from troubled dreams, he found himself transformed in his bed into a horrible vermin" – this is the opening line of Franz Kafka's short story 'The Metamorphosis'. The transformations we undergo might not be so abrupt, dramatic, or drastic, but they occur continuously, every day and every hour. Our beliefs and preferences evolve, our memories fade and reshape, and our bodies undergo a complete atomic replacement every few years. Amidst this flux, how do we maintain a sense of consistent identity? I will try to give a brief history of how philosophers, including John Locke, David Hume, and Derek Parfit, have grappled with the puzzle of personal identity. We'll also discuss whether contemporary neuroscience offers clarity on the issue or only deepens the mystery.

STUDENT / ALUMNI PRESENTS:

Elina Pyrohova – *Silent Protest* – Typographical Reflections on War (zine)

Anastasiia Babii – *Lesya Ukrainka's poem* – animation



Wednesday 10.10

DESIGN

Rebecca Duclos & David Ross

Holding Identity: the case of emerging Ukrainian artists

When the full-scale invasion began last year in Ukraine, thousands of art academies and their students were in jeopardy. Bombings, shellings, a paucity of safe shelters, students needing to rejoin their families, evacuations happening all around them... the conditions could not have been worse for being at art school. So many people had just made it through Covid and returned to school, only to have the war change their lives again. The tenacity and the courage of Ukrainian artists is astonishing and their love for the country is extraordinary to witness. Their "Ukrainianness" has grown deeper because of the Russian invasion. But how to stay in school? How to stay in a city under siege? How to think about the future when each day brings more of the unknown?

This talk will highlight some of the Ukrainian students whom we've met through the UAx Platform, recalling our conversations with them as they continue to live in a country at war.

elia-artschools.org

<https://elia-artschools.org/page/UAx>

Rebecca Duclos – Since 2008 Rebecca Duclos has held senior appointments in higher arts education institutions in Canada and the United States. She recently completed a five-year mandate as Faculty of Fine Arts Dean at Concordia University in Montreal with prior positions as graduate dean at the Art Institute of Chicago and as Graduate Program Director at the Maine College of Art. With degrees in Classical Civilization and Museum Studies, she worked as a freelance curator and museum professional for over a decade before completing her PhD at the University of Manchester in the UK. She is currently Professor in the Department of Art History at Concordia and Visiting Faculty at Eesti Kunstiakadeemia in Tallinn. meteorological properties of clouds.

David Ross –Over the past twenty years David Ross has produced installations,photographic, and filmic works that focus primarily on the architectural and social composition of civic and cultural infrastructures. His projects have been exhibited in exhibitions and film festivals from Marfa to Sharjah, Toronto to Merano. Born in Canada, he is currently based in Tallinn, Estonia, where he is a guest lecturer at the Estonian Academy of the Arts teaching in the Master of Contemporary Art, and Architecture and Urban Planning programmes. He also teaches a multidisciplinary course that focuses on the metaphorical and meteorological properties of clouds.



Thursday 12.10

MEDICINE

Piotr Niedziałkowski

Identity crisis and health

During the lecture, the impact of health status on the escalation of life crises will be presented, along with effective methods for coping with them. We will explore the mechanisms behind the development of diseases and present methods that allow for their prevention or alleviation of symptoms. Additionally, it will be demonstrated how a proactive approach to one's health can lay the foundation for building stronger resilience to future life challenges.

Dr. med. Piotr Niedziałkowski – is a specialist in internal medicine and allergology, a graduate of the Medical Faculty of the Military Medical Academy in Łódź and Postgraduate Studies in aesthetic medicine at the Warsaw Medical University. He has amassed extensive clinical experience treating patients with internal, pneumonological, allergological, and immunological issues. His ability to comprehensively assess a patient's general health status and develop optimal health and anti-aging treatment plans stems from continuous learning and many years of medical practice. He is an active member of the Polish Allergological Society and the French Association of Preventive Medicine MEDIPREVENT. His commitment to medical advancement has led to the creation of an innovative approach to health known as the Assessment of the Biological State of the Organism

