

HIT, Holon Institute of Technology

# inter— national DESIGN WEEK 2022

23–27/10

Your Guide

# DESIGNING OUR FOOTPRINT FROM LOCAL TO GLOBAL

Our current reality gives rise to a sense of uncertainty and loss of control. The nature we are accustomed to exploiting for our own needs no longer functions according to the patterns familiar to us. The climate crisis, that is a result of the accelerated industrialization and urbanization processes, threatens humanity's ability to continue to sustain, in the not-too-distant future, life in different parts of the planet. In this state of affairs, we are committed to acting out of a sense of personal responsibility at the local level, while at the same time having no choice but to pool our resources and forces and act at the global level in order to deal with the situation. The COVID 19 pandemic, which we were compelled to confront, has completely disrupted the course

of our lives, and also has a twofold effect: on the one hand, it forced us into our enclosed spaces and required us to keep our distance, avoid contact, and work and study from home.

On the other hand, it provided proof that only organization at a state or even universal level stands a chance of overcoming the epidemic – a total closure alongside good public healthcare systems and a broad-ranging effort to develop a vaccine and treatment that is supported by the states.

Throughout this week will address the following topics:

- What are the options / opportunities for designers to lead effective processes at the local level, while at the same time having an impact at the global level?
- If we do not control nature, as we used to believe, and tomorrow is an enigma, what can we consider an impactful action, how should we act – “let things flow”? “Resist”? “Listen and respond”?
- We employ design to utilize forces and agents that we considered to be negative in order to produce and push forward positive steps?
- How can we “shape” our footprint in today's reality?

→ How can we produce design processes based on collaborations in different geographical regions?

The workshops will take place on October 23–27, (Sunday to Thursday) between 09:00–18:00 (UTC +2)

The Workshops are intended for 3rd year students in the three bachelor's degrees of the Design Faculty: Visual Communication, Industrial Design and Interior Design.

The workshops will be held in English.

# Visual Communication Design

→ Workshop 1

## **Concepts (and their visual interpretations)**

Generally speaking, concepts can be used to describe and define various elements of our reality. However, they can also create a somewhat unique relationship between the individual and the world, depending on the socio-political and cultural factors. Moreover, concepts can refer to things which are universal in all the complexity of our existence but also to describe notions and ideas which are abstract or which are beyond the reach of our experience.

The project focuses on the subjective understanding of concepts and their transformation into the visual language across cultures thus aiming to indicate whether conceptual representation can create a universal language or whether it always constitutes an individual adaptation.

**Prof. hab. Agnieszka Ziemiszewska** Polish-Japanese Academy of Information Technology, Warsaw, Poland

Prof. Agnieszka Ziemiszewska is a graphic designer, educator, and art curator. She designs posters, publications, visual identifications, and social art projects. She first built her career as an independent designer creating visual identification systems. Currently, she focuses on experimental, non-commercial, educational and research projects. Agnieszka actively participates in international competitions and shows dedicated to graphic design. Her works have been presented at exhibitions and events all over the world and were also shown at solo exhibitions in South Korea, Hungary, Indonesia and Poland. She has led several workshops and lectures at international events and universities. She also has been a member of jury panels for national and international graphic design competitions.

**Ms. Tami Wiesel** Visual Communications Design Department HIT, Israel

→ Workshop 2

## **BETWEEN**

Our contemporary world consists of extreme opposites. Global and local, closure and opening, individuality and collectivity. life and death, ecological disaster and material abundance, scarcity and excess, times of prosperity and times of crisis – but there is something in between these opposing aspects – some connectors, not obvious but very useful. Some of them are marginalised and irrelevant. There are also areas of transition – relevant, important but largely invisible. It's not like taking sides in a discussion or conflict (the global warming side or the anti-vaccine side, etc.).

This workshop will focus on designing visual messages about those spaces. It is based on an open design formula in which students will design visual messages in a form reflecting the issues at hand, with posters, magazines, art books, animated gifs, and recordings of ephemeral events or hyper-objects.

**Dr. Jarek Bujny** Academy of Fine Arts, Gdansk / University of Warmia and Mazury, Olsztyn/ Institute of Fine Arts, Poland

Dr. Jarek Bujny is a graphic designer, lecturer, practitioner, creator of socially engaged posters,

visual artist, illustrator and curator. He is a researcher of visual communication in the areas of social tension and health problems and leads the graphic design studio at the Faculty of Art, University of Warmia and Mazury. He cooperates with the Academy of Fine Arts in Gdańsk and Merz Akademie in Stuttgart. He is a DAAD scholarship holder and runs a graphic design studio (bujny.com), executing projects for companies, cultural institutions and publishing houses.

Bujny's posters have been in the final exhibitions of major poster competitions around the world and he has curated exhibitions in Canada, France and Germany. He has presented at conferences, workshops and symposia on graphic design in Germany, Austria and India.

**Mr. Erez Bachar** Visual Communication Design Department HIT, Israel

→ *Workshop 3*

### **True Stories**

Since the underground comic movement of the seventies, autobiographical comics became an important part of the medium. Artists like Aline Kominsky, Robert Crumb and Art Spiegelman became role models for a lot of comic artists of the following generation. The workshop will follow this track and should encourage the students to use their personal biography as a source for telling visual stories. Comics are a cheap, democratic and independent medium that can help almost anybody to express what she/he wants. Advanced drawing skills are not necessary for joining this workshop.

#### **Prof. Hendrik Dorgathen**

Kunsthochschule Kassel School of Art and Design, Kassel, Germany

Prof. Hendrik Dorgathen is an artist who mainly works with the medium of Comic. Since 2003 he is teaching Comic and Illustration at the Kunsthochschule Kassel in Germany. He is known for his comic books, illustrations and animations. He is currently working on a long science fiction graphic novel called "Pretty Deep Space".

**Prof. Tamir Shefer** Visual Communication Design Department HIT, Israel

→ *Workshop 4*

### **Footprinting**

During the workshop, students will develop a concept for their shoe print that will be reminiscent of a global or personal theme. In addition to creating the print in a physical form which could be used as a stamp, they will also create a unique app that can identify the print and display the information related to it. This will create a usable tool in public space.

**Mr. Jan Kokolia** University of West Bohemia Pilsen, Czech Republic

Jan Kokolia is an animator and motion designer from the Czech Republic. He is the head of the Interactive Design Studio at the University of West Bohemia in Pilsen. He focuses on animation, post-production, experimentation and mixed techniques.

#### **Mr. Michal Pustějovský**

University of West Bohemia Pilsen, Czech Republic

Michal Pustějovský is a graduate of the New Media Studio of the Academy of Fine Arts in Prague. He has also studied at the Berlin University of the Arts and the Bezalel Academy of Arts and Design in Jerusalem. His work focuses on the transformations of the concept of space-time in the modern world, its impact on society and its

depictions through art. His minimalist works integrate the latest discoveries of quantum theory with innovations in art history, often touching upon developmental design. Michal has exhibited his work throughout the Czech Republic, Europe, and other continents. He is also the founder of startup company Rgbloop where he is developing a 4k multichannel media player for galleries and artists.

**Mr. Zachi Diner** Head of the Visual Communication Design Department HIT, Israel

→ *Workshop 5*

### **Beauty and Useful**

Workshop participants will use handmade prints of Polish wooden fonts from the 1950s. We will subject them to digital deconstruction and try to combine their shapes with elements of Hebrew letter drawings. They will animate the developed slogans, which will be generated during the workshop and then present them in different and surprising locations on HIT's Campus. They might also present them in open public spaces in ways that will recontextualise their messages.

**Prof. Adam Kamiński** Academy of Fine Arts in Gdańsk, Poland

Prof. Adam Kaminski is a designer specializing in graphic design for

books, exhibitions and public spaces as well as visual information design. He is a graduate of the Faculty of Painting and Graphics at the Academy of Fine Arts in Gdansk. Currently, he is a professor at the academy, leading the Studio of Visual Information Design at the Faculty of Graphic Arts.

He has been a co-creator and active participant in many artistic events, including exhibitions, concerts, performances and conferences in Poland and abroad, among others in Germany, Austria, Sweden, Czech Republic, Venezuela, Israel, China, Netherlands, Latvia, Finland and Portugal.

He was the coordinator of high-volume printing productions for advertising, food and cosmetics in countries such as Poland, England, Spain, Russia, Italy and France.

**Mr. Eitan Bartal** Visual Communication Design Department HIT, Israel

# Industrial Design Department

→ Workshop 6

## **Strategic Bundling – Bundling Strategies**

The workshop will explore what the term 'bundle' means, and discusses its deeper meaning. Students will be asked to design 'bundles' and create 'bundles', examine them, analyze their different qualities and draw conclusions over our current and future everyday life and the way we design it. This workshop will deal with this topic in a playful and fun way.

### **Prof. Wolfgang Laubersheimer**

Köln International School of Design: KISD, Cologne, Germany

Prof. Wolfgang Laubersheimer is one of the best-known avant-garde designers of the 1980s in Germany. As an independent designer or as a member of the group «Pentagon», he participated in countless exhibitions, e.g. «Wohnen von Sinnen», «documenta 8», «Bienale Sao Paolo», «Maßstäbe» in the Architectuzre Museum Frankfurt, or «Design Horizonte».

Laubersheimer participated in many competitions, and he collaborated with companies as e.g.: Swatch, AEG, Mercedes-Benz and Tiffany. He owns his own production company and has led guest projects at the Polytechnikum in Hong Kong and at UCLA in Los Angeles. Since 1992, he is a Professor of Production Technology at the Köln International School of Design, where he was Director for several years.

**Mr. Sholi Strauss** Industrial Design Department HIT, Israel

→ Workshop 7

## **Serious pinballs, engaging young people in critical topics**

All of us, as humanity, are facing very important issues for the foreseeable future. Our personal behavior seem to have less of an impact than the actual scope of the problem, but we should consider that “we are the world”. All our choices, together, modify the present and the future. Critical

thinking requires knowledge, but often the act of getting informed is “too boring.” The goal of this workshop is to use the ability of Design to develop awareness in the general public, and in particular among young people, through gamification, developing “serious pinball machines” which relate to themes such as global warming, mass emigration, waste recycling, circular economy, etc.

**Prof. Maximiliano Romero**  
Università luav di Venezia, Italy

Prof. Maximiliano Romero is a design researcher specializing in User-Centered Design and Assistive Technology. He is Associate Professor of Design at Università Luav di Venezia and Lecturer at the Design School of Politecnico di Milano in Italy. He teaches at a design studio on Intelligent Products, Multidisciplinary Design, Design and Robotics, and Principles of Physical Computing for Designers.

He was Senior Researcher in Human Computer Interaction at Fraunhofer Institute AICOS. His field of interest is creative use of advanced technology to improve quality of life.

**Mr. Shir Atar** Industrial Design Department HIT, Israel

→ Workshop 8

## **Tasting or Wasting: Design as Problem Solving**

Exploring problem space is often neglected in the design process. In this workshop we will explore “food” as a design subject: production, preparation, consumption and waste. A systemic look at causes and effects will reveal impactful design opportunities. Then we quickly move into prototyping and visualizing – while assessing impact and risks for side-effects.

**Prof. David Oswald** HfG Schwäbisch Gmünd School of Design, Germany

David Oswald is professor of Interaction Design at Schwäbisch Gmünd School of Design (HfG) in Germany. He studied Integrated Design in Cologne and has focused on Interaction Design since the early 1990s. During the first dot-com era he was design lead of frogdesign's software interface group in Germany. Apart from interface semiotics, auditory interfaces, and German design history, his latest talks and publications focused on design's impact on people, politics, and the planet.

**Ms. Shir Eshet Amiel** Industrial Design Department HIT, Israel

# Interior Design Department

→ Workshop 9

## **Circular Design Case**

Without a doubt, sustainability is one of the biggest buzzwords of our generation. After all, we are already seeing the consequences of linear economic models. Resource scarcity, climate change, loss of biodiversity. A circular economy offers a sustainable solution to many of these global problems.

Designers play an essential role in choosing materials that are fit for the circular economy. Not all materials are suitable for use in circular products, because they contain potentially polluting chemicals which may be hazardous for humans or the environment.

