



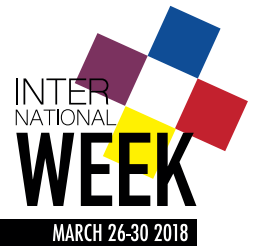
INTER 20  
NATIONAL 18  
WEEK

March 26 > 30

LIVING ENSEMBLE

❖  
École É /  
supérieure S A  
d'Art et de D  
Design  
d'Orléans

« To me design is a way of debating about life » E. Sottsass



«LIVING Ensemble» is an international week involving 140 second, third and fourth-year students in visual/graphic and object/space design in Orléans, in March 2018.

«LIVING Ensemble» is 9 workshops led by 11 instructors from different backgrounds.

«LIVING Ensemble» is a work programme, but also cultural discoveries.

«LIVING Ensemble» is a week when we all speak the same language and which is about the ecosystem of creation.

The idea is to allow students to experience a particular week with you..., mixing our pedagogical practices, learning about different cultures and concerns, working above all on reflection, exchange and making while questioning the role of creation in living together. What role do habits and differences play in opening to diversity? But what are also its barriers and difficulties?

The keywords could therefore be:

Living

Sharing

Repairing

Playing

Building

Printing

To enchant the world again!

Design is for trying to make a common world ... or perhaps particularly to make a sustainable world ...

## **A creation ecosystem**

Each year, a theme underpins research at ÉSAD Orléans. This year is under the sign of creation ecosystems: those which, from the living to the digital, favour exchange, sharing, allowing co-construction, saving energy and resources. Those which bring our students to wonder about our future. In connection with the resources and frailty of territories, echoing other fields in culture, networking with international creation, ÉSAD aims to train a new generation of students, future designers, able to position themselves on the future and evolution of tomorrow's world.

Humanity must change its scenario and the keyword won't be progress, but frugality. The price to pay for progress is ruinous.

In 150 years, 80% of non-renewable resources will have been consumed, climate disrupted, demography unprecedented, biodiversity collapsed, oceans expiring, and Earth, with humanity, will be dying,...according to Marc Halevy...

But in parallel...

Famines have practically disappeared, life expectancy has increased, poverty receded from 42% in 1981 to 11% in 2013, illiteracy decreased from 80% in 1800 to 15% today. We live in a less violent and fairer world: let's look at the benefits the vast poor populations have gained ... according to Johan Norberg...

Let this first international week allow us to reflect on « Living Ensemble ».

Coming next...

This international week is destined to be renewed. Next year, some schools will be different allowing for opening to new countries and others will be invited again embedding the exchange in a pluri-annual permanence.

I look forward to hearing your feedback and proposals.

### **Jacqueline Febvre**

Director - ÉSAD Orléans

### **Group "LIVING Ensemble"**

Panni Demeter, Réjane Lhote, Julie Quesnel, Samuel Roux

## **MONDAY 26 MARCH**

10:00 – 10:30 Opening - GALLERY  
Jacqueline Febvre, director of ÉSAD Orléans  
10:30 – 12:30 Workshop  
12:30 – 14:00 Lunch break  
14:00 – 17:00 Workshop

## **TUESDAY 27 MARCH**

09:00 – 12:30 Workshop  
12:30 – 14:00 Lunch break  
14:00 – 17:00 Workshop  
17:15 – 18:15 Brief presentation of the partners schools and invited workshoper's works - GALLERY  
18:30 – Get together, toast and exchanges with the teaching staff - GALLERY

## **WEDNESDAY 28 MARCH**

09:00 – 12:30 Workshop  
12:30 – 14:00 Lunch break  
14:00 – 15:00 Lectures  
Peter Stebbing, Hochschule für Gestaltung in Schwäbisch Gmünd (Germany)  
"Rethinking our social ensemble or ecosystem"  
15:00 – 16:00 Karl Stocker, FH Joanneum (Austria)  
"Social Design or Socio-Design ? How to Improve the World through Design"  
Place : Fine arts museum 1 Rue Fernand Rabier, 45000 Orléans

## **THURSDAY 29 MARCH**

09:00 – 12h30 Workshop  
12:30 – 14:00 Lunch break  
14:00 – 17:00 Workshop  
17:00 – 19:00 Preparation of workshop presentation

