

WORKING GROUPS

Wednesday 3rd June 2015 - 10 am - 1 pm
@polimi Via Durando, 10

FASHION DESIGN IN EDUCATION: PERSPECTIVES AND APPROACHES

The working group wants to do a comparison on the different design methodologies and craft requirements in the fashion design education of the member schools – analyze the state of textile and fashion education and trends in CUMULUS schools

PARTICIPANTS: min.6 - max. 20/30 (teachers and programme leaders of textile and fashion education)

CONTACT: Alba Cappellieri - alba.cappellieri@polimi.it
Tanel Veenre - tanel.veenre@artun.ee

WORKSHOP _THINK WITH YOUR HANDS!

Despite the availability of sophisticated 3D programs and performing control machines for the realization of models, it is always important for the designer produce models with their own hands. If you can build it, you're halfway to knowing how it could be made! The capacity to produce a model is essential for the management in the design process: modeling increases the quality level of the project, especially for: ergonomic aspects, study of the form, functionality. In the workshop, participants will be invited to produce models of simple object. Models that will be proposed will be designed to accentuate the importance of the "think with their hands" as a method in the design process. In the final part of the workshop all participants will be invited to share the experience with the group and tell how their schools is taught "think with your hands". The organization of the workshop will produce a final document sharing experience {video, text, images,} Fields of interest: Models, prototypes, Maquette, Didactics, Methodology Design, Perception of Three-dimensionality.

PARTICIPANTS: min. 9- max. 30

CONTACTS: alessandro.alessandri@polimi.it;
sebastiano.lang@gmail.com

INDUSTRY AND INNOVATION

This Cumulus working group aims to better understand and shape the role of design education to match the future demand of industry to innovative within a rapidly changing global economic environment. The changing nature of Design has gained attention from governments to address structural economic shifts brought upon through global financial challenges. Within this context design has been viewed as a mechanism of building resilience within a national economy by driving innovation, productivity improvements and social cohesion.

Specific questions that the working group will aim to address include:

- What will be the emerging design education content to enable industry to address structural economic shifts and remain globally competitive?
- What is the ideal balance between design, science, art and business education to address issues relating to industry and innovation
- What are the emerging industry engagement frameworks to enable design capability to be embedded within firms to enhance innovation?
- What are the education challenges to prepare design graduates to operate within this context?
- What exemplars projects exist and what forums should these be shared in?
- How can this group provide input to influence regional and global policy?

Call for presentation at the Milan conference

The next meeting working group will be held in Milan. We are calling for presentations for the meeting from the Cumulus membership to build a dataset of how members are engaging with industry to drive innovation challenges. We would like to get a broad cross-section of examples of how design education works with industry and what are some of the lessons learnt (positive and negative) that have been gained. The outcome of the workshop will be to provide a map of

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activity, which will be populated at future meetings. This activity map will assist in identifying gaps and challenges, which can be explored through ongoing research through the working group.

To assist with collating material, participants are asked to prepare a case study or multiple case studies which outlines 'how and why' your institution has engagement with an industry partner to drive an innovation challenge. The case study summary should include:

- Institution
- Project Title
- Industry Partner Summary
- Project Description and duration of engagement
- Rational for engaging with your institution
- High level project outcomes
- Vale of project to Industry / Institution
- Lesson Learnt
- External links to project deliverables

We would like workshop participants to submit this summary as a one-page document (maximum 500 words) prior to the conference and then provide a short presentation (5 minutes) of the project during the session. During the workshop we will start to build a map of the 'how and why' on types of industry engagement to frame lessons learnt and gaps in our knowledge which will be shared throughout the Cumulus network after the Milan conference.

