

FUTURE DESIGN
EMBASSIES



FUTURE DESIGN PERSPECTIVES

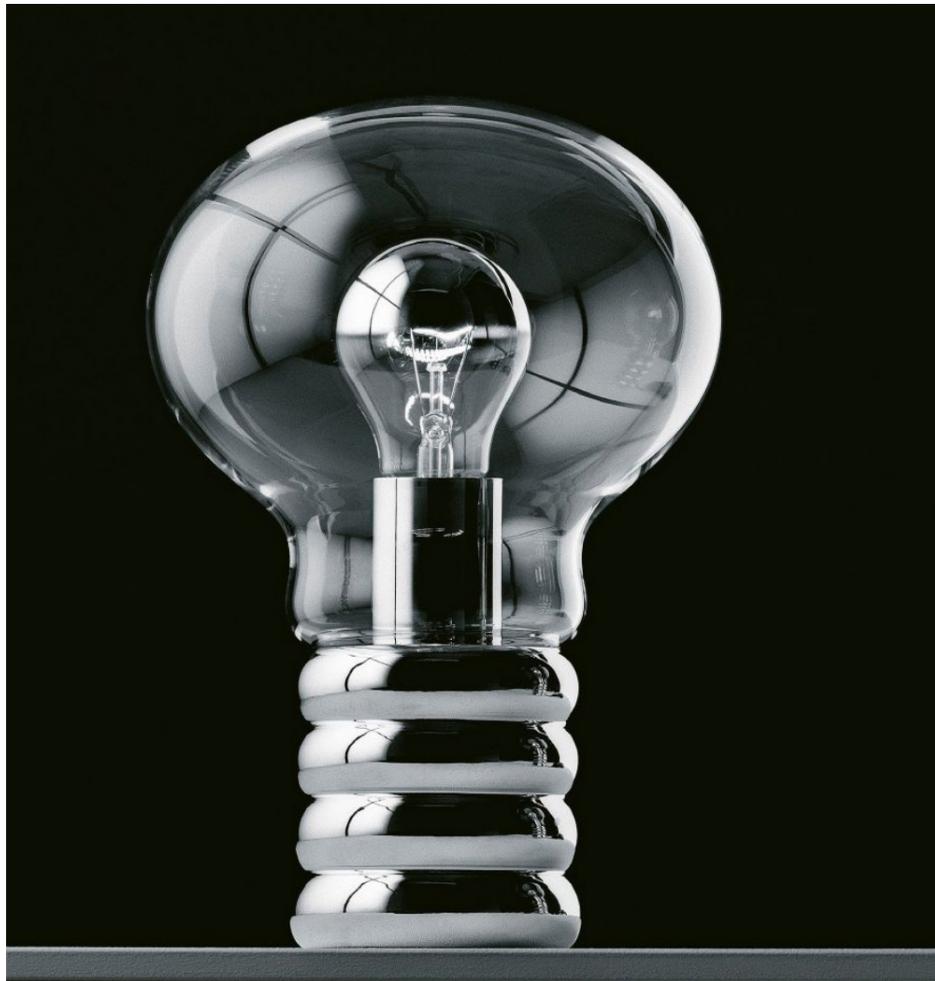
NOV. 7 - NOV. 11.2022 WORKSHOP 01

Light and liminality - international ambassadors

Light and Liminality



**We like design
to be visually
powerful,
intellectually
elegant,
and above all
timeless.**



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

Ambassadors
Alina Rogge
Celina Kroder

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“.

07.11. - 11.11.

11AM - 17PM_{EST}

15PM - 21PM_{CET}

When and Where?

The first workshop of the „EMBASSIES FOR DESIGN PERSPECTIVES“ will be conducted by Folkwang ambassadors Celina Kroder and Alina Rogge in Rochester at the Vignelli Center for Design Studies in November 7th – 11th 2022.