DESIGN

Paweł Pokutycki & Sonia Górecka

Between Digital West and East: Spaces for Slavic Identities

Royal Academy of Art (KABK) in The Hague / Design

Academy Eindhoven

Sponsored by the Embassy of the Kingdom of the Netherlands



Speakers



Beata Czajkowska



Anastasia Babi



Piotr Niedziałkowski



Elina Pyrohova



Karolina Rychter



Rebecca Duclos



Wednesday 10.10

● ● ● ART OPEN SPACE

Professor Anna Konik

She invites you to visit the open space **Duzy Pokoj** – Warecka 4/6 00–040 Warszawa entrance Kubusia Puchatka Ethnographic Laboratory Association in Warsaw and the INSPIRE project at Peace Research Institute in Oslo invites you all to: How do war, political violence, and displacement shape artistic practice? – a roundtable discussion with artists and researchers Wednesday, the 11th of October, 2023 18:00–20:00 INSPIRE Open Space for new encounters, reflections, and co-creation: exploring inspiration, motivation, and artistic creation of artists engaged with themes of war, conflict, displacement and social (in)justice.

This is part of an Open Space of the INSPIRE project examining artistic inspiration, creative practice, and imagination in the context of war, conflict, exile, and oppression carried out by Kasia Grabska at the Peace Research Institute in Oslo. The first Open Space took place in Geneva in September 2022. **Visual artist Anna Konik** and **researcher Kasia Grabska** co-organize the second Open Space in Warsaw, at Duzy Pokoj and Teatr Komuna (8–12 October 2023) with artists who have lived experiences of exile, displacement, violent conflict, or political persecution and whose creative practice relates to these themes. Through their personal experiences and methodologies, invited artists will create a hybrid, multi-layered perspective on the creative space of exile and political oppression. Join us to meet and learn more about these fascinating artists and

their guests, their personal and creative trajectories, and debate their personal and public commitments during an event at Duzy Pokoj on Wednesday, the 11th of October 2023.

A roundtable discussion with international artists and researchers participating in the INSPIRE **Open Space** exploring the inspiration, motivation, and artistic creation of artists engaged with themes of war, conflict, displacement, and social (in)justice. How do such contexts shape creative and artistic practice? How do artists coming from such experiences negotiate their own public and private engagements and responses? How do such experiences open up but also constrain artistic practice? How is art narrating, documenting, responding, and transforming such contexts and experiences?

The event will be held in English

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workshops



SOCIAL DESIGN COURSE IDENTITY

Yadzia Williams, Ann Bessemans & Johan Vandebosch, KaMochi, Anna Eichler, Sabina Twardowska, Sebastian Trzoska

DESINING FOR IMPACT

Jan Piechota & Ingrid Van der Wacht

MAPPING AND PRINTING THE IDENTITY

Natalia Łajszczak

SLAVIC GLITCH

Paweł Pokutycki & Sonia Górecka

DESIGN FOR INCLUSION

Naomi Bueno de Mesquita & Angeliki-Dimaki Adolfsen

IDENTITY

Marjatta Itkonen

identity



Social design workshops 2023 for 1st year BA students

The main objective of this workshop is to familiarise the students with the design process and its importance in generating ideas, exploring possibilities and creating innovative solutions based on research. During the course of the week in October, the students will create a rough visual and complete an editorial illustration, which they will develop in animation or video during the second part of the workshop in November.

Editorial Illustration is artwork created in response to written text, usually as an article in a magazine, newspaper or blog. It can visualise the most abstract, surreal and complex themes and concepts, interacting with the text, grabbing readers' attention and drawing them into the story. The starting point for this workshop is based on the main topic 'IDENTITY'. Before the workshop, the participants will receive a list of articles on the identity crisis in our times and its many aspects influencing our daily life.

The students will be divided into small groups of 4-5-6 people in each group, and each group will decide which article they would like to work with, to eventually create an illustration for a double-page spread of a magazine: in particular, the entry of an article or opener, considering the format and the space for the accompanying text.

