Tord Boontje, *Hanging Garland* Light. Photo: Angela Moore

Shaping the New Century

An International Design Symposium

Indianapolis Museum of Art
Friday March 6 & Saturday March 7, 2009

Witness a dazzling, groundbreaking exhibition of contemporary European design and spend two days with world-class designers, critics, and manufacturers at the Indianapolis Museum of Art (IMA). This two-day symposium is an inquiry into design-as-industry and design-as-art, and the dynamic forces that drive contemporary European design. Be among the first to see the landmark exhibition *European Design Since 1985: Shaping the New Century*—a can't-miss opportunity for architects, industrial designers, art historians, students, scholars, and design connoisseurs.

The symposium will examine four aspects of the design field—**Designing, Making, Judging, and Marketing**—giving attendees a greater understanding of the many constituencies that drive and shape contemporary European design. Each of these factors is detailed in the attached agenda.

Sessions are structured as such: each session has a chair/moderator. Two speakers will address one of the four aspects (noted above) from the perspective of design as industry (Modernism) or design as art (Postmodernism); they will generally represent the older generation in the exhibition. Two panelists then state their own views and respond to the speakers remarks; they will most often represent the younger generation in the show. The goal is to promote a lively discussion that will help the attendees explore the complexities and forces that drive contemporary design in Europe.

Two keynote speakers—Michele De Lucchi and Jurgen Bey—have been selected to open and close the symposium, respectively, and will provide a larger framework about developments in European design in the late twentieth century and early twenty-first century.

The exhibition and accompanying catalogue have been structured around two larger concepts that have shaped European design for much of the last century: design as industry (Modernism) and design as art (Postmodernism). Within those two themes, we have also identified eight sub-movements that make for a rich and compelling story about European design from 1985 to 2005. Please join us for this exciting opportunity.

R. Craig Miller
Senior Curator of Design Arts

INDIANAPOLIS MUSEUM OF ART

4000 Michigan Road
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imamuseum.org

Shaping the New Century
An International Design Symposium

FRIDAY
March 6, 2009

AGENDA

8:45–9:30	Registration Check-in	Coffee
9:30–9:35	Welcome & Introduction	Maxwell L. Anderson (The Melvin & Bren Simon Director and CEO)
9:35–10:15	*Keynote Speaker*	Michele De Lucchi (architect and designer, Italy) Mr. De Lucchi has been involved with major developments in European design from the 1960s to the present. He will provide a preamble to give people a framework to understand how design in Europe from 1985 to 2005 came to be.
10:15–10:30		*Break*
10:30–12:30	First Session ***DESIGNING***	This session focuses on the designer. What are the major movements, forces, and challenges that designers contend with daily to keep Europe on the forefront of contemporary design? Why have the two design movements proved to be such powerful forces in contemporary design?
	Chair	Penny Sparke (professor, Kingston University, U.K.)
	Two Speakers @ 35 minutes each	**Design as Industry: Modernism** Eero Koivisto (Claesson Koivisto Rune, Sweden) **Design as Art: Postmodernism** Sylvain Dubuisson (architect, Courbevoie, France)
	Two Panelists @ 15 minutes each	**Design as Industry: Modernism** Jerszy Seymour (designer, Germany) **Design as Art: Postmodernism** matali crasset (designer, France)
	Questions for 10 minutes	
12:30–2:00		*Lunch*
12:30–2:00		**Student Strand Session 1:** *Working lunch and debrief*

Penny Sparke

Jerszy Seymour

matali crasset

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FRIDAY
March 6, 2009
(continued)

AGENDA

2:00–4:00

Second Session
MAKING

This session focuses on the various ways that design is industrially manufactured or handmade in Europe today. There are large, international companies that mass produce objects and also do limited-edition pieces. There are smaller companies that are also able to work with major designers producing more limited products.

Chair Catherine McDermott (professor, Kingston University, U.K.)