## **FRIDAY 30 MARCH**

11:00 - 12:30 Workshop oral presentation – AUDITORIUM ESAD  
13:00 - 14:00 Get together : picnic in the Gallery  
14:00 - 15:30 Workshop results exhibition – GALLERY AND WORKSHOPS ROOMS  
*Farewell*

## **Workshop 1** // room 111-113

**Elena Elgani**

**ITALY**

Politecnico di Milano – design department

HOW. HOspitality&Workspace: hybridization processes for new models of living, working, travelling

Starting from the consideration that in the contemporary society even more frequently we spend “mobile lives” (as said by the sociologists A. Elliot and A. Urry in the book *Mobile Lives*). We have noticed that people are involved in process of moving because of their job but also for pleasure and holidays. This implies new concepts (spaces, products and services) related to the spaces of living, working, travelling. On the first hand, the “mobile” dimension of working, specifically of “smart working”, goes over the classical concept of the office as the space where to spend most of the working time and opens towards a versatile system of spaces/services which support the feel of the community and the use of new technologies. On the other hand the “mobile” dimension related to new ways of travelling and staying transform the welcoming experience and the hosting structures (like hotels and hostels) from a mere service to a destinations of the contemporary tourist, being it a meaningful link with the contest. At the same time new hybrid spaces like co-living, co-working, and services like web-platform for the hospitality represent the new frontiers of an evolution that it is in action.

In the workshop we intend to explore these new processes of hybridization and contamination between different fields (hospitality and workspaces) with the specific approach focused on the relationships between spaces-furniture-services and communication methods in order to cross boundaries between different disciplines in the design field and define a new collaborative dimension for prefigure how we can live together.

*Elena is an architect, PhD in Interior Architecture and Exhibition Design at Politecnico di Milano, where she developed her thesis “Wandering Hospitality. Temporary Interiors for Urban Events” (January, 2016). From many years she has been developing research and didactic activities on hospitality design and on new ways of temporary living and working with specific interest on hybridization processes between different fields, in the research group coordinated by prof. Francesco Scullica in the Department of Design – Polimi. Now they are working on the research “Travelling, working and living: Interior design for new scenarios between work and hospitality field”.*

**Student's survival tool kit : laptop, pencil/pen, sketchbook**

## **Workshop 2** // room 8

**Robert Pludra**

**POLAND**

Academy of Fine Arts in Warsaw – Faculty of Design

Materials roulette

For a professional designer, knowledge about technology is one of the basic pillars of industrial design, alongside with form and function.

This workshop will focus on individual work with material, leading projects from the stage of a mere idea, through examination of materials' properties, until final creation of a prototype.

The exercise introducing this concept is based on creating a simple object (such as a stool, or a coat hanger) from a randomly assigned materials. Students work in pairs and draw lots to specify materials and techniques. Thanks to the lottery-like system determining working conditions it is possible to achieve surprising, unobvious combinations of them, requiring a creative attitude.

Examples of pairs of materials

metal rods / resin fungus/wood bent pipes/ cast aluminium metal rods/ wood metal profiles/ rubber wood/ resin wood/ ceramics  
3d printed plastic / pipes

*Robert Pludra – industrial designer and Deputy Dean of Faculty of Design at Academy of Fine Arts in Warsaw. He runs his own studio focused on product, social and exhibition design as well as leads design workshops. Robert graduated from the Faculty of Design of the ASP in Warsaw in 2010. In 2013 defended his PhD thesis in social design. In 2016 became a Deputy Dean. He is a co-leader of Fundamentals of Design Course (PP2) and coordinator of research and development projects. Member of Association of Industrial Designers (associated in BEDA). He participated in more than fifty exhibitions at the most important design festivals (like Milan, London, Paris, Berlin or Tokyo). He is a laureate of many competitions and scholarships. Currently working on a research and development projects, audio-visual installations, electronic devices, watches and in the area of cycle, rail and automotive design.*



## **Workshop 3** // room 106-108

**Zachi Dinar**

**ISRAEL**

Holon academic Institute of technology

Design for conversation

The tools we use for communicating with non human services are versatile – we use touch, eyes, brain waves, sound, natural language and of course keyboard. These days, it seems like we are closing the gaps using advanced technology to reach a (almost) natural conversation between humans and artificial intelligence.

