

DESIGN POVERTY FICTION

a festival

22/23
03
2013

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Designing Poverty ? Designing Politics Designing Fictions Designing a Festival...

@ GRAND HORNU IMAGES

Rue Sainte-Louise 82 - 7301 Hornu, Belgique - +32 65 65 21 21 - www.grand-hornu-images.be/

DESIGN, POVERTY, FICTION is a festival filled with guests, scientific communications, encounters, films, a bar, design experiences and a party. Practitioners and theoreticians, activists, designers and artists will consider poverty as a raw material and will examine the fictionalization of poverty. They will exchange views on the question of fundamental human needs, hidden wealth and new forms of exploitation of workers... The festival is deriving from a reflection between practitioners and theoreticians and its shape is offered to Master students of 3 European school of art and design. They are proposing the display, the artistic part and the festive programming.

Mechanical Turk, néo-primitivism, punk culture, hard discount, life in the desert, potlatch, relief agencies' contradictory discourses, wage system vs. social assistance...

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Program

(Subject to modifications. All lecturers confirmed.
Lectures will be translated into French and into English)

March, Friday the 22d Poverty as a raw material

LECTURES & ROUND TABLES

10:00 DOORS OPEN
11:00 WELCOME by Marie Pok, Director of the Grand Hornu Images.
11:05 INTRODUCTION / *The Vanishing of American Hobo* – Jack Kerouac, 1960.
Catherine Geel / FR - CH & Brendan Heska / CAN
11:20 ILLICH AND POVERTY
Thierry Paquot (video) / FR
11:45 THE BIRTH OF MARKET AND ITS STARVING ONES
Olivier Assouly / FR
12: 40 INTERLUDE 1

lunch

14:30 INTERLUDE 2
14:35 EXTREME PARTICIPATION
Kenneth Balfelt / DEN
15:25 FILMING WITHOUT MONEY / NO SOUS
Olivier Bosson / FR

17:25 INTERLUDE 3
17:40 TECHNOLOGICAL DISOBEDIENCE
Ernesto Oroza / CUB
18:25 ALTERPRODUCTION (A project)
David Enon / FR
18:45 NEO-NEANDERTHALS AND SPACE LIKE CAVE SHIPS
Jerszy Seymour / CAN
19:15 Round Table with **E. Oroza, D. Enon, J. Seymour**
19:45 INTERLUDE 4

FILMS FROM ONE MN LENGTH...

12:45 – 14:45
The One Minutes Selection.
13:00 – 19:00
FILMS & SELF-SERVICE
Medium & short length films in free access.

16:00
200% FR (80')
Encounter with film director
Olivier Bosson
17:00 -18 :00
The One Minutes Selection

19:45 Drinks : **The Seed of Man**
20:15 Performance + Music / **RutaBaga ***

* From 22:30 **NIGHT Music** at the **Wasmes RSC** with **Thylacine / Peter Pepper**
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March, Saturday the 23rd Work, Poverty and Fiction

LECTURES & ROUND TABLES

10:00 DOORS OPEN
11:00 INTERLUDE 5
11:05 INTRODUCTION / *Experience and Poverty* - Walter Benjamin, 1936.
Catherine Geel / FR-CH
11:15 MECHANICAL TURK OR THE SCIENCE FICTION OF WORK
N. Maisonneuve et S Degoutin / U.S/ FR
12:05 "ENJOY POVERTY" OU "POVERTY BUSINESS"? WHY HUGO CHAVEZ WILL NOT BE EMBALMED
Florent Geel / FR
12:45 INTERLUDE 6

12H45 Food - The seed of Man
FOOD EXCHANGE

14:30 INTERLUDE 7
14:35 HOMELESS vs DESIGN
Olivier Peyricot / FR

14:35 SOTTSSASS JR IN THE DESERT
Marie-Ange Brayer / FR
16:00 EUROPEAN SOCIAL BOAT
Jurgen Bey / NL
16:30 Table ronde
with **MA. Brayer, J. Bey, O.Peyricot.**
17:15 INTERLUDE 8
18:00 CONCLUSION
18:15 THE END

FILMS FROM ONE MN LENGTH...

12:00
MY DUBAÏ LIFE (60')
Christian Barani / FR

12:45 – 14:45
The One Minutes Selection.
13:00 Contemporary Footistic
Artistic football game.
Open to public participation.
13:00 - 18:30
FILMS & SELF-SERVICE
Medium & short length films in free access.

