

HIT Holon Institute of Technology

# inter— national 3-7/11 Design WEEK 2019

Your Guide



מכון טכנולוגי חולון  
Holon Institute of Technology



בנק הפועלים 

# Workshops

## Visual Communication Design

### **Workshop 1** **Integration / Containment**

*“I also support integrating children with disabilities into every aspect of life, and believe that every child has a place in our society, as integration is a sign of success for us as a culture”.* (integration amendment of the Krembo Wings organisation).

In this workshop, which is dedicated to poster design, we will collaborate with Krembo Wings (youth movement for children and young adults with special needs) and Bank Hapoalim. The workshop will deal with the issue of integration of disabled children into schools, workplaces and society at large. We will meet with disabled youth, and create concepts which will confront the social and political issues of disabled youth, using typography, illustrations and photography. An exhibition presenting the outcome of this workshop (posters and 6 seconds motion video) will be presented at Bank Hapoalim headquarters.

**Marcin Władyka**, Academy of Fine Arts, Warsaw and Polish-Japanese, Academy of Information Technology, Poland  
**Yossi Lemmel**, Visual Communication Design Department HIT, Israel

### **Workshop 2** **Masaryk Square – Closing a Circle in Motion**

This Design in Motion workshop will be dedicated to celebrating 30 years of the renewed relations between Israel and the Czech Republic.

In this workshop, we will create an opening sequence / title sequence for the story of a historical character or event related to the two-states relationship and their shared political and cultural legacy. Based on the historical study students will be required to produce storyboard, videoboard and typography in motion.

**Lukas Fisarek**, Motion designer, University of West Bohemia, Prague, Czech Republic  
**Jan Kokolia**, Motion designer, University of West Bohemia, Prague, Czech Republic  
**Eitan Bartal**, Departing Head of the Visual Communications Design Department

### **Workshop 3** **#The Art of Getting Lost**

We are invaded by flood of images, constantly, and daily. We archive quantities of images taken with our phone, found on-line or cut-out from magazines. The high-low culture cross-pollinate, mix and overlap.

During the workshop, we will investigate an atlas of images, visiting the past, seen through the eye of the present, projecting in the future. Day by day, we will count, sort out, scan, analyze, classify, save, file, index pieces of a puzzle. Making connections between images seen for the first time or images looked at again, we will try to grasp things in their entirety but likely, we will find instead glimpses or flashes of unexpected revelations, which trigger the desire to explore further.

**Réjane Lhote**, visual artist, Architecture School Paris – Val de Seine, Art & Design School Orléans, Paris, France  
**Jennifer Abessira**, visual artist, image creator, Israel

### **Workshop 4** **Knowing Means Belonging**

In the spirit of smart communities, this workshop will investigate the actual meaning of quality of life within the urban environment of Tel Aviv and Holon. Results of this investigation could then either be

shown in interactive maps or in virtual and physical interventions within city quarters. Research topics should be closely related to all kinds of significant local information—such as topography, ethnicity, history, demography, mobility, supply of goods and services, education and working opportunities, health care, events, community activities and the like; students may also try to develop concrete future scenarios.

**Prof. Ulrich Schendzielorz**, Professor for Media Authoring, Hochschule für Gestaltung Schwäbisch Gmünd (University of Design Schwäbisch Gmünd, Germany)  
**Judith Asher**, Designer & Illustrator, Senior lecturer Visual Communication Design Department HIT, Israel

# Workshops

## Industrial Design

### **Workshop 5** **Origami IoT Lamp**

The workshop will explore the development of structural Origami like Miura Ori, in order to build a lamp with an innovative approach where the light source is printed on the origami surface.

The participants will learn to prototype LED circuit with simple white LED first and then with addressable LED controlled from their personal smartphone.

The final objective is to construct an interactive technological and digital Origami paper lamp. Necessary materials: conductive copper adhesive tape, white stripe LEDs, programmable LEDs, micro-controllers with wi-fi antenna, smartphones (not supplied), charger such as a mobile phone or an emergency battery for a mobile phone battery charger, soldering kit.

**Ely Rozenberg**, Industrial Designer, Rome University of Fine Arts (RUFA), Italy

**Eng. Giorgio Marcatili**, Rome University of Fine Arts (RUFA), Italy

**Shir Atar**, Industrial design department HIT, Israel

### **Workshop 6** **Table Culture**

Rethink table culture in an intercultural perspective. After deciding on your workshop-goal (for example: slow food instead of fast food) you try to come up with new ways of experiencing, cooking at the table, sharing, tasting, eating and drinking, combining and more.

