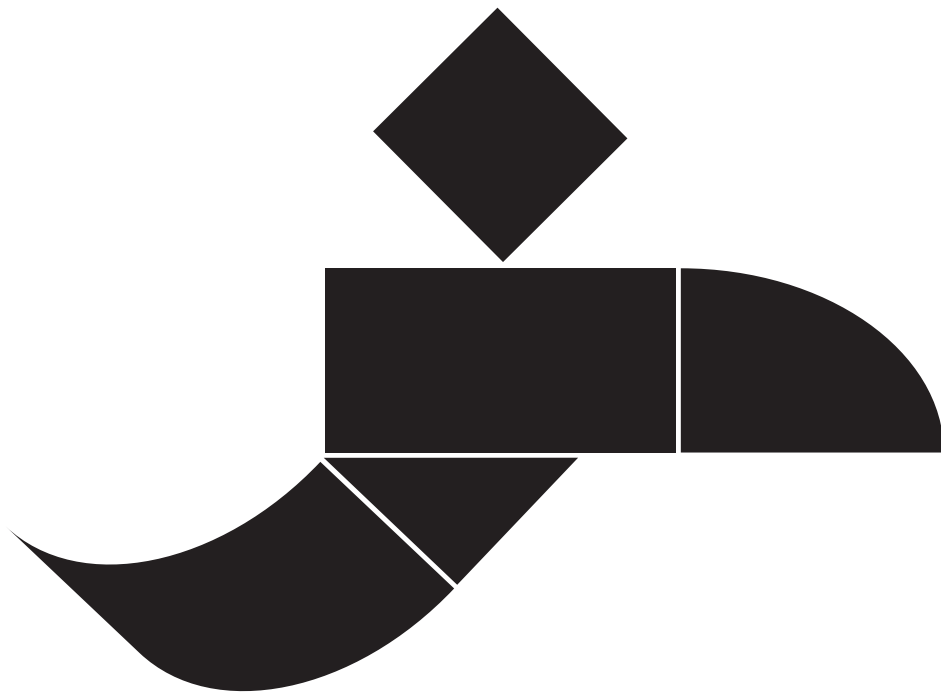


design  
رشد  
للتنظيم  
la ruta  
del diseño



Amman 16-18/02/2012

Workshops Description



Pedro Vicente

Photos or Photographs: Take more than pictures, make stories.

Focus	<ul style="list-style-type: none"> <li>* Critical thinking on contemporary photographic practices, from documentary photography to domestic photography.</li> <li>* Critical thinking on the aim of taking photographs.</li> <li>* Reflection on the nature of Photography in the digital era.</li> <li>* Debate on the difference between making and taking photographs.</li> <li>* Photography projects, a practical approach to the reflective way of telling and making stories through photographic images.</li> </ul>
Addressed To	All creative professionals, Visual Artists Arts, Photographers students of Visual Arts, Fine Art, History and Theory of Art and Photography
Duration	20 hours
No. of Participants	Not more than 20.
Directed by	Pedro Vicente <a href="http://www.elisava.net/en/studies/design-and-photography-image-and-creation">http://www.elisava.net/en/studies/design-and-photography-image-and-creation</a>
Nationality	Spanish
Experience	Director, Master of Design and Photography at ELISAVA School of Design in Barcelona, Lecturer in different Universities in Spain and UK. Curator, writer, editor and Director of Photography Festival VISIONA in Spain.
Training	Bachelor in Photography, Bachelor in History of Art, Master in Theory of Art.
Methods	Lectures, photography field work, team work, team presentations , critical debates.
Requirement from Participants	Digital photo camera, Laptop with photo edition software, internet skills, English.

Today anyone can be a photographer; we don't even need a camera to be. We are all potential photojournalists, we simply have to be in the right place at the right time and carry our cell phone in the pocket. The democratization of photography has reached levels unimaginable just a few years ago and is probably the most radical change since its discovery. The spirit of photography has taken over the tastes and everyday behavior, we all photograph mundane moments of our lives anonymous, the insignificant becomes super significant.