BEFORE THE WORKSHOP:

Read all the articles provided in the workshop's Teams channel SDC Identity 1BA 2023

skills

following a design brief

analysing a written article

mind-mapping

mood boards

initiating ideas through sketching

refining the best ideas

finding an adequate visual language

finalising a drawing to a rough visual

creating a final illustration according to specification

Teams code: 0s8egb7



Yadzia Williams

Yadzia Williams is a Senior Lecturer in The Faculty of Art, Science and Technology at Glyndwr University in North Wales. She studied Communication Design at Canterbury College of Art and has been an Educator for 45 years and now works on both the MA Art and Design and the BA Illustration and Graphic Design Programmes. Yadzia was born in a Polish Camp in North Wales to Polish and Czech immigrants. She is an Illustrator and image-maker, interested in narrative and storytelling, working mainly through the medium of Printmaking with a passion for creating handmade books.



Ka Mochi

Ka Mochi is a Berlin-based author and illustrator. She studied economics prior to becoming an author of children's books and illustrator. She spent years in Japan working on her art, participating in art residencies programs, exhibitions (A.I.R. artistic residence and solo and collective exhibitions in Hamamatsu city, Shibuya Art Festival at Hikarie, Tokyo Designers Week, BDFIL Festival de Bande Dessinée in Lausanne and Warsaw) as well as conducting artistic workshops at Hamamatsu Daigaku Gakuin University. After coming back to Europe in 2018, she continues her artistic work. She is a regular contributor to Pismo magazine and many others. The book "Dzieci z Hamamatsu", written and illustrated by her, was published by Tatarak publishing house in 2020. The book accompanied a huge exhibition held in the Polish Academy of Sciences Botanical Garden in Warsaw and several Polish cities. Her new book „Matsuri” was published this year. Illustrations for this book are displayed in many venues in Poland, including a large-format prints open-air exhibition at the facilities of the Polish Academy of Sciences. Ka Mochi is one of the illustrators of the collaborative documentary comic „Bartoszewski”, published in 2022 by Dom Spotkań z Historią. Since 2020 she has taught illustration at PJAiT NEMA.



Johan Vandebosch

Johan Vandebosch studied Graphic Design at PXL-MAD, School of Arts in Hasselt (B). After an internship at the advertising agency Conquest Europe / Fast in Brussels, he joined the graphic design studio of the faculty of Architecture at the University of Hasselt. Johan is senior lecturer and artistic coordinator of the Graphic Design department at PXL-MAD, School of Arts in Hasselt. In 1994, he started his own graphic studio 'ziezo'. For over twenty years, he designed the visual communication for the cultural centre 'De Velinx' in his hometown Tongeren (B), which gave him the opportunity to work with national and international artists from various disciplines. He also designed the identities for numerous companies, as well as books and book covers for many publishing houses.

In 2001 Johan was selected to be part of 'Design Flanders', an organization of the Flemish Government that promotes contemporary, high-quality and innovative design. In 2009 he received the 'Plantin-Moretus Prize' for the best designed book in Flanders in the category children books. Several publications were also nominated for national prizes or selected for design exhibitions, such as 'Cobra Power of Print' and the 'Belgian Art and Design Fair'. From 2014 on, he forms an artistic duo called 'Le Prince-Évêque' with his colleague Dr. Tom Lambeens. In 2017 they realized a permanent installation, according to The Third Paradise-concept from the wellknown Italian artist Michelangelo Pistoletto, in the Pliniuspark in Tongeren, Belgium.