Set up an intercultural surrounding (find interested participants or team members with a different cultural background) and start to enrich culinary art.

**Prof. Dr. Günther Grall**, Industrial Designer, Dean Dept. Design & Product Management University of Applied Sciences Salzburg, Austria  
**Dr. Michael Ebner**, Professor for Interior Design, University of Applied Sciences Salzburg, Austria  
**Yaacov Goldberg**, Industrial design department HIT, Israel

### **Workshop 7** **Public Service Against Extreme Heat in the Cities – Small Things Can Make a Big Difference**

The last decade was the hottest on record worldwide, and large cities are warming faster than the planet. Scientists predict that extreme heat events – already more deadly than all other weather-related events combined – will become more frequent.

Cities are often warmer than their suburbs because of a phenomenon called “the heat island effect.” The way a city is designed – the building materials used, the way streets are arranged, the lack of canopy – can actually sequester heat. More than half of the world's population (and growing) live in cities, so interest in figuring out how to cool them down might be growing, too. The goal is to come up with conceptual products and services which could help to reduce the risk of compromising human health in the cities. Urban planners, architects work on a big scale to reduce extreme heat. This workshop focuses on designs in smaller scale which could help people in everyday urban activity as a public service, therefore both urban scale and personal devices are out of scope. At the end of the workshop student groups will present their designs in form of concept drawings, renderings and relevant small scaled models.

**Balázs Püspök**, Head of Design Institute, associate professor DLA,

Product Design Department, Design Institute Moholy-Nagy University of Art and Design, Budapest, Hungary  
**Noam Kollmann**, Industrial design department HIT, Israel

# Workshops

## Interior Design

### **Workshop 8**

#### **Broken Worship: Exploring Cult Experiences Everywhere**

Mosque, church, synagogue, temple, sanctuary... Each religion is associated with a series of sacred spaces that symbolize faith and serve as a compartment to the most important moments of that belief. But not all. Whatever your religion is, it will be with you wherever you go and some of the worship won't be performed in sacred places but outside of them. Are the spaces of our day to day lives adapted to our beliefs? We will reflect on the design of spaces, services, and products to view them from the standpoint of religious ceremonies.

**Gastón Lisak**, Random Happiness and ELISAVA School of Design and Engineering, Barcelona, Spain  
**Danna Colin**, Interior Design department HIT, Israel

### **Workshop 9**

#### **Broken Rituals: Designing Contemporary Food Habits**

All the important moments in our lives have always been accompanied by a ritual. Is this sentence still valid? A more advanced, fragmented, and global society means that we have expanded the number of moments that we consider relevant to our lives, but not all of them are associated with a ritual. At least not to the concept of an established ritual, that in many cases has centralized food as a social element. During four sessions we will explore some existing rituals, discuss modern social milestones and allow ourselves to create new rituals based on sensory design, of course, getting our hands dirty with food.

**Nicole Vindel**, Random Happiness and ELISAVA School of Design and Engineering, Barcelona, Spain  
**Sharon Bar-Or**, Interior Design department HIT, Israel

### **Workshop 10**

#### **A Well and a Dwell**

This workshop aimed to explore the territory, in search of a wide multiplicity of meanings in the relationship between human and nature, change and preservation, past and future, through the lens of the symbolical, political, spiritual dimension of water.

**Luca Ponceolini**, Head of Department of Applied Arts NABA, Nuova Accademia di Belle Arti, Milano, Italy  
**Meytal Cohen**, Interior design department, NABA, Milano, Italy  
**Michal Zarfaty**, Interior design department HIT, Israel

### **Workshop 11**

#### **Exhibit Design**

Events are made by scenography that serve to engage viewers making them feel part of a company. With this Exhibit Design workshop we intend to understand and design conventions, booths, company parties, but also exhibitions and museum spaces.

**Alessandro Ciancio**, Rome University of Fine Arts (RUFA), Italy  
**Ariel Lifschitz**, Interior Design department HIT, Israel

# Lectures

## Mon. 4/11

Auditorium 400 / building 8

14:00–14:15

### **Prof. Dr. Günther Grall** **Circular Design**

The lecture will introduce into the concept of Circular Design and picture some examples, designed by students at the University of Applied Sciences Salzburg.