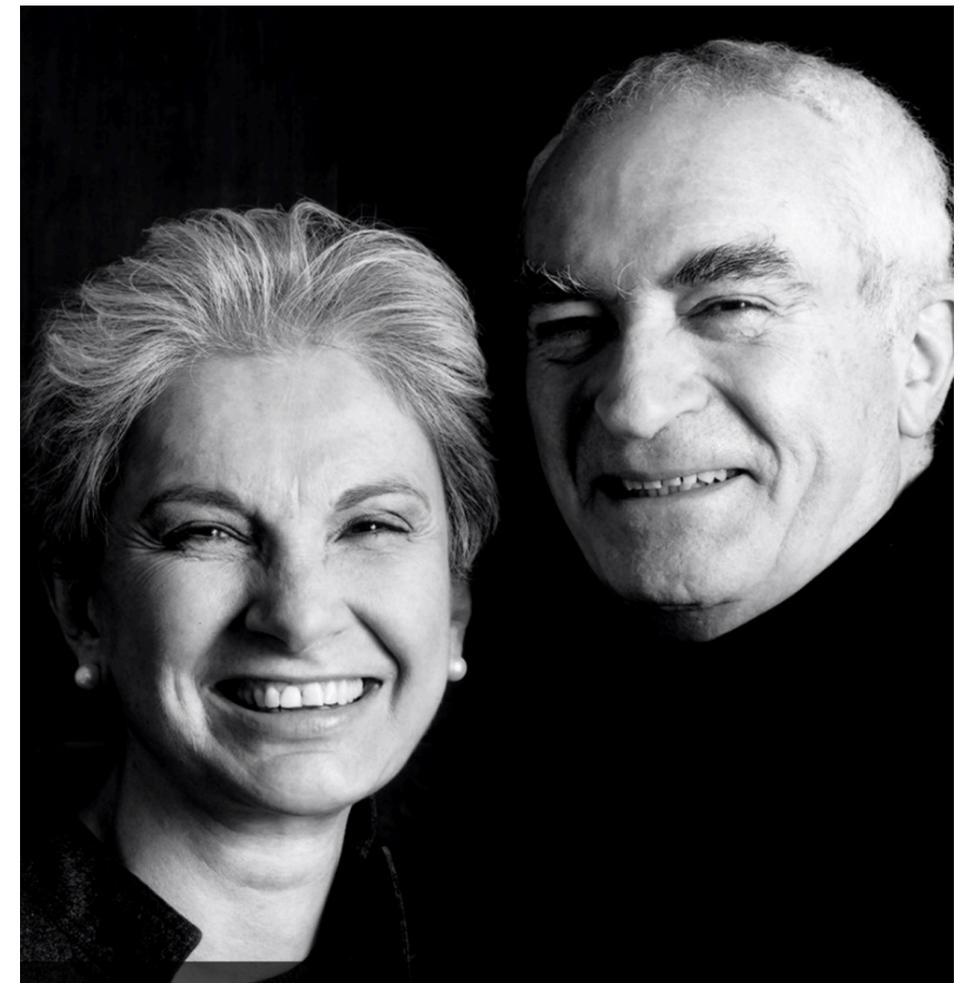
about... the Workshop



Ingo Maurer

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 reflecting the ethos of Massimo and Lella Vignelli as American/Italian Designers and Ingo Maurer as a German Designer and their ideas about good design.

Participants will be up to 6 Industrial Design Master Students at RIT and up to 4 Master Students from Folkwang. The German Students will work parallel to the workshop in Rochester and have access to the major discussions and presentations via Zoom.



Lella and Massimo Vignelli

The goal of the 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 product.

They should also ask the questions: "How would the Vignellis and Ingo Maurer have tackled these challenges with design today?" They are asked to exemplify through their design of a lighting device, if and how those ideas of the great designers of the 20th century are still useful today.

preview... the workshop

PART 1 – Preliminary Research

In preparation of the workshop week the students are supplied with literature and essays by Alina Rogge about the ideas of the Vignellis and Ingo Maurer as well as some literature or examples on generating sustainable energy.

The students should read and reflect these sources before the workshop!

They will be asked to give a statement on their readings right at the beginning of the workshop and pick a quote by either the Vignellis or Ingo Maurer to argue their position.

PART 2 – Synthesis and Experimentation, Day 1-3

Light is an elementary basic need, and not only for humans. In this workshop, each student will investigate how these needs can be met, designing a lighting device, considering the ecological dilemma of the 21st century and how the Vignellis or Ingo Maurer possibly would have dealt with those challenges.

»If you can't find it, design it.« – Is this quote of Lella and Massimo Vignelli still applicable today? How can it be interpreted, regarding the questions of sustainability in a world of surplus of goods with diminishing resources? The German light designer Ingo Maurer said *»It's important to me to work in a way that I don't one day stand beside myself, looking over my shoulder and wondering: What am I actually doing here?«* The very clear Vignelli ethos and the experimental creative spirit of Ingo Maurer are compared and internalized in this workshop.

If Lella, Massimo and Ingo were here today, how would they face the design challenges of the 21st

century? In the free experiment with light, students will examine design possibilities. It will be the task to design a light object either in the “Vignelli- or the Maurer- way” and translate their and the students own approach to sustainable thinking into an idea for a lighting concept.

The title Light and Liminality limits the scope of the context to what the light is for. Liminality is the place of transition. In this workshop it means the transition from outside to inside, e.g. entrances, passageways, garage to house etc. The end result should be a simple product that is designed for a wide variety of people and is suitable for being produced industrially and in series.

PART 3 – Design and Transformation, Day 4-5

The gained knowledge will be implemented in the 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. They will use such techniques as “dirty prototyping”, “mock-ups” and other forms of design models. Afterwards the students will present design refinements by creating detailed CAD drawings of the final product.