PARTICIPANTS: Max 25

CONTACT: Dr Sam Bucolo, Professor Design and Innovation, University of Technology Sydney, Australia Professor Marjolijn Brussaard, Dean, School of Art & Design, Nottingham Trent University, United Kingdom
sam.bucolo@uts.edu.au

WORKING GROUPS

Wednesday 3rd June 2015 - 10am - 4pm (WHOLE DAY)
@polimi Via Durando, 10

X-FILES – international coordinators working group

This working group is open to all international coordinators and also to new schools arriving in the association.

The program foresees: introduction to the local host university or school, tour of the Campus, introduction to new EU programs and other discussions on the peculiarities of the job.

This group meets on two different days.

PARTICIPANTS: max. 50

CONTACT: Astrid Behrens (UAS, Vienna), Heikki Saros (UAS, Lahti), and Bettina Ganz (UAS, Zurich). Eija Salmi (Cumulus Sec.) Anne Hubert Schoonbrodt (Polimi), Mrs. Aparajita Dutta - a.dutta@kabk.nl

DESIGN 4 SUSTAINABILITY

For the past three decades, sustainability has become an omnipresent topic. Yet, being under-defined or defined only for specific narrow audience, it remains for a wider community an artificially imposed value among prevailing unsustainable practices and choices. Design has made its unfortunate contribution to the growth of plastic short lifecycle/disposable products, overproduction, overconsumption, 'live in the moment' attitude and other economic and cultural trends resulting in deep rooting of unsustainability in contemporary system of values.

To be able to stand a chance of reversing the damage, today's designer has to revise and redefine practices and approaches of the past and the messages they communicate.

During the Working Group meeting we could try to share a vision and knowledge on current vectors towards sustainability in design and art practice and research ; discuss the ways to approach the issues of sustainability through the means of design practices ; map current research and practices towards sustainability within Cumulus network ; launch a network of like-minded professionals with a further potential for collaboration

PARTICIPANTS: min.6 - max. 25

CONTACT: Tim Ramage <trumage@c.ringling.edu>

PRECARITY PILOT

This group will explore issues around precarious working conditions faced by many designers – such as poor pay, overwork, no or limited social security, inability to plan ahead. The objective is to discuss good practice in terms of supporting design graduates in the transition from university to work and to outline a series of tactics and strategies in terms of supporting designers in dealing with the precarising conditions they encounter within the creative industries.

This workshop will be part of a series of nomadic Europe-wide workshops that discuss issues around precarity with recent graduates, current design students, design educators and institutional policy makers.

Target: design educators, institutional policy makers, design professionals, recent graduates

PARTICIPANTS: min.6 - max. 16

CONTACTS : Bianca Elzenbaumer (Leeds College of Art)
Paolo Plotegher (Goldsmiths, University of London) - bravenewalps@gmail.com

CONTEMPORARY ART

For the Contemporary Art Working Group, we invite members to submit proposals on their research activities in various areas of contemporary art as well as on proposals for international projects to promote traveling exhibitions and competitions. Projects and ideas that connect contemporary art with design will be given preference. Proposals should be limited to 20 minutes each and submitted by March 1. 2015. ON SATURDAY THE GROUP CAN REGISTER TO THE VISIT AT CITTADELLA DELL'ARTE (see visits)

PARTICIPANTS: min.6 - max. 16

CONTACT: Ann Albritton - Art History - Contemporary Issues in Art - aalbrit@c.ringling.edu

WORKING GROUPS

Wednesday 3rd June 2015 - 2 pm – 4 pm
@polimi Via Durando, 10

EPHEMERAL, COMMUNICATIVE, VIRTUAL INTERIORS the future of interiors

This working group will explore the new trends of interior/space design which evolves quickly towards new horizons, new technologies and new needs which often refer to the ephemera, communicative and virtual interiors. The new scenarios interact more and more with the person and more often we speak about adaptability and mobility of the spaces we inhabit. The inner- outer- round- space are conceived according to the needs of the people and thus the role of the designer is changing and becomes more often the role of a stage designer.

