

For Your Information

12 March 2004

A symposium about using your bike in new ways
Organized by: Tetsuo Mukai, Elaine Ho, and KaAp
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Venue: HkA, Oude Kraan Building

As students, we find ourselves in a critical position to analyse and be critical of work we create and the context in which we do so. It is not a new phenomenon that students face incredible challenges and difficulties in experiencing the transition between education and practical application. Especially in the fields of art and design, it is becoming increasingly difficult to justify the overloading of product onto a society where everything is instantly disposable. The emerging challenges move beyond questions of form or design, to those of intentions and how to communicate them on a more applicable level to the real world. This being such a prevalent issue, we find it a notably lacking address in current educational programmes.

It is widely known that most people eventually pursue careers that vary from their course of study. Whilst this is of course not a detriment, perhaps it could be more often acknowledged in schools and therefore treated as something to be addressed within the curriculum. More now than ever before, the idea of a single career seems to fall way to a broader idea of productivity, with multi-media projects and interdisciplinary artists becoming more and more the norm. In-depth concentration is still crucial, but students today often emerge from schools without a broader vision of how to relate their work to the outside world.

There are, however, many artists and designers currently working from whom we have much to learn in this area. For these creators, a certain level of objectivity becomes critical to the working process. In other words, there is an ability for the artist or designer to see beyond the singularity of a product to directly confronting society's needs and issues.

SYMPOSIUM:

From this, we have developed a concept for a symposium to be organized in conjunction with KaAp, who also focuses its projects on an interdisciplinary approach. By inviting guest speakers from all types of disciplines, we hope to bring to light the importance of such thinking. Our research has uncovered a number of creators, successfully working on the basis of developing ideas rather than simply churning out products for their fields. From visual artists to musicians to graphic designers, these people have managed to develop their background into something of a greater vision, whether they are working outside of their original education or collaborating with individuals in a manner that stresses the idea of combining creative thought processes. (Please see below for proposed list/descriptions of guest speakers)

We feel it would be a worthwhile experience for all "students, teachers, and the public" to be able to learn and establish a dialogue with these professionals.

WORKSHOPS:

One day workshops will be held during the week of 8-11 March, with students signing up for workshops that interest them. Several students (and/or teachers) from each department will be selected for each workshop. This means that each student will be absent from their regular coursework for a maximum of two days. Workshops leaders are various artists and designers who will be visiting Arnhem specifically to share and work with the students. Among the confirmed guests are:

8 March	Experimental Jetset	graphic design	Amsterdam
9 March	Do	product design	Amsterdam
10 March	Chicks on Speed	music, product, performance	Berlin
11 March	Mark Borthwick	photography, music, installation	New York

The documentation and results of each workshop will be presented on the symposium day:
Friday, 12 March.

SYMPOSIUM SCHEDULE:

We are currently enlisting students and ex-students to create original work to be presented during the symposium. We would like the symposium to be as broad as possible, including installation, performance, film, and discussion. This will be a collectively organized by students from every department and guest speakers invited to participate. Some potential speakers and presentations include:

- **Polly Maggoo, Amsterdam**

A music theatre group comprised of graduates of the HkA, Polly Maggoo make experimental performances integrating music, acting, and performance in a lively, innovative way.

- **David Gibbs, HkA, OK5**

Installation

- **Leraar Opleiding, HkA**

The teaching department of the HkA has opted to be involved with For Your Information within their curriculum and will be conducting workshops prior to the symposium and exhibiting work for the event.

- **Sonya Spry, HkA, Fine Art**

Installation and Films

- **Mu, Eindhoven**

Mu is a gallery linked to the Design Academy in Eindhoven, which aims in bringing work with that is interdisciplinary by nature. By curating shows that combine artists working in music, fashion, and installation among others, Mu gives a vivid portrait of the mixing of popular culture today. Recent shows have included Mark Borthwick, Takashi Murakami, Kim Gordon, and Jess Holzworth.

www.mu.nl

- **Bruce Mau, Toronto**

Bruce Mau's creative office has gained international recognition for cross-disciplinary work involving identity/branding, print design, product development, and exhibition design. Also recently published by BMD was the book Life Style.

www.brucemaudesign.com

- **Forcefield, Rhode Island, USA**

This artists' collective based in Providence, Rhode Island is responsible for a self-created movement in art-core performance, film, and music, and have recently participated in the Whitney Biennial at the Whitney Museum in New York.

- **Carsten Nicolai, Germany**

German artist/musician. Nicolai's installations are combinations of labor intensive machines and electronically generated sound. He also records music under the alias, Noto, on several record labels.

- **Anthony H. Wilson, London**

Wilson is a music critic, best known as the founder of Factory Records (Joy Division, A Certain Ratio, New Order) and the Manchester club the Hacienda.

PREVIEW NIGHT:

Tentatively scheduled for Thursday, 19 February 2004, KaAp will sponsor a film night to introduce certain guests to the students. There will be a selection of short films and documentations from various artists such as J.Mandle Performance group (public performance, dance, music), Neutral (3-D animation, architecture) and Forcefield (music, art performance).

We would like to encourage all students and departments of the HkA to be involved in this ambitious project, what we hope can open doors for students in the future both while in school and when they embark on their own. We would like for you to inform your students about this event, and to encourage active participation.

If you have any questions, or suggestions, please let us know. We are still collecting candidates for speakers and presentations, and are welcome to your ideas.

Best Regards,

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