PART 4 – Presentation and Reflection, until wednesday Dec. 14th, 2022 - Final Presentation

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.

overview... the schedule

Monday 11-17h

Synthesis and Experimentation

Tuesday 11-14h

Synthesis and Experimentation

Wednesday 11-17h

Concept Discussion

Thursday 11-14h

Models ad CAD

Friday 11-17h

Models and CAD

14-17h Presentation

Dec. 9.2022

11am - 15pm, EST

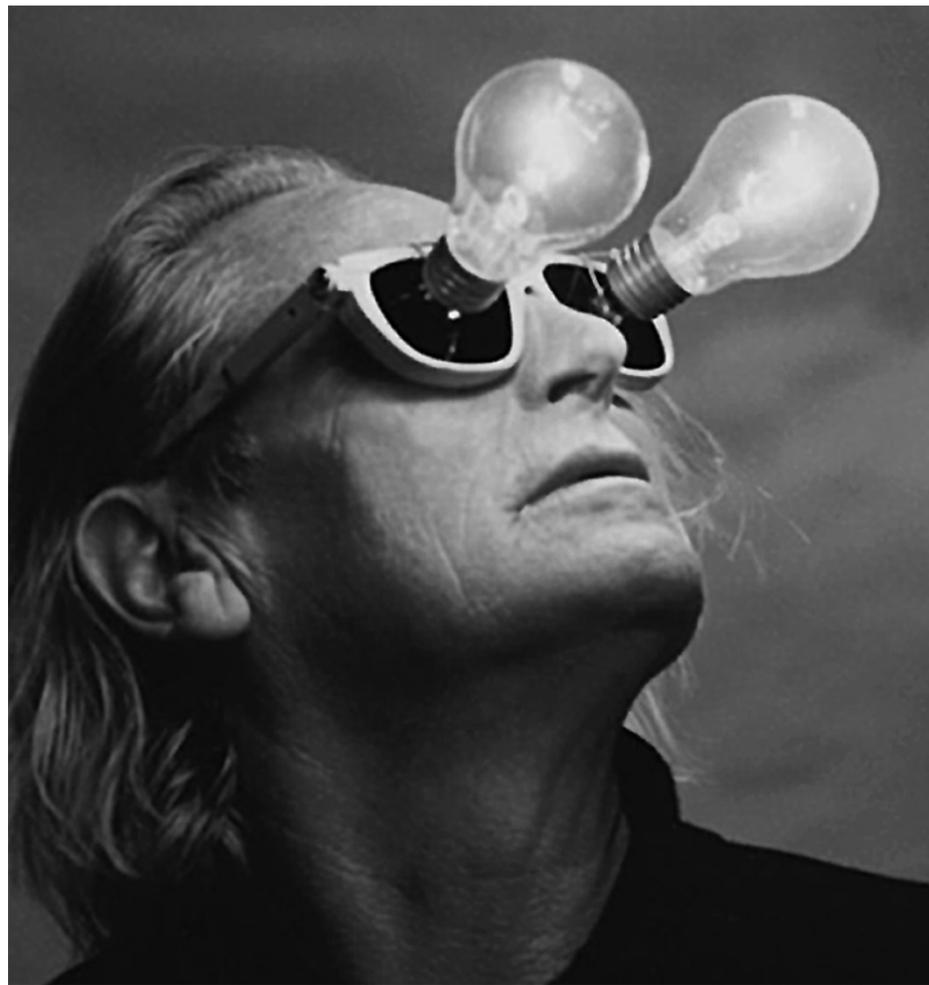
15pm - 21pm, CET

Final Presentation

After the Workshop the students will have time to refine their models and designs.

Everyone will be asked to document their process in an interactive PDF sheet that will be provided by the ambassadors. Each student will make a documentation about their design process until Christmas.

**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**

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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.

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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.

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Juan Carlos Noguera (Industrial Designer, Educator)

He holds a Masters of Industrial Design (MID) from the Rhode Island School of Design (RISD) and a Bachelors of Industrial design (BID) from Universidad Rafael Landivar, in Guatemala city. A Guatemalan, he was raised in a colorful and vivid culture. He quickly developed an interest in how things were made, tearing everything he owned apart, and putting it back together, often with a few leftover pieces. After graduation and a succession of projects related to design for development, Juan was chosen as a Fulbright fellow for the class of 2013 by the U.S. Department of State. He went on to be the lead designer for Voxel8, helping create the world's first 3D Electronics printer. He is currently a Product Design professor at MICA in Baltimore, Maryland. Juan was awarded as one of MIT Technology Review's Innovators Under 35 for 2017.



Lorraine Justice (Dean Emerita & Professor)

Lorraine has been at the forefront of design and technology for decades. She is an internationally known design educator, Fellow of the Industrial Designers Society of America (IDSA), and serves on the editorial board for 6 international design journals. ID Magazine named her one of the Top 40 Designers. She is widely recognized as having helped shape the field of design through her work as a design researcher, speaker, author, and educator. She is a TED speaker and has been featured as a design expert on TV, radio, and social media. Because of Lorraine's deep connection to people on the front lines of innovation across the globe and her applied research skills as a PhD, she has her finger constantly on the pulse of trends in technology and culture. She is recognized as the international go-to resource for what's coming next.

ambassadors...
**Folkwang
University
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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.

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