



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

## Digital. Material. Structural: Ornament Today

International Conference at the Faculty for Design and Art of Free University of Bozen-Bolzano

*On 31 May and 1 June 2010 the international conference Digital. Material. Structural: Ornament Today will take place at the Faculty of Design and Art of Free University of Bozen-Bolzano. The conference is being organised by Professor Dr.-Ing. habil. Jörg H. Gleiter.*

*The conference invites international designers, architects and artists as well as theoreticians, cultural scientists and philosophers to Bozen-Bolzano in order to pose the question of ornament in the digital age from the perspective of practice, theory, aesthetics, and media psychology.*

*Contributors will be from the USA (Harvard University, Cambridge Mass.; Georgia Institute of Technology, Atlanta), Switzerland (ETH Zürich, Luzern), the Netherlands (Den Haag), Germany (University of Stuttgart, Berlin, Frankfurt/M., Schwäbisch Gmünd) and Italy (University of Palermo, University of Trento, Free University of Bozen-Bolzano, Milan). The conference will be held in German and Italian. All contributions will be simultaneously interpreted into the other language.*

The debates on ornament have reignited. As the digital age dawns, ornament – the very thing that modernity attempted to abolish at the beginning of the machine age – is making a comeback in design, architecture and art: Ornament. In fact, ornament has today returned – in an almost scandalously fresh and nonchalant form. It is visible not just in the superficial appearance of advertising, fashion or product design, but also in ornaments of spaces and computer-generated architectural design processes and the virtual object world of screens and media facades.

The return of ornament is an indication of a fundamental change. Opinions diverge when it comes to ornament, but less in the sense of taste than that the central formative questions crystallise on it. The attitude of modernism to ornament is ambivalent: it reveals the internal tension and dynamics of modernism.

But how does it now differ from machine ornament and classical ornament? Where do the affinities and continuities exist? *Digital. Material. Structural: Ornament Today* raises the question of the change in the structure and status of ornament in the digital age.



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- Scientific director:** Prof. Dr.-Ing. habil. Jörg H. Gleiter
- Artistic director:** Prof. Antonino Benincasa
- Participants:**
- |                         |                                              |
|-------------------------|----------------------------------------------|
| Frank Barkow            | Architekt, Barkow-Leibinger, Berlin (D)      |
| Barbara u. Gerd Baumann | Designer, Schwäbisch Gmünd (I)               |
| Jan Bovelet             | Philosoph, Berlin (D)                        |
| Mario Carpo             | Prof., Georgia Inst. of Tech., Atlanta (USA) |
| Emanuela De Cecco       | Prof., Freie Universität Bozen (I)           |
| Benjamin Dillenburger   | Architekt, ETH Zürich (CH)                   |
| Michael Dürfeld         | Dr., Philosoph, Berlin (D)                   |
| Christian Kathriner     | Künstler, Luzern (CH)                        |
| Achim Menges            | Prof., Universität Stuttgart (D)             |
| Matteo Moretti          | Designer, Bozen/Milano (I)                   |
| Eric Nuijten            | Prof., Designer, Rotterdam (NL)              |
| Sebastian Oschatz       | Designer, MESO, Frankfurt/M. (D)             |
| Ingeborg Rocker         | Prof., Harvard University (USA)              |
| Elisabetta di Stefano   | Prof., Università di Palermo (I)             |
| Renato Troncon          | Prof., Università di Trento (I)              |
- Moderators:**
- |                |                                    |
|----------------|------------------------------------|
| Luigi Russo    | Prof., Università di Palermo (I)   |
| Gerhard Glüher | Prof., Freie Universität Bozen (D) |