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**MASTER OF ARTS IN DESIGN
INTERNATIONAL DESIGN WORKSHOP
2015 HONG KONG / ZÜRICH**

Zurich University of the Arts, Master of Arts in Design
Spring Semester 2015

International Design Workshop

INTENCITY

March 23 – March 27, 2015

Zurich University of the Arts - Hong Kong, Connecting Spaces





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PREFACE

Each year, the Master of Arts in Design at the Zurich University of the Arts (<http://master.design.zhdk.ch/>) conducts a one-week design workshop, inviting international guests from design, the arts, science, music etc. to work with our students on a given topic. The workshop starts with a presentation of the invited lecturers, presenting themselves and explaining what they aim for in the workshop. After that, the master class is split in the different subgroups. The invited lecturers are rather free to define the overarching topic to their personal or professional interpretation and set the agenda of the week as they think it is useful. The workshop groups work for five days on the topic, accompanied by the lecturer. The week ends with a presentation and, if possible, an exhibition.

THE INTERNATIONAL DESIGN WORKSHOP 2015

For the first time, the International Design Workshop 2015 of the Master of Arts in Design at Zurich University of the Arts (ZHdK) will not be held only in Zurich. Befitting its name, the workshop will move to a prominent international location, the University's "Connecting Spaces" in Hong Kong. Participants will research, develop, design, and present a wealth of original ideas. The workshop offers participants an excellent opportunity not only to gain first-hand experience of Hong Kong, one of Asia's thriving global metropolises, but also to collaborate with local designers, researchers, and artists. Cooperation will focus on the workshop's guiding theme: "Intencity."

Whereas the increasing density of cities and their conurbations is a subject of ongoing debate in Europe, life in the world's important global metropolises has long been shaped by an intense complexity, which determines the perception of urban space and human behaviour. This complexity is perceived not merely as dense, but also as multioptional, multicultural, and spatially intertwined. Here, in Hong Kong, spaces, media, information, and objects blend collage-like into comprehensive patterns whose structure, readability, and identification all become charged with meaning.

The "**INTENCITY**" workshop at ZHdK's Connecting Space in Hong Kong brings together three core concepts of metropolis-based design work:

- Intensity**: The intensity and diversity of lifestyles in which architecture, movement, and sound set the pace of everyday life.
- Density**: The physical and cultural density of spaces and the human experiences within those spaces. The simultaneity of events, emotions, and objects.
- City**: The city, whose cultural, social, and economic significance is experienced individually. The center to periphery dramaturgy and its particular possibilities and limits.



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PARALLEL INTENCITY IN ZURICH AND HONG KONG

The 2015 International Design Workshop will approach the phenomenon of Intensity in an exemplary and experimental fashion from its specific disciplinary perspective. It focuses on Hong Kong, which is probably one of the modern world's most densely built and most dynamic metropolises, a melting pot between East and West, tradition and modernity, art and commerce. Hong Kong's unique history entered a new chapter in the autumn of 2014: watched by the whole world, the democracy movement, which is demanding "genuinely free" elections appropriate to the city's special status, has meanwhile risen to undeniable prominence.

FRAME

The Master of Arts in Design will conduct the international Design workshop parallel in Zurich and Hong Kong between March 23 and March 28, using the Zurich's Connecting Space in Hong Kong, (G/f, 18-20 Fort Street, Wah Kin Mansion North Point, Hong Kong) and the Master Atleir in Zurich. We will work with around 30 Master students in Design, splitting in 5 subgroups. The Master of Arts in Design at the ZHdK covers the following disciplines:

- Industrial Design
- Communication
- Interaction- and Gamedesign
- Trends
- Events

In association with the ZHdK Connecting Spaces Hub and other sites across Hong Kong, and supported by local faculty and guests, we will develop, present, and debate our design-based contributions to advancing our understanding of "Intensity." The workshop will address all disciplines part of the Design Master and thereby enable interdisciplinarity. The Toni Campus will be linked directly through a tunnel communication channel with our students in Hong Kong. Students will receive expert guidance and supervision from ZHdK faculty and teaching assistants. The thematic workshops shall be run by Hong Kong-based lecturers and professionals, especially from ZHdK partner institutions.

Professor Michael Krohn
Head of Master of Arts in Design



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OFFERED INTENCITY WORKSHOPS

WORKSHOP 1 Zurich

A BOOK OF FACES, ... OR A STROLL THROUGH THE URBAN IMAGINARY

Workshop is led by Hosoya Schaefer Architects & Conceptual Devices; Markus Schaefer, Antonio Scarponi, Lucas Krupp.

