

FUNCTIONAL DESIGN FOR A DYSFUNCTIONAL WORLD ♥ KONSTFACK

Milan, April 16th-21st 2008

English

Functional Design for a Dysfunctional World

At THAT'S DESIGN!

ZonaTortona, Ex-ansaldo Via Tortona 54-56 / Via Borgognone 34 - 20144 – Milano

April 16th-21st, 10 am to 10 pm

Opening Party: April 15th, 7 pm to 10 pm

For the third year Konstfack, the University College of Arts, Crafts and Design in Stockholm will be present at the Milan Design Week with the exhibition *Functional Design for a Dysfunctional World*. The exhibition focuses on a group of young designers, students or recent graduates of Konstfack, who operate both as producers and social engineers. In their desire for an instantly engaged attitude, they reinterpret their own environment to offer useful and ingenious suggestions for design that can be at once critical, functional and witty.

Using prosaic materials, found objects, and by reassembling and reconstructing old and new, they address environmental problems, gender issues, and politics of space, or simply press for a more human face of design. Not without humor they trigger awareness of our patterns of behavior. And by exploring the symbolic values of the objects that surround us, they remind us that while we all share the dream of living in a better world we are equally responsible for creating or at least sustaining it.

Exhibiting Designers: Jenny Bergström, Magnus Carlsson, Hedvig af Ekenstam, Pernilla Jansson, Erika Janunger, Haidar Mahdi, Christian Malmdin and a collaborative project by Jessica Hansson, Daniel Heckscher, Maria Olsson, Tekla Severin, Momo Tham, Martijn Van Den Bosch and Emilia Öster

Curator: Renée Padt

Exhibition Design: Anton Alvarez, Momo Tham

Graphic Design: Daniel Mencak, Yuta Sakane

Project Manager: Ikko Yokoyama

Pernilla Jansson – A New Proposal, 2007

Obtaining inspiration from the absurd and the unexpected, Pernilla Jansson works with everyday objects such as mirrors and lamps. By reassembling and distorting them she aims to disturb and brighten up the established order. *A New Proposal* is an ordinary fluorescent fitting light used in generic office spaces to which she added a deformed neon tube in order to give it a more human and irrational effect.

Jenny Bergström – Case study; Fear of Global Warming, 2007

The ongoing project *Case study; Fear of Global Warming* investigates how design can impact on fear. Both part of the collection *Apocalyptic Forecast Wallpaper, Global Temperature Change*, at first glance a simple decorative pattern, represents disturbing statistics from the report of the Inter-Governmental Panel on Climate Change, whereas *Last Generation* shows an image radiating both disaster and beauty. Her lamps *Turn our Off the Light* dramatically symbolize our "crying" world.

Haidar Mahdi – Cakedish, 2008

Inspired by the everyday life of the rich and famous in 17th century Europe, Haidar Mahdi explores gluttony in lifestyle. Playing with aesthetic conventions and by combining lustrous colors and glazes with a wealth of forms, his ceramic objects could have easily fit into the court of Marie Antoinette. While acknowledging that excess can be destructive, he also prompts us to remember that abundance in life can be pure fun.

FUNCTIONAL DESIGN FOR A DYSFUNCTIONAL WORLD ♥ KONSTFACK

Milan, April 16th-21st 2008

Jessica Hanson, Daniel Heckscher, Maria Olsson, Tekla Severin, Momo Tham, Martijn Van Den Bosch and Emilia Öster – Table for Cyklopen, 2007

After years of struggle against local bureaucracy Cyklopen finally opened its self constructed house in Högdalen, a suburb of Stockholm. Its founders being self-proclaimed “lifestyle anarchists”, it is an autonomous platform for cultural initiative built on the principles of DIY and self-organization. With the *Table for Cyklopen*, a group of seven Konstfack design students contributed by donating (recycled) furniture symbolizing the ideological concept of Cyklopen: through questioning the norms and breaking the rules we can rebuild them.

Hedvig af Ekenstam – Many designproblems carry a textile solution, 2008

Opposing the standard use of “hard” and “masculine” materials Hedvig af Ekenstam turns the tables by employing “soft” and “female” materials for stereotypical industrial design products. Even though fabric is strong enough to be used as a safety net, textiles are often only associated with fragility. By looking at the advantages instead, she designs friendly appliances, such as the *Collapsible Hoover* that can be folded or the *Knitted Radiator*, that is at once beautiful, flexible and portable.

Christian Malmdin – Mr. Celcius, 2008

Time is running out. The candleholder *Mr. Celcius* is the paradigm of our times. While the ice on the poles is melting like a candle, we frantically persist in keeping the lights burning. