

FUTURE DESIGN  
EMBASSIES



# FUTURE DESIGN PERSPECTIVES

WORKSHOP 02 – Light and Modularity

**JUNE 12. - JUNE 16. 2023**

# Light and Modularity

» THE FUTURE DESIGN PERSPECTIVES PROJECT QUALIFIES A NEW GENERATION OF DESIGNERS WHO WILL ACTIVELY CREATE THE FUTURE OF SOCIETIES OF THE WORLD.«



**Rochester Institute of Technology**  
Vignelli Center of Design Studies  
Director - Josh Owen  
Vignelli Distinguished Professor of Design

**Folkwang University of the Arts**  
Industrial Design  
Prof. Marion Digel  
Sebastian Goldschmidtböing

**ERCO Lighting GmbH**  
Holm Giessler

**Ambassadors**  
Tayo Oke  
Zaheer Shujayee

# about... the Design- Embassies

## FUTURE DESIGN EMBASSIES



### Future Design Embassies

Folkwang University of the Arts, Essen and the Vignelli Center for Design Studies at RIT, New York, install „EMBASSIES FOR DESIGN PERSPECTIVES“ as places for transfer, research, experimentation and exchange of diverse positions „Student Ambassadors“ visit congresses and lead design workshops in each other’s countries on the topic: „Backtracking Modern Times. Are the ideas of Modernism sufficient to solve 21st Century problems?“

In doing so, they acquire skills for future design activities in an international context. In addition the Student Ambassadors publish their results in a travel logbook, in open access and print media, as well as expand the network of „EMBASSIES FOR DESIGN PERSPECTIVES“.

**12.06 - 16.06.**

**10AM - 18PM**<sub>CET</sub>

**9AM - 11AM**<sub>EST</sub>

### When and Where?

The second workshop of the „EMBASSIES FOR DESIGN PERSPECTIVES“ will be conducted by RIT Master student ambassadors Tayo Oke and Zaheer Shujayee in Essen at the Future Design Embassy of Folkwang University of the Arts from June 12th- 16th 2023.

Workshop participants will be up to 8 Design Futures- or Industrial Design Master Students from Folkwang. They will have a full day programm from 10 AM-18 PM CET.

American Master Students and their mentors will have access to the major discussions and presentations via Zoom. Those will usually take place from 9 AM - 11 AM EST.

# about... the Workshop



## ERCO

The conceptual and practical design workshop deals with the question of the relevance of the ideas of modernism for the challenges of the 21st century in collaboration with the ERCO Light corporation, a company coined by European modernism.

Master students should reflect the ideas of the 20th century visible at ERCO, in the complete philosophy of the company as well as in the products and buildings. ERCO Designer Holm Giessler will give an introduction on the company's history, goals and achievements. At a fieldtrip to ERCO the students will be able to see the means of production, the companies design- and development departments as well as their show rooms..



## Modernism and Future Challenges

The goal of the practical design workshop is that Master students reflect these ideas of the 20th century in regard to their own involvement with today's challenges, like the energy crisis (a real threat in Europe) or global warming (a real threat in the world) and transfer these into a lighting product.

With that in mind, they will be required to design a modular lighting device for the urban landscape, disseminating how the modernist principles can be helpful in designing a product to meet the 21st Century challenges.

\*Visualization above is from the announcement of the Light + Building fair in Frankfurt 2024  
<https://light-building.messefrankfurt.com/frankfurt/de/>

# preview... the workshop

## **PART 1** – Preliminary Research

In preparation of the workshop week the students are supplied with literature by the student ambassadors and research material by ERCO and they will be required to do research on the topic, especially on state-of-the-art technology for lighting and sustainable energy production. This research has to be conducted before the workshop!

The participants of the workshop will be asked to give a short statement of a fact or question, they discovered by their research which could be a starting point for their design concept within the workshop week.

## **PART 2** – Synthesis and Experimentation, Day 1-3

This part includes a visit to ERCO with a Light-impulse-presentation. The students are required to translate these and their own approaches to sustainable thinking into an idea for a sustainable, modular lighting concept for the urban landscape.

They will be offered a set of materials to work with experimentally to examine the possibilities, to filter and sift through their ideas and thoughts as in a light design laboratory.

At the end of day 1-3 there will be an intermediate presentation of a design of a light- or a lighting concept. For this the students will communicate first drafts using design strategic techniques and visualization skills. The ideas and drafts are discussed in dialogue with the teachers and all workshop participants and in the next step, transformed into three-dimensional lighting objects.

## **PART 3** – Design and Transformation, Day 4

Day 4 is reserved for the transformation of the concepts and ideas into products. There should be concentration on the design refinements, CAD and actual model making.

A PDF for the presentation of product scenarios and workshop results should be prepared. Videos and photos which help outsiders understand the ideas behind the products, are welcome.

## **PART 4** – Presentation and Reflection, Day 5

The last day of the workshop focuses on the presentation and reflection of the results. The students are required to present and reflect their final results in visualization forms, introduced by the ambassadors.

### **AFTER The WORKSHOP:**

The workshop and its results will be disseminated within the research project “Future Design Perspectives – International Ambassadors” and published for access by the International Design community.

The students are required to refine their designs into prototypes for the final presentation and exhibition in September in the Sanaa-building.

There will be a written documentation on our website: [design-embassies.folkwang-uni.de/](http://design-embassies.folkwang-uni.de/) and perhaps a printed publication of the project.

**Thursday Sept, 2023 - Final Presentation**

# overview... the schedule

**Wednesday April 26th. 15 h CET in room 1.11**

Project Launch with Holm Giessler from ERCO

**Workshop June 12th - 16th.**

**Monday 10-18 h**                      Synthesis and Experimentation

**Tuesday 10-18 h**                      Synthesis and Experimentation

**Wednesday 10-17h**                      Fieldtrip to ERCO

**Thursday 11-14h**                      Concepts, Models and CAD

**Friday 10-18 h**                      Models, Scenarios, Videos and CAD  
**14-18 h**                      **Intermediate Presentation**

After the Workshop the students will have time to refine their models and designs. They are required to make good photographs and prepare an exhibition with documentation.