WORKSHOP 2 Hong Kong

CODESIGN WITH SUPERDENSITY

Dr Yanki Lee and Albert Tsang, HKDI DESIS Lab for Social Design Research. Dr Yanki Lee is a social designer, design researcher and activist, designs creative participation for social inclusion and innovation.

WORKSHOP 3 Hong Kong

INTEN-SENSE-CITY

Parallel Labs are Caroline Wuthrich and Geraldine Borio, working on urban strategies, architectural projects, interior design and art installations.

WORKSHOP 4 Hong Kong

THE INTANGIBLE

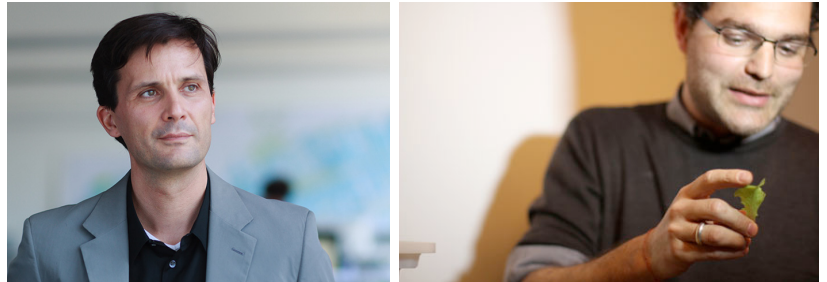
Kingsley Ng is an interdisciplinary artist, working primarily on conceptual, site-specific and community-oriented projects.

WORKSHOP 5 Hong Kong

THE GREAT NORTHERN

Michael Leung is a designer, beekeeper and urban farmer. He focuses on socio-cultural and environmental projects that are inspired by people and the Hong Kong context and urban environment.

WORKSHOP 1 Zurich


A BOOK OF FACES, ... OR A STROLL THROUGH THE URBAN IMAGINARY

Hosoya Schaefer Architects & Conceptual Devices

Markus Schaefer, Antonio Scarponi, Lucas Krupp

Cities are places of exchange. They are catalysts for interactions - resulting in social differentiation and culture; and for transactions - allowing us to divide work, create complex value chains and markets. Our stable, secure, complex and culturally diverse life would be unthinkable without an urban culture.

Cities and their inhabitants also interact in manifold ways beyond a city's boundaries. Cities are linked together into an urban system, which today spans the entire globe and affects all its territories in what some call a planetary urbanism.

The advent of modern communication technologies increased our reach and the diversity of our contacts and made some of the physical contact unnecessary. What does this mean for our daily lives? What proportion of it can be virtualized what needs to remain physical? Are there moments where the physical is an inevitable necessity? What is interaction density in a physical environment, what in a digital? How do both compare between two different cultures?

Using ZHdKs "Connecting Spaces" as an experimental setup, we will work with spaces, objects and the digital to look at identity, interaction, experience and meaning in urban space. In place of the many weak links Facebook allows us to have, is it possible to create a Book of Faces – physical, location specific, or also digital, interactive and narrative – that conveys the authenticity, serendipity and surreal wonder of a truly urban experience?

Students will be requested to perform „lateral thinking“. The project will be based on the skills and techniques each student feels comfortable working with. These should, however, be used in an appropriate and pertinent way to express the project in a reflective and critical way. We are looking for graphic designers, interaction designers, video artists, industrial designers, illustrators, and most importantly people skilled at thinking across these disciplines.

ESSENTIAL, NON-OBVIOUS, LARGELY INCOMPLETE, LITERARY LITERATURE.

- Paul Auster, Die New-York-Trilogie: Stadt aus Glas. Schlagschatten. Hinter verschlossenen Türen, rororo, 2012.
- Rachel Anthony, Joel Henry, The Lonely Planet Guide to Experimental Travel, Lonely Planet, 2005
- James Ballard, Der Block, Heyne, 1982.
- Charles Baudelaire, „The Painter of Modern Life“, Da Capo Press, 1964. Orig. pub. in Le Figaro, in 1863.
- Walter Benjamin, Städtebilder, Suhrkamp Verlag, 1955.
- Italo Calvino, Der Tag eines Wahlhelfers, S. Fischer, 1964.
- Italo Calvino, Die unsichtbaren Städte, Hanser, München 1977; Hanser, München 2007.
- Julien Gracq, Die Form einer Stadt, Literaturverlag Droschl, 1989.
- Frank Kafka, Die Sorge des Hausvaters, in Ein Landarzt. Kleine Erzählungen, Kurt Wolf, 1919.
- Georges Perec, Träume von Räumen. Manholt, 1990; Diaphanes, 2013.
- Georges Perec, Das Leben Gebrauchsanweisung. Zweitausendeins, 1982.
- Gianni Rodari, Grammatik der Phantasie, Reclam Philipp, 1999.
- Enrique Vila Matas, Dada aus dem Koffer. Die verkürzte Geschichte der tragbaren Literatur, Suhrkamp Verlag KG, 1991

TUTORS

Markus Schaefer, Antonio Scarponi, Lucas Krupp

Hosoya Schaefer Architects is a Zurich based office for architecture, urbanism and urban research (www.hosoyaschaefer.com).

