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WHO WOULD BE YOUR DREAM LECTURER?

D by [BE_OPEN+future](#) • June 20th, 2012, 10:40 am



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We are **BE OPEN**, a new think tank and Foundation seeking out brilliant ideas and people. We've got an educational remit, so on our worldwide roadtrip (we launched at Salone, next stop London Design Festival), we are making awards to students and universities in the design sphere.

In Basel we launched **BE OPEN Inside the Academy**, a competition for design colleges to win a series of lectures to be given by their dream lecturers, funded by **BE OPEN**. The winning college, selected by a panel of illustrious judges, was the Sandberg Institute. Director of the Sandberg Jurgen Bey hasn't chosen his gift lecturers yet, so we'd be really interested to know who you would choose and maybe that will help him make his mind up

Below is information about the prize to give you some background. Looking forward to your thoughts

BE OPEN

www.beopenfuture.com

Press release
 7pm Monday 11 June 2012

Sandberg Institute Amsterdam wins BE OPEN Inside the Academy Prize at Design Miami/ Basel 2012 A prize for achievements in design education

Sandberg Institute Amsterdam, The Netherlands today won the BE OPEN Inside the Academy Prize, selected from a shortlist of six leading European design schools: La Cambre, Belgium; Ecole Cantonale d'art de Lausanne (ECAL), Switzerland; Hochschule Basel, Switzerland; Konstfack, Stockholm, Sweden, Glasgow School of Art, UK.

The prize aims to spotlight how institutions are nurturing students today to use design thinking to make a positive impact on tomorrow. Each institution was asked to present three projects that best reflect its approach to design thinking and its educational mission. The BE OPEN Inside the Academy installation is on display at Design Miami/ Basel from 12-17 June 2012.

BE OPEN Inside the Academy Prize grants the winning institution the opportunity to select and host a series of distinguished guest lecturers to further the development of its curriculum.

The BE OPEN Inside the Academy installation reveals a selection of highly imaginative projects by outstanding students currently or recently enrolled. They range from the practical - SCRW, furniture design derived from an everyday object, a cork and Ar Vag, a folding vessel with oars intended for use as a shuttle between the shore and a larger vessel, to the esoteric: Visionary Periphery, an invitation to alter your vision to get a glimpse of what else you could have created for your mind to live in; and the political: READ, an attempt to reduce the editorial influence of newspapers in order to stimulate journalism as a creative practice.

The jury - Ron Arad (Designer-Architect), Gilda Bojardi (Interni Magazine), Felix Burrichter (Pin-Up Magazine), Daniel Charny (Curator and Educator), Johanna Agerman Ross (Disegno Magazine) – selected the winning university for its progressive attitude and appropriately social and political agenda. Daniel Charny said “Sandberg shows an ambitious rethinking of what the learning experience can give students.”

BE OPEN Founder Elena Baturina said “The schools that entered our first edition of BE OPEN Inside the Academy are united in their missions not just to fulfil the usual academic curriculum, but to mentor their students and help them get their feet on the first rung of the design career ladder. This is a crucial part of BE OPEN's thinking. I define the purpose of BE OPEN as ‘intellectual development’, investing in the creation of added value for future generations.”

Jurgen Bey, Director of the winning school said “It is unique, and much appreciated, to find a prize that focuses on education and not just on star designers. We encourage the journey of learning, raising questions to which there may be no answers – that is how development begins and it is wonderful that BE OPEN recognises this.”

BE OPEN is launching the new platform of BE OPEN Inside the Academy in Basel this June 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.

An online popular vote for the best project on the BE OPEN website <http://beopenfuture.com/exhibitions/basel> grants the group of students from the winning school - La Cambre, Belgium - an invitation to the London Design Festival in September 2012 as guests of BE OPEN. BE OPEN and the London Design Festival are co-producing the BE OPEN Sound Portal in Trafalgar Square for September 2012.

For further information on BE OPEN please contact

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Notes for Editors

About BE OPEN

A Global Initiative To Foster Creativity And Innovation

www.beopenfuture.com

BE OPEN is a creative think tank whose mission is to promote people and ideas today to build solutions for tomorrow. It is a cultural and humanitarian initiative that aims to harness the brainpower of creative leaders through a system of conferences, competitions, exhibitions, master classes, cultural and art events.

Behind the creation of BE OPEN stands an international team united around the Russian businesswoman, entrepreneur, celebrated maecenas and philanthropist, Elena Baturina.

A long-term, international, multidisciplinary, multi-faceted project, BE OPEN will allow leading contemporary thinkers and creatives to meet up with those in the media and business, discuss their ideas and visions and ultimately make change happen.

At the heart of BE OPEN is a series of global conferences that will act as a catalyst and platform for making new ideas happen. Today's urban creative hubs are earmarked for BE OPEN events: the project was launched at Milan Design Week's FuoriSalone this April (2012) and will move to the UK for the London Design Festival (14-23 September 2012).

Milan Design Week: the launchpad for BE OPEN

April 2012

The umbrella theme of the inaugural events at the International Milan Design Week's FuoriSalone 2012 was "Be open to the future". The three BE OPEN conferences, an exhibition and BE OPEN Awards ceremony were organized in partnership with the Italian magazine INTERNI and ran at the Aula Magna of Università degli Studi di Milano 17-19 April.

London Design Festival: BE OPEN Sound Portal

19-23 September 2012

BE OPEN and the London Design Festival are co-producing a project in Trafalgar Square for the London Design Festival 2012 that focuses on the idea of 'design you can't see'.

Taking as its basis the idea of sound as a means of conveying memory and evoking emotion, the BE OPEN Sound Portal will be an immersive space in the centre of the square that will take visitors on an intriguing journey. Designed by Arup and Sound and Music, the Portal will transport visitors to inaccessible places and remote environments through a series of three-dimensional soundscapes created by leading musicians and sound designers.

Design School Submissions

The Winner-

<http://beopenfuture.com/exhibitions/bas...-headscarf>

<http://beopenfuture.com/exhibitions/bas...-stallation>

<http://beopenfuture.com/exhibitions/bas...-wallpaper>