Ann Bessemans

Ann Bessemans (BE) is an award-winning graphic and type designer, working as a legibility specialist within her own founded research group READSEARCH at PXL-MAD School of Arts and Hasselt University. At the same institute she also teaches typography and type design. Ann is the program director of the international Master program 'Reading Type & Typography' (2016). Her researches are a contribution to legibility research and the international type (and typographic) design. It gives the practice of typeface (typographic) design a better scientific foundation and provides interesting data, by which type designers (typographers) can accommodate more to the wishes of the reader, both normal as well as impaired. In October 2012, she defended her PhD (Type Design for Children with Low Vision), under the supervision of Prof. Dr. Gerard Unger. She is given multiple grants by Microsoft Advanced Reading Technologies (USA) for her innovative and pioneering projects, such as visual prosody. Ann was a finalist in the 'New Scientist Wetenschapstalent 2015' and the Johnson & Johnson Women in STEM2D award in 2018. In the autumn of 2017 she was invited by the Belgian King and Queen for a Palace concert in which they honoured young talents. Ann was an elected member of the Young Academy (2016–2022) and within the same organization a voted board member for the workgroup Art & Science (2017–2019). Ann was also involved in a European COST Action that studies the evolution of Reading in the age of Digitisation. Currently, she is a member of the reflection group Art, Science and Technology at the Royal Flemish Academy of Belgium for Science and the Arts, a member of the Data Science Institute UHasselt and a member (educational committee) and lecturer at the Plantin Institute of Typography.



Sabina Twardowska

Visual artist: painter, illustrator, graphic designer. Her art is based on widely understood pop culture and social and political matters. She often uses typography and quotations. For 10 years she has been a member of the Warsaw artistic association Frontier of Art. Lives and creates in Warsaw 2018 / obtained a doctorate in Painting at the Institute of Fine Arts of the Jan Kochanowski University in Kielce

2013 / graduated from the Department of Computer and Multimedia Graphics / Academy of Special Education in Warsaw

2008 / obtained a master's degree in art at the Faculty of Painting of the Academy of Fine Arts in Warsaw



Anna Eichler

Painter, educator, and art director of Redsheels, the female mural painting crew. She graduated from the Academy of Fine Arts in Warsaw. Her practice as a visual artist focuses on interactions of colour in abstract landscapes and colour field painting. She teaches painting, drawing, and illustration at the Faculty of New Media Art in PJAiT, Warsaw, and she's the representative board member in the European League of Institutes of the Arts. She is the co-author of the 'Women of Liberty' mural in Gdansk, and she also designed for production and painted many murals in Poland, 'Kora' or 'Norblin Factory by Dwurnik' in Warsaw, among others.



Sebastian Trzoska

Visual artist currently living and working in Warsaw. His practice and research focus on the language of drawing, its nature, and its interdisciplinary character in modern art and art education. His PhD was completed at the University of Art in Poznan, within the structures of the Drawing and Painting Faculty. He also works as an assistant at Drawing Studio No. XIII at the University of Art in Poznan. He teaches drawing and painting at the New Media Arts Faculty at the Polish-Japanese Academy of Information Technology in Warsaw. He has also participated in collective exhibitions in Poland and abroad.

designing for impact



From identity to mission for 2nd, 3rd BA and MA students

skills

collaborate

designing radical solutions

What if we could design our way out of crises? This question fuels the mission-driven approach that Dutch Design Week (DDW) is taking this year. DDW has invited 2,500 designers to define their mission, inspired by economist Mariana Mazzucato's concept of missions in her publication, Mission-Oriented Research & Innovation in the European Union. Mission thinking is about bringing everyone and everything together to collaborate on tackling significant societal challenges and designing radical solutions. DDW has identified five key missions for this year: boosting our natural environment, enhancing our living spaces, improving health, promoting equality, and shaping a positive digital future. These missions serve as a framework for DDW to collaborate with designers and various partners. In addition to choosing a mission, designers are encouraged to identify themselves based on their unique perspectives. Our identities are shaped by our talents, skills, knowledge, and experiences. They contribute to who we are and what we can become. It is our individual identities that enrich and complement in multi-disciplinary coalitions going to work on missions. To embark on these missions, it's essential to conduct self-research, learn from our role models, and continuously explore our moon shots. Let's explore, discover, and collaborate together to understand how we, as designers and co-creators, can contribute to solving the world's challenges. The world needs your imagination, skills, talent, experience, insights, and ideas. Join us on missions to your heart. Your identity, your perspective, and your commitment can make a meaningful impact.

