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June 11, 2012

Design Miami/ Basel Show Information

## Announcing the Winner of the BE OPEN Inside the Academy Prize: Sandberg Instituut/ Yuri Veerman



Announcing the winner of the BE OPEN Inside the Academy: An Installation and Prize for Achievements in Design Education.

**PROUDOFHOLLAND VIDEO AND HOOFDOEK HEADSCARF** Designed by Yuri Veerman

**Sandberg Instituut (Amsterdam, Netherlands)**

During the Vernissage at DMB/12 Gilda Bojardi (Interni Magazine) one of the jurors of the prize announced the winning school of the BE OPEN prize as well as the Audience Choice Award. Jurgen Bey, Dean of the Sandberg Institute, accepted the award for his school, the Sandberg Instituut in Amsterdam, Netherlands.



Felix Burichter/ Johanna Agerman Ross/ Gilda Bojardi / Marianne Goeb/ Elena Baturina/ Jurgen Bey/ Daniel Charry



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



Design Miami/ 2014 Show Schedule

Dec 3-7, 2014

Preview Day (By invitation only):  
Tuesday Dec 2, 2014



### Popular Posts



"I am thrilled that for the first time there is more emphasis and support of the institutions that bring great designers into this world"

Jurgen Bey/ Dean of the Sandberg Institute

#### **Project description/**

In reaction to the populist, nationalistic politics that arose in the Netherlands during the 2010 Dutch national elections, this short clip presents a Dutch hymn sung in Moroccan, begging the question whether the singer changes the values of the song. The clip was launched a week prior to the elections on the website [www.trotsopnederland.ma](http://www.trotsopnederland.ma).

Accompanying the video is a headscarf, a common symbol for Islamic culture, displayed unfolded as an ordinary piece of fabric hung on the wall. In this context, does it still hold the same power to generate reaction from Dutch nationalists?

#### **Sandberg Instituut/ Amsterdam, Netherlands/**

Education offers the potential to continually look ahead, to pursue higher goals. It is by working together as a tight unit, like a Formula 1 team, that an educational institution can best harness the diversity of its students and race ahead. The activist model of the Sandberg Instituut plots a fantastic way forward, allowing room for trial and error and the possibility of mishap. The Sandberg Instituut's educational model is one in which students can freefall like skydivers, not drawn down by 'reality', but given the space to envisage far-reaching future visions. Reality remains in focus, but not oppressively, leaving plenty of room for interpretation. Art and design education should train people to think out social solutions creatively. This works best when students and teachers collaborate as a community.

#### **Statement about the Projects/**

Art is an effective means of overtaking what is already there and making tangible in an image what still seems far off. Images have the capacity to make the unwritten visible, to penetrate the senses and establish new connections. Language states content very precisely, sketches the future in a way that is near-complete and doesn't require your own participation. Art also has the power to show the vast possibilities of science. By 'undressing' a subject completely in this way, new paths can be explored. Empty enclaves are needed to train and test the future. Art is able to start a debate to get us to doubt and make us able to reconsider who we are and what our values are. A national hymn sung in the language of the foreigner makes us rethink the value of nationality and its rights. Unfolding an Islamic headkerchief makes us wonder how it is possible that it can give rise to such opposition. It even resembles the black square of Malevich. Imagine meeting a floating forest in the middle of a lake as waves pass by. Pink chewing gum ruling the office instead of economics. Just because it follows language. Kawboy, Dutch phonetic for chewing Cowboy, the American dream of freedom meeting Madmen. Imagine the future ruled by art debating reality with these images instead of all the words prescribing the economics of the real world.

#### **Winner of the People's Choice award was La Cambre/ Ecole nationale supérieure des arts visuels (Brussels, Belgium)**

##### **Listening Devices for the Deaf Designed by Judicaël Cornu**

#### **Project Description/**

A series of three devices for listening music through bone tissue made from Corian and molded plastics. These objects allow people touched by deafness to listen music through the internal ear.

#### **La Cambre Ecole nationale supérieure des arts visuels/**

The Ecole nationale supérieure des arts visuels of La Cambre is a school of art and design that offers a wide array of educational programs, both at Bachelor's and Master's levels. The school is located in Brussels on the premises of the 16th century "La Cambre" Abbey, from which it gets its name.

La Cambre was founded in 1927 by the famous designer and architect Henry van de Velde and a group of avant-garde Belgian artists of the time. Since its early beginnings, art, architecture and design have been intimately linked as part of the same creative movement and process, in accordance with the Bauhaus model.

The Industrial Design Department is organized as three-year Bachelor and two-year Master programs. Each student can benefit from the richness of artistic thinking developed by the other 16 departments, ranging from drawing, painting and sculpture to photography, animation, set design, ceramics, textiles, fashion, graphic design and interior design. In addition to the specialized design studio, which also includes technical and technological courses, a number of trans-disciplinary workshops, courses and seminars (both compulsory and optional) are offered in the arts field (video, performance, digital media, etc.), as well as in history, art criticism, philosophy, aesthetics, semiotics, literature, law, etc.

The industrial design program also offers industrial collaborations, international competitions and traineeships in the industry or design studios.