14:15–14:30

### **Ely Rozenberg** **CAFFÈ con VISTA – Anamorphic Art, Coffee and Souvenirs**

It happens often when you visit a beautiful place, you try to capture the beauty as a photographic memory, but when you come back home and show the photo to your friends and family suddenly the images don't transmit the magic of the place. So I was searching for a way on how to visualise in a bidimensional image a simulation of a place.

14:30–14:45

### **Prof. Ulrich Schendzielorz** **Assumptions of the Future of Design**

Related to key drivers in design – digitalization, science and technology,

economy, society, politics and environment – I will present my views on how and what challenges designer might face within the coming years. These views are personal estimations and are meant to spark discussion.

14:45–15:00

### **Nicole Vindel** **Bridging Narratives of Food and Futures**

Exploring food as a universal media to empathize within the creative process. The role of senses to design experiences and products. I will use “Pleasure, the future of food” as a referent to explore how art inspires science and technology to shape futures.

## Tue. 5/11

Auditorium 110 / building 6

14:00–14:15

### **Marcin Władyka** **How Tel Aviv stole my vacation**

The latest project I made for Polin museum. Project of the catalogue for the exhibition Gdynia – Tel Aviv.

14:15–14:30

### **Luca Ponceolini** **Small Objects and Big Lies**

Human beings are the only forms of life that pretend to be able to govern nature, while the truth is that we can not even govern properly our own bodies. The lecture will connect a series of reflections about nature, mankind, spaces, objects, and the distorted view of a certain contemporary design culture.

14:30–14:45

### **Réjane Lhote** **Drawing on walls**

My artwork is concerned by the experience of a location. It looks at architecture, it observes the spaces we come across and in which we inhabit. What interests me is to capture an impression of space through drawing.

14:45–15:00

### **Giorgio Marcatili** **Digital design and production of surfboards**

## Wed. 6/11

Auditorium 400 / building 8

14:00–14:15

### **Ishay Halmut** **Navigate your Adventure – Broad Definition of Designers**

Design Lead @ Dyson UK and HIT Alumnus

14:15–14:30

### **Gastón Lisak** **Happiness is a Revolutionary tool**

Random Happiness is an art collective that has been using happiness as a tool of change. From making an art exhibition in a supermarket to exhibit in the Tate Modern. I will share different projects from the collective and go deeper into the art creations.

### 14:30–14:45 **Alessandro Ciancio** **Use and Abandonment of Design from the Ancient World to the Present**

From the ancient (Roman) world many objects, architecture and habits survive to the present days. The conference will present some of these elements that, unexpectedly, we still use today and others who have completely lost their function.

14:45–15:00

### **Jennifer Abessira** **It Takes Time To Become Young**

“Instagram comes in easy, with the simple platform it provides for organizing things.” In Abessira's life, her images function as a coordinate-system for managing the formless and chaotic. She has always been attracted to archives and archival work.

# Program

## Sun. 3/11

9:00–9:15

Welcome meeting,  
auditorium 110 building 6

9:15–13:00

Workshop

13:00–14:00

Welcome Lunch,  
room 105, building 7

14:00–18:00

Workshop

20:00

Welcome dinner  
organized by  
HIT International week  
*Goshen restaurant*, Nahalat  
Binyamin 30, Tel-Aviv

## Mon. 4/11

9:00–13:00

Workshop

13:00–14:00

Lunch at the Cafeteria HIT

14:00–15:00

Lectures

15:00–18:00

Workshop

19:30

Cocktail evening at  
Prof. David Rewet's (Herzliya)

## Tue. 5/11

9:00–13:00

Workshop

13:00–14:00

Lunch at the Cafeteria HIT

14:00–15:00

Lectures

15:00–16:00

Meeting with Dr. Yael Eylat Van  
Essen, Director of International  
Relations, Design Faculty HIT

16:00–18:00

Workshop

18:30–20:00

Tel-Aviv Museum visit,  
organized by HIT

20:00

Informal dinner in Tel-Aviv

## Wed. 6/11

9:00–13:00

Workshop

13:00–14:00

Lunch at the Cafeteria HIT

14:00–15:00

Lectures

15:00–18:00

Workshop

20:00

Gala dinner  
organized by International week HIT  
*Peres Center for Peace and  
Innovation*, kedem 132, jaffa

## Thu. 7/11

Morning off

Student preparations for  
their presentations

13:00–14:00

Lunch at the Cafeteria HIT

14:00–18:00

Final presentations

18:30

Farewell party at HIT

# Transportation

## Airport to Tel Aviv

### **Rav Kav**

Rav-Kav is an electronic ticket used on public transport in Israel which can be loaded using cash or credit card. The Rav-Kav can be used with both [bus](#) and [train](#) transportation in Israel. For travelers, an anonymous card is advisable.