Two Speakers
@ 35 minutes each

Design as Industry: Modernism
Rolf Fehlbaum (Chairman, Vitra, Switzerland)

Design as Art: Postmodernism
Alberto Alessi (Managing Director, ALESSI SPA, Italy)

Two Panelists
@ 15 minutes each

Design as Industry: Modernism
Beatrice de Lafontaine (Director, when objects work, Belgium)

Design as Art: Postmodernism
TBD

Questions for 10 minutes

4:00–5:00 Private Viewing of Exhibition

5:00–6:30 Cocktail Reception

6:30–9:00 **Student Strand Session 2:** *Working dinner and debrief, preview issues to be covered in the Saturday sessions*

Catherine McDermott

Alberto Alessi

Rolf Fehlbaum

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SATURDAY
March 7, 2009

AGENDA

9:30–10:00 — Registration Check-in — Coffee

10:00–12:00 — Third Session ***JUDGING***

This session discusses how contemporary designers and design are evaluated and judged. Museum curators and art historians have traditionally played this role through exhibitions and publications, but there are also many other people such as critics, government officials, etc., who very much determine which designers and objects receive recognition in our society

Chair — R. Craig Miller (curator, IMA, USA)

Two Speakers @ 35 minutes each

Design as Industry: Modernism
Cilla Robach (curator, Nationalmuseum, Stockholm, Sweden)

Design as Art: Postmodernism
Dr. Josef Strasser (curator, Die Neue Sammlung, Germany)

Two Panelists @ 15 minutes each

Design as Industry: Modernism
Juli Capella (architect, Capella Arquitectura & Design, s.l., Spain)

Design as Art: Postmodernism
Cedric Morisset (independent journalist, curator and design consultant, France)

Questions for 10 minutes

12:00–1:30 — *Lunch*

12:00–1:30 — **Student Strand Session 3:** *Working lunch and debrief*

Cilla Robach

Dr. Josef Strasser

Juli Capella

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Shaping the New Century
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SATURDAY
March 7, 2009
(continued)

AGENDA

1:30–3:30

Fourth Session
MARKETING

This session is addresses ways in which contemporary design is presented and sold in the market. There are retailers who become the exclusive agents for selling industrial design. There are galleries that build stables of designers, produce their work in limited editions, and then sell the pieces. Auction houses in recent years have also become a major force in selling contemporary design on a global scale. There are also firms that work with building the reputations and careers of designers and companies.

Chair
Nasir Kassamali (Owner - LUMINAIRE®, USA)

Two Speakers
@ 35 minutes each

Design as Industry: Modernism
George Beylerian (CEO and Founder, Material Connexion, USA)

Design as Art: Postmodernism
Didier Krzentowski (Owner, Galerie kreo, France)

Two Panelists
@ 15 minutes each

Design as Industry: Modernism
Richard Wright (Director, Wright, USA)

Design as Art: Postmodernism
Susan Grant Lewin (president, Susan Grant Lewin Associates, New York, USA)

Questions for 10 minutes

3:30–4:00 *Break*

4:00–4:45 Summary Lecture
Jurgen Bey (Creative Director, Studio Makkink & Bey, The Netherlands)

4:45–4:55 Closing Remarks
Linda Duke (Director of Education, IMA, USA)

Nasir Kassamali

George Beylerian

Didier Krzentowski

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SUNDAY
March 8, 2009

10:00–12:00

AGENDA

Student Strand Session 4

Co-sponsored by Indiana University Herron School of Art and Design and the IMA.

The student programming is organized by Christopher Vice, Chairperson, Department of Visual Communication Design, Herron School of Art and Design.
(note: session will take place before gallery opens to public at noon.)

ABOUT THE STUDENT STRAND

A special strand of *Shaping the New Century: An International Design Symposium* for a national audience of graduate and undergraduate design students and design educators. Participating students will attend all regular sessions, plus four special sessions designed specifically for students.

Graduate and undergraduate design students represent the designers of today and of the future. The student strand of the symposium will provide unique opportunities for students to extend the dialogue in directions that are especially relevant to their own experiences. Student attendees will examine the exhibition *European Design Since 1985: Shaping the New Century* as a bridge between twentieth-century design perspectives and the present. Students will compare and contrast their own issues and ideas with the perspectives of European designers as reflected in the exhibition and through the symposium.

REGISTRATION INFORMATION

Two Day Pass: Public $100 / Students $50
Buy Two-Day Pass
Single Day Pass: Public $50 / Students $25
Buy Single Day Pass

To receive a discounted group rate for 5 or more people, please contact rwinings@imamuseum.org.

To register for the symposium, please visit
www.imamuseum.org/european-designsymposium

For more information, please call 317-923-1331.

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