As in every interaction or any sort of relationship. we need to define the tactics and methods..

In this workshop I'm will walkthrough the tactics of creating a successful conversation and more engaging services, understanding the methodology of voice assistance, textual and messaging conversations.

Zachi Dinar is a practitioner and designer in the field of digital design for more than 20 years with specialization in user experience.

Helping services in building concept al the way to realizations.

Highly experienced in developing products for various digital mediums.

Head of interactive design department and managing of the makers lab at HIT

design faculty. Experienced lecturer in the field of design, digital products and entrepreneurial initiatives.

He's a fellow member at google expert program and a mentor at the Google campus Launchpad.

**Student's survival tool kit : a mobile phone (smartphone) -good camera, laptop computer, sketchpads, talent :)**

## **Workshop 4** // room 211

**Juraj Blasko**

**SLOVAKIA**

Academy of fine arts and design in Bratislava

Create a manual „How to...“

for one of these:

How to live (with...)

How to share (what...)

How to repair (what...)

How to play (with...)

How to build (what...)

How to print (what...)

Sharing the coincidence in design

1. After discussion with students about the topic „living enseble“ we will create the list of nouns (key words) of the topic. Nouns will be put in hat.

2. Each student will allot one noun from the hat and one activity (how to live, share, repair, etc.)

3. Students will start to work on the topic created out of the drawn activity and noun.

4. On the second day students will exchange their unfinished project among them and they will continue to work on the given project. On the third day they will do the same, until the project will be finished.

Aim of the workshop:

- Identification of the problem and verbalisation of the solution for it
- Adaptation for the new conditions
- Responsibility for own work and making it understandable for other users

The finished projects „How to... „ we will presente

*Juraj Blasko is a graphic designer and pedagogue at Department of Visual Communication at Academy of Fine Arts and Design in Bratislava (AFAD), where he leads newly opened LAD – Laborathory of Applied Design. He studied at AFAD, École des Beaux Arts Saint Étienne and ESAD Strasbourg. At AFAD he made his doctoral thesis with the project The concept of Unified Visual Identity of Slovak Government. In 2013 was this project awarded by the Jury Award at National Award for Design. Juraj is one of the cofounders of Union of Graphic Designers of Slovakia. He lives and works in Bratislava. He speaks english and french.*

**Student's survival tool kit : laptop, pencil/pen, sketchbook**



## **Workshop 5** // room 110-112

**Verena Kölm and Karl Stocker**

**AUSTRIA**

FH Joanneum – Graz

Workshop “Socio Design” project in Orleans

Based on the book “Socio Design – Relevant Projects: Designed for Society”, which was published by Karl Stocker, he will give a workshop on this topic together with his colleague Verena Kolm.

Following the “Design Thinking”-method the students will be guided and supported so that they will be able to develop their own “Socio Design”-project in Orléans during the workshop. At the end of the week the students’ projects will be displayed in a small poster exhibition.

*Karl Stocker, PhD., is a historian and the Head of the study programmes of Exhibition Design and Information Design at the FH JOANNEUM – University of Applied Sciences in Graz, Austria.*

*Verena Kolm, MA, is a journalist and studied German Philology, Information Design and Exhibition Design in Graz. Since 2014, she has worked for the Institute of Design and Communication at the FH JOANNEUM in the field of public relations.*

**Student’s survival tool kit : camera/smartphone, pencils**

## **Workshop 6** // room 009

**Mikel Arce**

**SPAIN**

University of the Basque country – faculty of fine arts

Spatial and dimensional aspects of sound to live together - Binaural Video walk

The treatment and exploration of the spatial and dimensional aspects of sound and its questioning, is an objective for experimentation and creative investigation with the sound elements, thus becoming habitual procedures of manifesting sound as an artistic form, independent of the exclusively musical. These ways of exploring it have been framed within a type of sound art, thus finding a diversity of proposals, answers and very different resolutions, but that maintains in common the treatment or look towards its space and its dimension, and that under interests and intentions common in contemporary art, have been integrated properly in it. (2)