At this massive popularization of photography at all levels, we should look back and recall the famous quote by László Moholy-Nagy in 1927 when he said that those who are ignorant in matters of photography will be the illiterates of tomorrow. This seminar provides a multiple and critical look at the contemporary ways to understand photography and the photographs and their meaning, which in this democratization is sometimes lost.

**Profile: Pedro Vicente**

Pedro Vicente studied a BA(Hons) Photography at UCCA in the United Kingdom, a BA in History of Art at Birkbeck University of London and was awarded with a Master with distinction in Contemporary Art Theory at Goldsmiths College, University of London, UK. He is visiting Lecturer of Photography at the Universities UCA and LSBU in the United Kingdom and at visiting lecturer at Master Fotografía at UPV, Valencia, Spain. He has been editor of the academic journal Philosophy of Photography, and works as a freelance curator, writer and critic on photography, has collaborated with numerous international photography magazines and edited several books and catalogues on photography. He is currently director of the Photography Festival VISIONA, Huesca, Spain and lecturer and director of the Master in Design and Photography at ELISAVA School of Design in Barcelona.



Lupi Asensio

Typography and storytelling:  
cut and paste posters Workshop

Focus	Practical training on the use of typography and shapes in posters, both formal and conceptual. Developing with the help of typography a narrative based on the threemensionality of the object (folding)
Addressed To	Graphic designers and typography curious/convinced ones of the power of the letters
Duration	20 h.
No. of Participants	Not more than 20.
Directed by	Lupi Asensio , <a href="http://www.twopoints.net">www.twopoints.net</a>
Nationality	Spanish
Experience	Director, Postgraduate in Applied typography at the ELISAVA School of Design in Barcelona <a href="http://www.elisava.net">www.elisava.net</a> Lecturer in a different Design Congress, Festivals and Symposiums. Founder and partner with Martin Lorenz of TwoPoints.Net Researcher on Design Pedagogy
Training	Fine Arts, Graphic Design, Typography, Visual Communication, Film, Storytelling
Methods	Lectures, sketching, hand typography compositions with photocopies, individual tutoring, team presentations
Requirement from Participants	A0 white papers (100x 70 cm aprox.), A2 white papers, scissors or cutter (cutting matt), bar glue or spray (newspapers), A4 color papers
Requirements from university:	A3 copy machine

“Typography and storytelling: cut and paste posters”, wants to show the value of the typography and the handwork in a computer times. Through the copy and paste technique the participants will explore the possibilities of composition just with typography and graphic shapes.

After this, they will use the gained experience and skills in the developing of a typographical storytelling adding the elements of folding and color to typography and shape, in order to create a complex narrative with typography as a main actor

Profile: Lupi Asensio

Licentiate Degree in Fine Arts from the University of Barcelona, specializing in Design. Studied at the KABK in The Hague (Netherlands).

Specialized course in Typography at FH Darmstadt (Germany).

Postgraduate Degree in Visual Communication and Cinema Studies at HFG Offenbach (Germany).

Lecturer at different master courses at ELISAVA.

During 2007-2009 director of the Graphic Design Master at ELISAVA.

Teacher in Typography, Color and Visual Communication at different design schools and universities.

Co-Founder of TwoPoints.Net, a visual communication studio, together with Martin Lorenz with whom she currently runs the Postgraduate Degree in Applied at Elisava School of Design in Barcelona.

She also does a PhD within the framework of the Design Research programme at the UB's Fine Arts Faculty.