La Cambre is a member of the Brussels-Wallonia European University Pole and a partner, within the transdisciplinary platform ARTes, of the Brussels Conservatory and the INSAS (National Institute of the Performing Arts).



**Design Miami/ 2014:  
Design Curio/ I am a Monument: CCTV by  
Naihan Li  
December 2, 2014**



**Miami Show Information :  
Ten Years of Design Miami as told by  
Craig Robins  
December 1, 2014**



**Design Miami/ Basel Events :  
Design Miami/ Basel 2014 Kicks Off  
June 17, 2014**

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#### **Statement about the Projects/**

The three selected projects reflect the multi-faceted approach of the Industrial Design Department at La Cambre, which supports both industrial and artistic approaches to design while maintaining an exploratory requirement. In the Bone Conduction project, technology is considered mainly for its experimental and social potentials; the Learning Kit project strives for a highly user-centered approach; and the OLED lamp focuses foremost on rationality in a lamp production system.

The projects supported and developed by the Industrial Design Department aim at examining the social and cultural issues of our world while understanding the requirements and opportunities for contemporary industry through this particular prism. Our vision of design is to crystallize interactions between collective aspirations, technological, social and economic contexts and the development of arts. More than ever, there is no design that doesn't relate to human concerns.

BE OPEN, the global initiative to foster creativity and innovation, is launching BE OPEN Inside the Academy, a new platform to showcase and honor recent achievements in educational approaches that promote real-world problem solving through creative design thinking.

In collaboration with Design Miami/ Basel in Basel BE OPEN Inside the Academy Installation is inviting a selection of top European design schools to present innovative design projects by outstanding students currently or recently enrolled.

The universities exhibiting at the BE OPEN booth at the Fair are: Le Cambre, Belgium; Ecole cantonale d'art de Lausanne (ECAL), Switzerland; Hochschule Basel, Switzerland; Konstfack, Stockholm, Sweden; Sandberg Institute Amsterdam, The Netherlands and Glasgow Fine Art School, UK.

A jury of international design luminaries reviewed the projects of the BE OPEN Inside the Academy Installation. The jurors - Ron Arad (Designer-Architect); Gilda Bojardi (Interni Magazine); Felix Burcher (Pin-Up Magazine); Daniel Charney (Curator and Educator); Johanna Agerman Ross (Disegno Magazine) - will select one institution to receive the BE OPEN Inside the Academy Prize. This prize grants the winning institution the opportunity to select and host a series of distinguished guest lecturers to further its curriculum development.

BE OPEN created this program with Design Miami/ Basel, the global forum for design, in order to draw attention to the importance of education today in nurturing the designers who will shape our world tomorrow. For the first edition of this prize, leading institutions have been drawn from across the Europe, but the intention is to expand the program to encompass a broader range of regions in the future.

Contestants/

**Proudofholland Video and Hoofdoek Headscarf, Yuri Veerman, \*Sandberg Instituut (Amsterdam, Netherlands)**

**WINNER**

**Listening Devices for the Deaf, Judicael Cornu, \*La Cambre (Brussels, Belgium)**

**AUDIENCE CHOICE AWARD WINNER**

Ar Vag, Thibault Penven, \*ECAL/ Ecole cantonale d'art de Lausanne (Lausanne, Switzerland)

Petit Central, Joshua Brunn, \*ECAL/ Ecole cantonale d'art de Lausanne (Lausanne, Switzerland)

Venise, Mathieu Rohrer, \*ECAL/ Ecole cantonale d'art de Lausanne (Lausanne, Switzerland)

SCRW, Manuel Welsky, \*Hochschule fur Gestaltung und Kunst (Basel, Switzerland)

Manners and objects, Sigrid Ackermann, \*Hochschule fur Gestaltung und Kunst (Basel, Switzerland)

Quick Dive, Andreas Pudel, \*Hochschule fur Gestaltung und Kunst (Basel, Switzerland)

Scale of Existence, Farvash Razavi, \*Konstfack University College of Arts, Crafts and Design (Stockholm, Sweden)

The Blanket Book, Stina Wessman, \*Konstfack University College of Arts, Crafts and Design (Stockholm, Sweden)

Visionary Periphery, Nandi Hanuman Kailash Nobell, \*Konstfack University College of Arts, Crafts and Design (Stockholm, Sweden)

Geometry Learning Materials, Quentin Gervaise, \*La Cambre (Brussels, Belgium)

The Syblings Desk and Wall Lamps, Frederik Delbart, \*La Cambre (Brussels, Belgium)

Untitled (Model for a Floating Forest), Jorge Bakker, \*Sandberg Instituut (Amsterdam, Netherlands)

Chewing Gum Wallpaper, Manon von Trier, \*Sandberg Instituut (Amsterdam, Netherlands)

Dementia Dog, Phoebe Batham with John Flitcroft, Luke McKinney and Flora, Glasgow School of Art

Preserving Human Dignity/ Transformation Game, Benjamin Pawle, Glasgow School of Art

READ, Philip Blaikie, Glasgow School of Art

**-Alie Cirgenski**



Categories / BE OPEN, Judicaël Cornu, Prize for Achievements in Design Education, Sandberg Instituut, Yuri Veerman