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Royal
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From identity to mission for 2nd, 3rd BA and MA students



Ingrid Van der Wacht

Ingrid Van der Wacht formed her own company, Factor-I, in 2001, through which she creates meaningful connections, inclusive communication and impactful concepts with a focus on co-design for people and the planet. Over the years, she has worked for a number of design organisations, most notably the Dutch Design Week, which is now a part of the Dutch Design Foundation, for whom she currently fulfills the role of freelance International and Public Affairs Manager. Initiating projects focused on design as a driver for social innovation, economic growth and sustainable development, Ingrid has extensive experience in managing cross-sectorial partnerships between public authorities, industry, business and design with a focus on new methodologies for co-design.

No stranger to EU projects, Ingrid has developed and worked on projects including the FP7 ADMIRE project; DME and PROUD, (People Researchers Organisations Using Design for innovation and co-creation), within the Interreg NWE Programme VI-project, as well as 'Food Heroes', which focuses on the co-creation of solutions to minimise food waste at the beginning of the food chain. Ingrid has served as board secretary for World Design Weeks and was an ambassador for Design for Europe. As a board member for the Dutch Institute of Food & Design, she also worked on design and food, together with Dutch eating designer Marije Vogelzang, who founded this network. Ingrid believes that the creative power of design – when well managed and well understood – can help us to solve the problems the world faces today. She speaks on Dutch design for social and economic innovation at national and international congresses and as a connector, she also facilitates congresses, workshops and events. Ingrid studied French and marketing and received a Master of Arts degree from the University of Tilburg.

designing for impact



From identity to mission for 2nd, 3rd BA and MA students



Jan Piechota

Jan Piechota is a visual communication designer and design researcher working at the Polish-Japanese Academy of Information Technology in Warsaw, New Media Art department. He teaches digital design, and design process methodology. Jan is a partner of the Integral Designers network created by Vera and Ruedi Baur. His projects were awarded in design competitions, The Most Beautiful Book of the Year (the Polish Association of Book Publishers), and Silesian Icon (Zamek Cieszyn). In 2017, he defended his DFA (The Public Lettering in selected architectural examples in Central European countries [Poland, Slovakia, Czech Republic, Hungary] in the years 1990–2013) at the Academy of Fine Arts in Katowice. Jan is working on the internationalization of studies at PJAiT by co-organizing Social Design Courses, Cross-Cultural Workshop Week, lectures, exhibitions, and many more. He was one of the initiators of the FutureText an academic research platform focused on text-based communication across cultural, international, and interdisciplinary fields which connected researchers and designers from different parts of the world. He is co-editor of the books: e.g. Transformations in Typography Through the Medium of the Screen, IF – Social Design for Sustainable Cities. Jan gives lectures, workshops, and curates exhibitions.

mapping and printing the identity



Printing based workshops: silkscreen and zine production for 2nd, 3rd BA and MA students

The workshops are divided into two blocks:

Conceptual-Design Block (October): During this block, workshop participants will dive into the concept of identity, develop a mind map, and create visual narratives related to their chosen topic. In this block, participants will also receive basic knowledge in screen printing and creating small publications (zines), which they will further develop in the next workshop block.

Production Block (November): In this block, students will execute their projects. This block is primarily technical, focusing on practical skills related to printing and preparing publications. During this block, students will enhance their knowledge in preparing projects for printing, working with color, and the basics of publication preparation (types of binding and layout, imposition, etc.).

The final outcome of the workshops will be the preparation and printing their own publications (individually or in groups), based on the identity-related topics they have chosen. The workshops will be conducted at PJAiT and at Pracownia Wschodnia.

During the workshops, students will explore the broad topic of identity: both individual and communal, along with the associated issues and tensions. In moderated discussions, we will attempt to select topics most relevant to the students, which they can later develop visually (either in groups or individually). The outcome of their work will be small zines or other forms of print publications.

STUDENT / ALUMNI PRESENTS:

Dieu Nguyen – cultural heritage – children's book on Vietnamese craft
Journey of Memories (for little children)

skills

mind mapping

screen printing

preparation for printing

visual narratives

book binding

mapping and printing the identity



Printing based workshops: silkscreen and zine production for 2nd, 3rd BA and MA students



Natalia Łajszczak

The screen printing studio at PJAiT is a print lab dedicated to the screen printing technique and, more broadly, to the practice of printing and publishing. Despite the widespread digital culture, we still believe that print matters, and the ability to work with paper is an important element of design education and design practice.