Samer Yamani  
Exhibition and the City:  
Creative Dialogue Workshop

Focus	<p>Practical training on designing an exhibition from brain storming to layout and target audience analysis.</p> <p>The workshop aims to go through the design process of an exhibition proposal, focusing on the cultural sector and needs in your city in order to create and design a necessary exhibition related to it.</p>
Addressed To	All creative professionals, Architects, Graphic Designers, Interior Designers, Fashion Designers, Visual Artists.
Duration	20 h.
No. of Participants	Not more than 20.
Directed by	Samer Yamani – <a href="http://www.sameryamani.com">www.sameryamani.com</a>
Nationality	Honduras.
Academic Experience	<p>Lecturer and workshop director at ELISAVA School of Design Barcelona, IED - European Institute of Design - Barcelona, UB- University of Barcelona.</p> <p>Visiting Tutor at Kingston University London. V&amp;A Jamel Prize Workshop Director.</p>
Training	Fine Arts, Graphic Design, Architecture, Visual Communication, Film, Fashion Design, Interior Design.
Methods	Lectures, sketching, team presentations and brain storming, 2D ,3D workings
Requirement from Participants	A0 white papers (100x 70 cm aprox.), A4 white papers, scissors or cutter, Laptops.
Requirements from university:	Projector and Speakers, Video Camera.

**“Exhibition and the City: A Creative Dialogue”**, is a dialogue between the creative people and the city. What are local creative needs? How we can improve creative senses in your city? We will go through important issues like creative economy principals and concepts, creative industries and creative community active behavior and social responsibilities to be reflected in the exhibition proposal that includes : Concept and Idea, Target Audience needs, Design Proposal, Space analysis and layout, Content layout and relation , public bath, etc.

### **Profile: Samer Yamani**

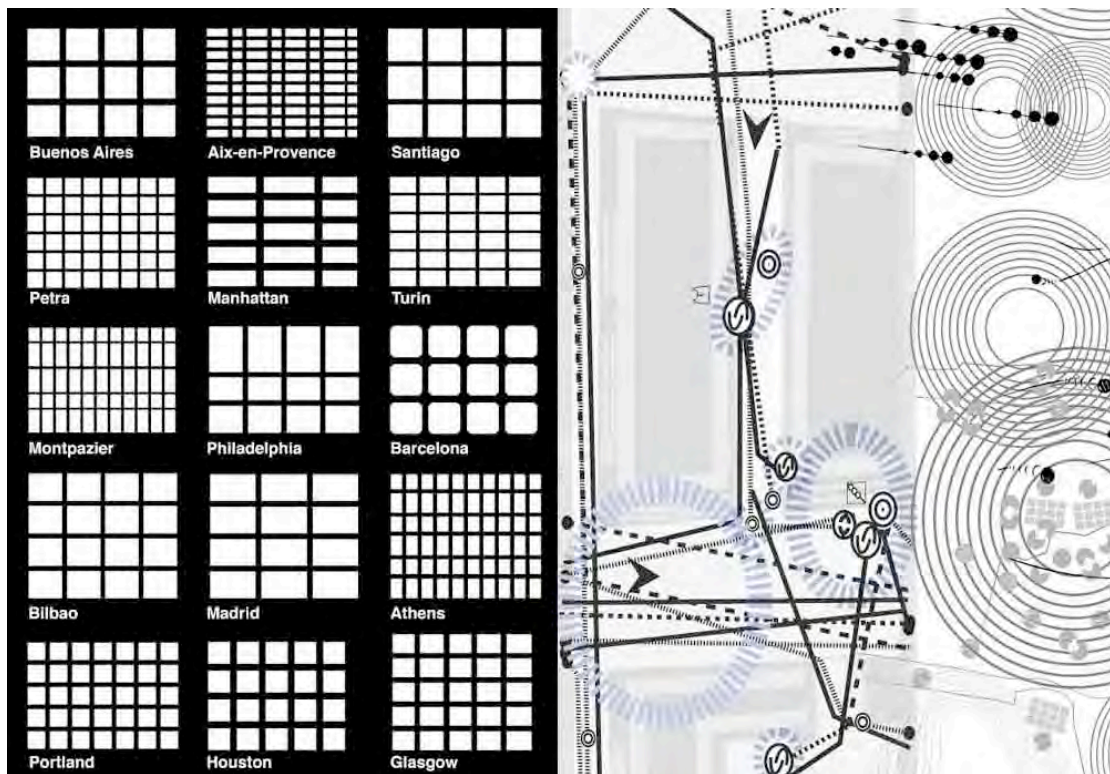
- Designer from School of Arte 4 - Madrid
- Postgraduate Degree in Design, architecture and Image - Elisava School of Design Barcelona.
- Lecturer at ELISAVA School of Design Barcelona.
- Lecturer at IED - European Institute of Design - Barcelona.
- Lecturer at UB- University of Barcelona
- Visiting Tutor at Kingston University London.
- President / Founder of Creative Dialogue Association (CDA) Barcelona. [www.creativedialogue.net](http://www.creativedialogue.net)
- Editorial Manager of the Syrian publication, Architecture Creations Magazine between 2005 - 2008.
- Senior Designer – Cloud 9, Barcelona . [www.ruiz-geli.com](http://www.ruiz-geli.com)
- Founder of FDS- [www.sameryamani.com](http://www.sameryamani.com)