15:00
AMERICAN BALLADS IN FLANDERS (45')
Encounter with film director & artist
Jacques Loeuille / BEL

16:30 -17:30
The One Minutes Selection

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ARGUMENT

DESIGN, POVERTY, FICTION makes the hypothesis that design is a (very sophisticated) weapon to maintain order, a practice that plays with its own transparency without knowing it, like a clever illusionist.

DESIGN, POVERTY, FICTION wishes to provoke this state of mind, and the contemporary aesthetics linked to it, by confronting them with an existential quest, that could be contradictory, provocative, or lead to take the question from another point of view. The target is to bump into the materialist worlds imaginary.

DESIGN, POVERTY, FICTION makes the cynical assessment that, in our hyper organized occidental societies, the way back to poverty is a design object. Poverty is designed.

Design has frequently been described as a slave to the material society, a tool of the society of spectacle, of the endless entertainment. The race towards abundance leads to excessive consumption and the ever-increasing desire to satisfy "false" needs.

In a too simple opposition, it is often proposed nostalgia of the time before materialism, a quest for poverty, morality... According to us, this subservience to frugality and asceticism make design the ideal bard to maintain poverty.

How could we avoid this simplistic dualism? What could come after materialism? Could there be different choices, different projects beyond the way back to a survival economy or below the hedonistic, overexploited, exponential materialism? What spaces could be left for thoughts, for imagination?

Display, performances, works and programming: artists and designers /

Michela Aragni, Josefin Arnell, Leila Arnou, Dagmar Atladottir, Maureen Barbette, Aude-Marine Beuzelin, Romée de la Bigne, Alice Courilleau, Germain Delplanque, Laureline De Leuw, Lionel Dinis-Salazar, Louis Donnot, Sydney Dubois, Elisa Fichet, Caroline Garnier, Basile de Gaulle, Julie Gayral, Brendan Heshka, Goulven Jaffres, Lucile Jacquemain, Laure Jaffuel, Elliot Jammes, Nina Janssen, Natacha Jauffret, Guy Koenigstein, Juliette Lefort, Emilie Linares, Raphael John, Oona Linke, Gautier Mallet, Emeline Marchand, Charlotte Masson, Stef Meul, Chloé Misandeau, Naty Moskovitch, Lise Moutard, Marion Neira, Anne-charlotte Piot, Emmanuelle Poirier, Camille Ravanel, Clara Rivière, Emeric Rousteau, Souleymane Said, Raphael Singler, Camille Thevenet, César Tisne, Elise Van Mourik, Daniel Van Stralen, Mehdi Vilquin.

FILMS & FREE ACCESS /

DESIGN, POVERTY, FICTION is featuring a selection of more than 30 long, medium and short length films, encounters with artists and film directors and The One Minutes Selection, (One Minutes Foundation, Amsterdam) a 30 000 "1mn films' collection", is curated by a group of students.

Contact : designpovertyfiction@free.fr Informations : <http://designpovertyfiction.free.fr>

Designpovertyfiction   @designpovertyfi

DESIGN, POVERTY, FICTION is jointly organized by the Interieur Architecture and Design Object departements of l'Ecole nationale des Arts Décoratifs (Paris), the Dirty Art Department of the Sandberg Instituut - Master Gerrit Rietveld Academy (Amsterdam) and the Design department of l'Ecole supérieure des beaux-arts - Tours - Angers - Le Mans (Angers Site). The One Minutes Foundation is associated to the event.

www.grand-hornu-images.be

www.ensad.fr

www.sandberg.nl

www.esba-talm.fr/work-poverty-fiction/

www.theoneminute.org

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SCIENTIFIC COMMITTEE

Vincent Beaubois - Philosopher - Paris 10 University/
Jurgen Bey - Designer - Head of Sandberg Instituut /
Sophie Breuil - Designer - Esba /
Stéphane Degoutin - Artist and researcher Ecole des
Arts Déco / David Enon - Designer - Esba /
Catherine Geel - Historian - Sandberg Institute /
Olivier Peyricot - Designer - Ecole des Arts Déco /
Mattijs P. J. van de Port - Antropologist - Professor UvA
Amsterdam -

LECTURERS BIOGRAPHIES

Olivier Assouly /

<http://ifmparis.blog.lemonde.fr/tag/olivier-assouly/>

Philosopher. France. Head of Researches and director of the publishing activities at Institut Français de la Mode. He is focusing on ideological, political and symbolic productions of norms around the concept of taste (both in a gustative and aesthetic direction and on its economic impact when driven by marketing, design and capitalism). He also published as an author: *Le capitalisme esthétique. Essai sur l'industrialisation du goût* (Paris, CERF, 2008) and *L'amateur. Juger, participer et consommer* (Paris, IFM, 2010)

Kenneth A. Balfelt /

<http://kennethbalfelt.org/>

Artist. Denmark. He is engaged in participative projects with a strong social implication. In Africa or in Europe, his researches are leading to different issues as gail, immigration etc. He is invited in Biennales all over the world.