In the screen printing lab students can learn the basics of screen printing and develop their knowledge and skills in areas such as project preparation for printing, working with color and paper. In addition to printing techniques, the screen printing studio also offers classes in the production of simple publications (zines and art books). We are eager to share knowledge and skills in: preparing publications for printing, types of publication binding, methods of preparing covers and inserts, imposition and others.

Graphic designer and activist. Affiliated with PJAiT university, where she runs a screen printing studio. She is also a member of the artistic collective Pracownia Wschodnia, through which she engages in artistic activities and organises events promoting print culture. Currently, she collaborates with institutions such as ATypl (Association Typographique Internationale) and CAS (Center for Social Archiving).

slavic glitch



Speculative Design for De-westernization of the Digital for 2nd, 3rd BA and MA students

We are using desktop computers, laptops, tablets and smartphones with generic interfaces and standard applications lacking any cultural references to non-Western values and aesthetics. The functionality of most of these digital environments follows the modernist, neoliberal logic of pragmatism for work purposes and social networking in a consumer society, rather than that of, for instance, spirituality in personal (inner) life, family bonding or our relationship with nature. From the specific perspective of East of Europe the, so-called, „digital revolution“ happened without our critical and creative involvement in shaping its overall (visual) identity and functionality. For decades there is an omnipresence of American solutions such as Microsoft Windows, Mac OS, Android and iOS everywhere, but Polish or Ukrainian operating system does not even exist (yet). But what if it did? How would it look like, how would it work and what would people do with it if it was out there?

During the workshop we will be working with a variety of digital tools for web, app or game development, creative coding, AI/ML, 3D, AR/VR/XR etc depending on the specific concepts proposed by the participants.

The workshop aims at working with specifically Slavic aesthetics, ideas and references in developing existing or new, fictional digital environments. Combining mixed approaches of speculative design and interaction design the goal is to imagine, illustrate and prototype different realities of the virtual, online or software spaces (desktop or mobile interfaces, computer games, social media platforms, messenger apps and alike) based on references to Slavic culture(s) on the national (e.g. Slovakian, Belarusian, Lithuanian etc), or regional level (e.g. Kashubian, Lemkos etc). The idea is to propose an alternative to Western dominance in design of the digital environments and use formal, symbolic and metaphorical elements from East European cultural heritage in that creative process, inventing new ones or „glitching“ the current virtual spaces as we know them with a Slavic touch. The essential question behind these experiments is: how local culture can still visually and functionally manifest itself and thrive with its own unique look-and-feel and identity in the globalised, generic, homogenous digital/online spaces.

skills

creative coding

ux design

tools

laptops

desktop computers

smartphones

tablets

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Paweł Pokutycki

He is an interaction designer, researcher and lecturer at the Royal Academy of Art (KABK) in The Hague and Design Academy Eindhoven, The Netherlands. He is a core member of the Alternative Learning Tank (ALT), a nomadic school and artistic organization that focuses on research, creation and implementation of didactical programs on progressive and radical fields of knowledge which are often neglected by educational institutions. His recent projects focus on exploring relationships between new media theory, political, social, cultural and environmental studies by concept development and prototyping for interactive media. He believes in a methodology of design based on his own, peculiar interpretation of the Black Box Theory presented at a TEDx event in 2012. Currently he is conducting multidisciplinary research on „Humane Technology for the Global South: Ethics of Interaction Design in the (post)Colonial Context”, besides Europe frequently lecturing and giving masterclasses in such countries as Brazil, Ecuador, Peru, India and China. In 2022 he received the Impact: Climate Award from ITAC (International Teaching Artists Collaborative) for educational work with youth on environmental issues based on experimental use of new digital technologies. He is also a board member of ELIA (European League of Institutes of the Arts), advisor for ‚Digital Culture’ in the Creative Industries Fund NL (Stimuleringsfonds) and a nominator to the Prins Claus Award.