There are several designated locations around Tel Aviv, including all of the Tel Aviv train stations, the Central Bus Station (level 6) and in the arrivals hall of [Ben Gurion Airport](#). To purchase a Rav-Kav is 5nis.

### **Bus**

Public transportation depots can be found on the second floor, near Gates 21 and 23. From here you can find buses that will take you to the Egged (Israel's bus service) station at the nearby Airport City (5-10 minutes ride), where you can then transfer to Egged bus to get to Tel Aviv.

For more details about Egged routes from Airport City, call +972-3-694-8888 or \*2800 (in Israel), or see their website.

### **Train**

The train station is on Level S (the lowest floor), which can be reached from the Arrivals hall by lift, escalators or stairs. You can also purchase tickets from the ticket machines located on Level G. The Ben Gurion airport to Tel Aviv route is fairly frequent (from 3am to midnight).

Note that trains in Israel do not run on the Shabbat; they stop running on Friday afternoon and only resume late on Saturday evening.

There are four stations in Tel Aviv: Tel Aviv University – north; Tel Aviv Savidor Center – center; Tel-Aviv HaShalom – center; Tel Aviv HaHagana – south.

For the latest prices and timetables, see the Israel Railways website (or call +972-3-5774000 or \*5770 (in Israel)).

### **Taxi**

Make sure you go with one of these licensed taxis, which can be found on the G (Ground) level of Terminal 3, although you have to “book” one via the onsite dispatchers at the taxi booth. Private-taxi (called “special”) and shared-taxi services (called “sherut”, and carrying up to 10 passengers) are available. Note that for long trips, the driver must charge passengers according to the Ministry of Transport price list posted in all taxis (for example, there is a 25% surcharge for night trips in effect from 9:01pm until 5:29am (from 4pm on Fridays and holiday eves).

You may also download any of the Taxis phone applications to book a cab wherever you are. The most popular apps are ‘Gett’ and ‘Rider’.

Here are more lines:

Line 3 – Allenby street  
Lines 71, 271 – Tel Aviv University, Azrieli center, Tel Aviv Bus station  
Line 75, 76 – Azrieli center  
Line 89 – Ibn Gabirol street, Tel Aviv Bus station

### **Train**

If you wish to get to HIT by train, you will go down at the train station Bat Yam – Yoseftal. From there you may either walk 15 minutes on Eliezer Hoofien street or take bus No ‘2x’ or ‘99’ that will drop you in front of the Institute.

## Tel Aviv to HIT

There are 3 entries to HIT:  
Eliezer Hoofien 63 (Building 8)  
Pichman 18 (Building 6)  
Golomb 52 (Building 1)

### **Bus**

If you wish to get to HIT by bus, you can use several lines, the most convenient is Line 89 – It has a high frequency, and will get you off at Building 6.

# Email Contacts

## International Week

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# More Information

## Welcome to HIT!

Located on the southeastern border of Tel Aviv, the city of Holon is only 7 km away from Israel financial center, technological hub and party capital. Jerusalem, Israel's capital is located 50 km southeastern of Holon.

The city of Holon is a nationally recognized city of culture and education, which features unique institutions such as the Holon Institute of Technology (HIT), the Children's Museum, the Museum of Design, the Story Gardens, a Médiathèque, and much more.

[More information about International Week at HIT](#)

### **WiFi at HIT** INDOOR, INDOOR2

You don't need a password

**Coffee Voucher** Coffee and pastries will be served at the Cafeteria in building 5

\* You may use the teachers lounge on the 4 th floor, building 6 for coffee and tea. Passcode: 6405#

**Lunch Voucher** Lunch (main course+side dish+drink) will be served in the Cafeteria, building 5

**Dinner** Sunday, Monday and Wednesday dinners are courtesy of HIT.

If you have any difficulties please contact Adi Karelitz at: +972 54 4702639

We wish you a creative and enjoyable week!