The office works on large scale projects such as the Swiss Innovation Park, Hub Zürich, or the Technologycluster Zug as well as architectural projects in and outside of Switzerland. The office has been involved in research, media installations and film productions for clients such as Volkswagen or ZDF. Markus Schaefer is also a co-founder of CitytrackerX and has a Masters in Neurobiology from the University of Zurich and a Masters in Architecture from Harvard University.

Antonio Scarponi is an Italian Architect and Designer. He is the founder of the Zurich based practice Conceptual Devices (www.conceptualdevices.com).

In the past five years, he developed several urban agricultural projects at different scales. These



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are conceived not just as a way to grow food in the city but as a way to “grow the city”. He believes that food plays a central role in the development of resilient cities. He is the author of ELI000 (www.eliooo.com) an instruction manual to grow food at home using IKEA parts.

Antonio Scarponi studied architecture at Cooper Union, New York and at IUAV, Venice from which he holds a Ph.D. in Urban Design. In 2008, he was awarded the Curry Stone design Prize.

WORKSHOP 2 Hong Kong

**CODESIGN WITH SUPERDENSITY**

Dr Yanki Lee and Albert Tsang, HKDI DESIS Lab for Social Design Research

In 2012, Hong Kong was named as the most livable city of the world by the Economist Magazine in 2014, while the Umbrella Movement was happening in the city, Hong Kong was also named as the most inspiring city by the Good Magazine. As a social design research lab set up at the largest design school in Asia, we are interested to research resources for the city's livability as well as the creativity of its citizens through design and its impact to new design practice.

Recently, providing subsidised homes for young people is one of the key social issues in Hong Kong, which was highlighted at our Chief Executive's policy address. This workshop will kick-start with a unique experience for design students from the Zurich University about the typical social housing unit in Hong Kong, the 36.8m² unit, in an abstract way. Thus, the team members will partner with HKDI students who are the representatives of Hong Kong youth to codesign the "dream village" on the public/communal spaces at the Hong Kong Design Institute. Expected outcome will be a video documentation of the design performance by European and local young people. Through the participation of different design disciplines, different representations of future dense-living space sharing between young people will be performed to explore how to age together.

TUTORS

Dr Yanki Lee is a social designer and architect, design researcher and activist. Dr Lee advocates creative participation for social inclusion and innovation. Director of EXHIBIT at Golden Lane Estate, a social design agency in London, Dr Lee received her MA in Architecture from the Royal College of Art (RCA) and a PhD in Design Participation from Hong Kong Polytechnic University. She worked as a Research Fellow at the Helen Hamlyn Centre for Design of RCA in London since year 2000 before returning to her hometown to set up the HKDI DESIS Lab in summer 2013.

Albert Tsang is the researcher and "design anthropologist" of the HKDI DESIS Lab. With his MPhil in Design and BA in Humanities, Albert's areas of interest range from popular culture, urban consume-

rism to the cultural diversities of design. He's also teaching in a creative institute in Hong Kong and tutoring part-time in his alma mater, School of Design of Hong Kong Polytechnic University. A drama creator, Albert has conducted as well as preformed in numerous drama productions by Hong Kong cultural group Zuni Icosahedron.

DETAILED WORKSHOP PROGRAM

day 1

MORNING

→ introduction presentation: previous floorplan workshops, minimum existence dwelling in HK background, what is expected of students during the week, outline of performance, variety of example videos for what performance could be.

AFTERNOON

→ take a fieldtrip: Tseun Kwan O visit to local Metro Town Tower

day 2

MORNING

- students present their objects
- discuss objects with group
- talk about their experience from day previous

AFTERNOON

- split into 2 or 3 groups
- groups are divided into themes relating to home TBC (e.g. the kitchen (relating to Greta's project?) / relaxing / sleeping)

day 3

WORKSHOP FULL DAY

day 4

WORKSHOP FULL DAY

day 5

PERFORMANCE DAY

(potentially on the roof garden of HKDI)

+ Screening at Connecting Spaces in the evening?