**Sept. 21st 2023**

**10 am - 13 pm CET**

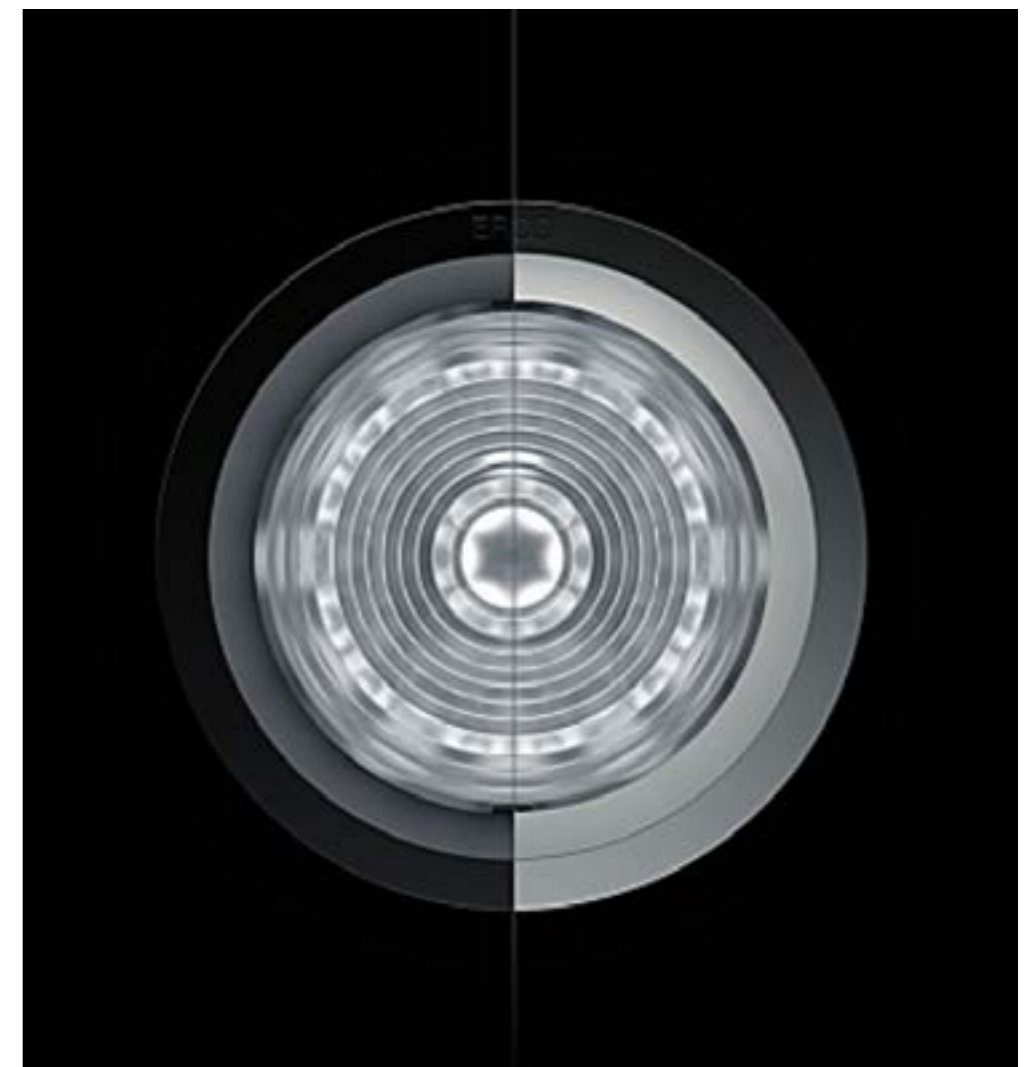
**14 pm - 19 pm CET**

**Final Event**

Final Presentation at the Sanaa Building

Final Event with exhibition at the Sanaa Building (hybrid)

# materials... you'll need



**The students will be provided a small selection of tools, materials and devices to experiment with during the workshop.**

**Each student should bring a lamp that can be taken apart for experimenting.**

Apart from that, the students can feel free to bring any material that they want and think they'll need.

**Musthaves to bring:**

- Scissors**
- Pliers**
- Cutting Knife**
- Cutting Mat**
- Selection of Glues**
- Rulers**
- Cutting Rulers**
- Voltage Tester**

mentors...  
**Folkwang  
University  
of the Arts**



**Prof. Marion Digel**

Marion Digel is an Industrial Designer and Professor for DESIGN FOUNDATIONS and FORM AND CONTEXT at Folkwang University of the Arts. She was Dean of the Faculty of Design from 2012-2019.

Her module FORM AND CONTEXT empowers students to transform their topics of interest into everyday products. They learn to facilitate solid design concepts, attention to detail and industrial prototypes. Her design studies reflect if and how 20th century modernistic values enable designers to encounter the challenges of the 21st century. She is the director of the Project FUTURE DESIGN PERSPECTIVES - International Ambassadors in which she collaborates with the Vignelli Center for Design Studies of RIT.



**Sebastian Goldschmidtböing (M.A.)**

Sebastian Goldschmidtböing is a Designer and researcher based in Cologne. He has a background as a Master of Crafts and several years of experience working within R&D for the German car industry.

He studied Design at the Design Academy Eindhoven (BDES) as well as the University of the Arts Berlin (M.A.). He worked for design-studios such as Aldo Bakker Studio (Amsterdam) and Studioilse (London).