### Recommended Reading:

Richard Florida : *Who's Your City?: How the Creative Economy Is Making Where to Live the Most Important Decision of Your Life.*

Richard Florida : *The Rise of the Creative Class: And How It's Transforming Work, Leisure, Community, and Everyday Life.*

John Howkins : *The Creative Economy: How People Make Money From Ideas*



Christoph Lueder  
Mapping Intensive and Extensive  
Urban Public Space in Amman

Focus	<p>Urban space has been described through the practice of everyday life, the experience of the flaneur or tourist, but also through the gathering of quantitative data, in a rigorous as well as imaginative process.</p> <p>The workshop will draw on sensory and graphic methodologies developed in previous studios, and on Manuel De Landa's distinction between extensive and intensive space. It aims to produce a collective map of a selected local urban space, re-envisioning prior local spatial and social knowledge of students as well as immediate experience through new methodologies and expanded frames of reference.</p>
Addressed To	Students and young professionals of Architecture, Urban design, Design, Fine arts, Graphic Design, Sociology, Anthropology, Geography
Duration	24 hours in a week
No. of Participants	Not more than 20.
Directed by	Christoph Lueder
Nationality	German
Academic Experience	<p>Practicing architect since 1993, international competition entries and realized urban and building projects in Germany and China</p> <p>Taught at University of Stuttgart, ETH Zuerich, Canterbury School of Architecture, Kingston University, led international workshops at METU Ankara and CAFA Beijing, lectures and guest critic at universities in Germany, Switzerland and Britain.</p>
Training	Architecture and Urban design
Methods	<p>Immediate experience, visual and verbal recording; diagrammatic analysis</p> <p>Negotiation between individual and collective diagrams / maps</p> <p>Lectures, reading, annotation, discussion</p>
Requirement from Participants	Equipment for drawing by hand and digitally, photo / video devices, laptop, enthusiasm for public urban space and interest in its social, political and spatial dimensions
Requirements from university:	Projector and Speakers, Video Camera.

## **Profile : Christoph Lueder**

### Teaching and Research

- since 2007 Principal Lecturer, Kingston University London
- 2005 - 07 Principal Lecturer, Canterbury School of Architecture
- 2003 - 04 Assistant Professor at the ETH Zürich, Chair of Architecture and Design
- 1998 - 04 Seminars and Design Studios at the University of Stuttgart
- since 2000 Lectures and Guest Critic at the ETH Zurich, Academy of Arts Stuttgart, University of Stuttgart, Stuttgart University of Applied Sciences, Bartlett School of Architecture London, Strathclyde University Glasgow, Cambridge University, METU Anker. CAFA Beijing

### Practice

- since 2003 Architect in Zürich and London
- 1998 - 2003 Architects Auer + Weber, Stuttgart, Germany  
Project Leader for the University Library Magdeburg  
Competition University Library Magdeburg (1st prize)  
Project Leader for Anting New Town, Shanghai, China
- 1994 - 98 Architects Behnisch and Partners, Stuttgart, Germany  
Project Leader for a Social Housing Estate in Ingolstadt-Hollerstauden
- 1985 - 92 Ian Ritchie Architects, London, UK  
Eric Owen Moss, Architect, Culver City, California, USA

### **Recommended Reading\*:**

*Georges Perec, L'infra-ordinaire*

*Manuel DeLanda, Space: Extensive and Intensive, Actual and Virtual*

*Reyner Banham, Environmental Management*

*\*Texts will be included in a reader supplied at the workshop*



Bahbak Hashemi-Nezhad  
Rethinking – Furniture Design  
workshops.