WORKSHOP 3 Hong Kong



INTEN-SENSE-CITY

Parallel Labs are Caroline Wuthrich and Geraldine Borio, working on urban strategies, architectural projects, interior design and art installations

When discovering a new place we often rely on our five senses to capture a direct knowledge about the environment. Through sight, touch, smell, taste and hearing we observe, analyze and evaluate the surroundings through the filter of our culture and education for slowly appropriating the place.

The excitement we get from this experience is usually very different from our daily life practice. Our habits are taking over our sensitivity and creating a distance between our body and the context we are familiar with.

For this workshop Parallel Lab suggests to benefit from the sensorial awareness you will have as a foreigner in order to extract and re-intensify some aspects of the Hong Kong people's daily life.

For that your five senses will guide you in the discovery of North Point's neighborhood, an area representative of the extreme city's congestion, where people and morphology are closely tied together.

We will then use the urban voids as a „sensorial boxes“ and develop tools/instruments to intensify the perception and usage of a place. By disturbing, exaggerating, diverting the users' daily life practice, we will explore with these installations the impact senses have on the behavior of people.

- expected outcome : sensorial installation in urban space/ design of a sensorial instrument (product design).
- previous knowledge : good skills in small scale construction work/ object making
- equipment needed ... : no need everything can be buy/borrow in Hong Kong

TUTORS

Caroline Wuthrich is a Swiss registered Architect graduated from the Swiss Institute of Technology of Lausanne (EPFL | ETH). She is co-founder of Parallel Lab: an Architectural Office and Laboratory for Urban Research based in Hong Kong and Adjunct Assistant Professor at The Department of Archi-



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ecture, The University of Hong Kong. Prior to that she has taught at the Department of Architecture, The Chinese University of Hong Kong and has worked as an architect at Lacroix-Chessex (Geneva) and Peter Markli (Zurich).

Geraldine Borio is a Swiss registered Architect graduated from the Swiss Institute of Technology of Lausanne (EPFL | ETH). She is the other face of Parallel Lab and Teaching Fellow at The School of Design, Hong Kong Polytechnic University since 2012.

She has also taught at the Department of Architecture at The University of Hong Kong and The Chinese University of Hong Kong and she has worked as an architect at Atelier Bow-Wow (Tokyo), Studio Pei Zhu (Beijing) and Aedas (Hong Kong).

WORKSHOP 4 Hong Kong



THE INTANGIBLE

Kingsley Ng, interdisciplinary artist

Intensity is typically a measure of the state or strength of intangible matters, such as light, energy, sound, or thoughts, emotions and activities; Hong Kong, a city known for its urban density and luminosity, citizenship movement and activities, is an ideal context to examine how these intangible matters create meanings or expressions beyond the semantics bounded by the physical presence.

Through a series of workshops, the participants will critically analyse intangible matters of the city, and to visualise and sonify the inquiry into a multi-channel audio-visual installation.

Theories that might be used for the workshop:

- Transdisciplinary practice
- Visual Music and Data visualisation
- Michael Chion's sound theory: casual, semantic, reduced
- Classical Chinese poetic composition: fu, bi, xing

Expected Outcome

- multi-channel audio-visual installation in the gallery space (group projects)

Previous Knowledge Required (not compulsory)

- Basic video / audio editing software like iMovie, premiere or final cut

Equipment needed

- mobile device with camera, and audio recorder
- projectors, monitors, computers, wireless internet networks
- speaker system

TUTOR

Kingsley Ng is an interdisciplinary artist, working primarily on conceptual, site-specific and community-oriented projects.



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CONNECTING
SPACES
HONG KONG – ZÜRICH
—
Zürcher Hochschule der Künste

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DETAILED WORKSHOP PROGRAM

MONDAY - EXPLORATION

Morning: Briefing @ connecting space

Afternoon: Excursion - Taikoo Place, Sai Wan Ho Ferry, Lei Yue Mun Village, TKO Chinese Permanent Cemetery, Quarry Bay Promenade (TBC)

TUESDAY - EXPLORATION

Morning: workshop + presentation @ connecting space

Afternoon & Evening: further exploration in the city (free time)

WEDNESDAY - CONTENT DEVELOPMENT (audio and visual)

Morning: workshop + presentation @ connecting space

Afternoon: workshop @ connecting space (free time)

THURSDAY - INSTALLATION DEVELOPMENT

Morning: workshop + presentation @ connecting space

Afternoon: workshop / source materials

FRIDAY - FINE TUNING & CRITIQUE

Friday morning: Fine Tuning @ connecting space

Friday afternoon: 4pm presentation



WORKSHOP 5 Hong Kong

THE GREAT NORTHERN

A five-day workshop by Michael Leung

The Great Northern is an intense, semi-fictional and experimental workshop that takes place in North Point, a multi-cultural neighbourhood threaded by a network of monolithic bridges and meandering alleyways.