Since 2017 Sebastian is researching, working and teaching within the Industrial Design faculty, as well as the Graduate Program Heterotopia of the Folkwang University of the Arts Essen.



mentors...  
**Vignelli Centre  
for Design  
Studies at RIT**



**Prof. Josh Owen**

Josh Owen is the Vignelli Distinguished Professor of Design and the Director of the Vignelli Center for Design Studies at RIT. Prior to this, Owen directed the Industrial Design Department in which he continues to teach his popular course known as the Me-taproject. Owen is also the president of his design studio, Josh Owen LLC. His work is included in the permanent design collections of the Centre Georges Pompidou (FR), the Chicago Athenaeum (USA), the Corning Museum of Glass (USA), the Denver Art Museum (USA), the Design Museum Brussels (BE), the Museum of American Jewish History (USA), the Musee des beaux-arts de Montreal (CA), the Philadelphia Museum of Art (USA) and the Taiwan Design Museum (TP). Owen's professional work has been featured in major exhibitions, numerous books on design and is regularly included in critical design discourse. He is the author of the book, *Lenses for Design* and the forthcoming book, *Design for Study*.



**Alex Lobos** (Graduate Director, Industrial Design)

Alex Lobos focuses in design, technology and emotional attachment as means to elevate quality of life. He is Professor and Graduate Director of Industrial Design at Rochester Institute of Technology, in upstate New York.

Alex's research covers several areas, including emotional design, sustainability, computer-aided design and interdisciplinary collaboration. He lectures and teaches frequently throughout Europe, Asia, North and Latin America. Alex is recipient of the Eisenhart Award, RIT's highest recognition for teaching excellence.

Alex was born in Guatemala, where he started his career as industrial designer, and in 2002 moved to the U.S. as a Fulbright scholar. He holds a MFA from the University of Notre Dame and a BID from Universidad Rafael Landivar.

ambassadors...  
**RIT – Rochester  
Institute of  
Technology**



**Tayo Oke** (Graduate Student, Industrial Design)

Tayo Oke is a Southern California native, pursuing an advanced degree in Industrial Design at Rochester Institute of Technology. His interests in industrial design are particularly focused on consumer electronics and fashion design.

Tayo's passion for design was first cultivated at Pasadena City College and further developed through a summer class at Art Center College of Design. He then received a Bachelor of Arts in Design from the University of California, Davis. Through this education, he recognized the necessity of obtaining a Master's degree to achieve his career goals. Tayo's design goal is to bring awareness to issues while designing for people in need. He believes design should be used for the good of the people through a mature lens of ethics, complexity, and simplicity.



**Zaheer Shujayee** (Graduate Student, Industrial Design)

Hi, I'm Zaheer, I am an Industrial Designer from Pittsburg California and the Rochester Institute of Technology. I specialize in products geared towards personal wellness and satisfaction. I believe in a design process that features iteration and gearing a project towards its users. Historically, I use the media and culture surrounding a product space to enhance the way I design for a situation, focusing on wider cultural contexts. I am enthusiastic about representing RIT as an ambassador and look forward to working with my fellow designers.

ambassadors...  
**Folkwang  
University  
of the Arts**



**Alina Rogge** (Graduate Student, Art- and Design Studies)

Alina Rogge studies Art- and Design Studies at the Folkwang University of the Arts in Essen. Currently she is working on her master thesis, where she deals with the design ethos of the Vignellis and its relevance for today's society. She graduated with a bachelor's degree in Anglophone Studies and Art Studies at the University of Duisburg-Essen.

Alina worked at the museum Kunstpalast in Düsseldorf as an intern at the exhibition management department. During her internship as a project manager at the International Design Center Berlin she was involved in various projects, like Otl Aicher 100 and the German Ecodesign Award.

In June 2022 selected parts of her academic paper „Design is One. The design culture of the Vignellis“ were exhibited at the Salone Satellite in Milan.



**Celina Kroder** (Graduate Student, Industrial Design)

Celina Kroder is an industrial design master's student at the Folkwang University of the Arts in Essen and designs various everyday objects. She intensively deals with light in her work and examines the influence light can have on the environment and people.

Her personal goal in design is to create a lasting emotional connection through interacting with the object. Her work was awarded 1st prize for sustainability by the consumer advice center NRW in 2017, nominated for the Bolia Design Award in 2021, and nominated for the German Design Award 2022.

She currently works as a research assistant for Prof. Marion Digel at the Folkwang University.

# contact information

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