



EUROPEAN UNION



PRESS RELEASE

Bratislava, 4 September 2019

# Human by Design

## **Probing Social and Methodological Innovation in Design**

The exhibition is a part of the cycle of activities Design and Innovation, Cross-border Cooperation of Design Institutions in Digital Age supported by the program INTERREG V-A the Slovak Republic – Austria 2014 – 2020 and a part of the programme of the international festival Vienna Biennale for Change 2019.

**Exhibition opening: 4 September 2019 at 18:00**  
**Design Gallery Satelit, Hurbanove Kasárne,**  
**Kollárovo nám. 10, Bratislava, Slovakia**

Slovak Design Center is opening the Human by Design exhibition with the sub-headline Probing Social and Methodological Innovation in Design in its gallery, Satelit, in Hurbanove Kasárne in Bratislava. The exhibition is one of the results of the international project “Design and Innovation, Cross – border Cooperation of Design Institutions in the Digital Age” which focuses on strategies and questions regarding the role of design in contemporary society, particularly concerning searching for sustainable solutions of environmental or social issues.

The title of the Human by Design exhibition is inspired by the book by an Austrian philosopher and design theoretician, Tony Fry, *Becoming Human by Design* from 2012 who analyses the role of design in human adaptation to changing conditions – in the survival of humankind. Similarly, the Human by Design exhibition will present concepts, case studies, and innovations

from Slovak and foreign designers, architects and theorists referring to the current call for CHANGES and the social role of design in the contemporary world.

The exhibited projects bring examples of practical solutions and present the ways of thinking of young generations of designers and theoreticians. It shows already existing projects from Slovakia, and the international context, whereas some presentations for the exhibition are currently only emerging as a part of the whole Design & Innovation project.

Therefore, the creation of the exhibition was also an experiment and visitors will see here several projects which are still in the development process or have been created during the several weeks before its opening.

Website of the Design & Innovation project:

**[www.scd.sk/dizajn-a-inovacie](http://www.scd.sk/dizajn-a-inovacie)**

Director of the Slovak Design Center and Main Curator of the exhibition Human by Design Mária Rišková explains the structure of the exhibition and its framework:

“The exhibition has several thematic units: **Inventions and Rules, Places of Innovation, Zero Impact, Institutions and Change, Symposium**. The **Inventions and Rules** part of the exhibition focuses on the examples of projects and methods trying to contribute to solving various environmental issues by searching for innovative materials (crafting plastics! studio), creating new technology and design solutions for energy production (S.P.E.A.R.), implementing legislative and systematic rules for certification of products (Repairably), or by the creation of art-design objects solving and drawing attention to the problem with the pollinator decline (the Skvôt object).

By **Places of Innovation**, we mean spaces and initiatives which were not created initially as workplaces for carrying out research and development, but which have nevertheless become new places for testing, developing, and implementing experimental and innovative processes for the production, construction, operation of cultural centers ... As for Bratislava, Nová Cvernovka represents such a place, there are many representatives of the creative industry not only working and presenting their work but also emerging initiatives which draw attention to the climate crises; it is the place where the community considers reduction of the environmental impact large cultural centers make (research in recycling rubble – Sutoblok, ECOBOARD group, Kinetic Window Shading), and where an inspiring space for the discussions on the issues of today is emerging (one of the examples is also the Nasuti Festival, a festival of arts and sustainability, organised at Cvernovka). One of the partners of the Design and Innovation project is also the Academy of Fine Arts and Design in Bratislava. The pedagogues and students of the Tex-

tile Design Studio contributed to the international initiative, **Zero Impact** – it relates to the changes in the field of the textile industry from the perspective of designers. In order to transform textile production from one of the greatest environmental polluters to a responsible area of human activity, not only greener materials or setting production processes are needed; but also a change in the understanding of consumption as well as targeted inclusion of responsible design principles in the education process of future designers.

AFAD also cooperated in the organisation of the Design and Innovation seminar initiated by the artist, Ruth Mateus-Berr, and her home institution, the University of Applied Arts in Vienna (Die Angewandte). During 2019, she collectively with students and colleagues from AFAD, but also with colleagues from the partner institutions of MAK – Museum of Applied Arts in Vienna and the Slovak Design Center, pursued topics such as the role of design and responsibility, social design and materials, digital revolution, Industry 4.0, robotics, human-machine interface, and many others. The **Institutions and Change** part of the exhibition shows some of the outcomes of the seminar. The main message of this part is the idea that the existing cultural or educational institutions are obliged to address the current problems of today and that without their involvement as well as without cooperation between different sectors, a genuinely effective and global change is indeed impossible. The Slovak Design Center is committed to this philosophy in the entire Design and Innovation project within which it succeeded in establishing a new Research and Development Department. The department began the work on some tasks, and it presents its intentions and the start of its work at the Human by Design exhibition – two perspectives on today’s design creation. The SDC is establishing its so-called Li-

brary of Materials – a paradigm of study place open to the public, which will be interconnected with the already existing projects abroad. A second project is a software (H.U.R.B.A.N. selector), or rather a platform, examining the possibilities of creating new shapes, but it also serves as a space for testing and verifying new design algorithms.