The workshop encourages participants to absorb the North Point environment, discover its Southeast Asian diaspora and study curious objects and places of interest. Following a historical and cultural tour of the neighbourhood, each participant will build up their own interpretation of the neighbourhood and share these experiences collectively in Connected Spaces.

From the depths of our imagination, participants will add a series of semi-fictional layers that will inspire a collection of multi-disciplinary responses in the form of fictional stories, narrative objects, cartography, installations, interventions, etc.

Expected outcomes: Something unexpected, for yourself and for the North Point community.

Equipment needed: Your preferred documentation and editing tools.

TUTOR

Michael Leung is a designer, beekeeper and urban farmer. He focuses on socio-cultural and environmental projects that are inspired by people and the Hong Kong context and urban environment. His work ranges from conceptual objects for people who have passed away to urban agriculture projects such as HK Farm.



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TRAVEL- AND WORKING PROGRAM (in German)

VORPROGRAMM 19.3.- 22.3.

- Individuelle Anreise
- Treffen am 19.3. um 13:00 im Connecting Spaces
- City Walk along the natural and urban orders
- Sound Walk
- Besuch HKDI

HAUPTPROGRAMM 23.3.-29.3.

- 23.3. Start Workshop im Connecting Spaces
- Arbeit in Gruppen im Connecting Spaces oder in der Stadt Hong Kong
- 29.3. Präsentation im Connecting Spaces
- individuelle Rückreise
- am 31.3. geht der Minorunterricht in Zürich weiter (1. Semester)

TEAM HK

-Prof. Michael Krohn, Leiter

-Karin Zindel, WiMa

-Annina Gähwiler, Assistenz

-Nuria Krämer (Connecting Spaces),

mit Studierenden aus Hong Kong. Einteilung in die Workshops vor Ort. Arbeitssprache Englisch.

TEAM ZH

-Mela Kocher

DOKUMENTATION UND AUSSTELLUNG

Der gesamte Workshop und die Resultate werden dokumentiert und veröffentlicht auf der ZHDK und der Master Website. Auf dem Blog <http://blog.zhdk.ch/intencity/> wird fortlaufend über die Aktivitäten des Workshops berichtet. Alle Workshop Teilnehmer werden einen persönlichen Login per Email erhalten, um Bilder/Text/Video zu posten und den Workshop-Prozess und Resultat zu dokumentieren.

VORBEREITUNG

- Lesen der Dokumentation der Workshops
- persönliche Auseinandersetzung mit Hong Kong und seiner Geschichte
- Kontrolle und Vorbereitung der Reisedokumente

DER TUNNEL

Joel Gähwiler baut einen „Tunnel“ zwischen Hong Kong und Zürich. Dieser Tunnel verbindet die beiden Workshop Orte. Mittels dem Tunnel werden wir täglich in Kontakt stehen, Ideen und Objekte austauschen und diskutieren.

MITNEHMEN

Neben der üblichen persönlichen Reiseausrüstung:

- Laptop und persönliches Arbeitswerkzeug
- eigenes Photo-, Ton-, Videoequipment
- evtl Medikamente
- für CH/EU Bürger ist kein Visum für Hong Kong nötig, aber ein gültiger Reisepass.
- für einen Trip nach VR China (Shenzhen) kann ein Visa an der Grenze gelöst werden.

UNTERKUNFT UM HOSTEL Y-LOFT (YOUTH SQUARE):

Die Hochschule hat für alle TeilnehmerInnen in Hong Kong Zimmer vorgebucht für die Dauer des Aufenthaltes (19.-29.). Die Zimmer sind vorbezahlt-individuelle Verlängerungen müssen separat beglichen werden. Die Kosten vom Zimmer werden in Zürich dann zurückverlangt.

Hong Kong besitzt U-Bahn, Busse und Trams. Achtung: Linksverkehr!

Währung: Hong Kong \$

Temperatur im März: 16-21 C evtl. viel Regen

CONNECTING SPACE IN HONG KONG

G/f, 18-20 Fort Street, Wah Kin Mansion North Point, Hong Kong

MTR Island Line Stop:
-Fortress Hill or North Point

