

Press Release

HUMAN BY DESIGN Probing Social and Methodological Innovation in Design

An exhibition of the Slovak Design Center

Exhibition Venue	Satelit, SDC Gallery Hurbanove kasárne, Kollárovo nám. 10, Bratislava, Slovakia
Exhibition Dates	5 September – 30 October 2019
Accompanying Program	Tour of the exhibition and Nasuti festival in Nová Cvernovka: 21 September 2019, 12 noon–12 midnight
Opening Hours	Tue–Sun 1 p.m.–6 p.m.



The *Human by Design* exhibition has borrowed its name from the book *Becoming Human by Design* (2012) by Tony Fry, an Australian philosopher and design theoretician. Fry analyses the role of design in the way humans adapt to changing conditions and, therefore, ultimately the role of design in the survival of humankind.

For the first time, the Slovak Design Center (SDC) will participate in the VIENNA BIENNALE, initiated by the MAK – Museum of Applied Arts. Mária Rišková, Director of the Slovak Design Center, explains the starting points of the exhibition *Human by Design*: “Influenced by the radical changes humanity has been going through in the past thirty years, the attention of designers has been diverted away from creating objects to ideating concepts. A conflict is emerging in the conservative mass market focused on selling products. Increasingly often we hear about the need to change the attitude and philosophy in design and to act responsibly towards nature, including humans. Design and its practice and theory are responding to this situation by creating methodologies such as design thinking, critical design, and social design. Rather than focusing on achieving higher performance and speed, innovations holistically concentrate more on changing the entire environment—they are becoming social and methodological innovations.”

Works and projects

The exhibition *Human by Design* will present the concepts, methods, model situations, case studies, innovative solutions, and ideas which express this urgent desire for change and sustainability. It will show works

and projects by different designers: Vlasta Kubušová and Miroslav Král from crafting plastics! studio, De / posium – Designer-Platform, students of the Design, Visual Communication, and Textile Departments of the Academy of Fine Arts in Bratislava, Ján Jánoš, as well as Daniela Lalahová and Zuzana Procházková from the Repairably initiative.

A team of authors from the University of Fine Arts in Vienna will also present its work. The projects presented are part of the seminar “Design & Innovation” lead by Ruth Mateus-Berr (Head of Department Art/Design/Textile Didactics). Its key research question is: How can human beings make the best possible use of the ongoing digital revolution and how can we cope with predictable undesirable developments? Ruth Mateus-Berr says: “Identity always changes. Values play an important role in defining our identity. We need to discover the multiple identities within ourselves, make peace with them, and reach a state of harmony with them in order to face the challenges of our time. This is one of the crucial responsibilities of education!”

The culture centre Nová Cvernovka will present projects by Boris Belan, Juraj Hariš, or Martin Šichman, and organize the Festival of Contemporary Art and Sustainability – *Nasuti*. The festival was established as a reaction to the amount of construction rubble accumulated during the renovation of the building. Diana Klepoch Majdánková, curator of Nová Cvernovka, explains: “We’ve decided to take full responsibility for the problem with the construction rubble which we helped generate and to find innovative solutions to so. The idea of combining art and design in a shared festival aims at encouraging creative and brave reasoning not only about a critical situation in the field of waste disposal but also in the worldwide environmental crisis we are entering at full scale at the moment.”

The chief organizer of the exhibition—the Slovak Design Center—will be represented by the curators Klára Prešnajderová, Mária Rišková, and Maroš Schmidt who will introduce the results of the new Research-Development Department of the Slovak Design Center.

About the “Design & Innovation” project

The exhibition *Human by Design* is part of a cycle of activities titled “Design & Innovation, Cooperation of Design Institutions in the Digital Age,” supported by the EU program INTERREG V-A Slovakia–Austria 2014–2020. The program connects partner institutions from both countries: the Slovak Design Center and the Academy of Fine Arts and Design in Bratislava, MAK – Museum of Applied Arts in Vienna, and the University of Applied Arts Vienna. The whole “Design & Innovation” project is a cooperation of institutions from the spheres of design and politics with the goal of taking responsibility and finding possible solutions for current issues in the world.

Curators and authors:

Ruth Mateus-Berr, Catalin Betz, Wagner Felipe dos Santos, Christina May
Yan Carli, Magdalena Marie Friedl, Nina Gospodarek, Elisabeth Haid, Pavel
Naydenov, Gabriela Urrutia Reyes, Julijana Rosoklija, Patryk Mateusz
Senwicki, Pia Scharler / University of Applied Arts Vienna
Marcel Benčík, Sylvia Jokelová, and the authors of student projects from
the Academy of Fine Arts and Design in Bratislava
crafting plastics! studio / Miroslav Král, Vlasta Kubušová,
Zuzana Duchová, Lenka Kukurová, Diana Klepoch Majdánková, and the
team of authors from Nová Cvernovka (Boris Belan, Juraj Hariš, Martin
Šichman, and others)
De / posium – Designer Platform
Ján Jánoš
Daniela Lalahová, Zuzana Procházková / Repairably
Klára Prešnajderová, Mária Rišková, Maroš Schmidt / Slovak Design
Center,
and others

Partners

Main event partner of the SCD: J&T Banka
Partner of the SCD: Antalis
Main media partner of the SCD: Designum

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