

Biennale di Venezia – Biennale Sessions, 6 - 9 June 2017, Sale d'Armi C, Arsenale
design akademie berlin, SRH Hochschule für Kommunikation und Design

Project and workshop: **foreign + foreignness**

Prof. Katrin Androschin

Prof. Julia Leihener

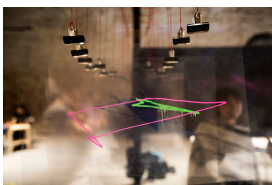
M.A. Strategic Design students:

Angela Garcia Botero, Anjali Kadian, Benjamin Chun Man Au, Ekta Khera, Eugene Vasilenko, Florian Knape, Giulia Hartz, Juan Useche, Lea Roth, Lenya Bass, Nadja Rauch, Oan Al-Hindi.

A selected group of 12 international M.A. Strategic Design students, Prof. Katrin Androschin and Prof. Julia Leihener of the design akademie Berlin engage at the Biennale Sessions in Venice 2017 with one part of a long term project on 'foreign & foreignness'. The challenge of the Biennale workshop is to create an impact on society by making use of strategic design skills.

After having conducted user research and pre-concept iterations in Berlin, the Master students run a public design thinking activity in Venice, dealing with aspects of identity, habits and borders. The students apply strategies like redefining, contextualising as well as relieving foreignness.

Student group projects:



MAPAMELT

How are current political divisions of land influencing our identities?

Constant exchange of melting cultures allows us to reflect, redefine and overcome our mental borders in order to build a united understanding of the world and its people. An interactive installation creates a unique identity experience by challenging existing borders. It provides an outlook on our near future societies through analogue and digital interfaces.



LOVE IN TRANSLATION

How might we open our hearts to others in order to overcome estrangement?

Traditions may bind us, cultures alienate us, borders divide us – but in love, we are united. The project team explores emotions, behaviour and alienation in love relationships. It translates your love message into a foreign language that neither you nor your beloved are familiar with and sends you on a journey of finding 'love in translation'. Show some love today and take part in our experiment.



MULTIPLY UNITY

How can foreignness and strangeness be transformed into familiarity with the exchange of stories?

The Biennale ticket gives visitors the opportunity to discover new people and perceptions by leading conversations on art. Participate and experience that art not only creates emotions but also initiates dialogue and facilitates unity in diversity.



LOCK AND KEY

How can we we unlock strangeness between strangers?

People are locked in their comfort zone, not opening up to their surroundings. As a key to overcome this habit, strangers solve a riddle collectively while being locked in pairs. Come and unlock your foreignness!



MODEL 3

How can we overcome feeling foreign by challenging the perception of each other?

The 'Last Heirs Model3 Shirt' allows to modify the message the shirt communicates. Very personal information – real or fictional – is shared in a surprisingly open way. Come by to actively mould and influence your environment, instead of being shaped by it!

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The workshop is conducted in cooperation with M.A. Strategic Design students of the Poli.design Milano.

Prof. Gilbert Beronneau of the design akademie berlin accompanies the project by leading individual interviews with the students on their experience engaging with the topic of 'foreign and foreignness'.

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