

„What we call the present is just the clash of what was and what will be – a tiny part of being that instantly breaks down into the elements past and future.“

*Eugène Ionesco (1912-94), rumanian-french author*

"No one is rich enough to buy back the past."

*Oscar Wilde (1854-1900), irish author*

**Designing IA** Winter semester 2009/10 | Project outline

## **KdAG – The department store of expressions of the present**

*... where designers and clients, workshop and showroom, input and output meet. A place for the rational and the poetic.*

- Genius Loci** The European marketplace has changed. The distributive radius of the big producers of consumer goods has, on one hand, increased. On the other hand, a sort of producer's market is evolving, where inventor, designer, and producer are combined in one person. In this case, the distribution of the goods takes place without any intermediaries – via the internet, at the respective events or quite directly from the studio. This creates differentiation, flexibility, dynamic and thus the cultivation of economic niches. The consequences are far-reaching: agencies for the creative professions don't attempt to form big enterprises with a large-sized superstructure but rather, they form loose communities of self-employed people. Objects of everyday use are not necessarily reduced to a singular function or material quality. Instead, they become identifying marks in a structured world, helping like-minded people to find and recognize one another. For all these activities to take place, an appropriate place, or *locus*, is needed (see also Christian Norberg-Schulz "Genius loci", Stuttgart 1983).
- Contemporary Culture** In that sense, public places present a frame for us to perceive the world around us as well as ourselves; here, our social interactions are conditioned. At the same time, they form the context for products that stand out from the field of applied arts and which can become the synonym for a special lifestyle, indicating a particular value system. And as these products are precisely placed in a hierarchy, to the point, and coded, they become perceptible by those who want to give them a place in their professional or private lives. A dialogue evolves between the local and the superordinate: the objects are present *in loco*, on platforms and in media of all sorts, they express everyday culture. They equally draw from and are reflected in all facets of contemporary culture (theatre, cinema, arts, publications, etc.).
- Intecta** At Halle's *Große Ulrichstraße*, an impressive department store, *Brummer & Brummer*, was built in 1901, comprising an effective sales area of some 4,500 m<sup>2</sup>. The architects, Albert and Ernst Giese, later created Halle's *Volkspark*. After world war II, it was used again as a department store, at last housing the *intecta* furniture store. Since 1994, it has led a shadow existence, taking much damage as a neglected ruin, until it was bought by a team of dedicated creative entrepreneurs in February 2009. Their aim is to offer space for a mixture of design-related service and retail units who can inspire and support each other in everyday business. Situated in the central *Große / Kleine Ulrichstraße* quarter with its cafés, shops, theatre and numerous listed buildings, the site will present fine and applied arts. The owners are convinced that these are of vital importance for Halle's identity.
- Topic** On the basis of the above considerations and under the work title *Kaufhaus des Ausdrucks der Gegenwart* (Department store of expressions of the present), the aim of the project will be to create a scenario. Regarding aims and contents, this scenario will remain a study. Using the initiative of the new owners as an impulse to examine such new creative and business compounds, students will nevertheless remain free to create ideas that are not limited by the implementation ideas and designs of the new owners. There should be a focus on the relation to interior spaces and on the importance of transforming a site with strong architectural characteristics (the previous *intecta* furniture store) into the *Department store of expressions of the present*.

<b>Structure</b>	The task is divided into three work stages, for each of which students are passed a certificate:
Phase 1	
Warm-Up:	<i>Excursion to Hamburg and bi-national workshop (I): Indications of expression of the present   October 11 – 16, 09.</i> In the free period, students are assigned to produce a paper. During the excursion to Hamburg, there will be task-related visits and a bi-national workshop in cooperation with Gerrit-Rietveld-Academy Amsterdam (GRA). The workshop will be organized in groups; in the bi-national group work, there will be a focus on examining urban building concepts and the according ideas regarding sustainability, expression, and traces of identity of those who inhabit the urban spaces.
Ad hoc draft	<i>Contest of ideas   Workshop (II): October 26 – 29, 2009</i> Contest of ideas Back in Halle, students will continue with an ad hoc draft workshop. They will work in small groups to successively develop variants for transforming the building. This is to function similar to a contest of ideas. The results will be reviewed together with visiting professionals and a committee will then give a recommendation. After that, participants will select one variant by ballot vote which will then become the basis for a successive in-depth adaptation.
Phase 2:	
Interpretation	<i>Work on interior spaces, model construction, material appropriation concept</i> During the in-depth work phase, tandem teams will be formed who will then work on the interior spaces of separate project units. They are to create planning references on different scales and visualize their interventions on a model of the entire building. It is vital that the interior design concept becomes visible. Each tandem team must compile a colour and material concept for the respective project unit and visualize it in a composition using the actual materials.
Phase 3:	
Communication	<i>Documentation   Workshop (III) January 11 – 14, 2010; Presentation   Workshop (VI) January 25 – 28, 2010</i> For this interdisciplinary workshop at the end of the work phase, students are to select a student mentor from another study course within the Design department who needs to be confirmed by the tutors. As an AG-X partner he or she will support the respective team in completing the documentation and in subsuming the work processes, experiments, results and theories of the separate parts of the project. This subsummation should in itself become an <i>expression of the present</i> . All drafts and results will be presented in the way of a computer-aided short presentation (PDF presentation).
<b>Sustainers</b>	Prof. Dipl.-Ing. Axel Müller-Schöll with Ass. Dipl.-Ing. Julia Taubert
Visiting Lecturer	Prof. arch. Head of Architectural Design at Gerrit Rietveld Academy, Amsterdam, Dipl.-Ing. Karl Amann, Architekt BDA, no w here architekten, Amann und Volpp, Stuttgart
Guest review	Dipl.-Des. Janis Kapetsis, communication designer, Halle Prof. Dr. Matthias Götz, chair in Design Theory, Halle
<b>Participation</b>	Participation Students wishing to participate in the project should fill in an application form. Participation conditions are specified in the respective examination and study regulations. Furthermore, we expect students to take up their task with enthusiasm and a willingness to work on the task in a concentrated manner. A work desk is ready for each participant in room 407. In the preparatory phase as well as during presentations, information is generally distributed electronically (via email). Moreover, students wishing to take part are expected to regularly attend the group consultations and to participate in the workshops and the excursion. Each student's contribution towards travelling and accomodation expenses will amount to ca. 320 Euro