This workshop will challenge students to take further steps on the journey of creating products, services, and systems for the circular economy. Participants choose an everyday object and re-think the system surrounding it – from creation, to use, and beyond.

**Prof. Mag.art. Dr.phil. Günther Grall** University of Applied Sciences, Salzburg, Austria

Prof. Günther Grall studied Industrial Design, Marketing Research and Philosophy (Linz, Vienna), and went on to postgraduate studies in Product Design at Art Center College (Pasadena, Los Angeles). He gained experience in industry in design & product management for Bene Office Furniture and agriculture and woodworking machines, and was a recipient of (inter)national design prizes and appeared in publications.

Since 2002, he serves as the Dean of Design & Product Management at the University of Applied Sciences Salzburg. His teaching and research focus on Design Theory and Methodology.

**Dr. Michael Ebner** University of Applied Sciences, Salzburg, Austria. DPM Design & Product Management. HTB Forest Products Technology & Timber Constructions

Michael Ebner studied Industrial Design and Architecture at the University of Art and Industrial Design in Linz, Austria. He completed postgraduate courses in Industrial Design at the Art Center College in Pasadena, California. Having worked with numerous companies, he always aimed to improve their potential and competitiveness. As a designer, Ebner is interested in product management, the processes relating to the development of novel products, as well as the application of novel materials including the relevant adaptation of manufacturing processes.

**Arch. Tamar Lev On** Interior Design Department HIT, Israel

→ Workshop 10

## **Recycled Aesthetics**

The workshop aims to generate experiments on the production of small objects from a process of recycling of plastic wastes or exhausted face masks. The conceptual framework is the stimulation of the development of a new aesthetic language that could change the general taste of the public towards recycled materials.

**Prof. Arch. Luca Ponceolini** NABA, Nuova Accademia di Belle Arti, Milano, Italy

Luca Ponceolini is an architect and designer, with a PhD in the history of architecture. Since 2009, he has served as the Coordinator and Vice-Director of the international Master's Program in Interior Design at the New Academy of Fine Arts (NABA) in Milan. In 2008, he co-curated the retrospective "Laszlo Hudec in Shanghai", promoted by the General Consulate of Hungary in Shanghai at the Former American Club, Shanghai (China). He is currently the Head of Department of Design and Applied Arts at NABA - Nuova Accademia di Belle Arti, Milano, Italy.

**Mr. Yaron Eliassi** Interior Design Department HIT, Israel

→ Workshop 11

## **Making with Digits**

Human/Machine collaborations are vital for designers, yet, streamed or recorded content leads many to believe that we are at a moment when design, fabrication methods, and outputs occur instantaneously. Despite this misconception, emerging thinking tools and programming software steadily collapse traditional design praxis, making it essential for designers to engage with parametric tools, workflows, and protocols for digital Making.

The 'Making with Digits' workshop is a 'soft' introduction to parametric design using the visual programming plugin - Grasshopper; through short exercises and live demonstrations, participants will gain knowledge and familiarity with its capability and potential to simulate and fabricate design ideas.

**Arch. Shai Yeshayahu** Toronto Metropolitan University, Toronto, Canada

Shai Yeshayahu is an Assistant Professor of Interior Design at the Creative School in Toronto, Canada.

He is the co-founder of VerS +, a research-based collaborative using perceptive tactics to explore how ancient, local, and emerging bodies of knowledge affect design making. The collaborative has designed, fabricated, and mounted several installations, curated exhibitions, and completed commissioned projects. Currently, Shai's research focuses on how technology and knowledge-oriented models inform the architecture of Interiority.

**Arch. Ariel Lifschitz** Interior Design Department HIT, Israel

→ *Workshop 12*

**DESIGNING OUR FOOTPRINT**  
**from local to global**

The workshop will focus on Jaffa port and the theme of art- and nature-driven cityscape revitalization. The challenge of restoring cultural spaces in an urban context, can be faced at different scales: urban design, architectural design, interior design and land art. Equally importantly, it involves ecology, heritage, art and people.