The exhibition concludes with **Symposium** – an unusual presentation bringing almost as many concepts like the whole Human by Design exhibition. It is a unique meeting of designers from the international scene, De/posium, established in the year 2018 from the initiative of the Midl, n.o. organisation and a designer Vlasta Kubušová. The exhibition features a presentation created only several days before the opening of the exhibition because this year’s meeting took place in August 2019 at Banská Štiavnica. The eighteen participants of the designer symposium focused on knowledge exchange in the current status of design and research projects targeted at the material, processes, sustainability, social contexts, and new economic systems. The exhibition presents a record of ideas and debates from the meeting, artistic concepts, and also practical solutions. The initiative’s ambition is to become an idea-generating platform reflecting the current state and the position of designers.”

**Please find the information on the individual projects in the .doc format and pictures of the project for download here: <https://www.scd.sk/?press-1>**

## Projects and their authors and curators

### Inventions and Rules

**crafting plastics! studio:** Vlasta Kubušová, Miroslav Král

**Repairably – (un)repairability:** Repairably, Daniela Lalahová, Zuzana Procházková

**S.P.E.A.R.:** Martin Šichman, Marek Ďorda

**Skvôt:** Ján Jánoš, Maroš Schmidt

### Places of Innovation

**Suťoblok:** Juraj Hariš, Lukáš Radošovský, Ondrej Marko

**Nová Cvernovka – innovation space,**

**Festival Nasuti:** Daniel Rihák, Tereza Matkuliaková, Viliam Csino, Diana Klepoch Majdánková, Zuzana Duchová, and others

**ECOBOARD:** Marek Ďorda, Boris Belan, Martin Šichman, Peter Vereš, Veronika Cyprichová, Ján Majerník, Jakub Zlatňanský, Plaftik

**Kinetic Window Shading:** Boris Belan

### Zero Impact

**Zero Impact:** Barbora Peuch, Zuzana Šebeková, Jan C. Löbl, Vera Artemyeva, Maja Božovič and students of the 343 Studio

### Institutions and Change

**Art and Design Positions on Challenges of Today:** Ruth Mateus-Berr, Pia Scharler, Christina May Yan Carli, Elisabeth Haid, Mária Rišková, Klára Prešnajderová, Lubica Kollárová, Eva Adam Maxa, Marlies Wirth, Juraj Blaško, Marcel Benčík, Catalin Betz, Wagner Felipe dos Santos, Magdalena Marie Friedl, Pavel Naydenov, Gabriela Urrutia Reyes, Maja Božovič, Martin Franzen, Vojtech Ruman, Janina Gospodarek, Julijana Rosoklija, Patryk Senwicki

**Library of Materials, H.U.R.B.A.N. Selector (SDC):** Maroš Schmidt, Lucia Dubačová, Klára Prešnajderová, Martin Balog, Vlasta Kubušová, Lubica Kollárová, Mária Rišková, Subdigital

### Symposium

**De / posium 2019:** Vlasta Kubušová, Lilo Viehweg, Marlène Huissoud, Seetal Solanki, Alice Ossola, Nienke Hoogvliet, Tim Jongerius, Tue Greenfort, Laureline Galliot, Sophie Rowley, Anny Wang, Tim Söderström, Lukas Wegwerth, Michala Lipková, Erik Šimšík, Denisa Kollarová, Petra Debnárová, Samad Boughalam, Midl, n.o.

### Exhibition information and contact details:

**Exhibition Opening:** 4. 9. 2019, 18:00

**Exhibition Duration:** 5. 9. - 30. 10. 2019

**Guided Tour of the Exhibition:**

16. 10. 2019, 17:00

### Partner Event:

Nasuti Festival, 21. 9. 2019, Nová Cvernovka  
Workshop Na Suti for children, 21. 9. 2019, Nová Cvernovka

### SATELIT Design Gallery

#### Slovak Design Center

Kollárovo nám. 10  
811 07 Bratislava

**Open:** Tuesday 10:00 – 18:00 /

Wednesday – Sunday 13:00 – 18:00

### Exhibition Programme:

[www.scd.sk/dizajn--a-inovacie](http://www.scd.sk/dizajn--a-inovacie)

**Please, register for programmes and commented tours for schools and groups at** [programy@scd.sk](mailto:programy@scd.sk), +421 2 381 08 089 (during opening hours), +421 918 110 247

**Main Curator:** Mária Rišková

**Curator Cooperation:** Klára Prešnajderová, Maroš Schmidt, Diana Klepoch Majdánková, Zuzana Duchová, Lucia Dubačová, Lubica Kollárová, Ján Pernecký, Tomáš Tholt, Anna Cséfalvay

### Architecture and Exhibition Realisation:

Subdigital / Ján Pernecký, Tomáš Tholt, Anna Cséfalvay

### Realisation of the Exhibition System:

La Ferra / Ladislav Csenkey (metalworking); 4frommedia, s.r.o. (board making, print)

**Graphic Design:** Studio Truben / Pavol Truben, Marek Menke

**Translations:** Katarína Kasalová

**Production:** Lubica Kollárová, Lucia Dubačová, Natália Galbavá, Zdenka Pepelová

### Programmes for the Public and Production

**Cooperation:** Helena Cibulková, Gabriela Rybáriková

[www.scd.sk](http://www.scd.sk)



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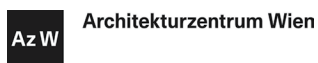


Partners of the project Design and Innovation,  
Cross-border Cooperation of Design Institutions  
in Digital Age



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SDC is a budget organization  
of the Ministry of Culture of  
the Slovak Republic.

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