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June 14, 2012

Design Miami/ Basel Show Information
Educating Tomorrow's Innovators/ BE OPEN Inside the Academy Talk at Design Miami/ Basel 2012

Jurgen Bey/ Ron Arad/ Daniel Charny/ Moderated by Lucas Verweij

Leading design teachers Ron Arad and Daniel Charny, who have both taught at the Royal College of Art in London, and Jurgen Bey, Director of the Sandberg Institute in Amsterdam (winner of the BE OPEN Inside the Academy Prize), came together to discuss their approaches to education. The talk was moderated by former professor of design and architecture schools in Berlin and Rotterdam, Lucas Verweij, and hosted by BE OPEN as part of their Inside the Academy collaboration with Design Miami/ Basel.

Verweij asked the panel to describe what they consider to be the perfect conditions for teaching. All agreed that the 'studio culture' or learning environment, is a key factor in the development of a student. Always controversial, Ron Arad said that his greatest task at the RCA was 'un-teaching'. "I said that I would be able to make perfectly employable people completely unemployable within two years," he boasted. But his point was a serious one and picked up by the other candidates who agreed that the key is to empower students to follow their impulses and not to restrict creativity through prescriptive briefs: essentially, to BE OPEN to all the students' ideas and to creative possibilities.

Daniel Charny said that it is essential to show design students that there are a number of ways of reaching their goals, raising their ambitions so that they keep pushing their ideas forward. Arad agreed and praised the BE OPEN Prize for supporting this way of thinking. "Rather than giving a lump of money to a student or institution, this prize will expose students to the ideas of inspirational experts, giving them the courage to be even more experimental." Jurgen Bey added that whilst he was delighted that his school, the Sandberg Institute, had won the prize, he had also found it very interesting to see the many different approaches to education manifested in the schools' presentations in the BE OPEN Installation.

BE OPEN Inside the Academy in Basel has been conceived to draw attention to the importance of education today in nurturing the designers who will shape our world tomorrow.



Categories / BE OPEN Inside the Academy, Daniel Charny, Jurgen Bey, Lucas Verweij, Ron Arad

Design Miami/ Basel 2015 Show Schedule

Public Show Days

June 16-17/ 10am-8pm
 June 18-19/ 10am-7pm
 June 20-21/ 11am-7pm

Preview Day

Monday, June 15, 2015
(by invitation only)

Location:

Design Miami/ Basel 2015
Jun 15-21, 2015
Hall 1 Süd, Messe Basel, Messeplatz
Basel, Switzerland

DSC_6368



Venue Location

Design Miami/
 Meridian & 19th Street
 Miami Beach, USA