**Dr. Arch. Marek Barański** Academy of Fine Arts in Gdańsk, Faculty of Architecture, Department of Architecture of Cultural Spaces, Poland

Dr. Marek Z. Barański, architect and building archaeologist dedicated to strengthening local identities and protecting and popularising tangible and intangible cultural heritage; initiator and active participant of many revitalisation projects, particular in Gdańsk, Poland; long-term researcher of ancient architecture at UNESCO sites in Qatar, Egypt and Turkey, including the archaeological sites of Çatalhöyük and Göbeklitepe; Associate Professor at the Academy of Fine Arts in Gdańsk at the Faculty of Architecture where he conducts classes on the basics of the theory and methodology of architectural

design and runs a studio of revitalisation.

**Mr. Michal Pecko** Academy of Fine Arts in Gdansk, Architecture Department/ Interior & Graphic designer, Poland

Michał Pecko is a multidisciplinary designer and illustrator, living and working in Gdansk, Poland. He studied at the Academy of Fine Arts in Gdańsk in the architecture and design department, and at the Academy of Fine Arts in Vilnius, he studied stage design and animation. He runs a design workshop: pecko. studio – a small practice established around 2013, which competence lies in graphic design for books and magazines, exhibitions and identities, with commissions inflowing mainly from the art and design sector. Since 2016 he lecturer at his home university, where he conducts classes focusing on the development of design language and the presentation of architectural ideas. His day-to-day work focuses on projects related to urban fabric. In his research, he deals with the topic of post- digital representation in architecture.

**Arch. Udi Cramsky** Head of the Interior Design Department HIT, Israel

# Lectures

Auditorium, Building 6

## Mon 24.10

Panel host **Mr. Zachi Dinner**  
Head of the Visual Communication  
Design Department

14:00–14:15

### **Holodeck**

Prof. Hendrik Dorgathen

The concept comes from the fictional Star Trek universe and refers to a simulated reality room, where crew members seek recreation and relaxation.

By means of computer simulations indistinguishable from reality, they are led to believe themselves in a totally natural environment, be it a scene from history or a purely invented world. Holodeck is also the title of a book of mine. It is a selection of drawings from my sketchbooks over a period of 45 years. While working on Holodeck I realised that these books were not only my escape room but also the place where I find the ideas for my stories and my work. The lecture will reflect the process of my

artistic practice from the sketch to the final works.

14:15–14:30

### **Interaction Design – Design of Digital Products**

Prof. David Oswald

Prof. David Oswald will introduce the Interaction Design program at HfG Schwäbisch Gmünd, talk about common grounds and differences between digital communication and digital products, as well as the programs attitude towards industry, economy, civil society, and critical or speculative approaches.

14:30–14:45

### **in form/de form/re form**

Arch. Shai Yeshayahu

Human/machine collaborations are vital for interior designers, yet, streaming live or recorded content leads many to believe that we are at a moment when design, fabrication methods, and outputs occur instantaneously. Despite this misconception, emerging thinking

tools and programming software steadily collapses traditional design praxis, making it essential for designers to engage with parametric tools, design workflows, and protocols that support humans to robot and robot to human interchangeably.

14:45–15:00

### **Not satisfied**

Prof. Arch. Luca Ponceolini

This lecture reflects on a variety of things that do not work well today. This comes from the point of view of a designer who is convinced that a proper design attitude can make things change for the better – From the bottom, not from the top.

## Tue 25.10

Panel host **Arch. Udi Cramsky**, Head of the interior Design Department

14:00–14:15

### **Design is not for Designers**

Prof. Wolfgang Laubersheimer

What is Design? Where did it come from? Who is designing? How and why has the concept of design changed again and again? Where do we stand today?

14:15–14:30

### **Experiments | Between the Word and the Image**

Prof. hab. Agnieszka Ziemiszewska

In this lecture, Prof. Agnieszka Ziemiszewska will present her works in the field of graphic design and show some student works that were the outcome of some of her workshops in Poland and abroad.

14:30–14:45

### **We like it!**

Prof. Adam Kamiński

We are graphic designers – visual creators. We can do a lot, and we want to be beneficial to our communities. With the work of our own hands, we create things whose emphatic beauty is useful to the audience. How can we help?