Jurgen Bey /

<http://www.studiomakkinkbey.nl/info/about>

Designer. Head of Sandberg Instituut. The Netherlands. Famous for being one of the first designers involved in Droog Design, Jurgen Bey is part of the critical design and has committed himself in reflection on education. His work is part of important collections: MoMA, Boijmans Van Beuningen, Vitra design Museum, V&A Museum, Fonds national d'art contemporain etc.

Olivier Bosson /

<http://olivierbosson.free.fr/bio.html>

Artist. Film director and performer. France. He is competing with media as Universal, with work of art and films. With any doubt these are cheaper, but are they more curious about life? It is a possibility. The statement is: "It looks like we each have a different experience of the world". He studied at Le Fresnoy, his films have been screened in London, Paris, Metz, Lyon, Tubingen-Stuttgart, Lausanne, Split, Friesland etc.

Marie-Ange Brayer /

<http://www.frac-centre.fr/>

Curator. France. She is directing the Fonds Régional d'Art Contemporain du Centre (FRAC Centre - Orléans), one of the most famous experimental architecture (from the 60's to our days) internationally acclaimed. In 2002, she was the curator of the French pavilion at the he 8th Venice Biennale. She is also an essayist and an acclaimed lecturer.

Stéphane Degoutin /

<http://www.nogoland.com/sdbio/>

Artist, essayist and researcher. Canada/France. He is teaching at the Ecole nationale supérieure des Arts Décoratifs. (Paris). Cofounder of the Nogo Voyages Project and the LOPH research lab. His issues are humanity after human, city after public space, architecture after pleasure, the Umwelt of data. He is directing numerous video installations, films and sound pieces in France and abroad.

David Enon /

<http://david.enon.free.fr/vrac/>

Designer. France. He is teaching at Ecole supérieure des beaux-arts Tours-Angers-Le Mans (Angers Site) and is represented at the Tools Galerie - Paris. He was participating to the research project « family innovation » for PUCA (Plan Urbanism Construction Architecture / Ministry of housing) and just received a grant (DGAP) for a research on the *Mineral Accretion Process*.

Florent Geel /

<http://www.fidh.org/>

Jurist and specialized in geopolitics and international rights. France/Switzerland. He is working for a non-profit organization in human rights and prepares legal actions for the International Criminal Tribunal. He is developing a well-informed critical analyze of the international institutions.

Jacques Loeuille /

<http://www.loeuille.com/sommaire.html>

Artist. Belgium. Studied at Fresnoy, (studio national des arts contemporains - Danièle Huillet et Jean-Marie Straub Class / 2008-2010). He is developing - aside his art work, production and broadcasting of videos for theater - visual art and cinema.

Nicolas Maisonneuve /

<http://nico.maisonneuve.free.fr/blog/>

Researcher, engineer, entrepreneur. France. He is working at the cross-fertilization of disciplinary fields (artistic, scientific and computation). He was an associated researcher for different programs in Australia, (Sydney UNiversity), Fontainebleau - Singapore and Abu Dhabi (Européen Institut of Administration -European project) and at SONY Computer. He is the author of various essays.

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Ernesto Oroza / <http://ernestooroza.com/>

Designer. Cuba. He lives and works in Miami. His work has been exhibited in France, Canada, United States, Spain and in The Netherlands. He is the author of different books : Editing Havana- Stories of Popular Housing , and alii, photos F. Friderichsen, 2011, Aristo Bogforlag, RIKIMBILI. Une étude sur la désobéissance technologique et quelques formes de reinvention, translated by N. Marchand-Zanartu, Université de Saint-Étienne, Cité du design, 2009 etc.

Thierry Paquet / http://fr.wikipedia.org/wiki/Thierry_Paquet

Philosopher. France. Founder of l'Institut d'urbanisme - Université Paris 12. He is associated lecturer at La Cambre (Bruxelles) and at the urbanistic department at the faculty of architecture in Venice. He is deputy editor of Urbanisme review since 1994 and member of the editor committees of Esprit and Revue du MAUSS. He is a regular contributor to the Monde diplomatique and he is in charge of the scientific program "The shape of A City" (Forum des images - Paris).