In this meeting we would be curious to know about the experiences interior and space design educators and researchers are conducting in their schools and departments, to understand how we can translate the sophisticated internal space as an emanation of the person/personalities into a new “meter” useful for the profession.

Some fields of interest : temporary /pop-up retail, scenography for theatre, tv-sets, fashion set, fairs, events, temporary /pop-up hospitality, up to the virtual interiors of video-games, smart cities
tools: lighting, illumination, static and dynamic, virtual technologies, projections, interaction design,...colors, transformation technologies, related to interior design,
Context: Inside and outside spaces, Urban and non urban landscapes, interiors of mobiles spaces
Proposals to present educational or research project should be limited to 10 minutes each and submitted by 1st March 2015 to the contact below. Ten projects can be shared to leave time to discussion during the meeting.

PARTICIPANTS: min.6 - max. 25

CONTACT: Giovanna Piccinno - giovanna.piccinno@polimi.it
Francesco Scullica - francesco.scullica@polimi.it

FOOD DESIGN WORKGROUP

Food Design is an emerging trans-discipline and a field of professional practice concerned with any action, project, and design approach that can improve our relationship to food and the food system in a variety of ways and instances, both at the individual and the communal levels. These actions can focus on the design of the edible product itself or its context, including food objects, spaces, process and practices. Professionals and scholars have indicated the objects of Food Design as ranging from what is on the dish – what we eat - to product design, packaging design, communication design, interior design, temporary environment design, service design and, finally systemic design. It would appear that Food design is still a new field of research and professional practice, and for that reason there is still no agreement about what the field is.

Objectives and Targets

By examining current theories, approaches, and practices regarding the intersection of food and design, the group will reflect on the development of the field and on educational programs focusing on it. In particular, the goal of the group is to reflect about food in a systemic way, going beyond the surface of visible phenomena to identify the underlying structures that create and reinforce the system to identify spaces of intervention for designers at various scales, from the global to the local.

PARTICIPANTS:

mini. 6 - max. 25

CONTACT:

Arnauld Hedin - hedina@newschool.edu
Sonia Massari - ADI Food Design Commission
sonia.massari@gustolab.com

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ReVeDa - Research Vectors in Design

The ReVeDA is opportunity for all participants to select one of Your most interesting research activities developed in the past 2 years and put together a short presentation for the Working Group Workshop. The prime aim of ReVeDA is to offer an open space for deliberation and debate about the distinct research experiences within the Cumulus Community, free from any preconceived taxonomies and methodological dogmatisms.

This working group is envisioned as a space to share our different experiences with the following goals:

- to learn from best practices;
- to share ideas and approaches;
- to meet new possible collaborators;
- to build and open and dynamic map of the pluralism of research practices in design and art.

ReVeDA isn't only a working group session during the Cumulus Conferences: we are also keen to create a space for dialogue outside the conference times as well to support our community. After all presentations a round table will be opened.

Our desired outcomes are the following:

- open as soon as possible an on-line forum dedicated to ReVeDA where all of us can upload our research sheets and presentations;
- publish an annually open book of ReVeDA where all our research experiences will be collected.

The deadline to submit your experience is the 15th of May 2015.

PARTICIPANTS: max. 25

CONTACT: Mariana Amatullo (Designmatters Department) -
mariana.amatullo@artcenter.edu

Loredana Di Lucchio (Sapienza University of Rome) -

loredana.dilucchio@uniroma1.it

Lorenzo Imbesi (Sapienza University of Rome) -

lorenzo.imbesi@uniroma1.it

WORKING GROUPS

Friday 5th June 2015 - 2.30pm - 5pm
@ied Via Bezzacca, 5

LEADERSHIP AND STRATEGY

Chair: Elsebeth Gerner-Nielsen Designskolen Kolding Denmark, rector and vice-president of Cumulus.