*Mikel Arce is a professor in the Department of Art and Technology in the University of the Basque Country / Euskal Herriko Unibertsitatea. His field of work is Sound Art, investigating the resources and artistic possibilities of the spatial and dimensional properties of sound. He has exhibited and disseminated his work in numerous places such as: the Circle of Fine Arts in Madrid (2005), the 32nd Festival of Electroacoustic Music and Electronic Creations of Bourges, (2005), the first show of Spanish Sound Art (MASE) in Cordoba (2006), or ARTISTS AS CATALYSTS, by Ars Electrónica in Azkuna Zentroa de Bilbao (2013). In 2004 he obtained the first international prize in the category of Sound Installations and Environments of the 31eme Concours International de Musique et d’Art Sonore et Electroacoustiques de Bourges (France) for the work \*.WAV, selected by the Juan March Foundation for the traveling exhibition during 2016 between its centers in Palma de Mallorca - Cuenca and Madrid, ‘Arte Sonoro in Spain (1961-2016). Selected by the Gallery «ESC medien kunst labor» from Graz (Austria) during the fair «Aktuelle kunst in Graz» «In 2017, with the work» Silences Between Vibrations: \*.WAV. In 2018 he made the sound installation for the Wolf Vostell Museum in Malpartida de Caceres: Air, Light, Earth and Water ... whisper Vostell*

**Student’s survival tool kit : camera reflex with connexion for external microphone (minimum, 1 per 2 persons) , Closed headphones (1 per Student), Small scissors**

**The workshop presentation will take place on Monday 26 at 5pm (compulsory), but this workshop will start on tuesday 27th.**



## **Workshop 7** // Room 2

**Ola Kot**

**POLAND**

Academy of Fine Arts in Warsaw

Workshop involving experimental approach to typography and considering social issues.

The idea of the workshop I propose assumes speaking up with letters. Every student would choose one emotion or character trait best describing his accurate feelings. Their task would be to make a typographic statement using only characters consisting on the word. They would need to choose a space or object to arrange the typography that best fits the narration and could emphasise the idea.

*Ola Kot is a typography teacher at the Graphic Department. She has worked at the Academy of Fine Arts in Warsaw.*

*Typography has always been the area of her intense research. In 2013 she received a PhD in typography with her work exploring connections between typography and space and how they affect the way we construe narration.*

**Student's survival tool kit : camera, pencils, anything you can use for creative typography**

## **Workshop 8** // Photo lab - room 014A

**Hannu Vanhanen**

**FINLAND**

University of Lapland, faculty of art and design

Photo Installation - how to visually approach the main theme: living ensemble

The aim of the workshop is to build up a photo installation of photographs taken by the students of ÉSAD in Orleans.

In the beginning of the workshop on Monday the instructor will give a lesson on a photo installation. Then the group will discuss, how to visually approach the main theme: living ensemble. We'll decide also should we focus on a limited theme or leave it open. Instructions how to shoot images and edit them will be given too.

Every student will work with her/his own photo collection of images, which will be taken during the workshop. It is also possible to use already taken images and then make a remixed version of new and old images. The installation will function as a basis for the photographs. The final form of the photo installation will be developed during the workshop. The photo sculpture will be build up in the environment of the school on Friday. The selected photos can be printed and/or projected on the photo installation.

*Hannu Vanhanen is a photographer, Ph.D., Acting Associate Professor of Visual Communication and Design in the Faculty of Art and Design, University of Lapland, Senior Lecturer and professor of photojournalism, University of Tampere 1990-2008.*

*Has taught and lectured photography and visual communication at several educational institutions and media houses in Finland, Germany (HfG of Schwäbisch Gmünd), United States of America (University of California, Long Beach), Spain (University of Santiago de Compostela), Estonia and Latvia (The Nordic Journalists' Center). Main art photo exhibitions: In the wake (2012), Images from America (2009), Berlin (web-exhibition, 2003), Panorama images in "Country and Urban" exhibition (2001), Mon Repos (in Tampere 2000, in Paris 1998, in Santiago de Compostela, 2000), From America (1990),*

*Main publications and articles: Integrated Media in Change (2014), Höntsy (photo book, 2013), Revealing Images (2010), Odyssey of the Hungarian Photographers (2009), (Finnish) Civil war from the German point of view in Red-black-white 1918 – images (2008), 10+1 conversations on photoreportage (2004), The (r)evolution of Photoreportage (2002), The Tampere-born Metamorphosis of Documentary Photography in Backlight 02,( 2002)*

**Student's survival tool kit : camera**



## **Workshop 9** // room 105-107

**Jasjit Singh**  
**SWEDEN**

Lund university school of industrial design

Beholding Coexistence

Coexistence as the word suggests is a result of a combination of at least two or several distinct as well as similar elements, which can be arranged in physical, visual and meaningful settings to achieve an intended function. In other words 'Beholding Coexistence' is a way to explore and observe how easily things could come together and what could they convey in various creative, aesthetic and innovative ways.