Olivier Peyricot / www.olivierpeyricot.com/

Designer. France. He is working for the industry (Airbus, Renault, Mandarin Duck, , Axis, Edra, etc.) and has been developing in parallel an experimental work on the social and political context where design is acting as a magnifying and misshapen mirror (Musée d'Art Moderne, Centre Pompidou, Cité du Design etc.). He is teaching at Ecole nationale supérieure des Arts Décoratifs. (Paris). His work is part of the collections of Fnac, Centre Pompidou and MoMA. He is represented by the Tools Gallery (Paris) and Mercier & Associés (Paris).

Jerszy Seymour / www.jerszyseymour.com/

Designer. Head of the Dirty Art Department, Sandberg Instituut. Canada. He is famous for his commitment in utopian projects. In 2007 'Living Systems' (Vitra Design Museum) is questioning the individual economy, in 2008 'The First Supper' (MAK, Vienne) proposes an amateur's society. He has been exhibited in Germany, France and Luxembourg and he works (products or strategies) for industrials like Magis, Vitra, Alessi, Hermès, Moulinex, SFR, Swatch, Smeg, Evian and IDEE. Gallery Kreo in Paris represents Seymour.

CONTRIBUTORS BIOGRAPHIES

Stephane Barbier-Bouvet / www.barbierbouvet.com

Designer. France. In 2006 he opened 1m3, an exhibition space in Lausanne. In 2011 he and Benjamin Valenza launched Kaiser Kraft, a service and construction company for exhibitions. He has been working in the field of both design and art has designed spaces and objects for the Federal Office of Culture in Switzerland, the City of Hyères, Centre Pompidou, Centre d'art contemporain of Geneva, the Mudac, Musée des Beaux Arts de Lausanne, Centro Culturale Svizero, and Graff Mourgue

d'Algue gallery among others.

Christian Barani / www.christianbarani.free.fr/

Artist. France. He had directed since 1990 the video & multimedia studio at Ecole nationale supérieure de création industrielle (Paris). He is involved in workshops, lectures and researches for experimental pedagogy. He co-founded an association to distribute, program and diffuse artists' videos "Est-ce une bonne nouvelle?". He has a regular based collaboration with the Research Unit of Arte.

Sophie Breuil

Designer. France. She mainly works on display exhibitions and signage systems for cultural projects (Centre George Pompidou, Mémorial de la Shoah, Grand Hornu). Her displays have been set up in Paris, New York, Bologna, Mons etc. She teaches design at l'Ecole supérieure des beaux-arts Tours-Angers-Le Mans (Site d'Angers) and at the ECV - Paris.

Frédéric Danos

Artist. France. Says yes to everything.

Julie C. Fortier / www.juliecfortier.net/

Artist. Canada. She had solo exhibitions in France, Canada, Australia, Austria and in the United-States. Her researches are questioning loss, (waste of time, loss of energy, loop, deletion etc.) and lacunar spaces (white screen, empty space, lapse of memory), smells and food. She is teaching at Ecole supérieure des beaux-arts Tours-Angers-Le Mans (Site d'Angers).

Catherine Geel

Historian and curator. France / Switzerland. She is co-head of the Dirty Art Department (Sandberg Instituut -Amsterdam) She teaches also history and theory of design at l'Ecole supérieure des beaux-arts Tours-Angers-Le Mans (Site d'Angers) and Ecole normale supérieure de Cachan. She is an author of published essays and a publisher for various publishing houses.

Renzo Martens / <http://www.rmma.nl/biography>

Artist. Netherlands. Renzo Martens is observing the way the geopolitical dynamics are working in the world. The role of the camera, the use of performance and satire allows to create metafilms. He is questioning the archive, the status of the documentation, cynicism and irony. His last project explores the visual exploitation of what is poverty and pain.

Mattijs P. J. van de Port

Cultural anthropologist (University of Amsterdam and the VU University, The Netherlands). Van de Port did research in Serbia, the Netherlands and Portugal and now does research in Brazil. He is the author of Gypsies, Wars and Other Instances of the Wild. Civilization and its Discontents in a Serbian Town (Amsterdam, 1998) and Ecstatic Encounters. Bahian Candomblé and the quest for the Really Real (Amsterdam, 2011).

Cédric Scandella / Supertalk.fr et OutCopy.com.

Graphic designer. France. He has done the art direction for many publishing houses (L'Olivier, Christian Bourgois, etc.) and now develops graphic process automation and specific websites (100 objects to represent the world for Peter Greenaway, Roméo et Juliette, opera of Pascal Dusapin). In 2012, he co-founded Supertalk et OutCopy.

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