

**8th November 2017, 2:00 pm – Sale d'Armi C - Arsenale
Workshop HBK Braunschweig**

We are a group from the University of Art in Brunswick, Germany. Our group consists, largely, of students from the Visual Communications program. This explains why our interest is not only in fine art, but also in neighboring, more applied fields. We will start our investigation with a few basic questions: How does the Biennale present itself? What is the general concept, as well as this year's focus, and how is it being visually represented? Which concepts for organization, information and inspiration work together in the design of the Biennale? What is the relationship between the Biennale as a kind of framework and the individual pavilions of the participating nations?

Of course, this raises broader questions about the relationship of art to graphic design in general: What can graphic designers learn from art; and vice versa: what can artists learn from graphic design? How do the two influence each other? How will these relations develop in the future?

In both art and design the media play an important role to such a degree that most would argue that we are currently facing a shift in the role of the media in the formation of our collective memory. How is this change being reflected in the Biennale?

Both art and design are made by and for people. How is this essential social aspect presented in this year's Biennale?

And, last, but not least: We are visiting the Venice Biennale. How does the city of Venice with its iconic cultural heritage shape the Biennale in general and this year in particular? The buildings in which the Biennale takes place have their own long history and special energy. How do the exhibiting artists react to the architecture and spacial conditions? What is the relationship between this very unique place and the art exhibited here for a brief few months?

In the Visual Communication program, we teach artistic foundations, photography, illustration, typography and graphic design. In a addition, we have a group of students with a professor from the Industrial Design program. After preparatory meetings at home, the students will arrive in Venice with certain tasks to do. They will be documenting their investigations with photographs and drawings along various thematic lines.

The workshop we will give on Wednesday, November 8, will examine the intermediate results, discuss newly arising questions and develop ideas on how the work can be continued. It is an opportunity to sit down and reflect upon what we have seen so far and how to continue.