



THE SUMMER DESIGN WORKSHOP at Haptic Interface Design Institute, Berlin

DESIGN GYMNASTICS @ Berlin 2012

to explore the sensorial approach to design; the new science of living

16-20 July 2012

call for application

The sensorial qualities in design are the foundations of future living concepts. Masayo Ave, a Japanese architect and designer and the founder of Haptic Interface Design Institute, is a considerable pioneer who explores the studies on sensorial qualities in the field of industrial design.

After collecting a decade long experience to conduct international design workshops, which uniquely deal with sensorial design approach at the universities across Europe, she expanded her workshop activities beyond the framework of universities, being convinced that the sensorial design should be an interdisciplinary subject for all - from school children to the professionals of a variety of fields.

Using a new sensorial approach to basic principles of design, Masayo Ave has been developing a variety of design exercise methods named DESIGN GYMNASTICS. The series of the exercise are studied carefully to stimulate and cultivate human sensorial curiosity and competence - it's flexibility, agility and balance - by stretching the design muscles supported by human's five senses, yet include also "the sixth sense".

Opening her workshop atelier to the international design experimenters with enthusiasm and interest to learn about the new sensorial design approach, the 2nd edition of the private summer design workshop "DESIGN GYMNASTICS@Berlin 2012" directed by Masayo Ave will take place in 16-20 July 2012.

The 5 days concentrate workshop, which encourages the participants to investigate basic truths and potentials of the new science of living, will be held in the institute's new workshop atelier in the historical masterpiece architecture designed by Pier Vago in 1957, which is deeply hidden in Berlin Tiergarten - the huge forest central park located in the heart of Berlin city.

The workshop is performed for a group of max. limited 12 participants and the exercise and project developments are practiced in 2-3 persons team. The workshop is a truly unique occasion to share the intensive research experiences exchanging the views with other participants with a variety of international backgrounds.

Hansavitertel, the area where the atelier located is unique heritage of modern architecture in Berlin, where was developed for Interbau 1957 - The International Architecture Expo held in 1957. Over 22 historical modern residential/cultural complexes, which are designed by master architects - include W.Gropius, A.Aalto, P.Vago and O.Niemeyer - are found around in the area.

Each day is filled with lecture, hands-on exercise of Design Gymnastic, creative brainstorming, discussion, analysis and presentation. Cafés, library and gallery space in the historical architecture masterpieces as well as the forest garden become also the extended "open class room" for the workshop.

WORKSHOP PROGRAM (8 hours/day)

Mon. 16- Fri. 20 July
9:30-12:00, 13:00-17:30

DAY 1 sensorial research - Design Gymnastic I
to cultivate the faculty of observation.

DAY 2 sensorial research - Design Gymnastic II
to cultivate the faculty of touch.

DAY 3 sensorial research - Design Gymnastic III
to cultivate the faculty of discovery.

DAY 4 sensorial project development.

DAY 5 sensorial project development and
Final presentation of project.

*18.00-20.00

farewell buffet for the conclusion

The course is conducted in English.

REQUIREMENTS

The summer workshop is open to advanced students and professionals, who are with interest and enthusiasm for sensorial aspects in design. Participants should have a comprehensive level of spoken and written English.

WORKSHOP FEE

The five days concentrate workshop fee per individual is 600€, which include workshop tuition, studio materials, lectures and certificate at the end of the workshop. Daily tea time snacks/drinks and a farewell buffet are also included in the fee. Not included in the fee is daily lunch, accommodation, travelling to/from and within Berlin, and visa application fees.

The participants will be provided the information about the recommendable accommodations as well as about the basic transportation in the city and free time cultural visits and excursion in Berlin city.

General cost of lunch in the cafes in Tiergarten is 6-10 euro. The participants can also have own picnic lunch in Atelier's terrace or the garden. Comfortable accommodation in Berlin are generally available from 25 euro (hostel's dormitory room) or from 60 euro (design business hotel) per person in the center of Berlin.



1



2



3



4

DESIGN GYMNASTICS @ Berlin 2012

to explore the sensorial approach to design; the new science of living



5



6



7



8



6

APPLICATION DEADLINE

Friday, 25 May 2011

CV and an application letter (on which mentioned your main interests to apply the workshop) are requested to send via e-mail to info@macreation.org

MORE INFORMATION

For further information and question, please feel free to write to us at info@macreation.org

Photo in p.2-3

1.2.3. Tiergarten 4. Entrance of Pier Vago Haus

5. Workshop Atelier of Haptic Interface design institute

6. Oscar Niemeyer Haus

7. Library Hansabücherei by Arch.Warner Düttmann

8. Alver Aalto Haus

9. Café Tiergarten in SWEDENHAUS by Arch.F.Jaenecke and S.Samuelsen