Part A

1. "A Shortcut into the Performance Indicators of Universities in UK and NZ"

Marjolijn Brussaard Nottingham-Trent University UK & Annabel Pretty Unitec New Zealand

2. Cumulus Global Quality Drivers Survey & further discussion on any needs of indicators for the quality development of education and research in art, design and media among the Cumulus members
Iina Ekholm & Hanna Karkku Cumulus Secretariat

Part B

1. Discussion and development; The strategies for leaders of creative institutions with a focus on the leadership itself and an Oath for our students, continuation from the Cumulus Johannesburg conference September 2014

Elsebeth Gerner Nielsen et alii.

The first Johannesburg discussion paper enclosed.

PARTICIPANTS: max. 30

CONTACT: Salmi Eija - eija.salmi@aalto.fi

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FOOD AND FASHION ITALIAN EXPERIENCE

Experiential workshop focused on two iconic fields of Made in Italy's production chain: Food and Textile Design.

Starting from a historical-methodological approach, the project tutors will define the general scenario of two parallel production lines.

Participants will have the opportunity to see the situation first-hand in two different areas. Led by an IED professional team textile design will work on fabric using craft print mode and analysing colours, shapes and material. The Food area, will have ice-cream as main character and the workshop will be based on production line, packaging designing and new forms developing, thanks to the synergy with a historical company that represents one of the major firms in the world of gelato.

PARTICIPANTS: max. 40

CONTACT: Francesca Marchese - f.marchese@milano.ied.it

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Friday 5th June 2015 – 2 pm -4 pm
@ MATERIAL CONNEXION ITALIA
V.le Sarca 336/F - Bulding 16 - 20126 Milan – Italy

MATERIAL INNOVATION: 20 SOLUTIONS THAT WILL CHALLENGE THE DESIGN WORLD

Materials are not just an “industrial design practice” matter. The way to face material innovation requires a new design culture. It is largely recognized that materials can invigorate design, revolutionize industries and create better, more sustainable environments. Today, besides their technological dimension, the so-called “added value materials” affect the intangible dimension of an organization becoming sometimes a corporate strategy lever, perfect vehicle for product identity and brand value.

Material ConneXion, the largest international centre for research and consulting on innovative and sustainable materials, gives the chance to surf the Milan material library and the online database with more than 7,500 materials.

During the Working Group participants will be involved by Material ConneXion staff in their approach to material innovation led by design. 20 added value materials will be introduced and will lead participants through innovations able to challenge design and ultimately revolutionize the culture of materials. A direct discussion with MCI team will push forward the material choice approach in the traditional design methodology, and about how product concept comes into being starting from material potentials. Each participant will receive a book edited by MCI with a selection of more than 80 innovative materials.

PARTICIPANTS: max. 40

CONTACT: Christian Tubito ctubito@materialconnexion.com

Saturday 6th June 2015 - 4pm - 6pm
@domusacademy, Via Darwin, 20

FASHION TALES_ Tangible versus intangible, new artisanal versus technology

Lecture by Domus Academy, under the Patronage of Piattaforma Sistema Formativo Moda

Technology and social habits have already dramatically transformed the future of fashion. Industry is looking more and more in depth to technologies to support and create new business and production models as well as communication tools.

Editors becoming retailers, retailers opening a story teller approach to customers, bespoke quality sold through online media. In this context an in depth analysis of the state of the art and case histories is relevant to discuss, understand and forecast the next future.

Andrey Golub (ELSE), Caterina Lunghi, (Journalist), Andrea Motta (Taylomatic) will discuss on the relationship between technology and poetry, creativity and processes, vision and image, fashion and product to unveil possible future practices.

Introduced by Barbara Trebitsch, Head of Domus Academy Fashion School.

PARTICIPANTS: max. 150

CONTACT: Francesca Zocchi - Head of Institutional Projects - Laureate International Universities | Art & Design Education
francesca.zocchi@laureatedesign.it | www.laureatedesign.com | www.laureate.net

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