14:45–15:00

### **Ar(chi)tecture of cultural spaces**

Dr. Arch. Marek Z. Barański

The lecture will focus on my professional work as an initiator and participant of local and international revitalization programs or research projects. I will present selected conceptual, design and social activities that aimed at protecting and popularizing cultural heritage as well as enhancing local identities so that they serve the contemporary and future generations.



## Wed 26.10

Panel host **Mr. Ofer Zik**, Head of the Industrial Design Department

14:00–14:15

### **Gamification as a teaching tool**

Prof. Maximiliano Romero

Gamification has been used for many years in various fields of knowledge. It is quite common to use it in elementary schools, but what about higher education and long-life learning? Considering also the social role of Design, could designers use gamification to transfer knowledge on social issues and critical information to people?

14:15–14:30

### **Visual metaphor, how to work with it**

Dr. Jarek Bujny

The lecture will relate to socially engaging posters in the context of the Polish poster school tradition. By presenting works of well-known artists of the Polish school of poster design – students from the Academy of Fine Arts in Gdańsk and the University of Warmia and Mazury in Olsztyn, and **Jarek Bujny's** own works – the lecture will present different ways of using visual metaphors in posters.

14:30–14:45

### **space in**

Mr. Michał Pecko

For over fifteen years I have been wondering who I will become when I finally grow up – my design experience seems to be a record of this search, from three-dimensional design, through two-dimensional and digital media, to a combination of both of the above-mentioned.

14:45–15:00

### **Circular Design**

Prof. Mag.art., D.Phil. Günther Grall

This lecture will provide an Introduction to Circular Design and introduce different examples of design projects in this context.

# Schedule for students

## Sun 23.10

10:00–11:00

Opening meeting, Auditorium

11:00–13:00

Workshop

13:00–14:00

Lunch break

14:00–18:00

Workshop

## Mon 24.10 – Wed 26.10

9:00–13:00

Workshop

13:00–14:00

Lunch break

14:00–15:00

Lectures, Auditorium

16:00–18:00

Workshop

## Thur 27.10

9:00–13:00

Preparing for the presentations

13:00–14:00

Lunch break

14:00–16:00

Preparing for the presentations

16:00–18:00

Final presentations

18:00–20:00

Farewell party @ HIT

# Thank You

## International Workshop Week, Academic Steering Committee

Prof. David Rawet, Dr. Yael Eylat  
Van Essen, Adi Karelitz, Zachi Diner,  
Ofar Zick, Udi Cramsky

## Design Faculty

**Prof. David Rawet** Dean of the  
Design Faculty

**Mr. Zachi Diner** Head of the Visual  
Communication Design Department

**Mr. Ofer Zick** Head of the  
Industrial Design Department

**Arch. Udi Cramsky** Head of the  
Interior Design Department

**Dr. Yael Eylat Van Essen** Head  
of the International Office, Design  
Faculty, HIT

**Ms. Adi Karelitz** Academic  
producer of the International Design  
Week

**Mr. Yaakov Gottlieb** Assistant  
Dean for Logistics

**Ms. Hemda Cohen** Head of  
Administration

**Ms. Anna Fridman** Faculty of  
Design Coordinator

**Ms. Rotem Natan,  
Ms. Yarden Dadon** Visual  
Communications Design  
Coordinators

**Ms. Adi Frid** Interior Design  
Coordinator

**Ms. Neta Raanan Cohen**  
Industrial Design Coordinator

We wish to thank the Ministry of Foreign Affairs for their generous support in funding the International Design Week. We would also like to thank HIT's International Office for its support.



State of Israel  
Ministry of Foreign Affairs

alom • 🖐️ • Welcome •

o • Shalom • 🖐️ • Welco

ello • Shalom • 🖐️ • Wel

Hello • Shalom • 🖐️ • W

e • Hello • Shalom • 🖐️ •

ello • Shalom • 🖐️ • Wel

Hello • Shalom • 🖐️ • W

me • Hello • Shalom • 🖐️

Welcome • Hello • Shalo

• Welcome • Hello • Sh