Jan Boelen
Artistic director

House for contemporary art
“I see the task of the museum in a city and in the region as like that of a power plant. You don’t go there every week either, but it’s needed to generate energy”

- Charles Esche, Director Vanabbe museum
MUSEUM
MUSEUM
House for contemporary art
therefore, continuous creation of energy is important
therefore, continuous creation of energy is important
which, in a sense, means there is no stable or fixed energy supply
The right MEDIUM for a MESSAGE
The (sensorial) poetical experience
Z33 presents
SOCIETAL THEMES

NOT
by showing ethical consequences

NOR
in offering solutions made by artists
BUT by using a poetical and open visual language
Z33 uses POETRY AS STRATEGY

NOT aiming for an unambiguous answer
BUT provoking an occasion for doubt

using DOUBT as an agent for awareness of complexity
Z33 wants to operate as an awareness machine
EXHIBITIONS
projects
AS
TOOL
?

Designing
Critical
Design
[a]

affirmative
problem solving
design as process
provides answers
futures
fictional functions
design for production
research for design
applications
user

- a/b Dunne & Raby

[b]

critical
problem finding
design as medium
ask questions
parallel worlds
functional fictions
design for debate
research through design
implications
person
DESIGNING CRITICAL DESIGN
Car Mirror
Marti Guixé

Car Mirror
Marti Guixé for Z33
A car is not anymore a tool, but an extention of your personality.
DESIGNING
CRITICAL DESIGN
Stofzuigerzak Meubel
Jurgen Bey
ALTER NATURE
ALTER NATURE:
The Unnatural Animal

Pigeon d'OrTuur Van Balen
ALTER NATURE:
We Can

Morphotheque
Driessens & Verstappen
ALTER NATURE:
We Can
Acoustic Botany
David Benqué
ALTER NATURE : We Can
Growth Pattern
Allison Kudla
Design
by
Performance
DESIGN BY
PERFORMANCE
Seeking comfort in an uncomfortable chair
Artwork / Design object

Autonomous

Finished object

Complete control by artist / designer

Design Act / Performance

Dependent on space, audience and audience reactions

Process and change

Elements of chance, deliberate letting go of control
— Design Performance
— Performing Objects
— Performing machines
— Performing space
DESIGN BY PERFORMANCE
l'Artisan Electronique
Unfold & Tim Knapen
DESIGN BY
PERFORMANCE
l'Artisan Electronique
Unfold & Tim Knapen
OpenStructures
company A
designs the joints

customer F
puts everything together

mister E
designs the connections

miss D
designs another component

designer B
designs a component

architect C
designs the frame
Mod-bike
Jo Van Bostraeten
Open Modular Kitchen
Design is exploring new relational elements: performative, pragmatic, programmatic, process-oriented, open-ended, experiential and participatory
And incorporate new ways of (social) networking, open source collaboration, and interactivity in to physical things.
Designers are connecting hardware and software in new ways.
ARCHITECTURE
of
FEAR
ARCHITECTURE
OF FEAR

A Reasonable Man in a Box
Jill Magid
ARCHITECTURE OF FEAR

1619
Laurent Grasso
ARCHITECTURE OF FEAR

The Villages
Charlotte Lybeer
EXHIBITIONS AS CATALYSATOR ?
MANIFESTA
THE MACHINE

DESIGNING A NEW INDUSTRIAL REVOLUTION
UNFOLD – L’Artisan Electronique
DESIGN BEYOND PRODUCTION
Bande à part
Tal Erez
Reading between the Lines
Gijs Van Vaerenbergh
Z-OUT — pit

Reading between the Lines
Tadashi Kawamata
Social Design
Social Design

Eugenia Morpurgo
Produser
Tristan Kopp
Harvesting pollution

Giacomo Piovan
FRICITION
THROUGH DESIGNING
MAKING NEW CONNECTIONS WITH EVERYDAY LIFE