Focus	<p>Conceptual design and research related to new forms and definitions of furniture.</p> <p>Practical training on designing from brain storming, editing ideas, local material, production analysis, model making, and product presentation.</p> <p>The workshop will commence with observational research and new ways of seeing familiar environments. It will then advance into brief writing, concept generation, and investigating new forms and ideas that challenge norms of design in the field of furniture related to both interiors and public space.</p>
Addressed To	All creative professionals, Architects, Graphic Designers, Interior Designers, Fashion Designers, Visual Artists.
Duration	20 h.
No. of Participants	Not more than 20.
Directed by	Bahbak Hashemi-Nezhad – <a href="http://www.bahbak.com">www.bahbak.com</a>
Nationality	British
Academic Experience	<p>MA Royal College of Art</p> <p>Lecturer and tutor at Royal College of Art</p> <p>Visiting lecturer at London college of Communication</p> <p>Visiting lecturer at Central St. Martins, London</p> <p>Seminar/workshop leader at Westminster Academy</p>
Training	Industrial Design, furniture design, Interior Design, Photography.
Methods	Lectures, brief-writing, sketching, team presentations and brain storming, 2D ,3D model making, photography
Requirement from Participants	A0 white papers (100x 70 cm aprox.), A4 white papers, scissors or cutter, cardboard, cameras Laptops.
Requirements from university:	Projector and Speakers, Video Camera.

**“Rething – Furniture Design”**, looks at the rapidly changing city, cultures, values and resources as the main catalyst for design. Raising questions such as: How can design react to and shape culture at the same time? What insight does local observational research provide for global design? And what are the future demands?

Through a mix of experimental research methods focusing on interior spaces and public spaces, brain-storming and making, we aim to raise new questions and new forms in the field of furniture design.

### **Profile: Bahbak Hashemi-Nezhad**

Masters Degree in Design Products – Royal College of Art, London  
Lecturer at Royal College of Art  
Visiting lecturer at London College of Communication  
Visiting lecturer at Central St. Martins  
Director and designer at Studio Bahbak Hashemi-Nezhad - London

### **Selected Exhibitions**

2012 Seamless, India Art Summit, Delhi  
2012 In Other Words, Sarai, Delhi  
2011 Design Tide, Tokyo  
2011 Tokyo Wonder Site, Tokyo  
2011 Speak Out, Serpentine Gallery, London  
2010 London Festival of Architecture, London  
2010 Format Photography Festival, Derby  
2010 Cube Cityscape, Lloyd Hotel, Amsterdam  
2009 Auto-Progettazione, Architecture Association, London  
2009 Sónarmatic, Sónar Festival, Barcelona  
2008 Looks Like Music, CLASKA (Design Tide), Tokyo  
2008 Digital Arts Festival, Tokyo  
2008 Inside Design, Lloyd Hotel, Amsterdam  
2008 The Show, Royal College of Art, London  
2007 Platform8, Work in Progress, Royal College of Art, London  
2007 Maywa Denki, the World of Knock, Le Bian Gallery, Tokyo  
2004 Tokyo Designers Block IDEE at Spiral Gallery, Tokyo  
2003 Young Designer of the Year Award, Sydney

### **Recommended Reading:**

Georges Perec, *An Attempt at Exhausting a Place in Paris Translated, with an afterword, by Marc Lowenthal*

John Urry, *Consuming Places*, Routledge Press

Auto-Progettazione, Enzo Mari Corraini Press