Scope of Work: We try to bring together as many different skills, viewpoints, mindsets and approaches from a mixed group of students to contextualize this combination as creative expressions that are understood by everyone, which is our main objective. This could be done in various ways by utilizing the unique properties of a specific material and its structure, the inherent and extreme behaviors, or their pure visual characteristics along with physical properties.

After working on a few individual assignments to understand what do we mean by coexistence, the student is then encouraged to collaborate with others to collectively address a few issues provided in the next steps. These issues might range from social relevance, functional viability, materiality, spatial or visual commonalities to create the concept for beholding coexistence. These issues also become the influencing factors that might become the key drivers to generate ideas and proposals for the main project. The abstract and aesthetic nature of various 'Beholding Coexistence' concepts are expected to form the collective visual expression of the 'Living Ensemble'.

Results: This workshop looks into the various ways of visualizing how you would define, analyze, objectify and express these issues as visual solutions, tangible products and recognized experiences seen in our everyday lives.

*Jasjit Singh is currently Professor in Industrial Design, Lund University School of Industrial Design, Sweden. He has diverse professional experience as a designer, consultant, professor, project leader and studio head both in the professional industrial design practice as well as academics and design research. He has focused the last 10 years on 3-dimensional Form Study at academic and professional level.*

*In retrospect, he has worked on various projects in the last 20 years spanning the areas of industrial design. These include intervention in architecture, museums and thematic spaces on one hand, to working on concepts, color preferences, trend studies, user experience, new technologies and product development projects in the fields of automobiles, bicycles, furniture, white goods, medical appliances and office products both in the diversely growing and fast emerging Indian market and scandinavian market.*

**Student's survival tool kit : the standard everyday studio tools and papers to sketch, make models**





**LECTURE 1** // Fine art museum auditorium**Peter Stebbing****GERMANY**

Hochschule für Gestaltung in Schwäbisch Gmünd

Rethinking our social ensemble or ecosystem

Abstract: The heavy human footprint on the planet is, as we all know unsustainable but there are many new strategies which we can adopt to reduce our demands on the planet. One of these is to replace consumerism with culture since the biggest resource we possess are humans, the most creative species on the planet. How can we provide each other with experiences which enrich the lives of both producers and consumers? What changes could we make that would reduce consumerism and provide a stimulating and satisfying existence? This presentation proposes how we might enable such a society.

*Peter Stebbing graduated in biological illustration. He worked in a successful joint practice in London for 16 years until his appointment as a professor to teach at the Hochschule fuer Gestaltung in Schwaebisch Gmuend, Germany. Over 25 years he taught representation techniques (gouache, airbrush, pen and ink etc) drawing, visualising and sustainable design. In 2008 he initiated the Sustainability Working Group for the Cumulus Association to promote the teaching of sustainable design. In 2010 he was elected a member of the Cumulus Association Executive Board which asked him to realise a design textbook on design for sustainability published in 2015, its title Changing Paradigms: designing for a sustainable future, and is freely available on the web: (<http://www.cumulusassociation.org/wp-content/uploads/2016/01/Changing-Paradigms-book-pdf-version-2016.pdf>)*

**LECTURE 2** // Fine art museum auditorium**Karl Stocker****AUSTRIA**

Social Design or Socio-Design? How to Improve the World through Design

While the "Social Design" concept appears to focus on the social element in a charitable-altruistic sense, with the "Socio-Design" approach the social element is used in a social-structural sense. The lecture presents international examples based on that socio-design approach

*Karl Stocker, PhD., is a historian and the Head of the study programmes of Exhibition Design and Information Design at the FH JOANNEUM – University of Applied Sciences in Graz, Austria.*