



FREIE UNIVERSITÄT BOZEN

LIBERA UNIVERSITÀ DI BOLZANO

FREE UNIVERSITY OF BOZEN - BOLZANO

Fakultät für
Design und Künste

Facoltà di
Design e Arti

Faculty of
Design and Art

Design as Symptom. Things, Signs and their Effects

On the 14th and 15th May 2012 the international conference **Design as Symptom: Things, Signs and their Effects** will take place at the Faculty of Design and Art of Free University of Bolzano-Bozen.

There is no doubt that design today is more than ever a symptom of contemporary culture. It seems today that there is no thing or surface that is not the work of a designer. Design covers everything and everyone in a dense network of quite subtle relations, clever allusions and ironic background references. In design, society shows how it is and also how it wants to be; its knowledge, secret desires, cravings and suppressed longings are no less apparent than its neuroses and psychological abysses. The question however is: What exactly is it that design shows? And how is it shown? What is communicated and how? What is the effect of signs in our rapid, frequently automated everyday perception? Can design indeed speak, or does the specific nature of design by itself allow us to form an emotional relationship with the world?

The international conference **Design as Symptom: Things, Signs and their Effects** asks the question of signs and self-signing in objects according to the relationship of things, signs and their effects. It will be held on 14 and 15 May 2012 in Bozen/Bolzano and will be organised by Prof. Dr.-Ing. Jörg H. Gleiter (specialist in aesthetics) and Dipl.-Ing. Jan Bovelet M.A. of the Faculty for Design and Art of the Free University of Bozen/Bolzano. The conference **Design as Symptom – Things, Signs and their Effects** invites notable designers and architects, as well as personalities from the fields of philosophy, linguistics, design and architectural theory to Bozen in order to ask the question of design as a living symptom of present culture.

Contributors will be attending from the USA, Great Britain, Germany, Switzerland, Iran, Lebanon and Italy. The lectures will be in English, Italian and German. The conference is being held in co-operation with the Museion, the Bozen/Bolzano Museum for Modern and Contemporary Art, and will take place in the lecture hall of the Museion.

Following the conference, on 16 and 17 May two student design workshops will raise the question of the reciprocal working of theoretical insights and practical design work. The workshops are being organised by Prof. Antonino Benincasa and Prof. Christian Upmeier. Both are professors of Visual Communication. The noted designers Peter Crnokrak (London) and Resa Abedini (Beirut/Tehran) have kindly agreed to participate in the workshops.

Tickets

Two days	€ 50
One day	€ 30 per day
Advance sales	€ 40 (for online registration up to 1st May 2012)

Student tickets

Two days	€ 20
One day	€ 12

Students of Free University of Bozen-Bolzano and University of Innsbruck are exempt from the registration fee. Though, they have to register online via e-mail (design-art@unibz.it).



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Where

Museion - Museum of modern and contemporary art Bolzano
Via Dante 6, 39100 Bolzano, Italy

When

May 14 to 15, 2012

Inscription

www.unibz.it/symptomdesign

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Scientific director

Prof. Dr.-Ing. habil. Jörg H. Gleiter
Dipl.-Ing., Mag. Phil. Jan Bovelet

Artistic director

Prof. Antonino Benincasa
Prof. Christian Upmeier

Participants

Reza Abedini	Prof., American University, Beirut
Christoph Baumberger	Prof., Universität Zürich, Zürich
Jan Bovelet	Dipl.-Ing., Mag. Phil., Universität Bozen
Peter Crnokrak	Designer, London
Claus Dreyer	Prof. em., Detmold
Kurt W. Forster	Prof., Yale University, New Haven
Andreas Hapkemeyer	Dr. habil., Bozen
Tatsuma Padoan	Prof., Universität Bozen
Roland Posner	Prof., TU Berlin
Gert Selle	Prof. em., München
Uwe Wirth	Prof., Julius-Liebig-Universität Gießen