Sonia Górecka

She is a multimedia artist and designer working across the intersection of digital tools and crafts in order to explore its strong connections. She is looking for translations of aesthetics and meanings of local heritages through re-mediations - from analog to digital and inversely. Her theoretical research investigates ethics of technology, world building, conflicts and malfunctions of digital infrastructure mixed with research into local communities and its intergenerational imagination. She is working with mediums of textiles, video, graphic design accompanied by augmented reality and 3D environment. Currently developing a project about new translations of defragmented Slavic folklore in a moment of geopolitical crisis. She is researching notions of fakelore and folklore adaptation. Recently graduated from Design Academy Eindhoven.

design for inclusion



Social design workshops 2023 for 2nd, 3rd BA and MA students



Naomi Bueno de Mesquita

Under the umbrella of Design for Social Justice, this session critically examines instances of exclusion, problematizes around similar issues that specific communities encounter, and develops and proposes approaches and tools for designing for inclusion. Migration will be used as pretext for understanding the role of design in creating exclusionary and inclusionary environments.

Dr. Naomi Bueno de Mesquita is a design researcher whose work is situated at the intersection of design, anthropology, and philosophy focusing on embodiment and emerging technologies. As Professor of Design and Social Justice at Design Academy Eindhoven, Naomi leads the Social Justice Lab; a research platform aiming to structurally rethink the role of design in promoting an equitable, just, and non-discriminatory society. Naomi is furthermore a lecturer at Elisava School of Design and Engineering in Barcelona, teaching the subject of Social Design, Care, and the Common Good in the Master's program. Naomi obtained a PhD from KU Leuven/LUCA School of Arts in 2022, focusing on critical cartography.

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identity crisis



Marjatta Itkonen for MA students

"Identity gives direction and meaning to life, a reason to get out of bed. Without it, it's hard to get anywhere. Education, career and relationships are all one big Tinder.

Making choices and committing to them is the foundation of identity, and now young adults are struggling to commit. The modern illusion that anyone can be anything and become anything is a barrier to commitment. Among seemingly endless options, one should choose the best one while ruling out other futures.ww

Rasmud Mannerström

"Social design thrives on collaboration between diverse partners: scientists, designers, health workers, NGOs, funders, and local communities around the world. Despite the amount of progress we are making to work together, we still do not have a shared language to concretely describe our practices, which would facilitate that collaboration. Perhaps we never will."

<https://measured.design/what-is-social-design/>

Students will attend lectures, read given articles, analyze information, work either alone or in teams during the workshop and create design concept that will lead to a finalized design proposal. Students will solve issues of different media, aesthetic, context, expression, and convention. Social design course/workshops enable students to apply design proposals either as a printed outcome, an interactive or an animated poster, information data design, a game, an app, an illustration, video or an event. Students will improve their design skills and understanding how our society function. First part of the course is focused on several lectures given by experts. Students will also provide a visual diary in order to help them in creating visual concepts. Students will be attending to lectures in the morning, discussing, evaluating, and redefining the societal role of a designer.

tools

schetsbooks & pencils

laptops

smartphones

cameras

tablets



Marjatta Itkonen for MA students



Marjatta Itkonen

She was born Helsinki, Finland, graphic designer, professor emerita. Itkonen graduated from Academy of Fine Arts in Warsaw and did her MA degree at Henryk Tomaszewski's poster studio. She was a founder and a designer at Studio Viva design agency for more than three decades. Itkonen was a professor of visual communication at Aalto University, School of Art, Design and Architecture 2004–2015. Her special interests are posters and social design projects. She was a graphic designer for „100 Years of Finnish Design and Architecture” exhibition in 2017 that was exhibited in many European countries. She has participated in many poster events; being a jury member in Mexico and Warsaw and provided poster workshops in Finland, France, Germany, Mexico, Slovenia, Poland and Belgium.



Workshop curators:

Ewa Satalecka

Jan Piechota

Marjatta Itkonen

Booklet designers:

Paulina Puchała

Amelia Jachimowska

Dmitry Pisarchik



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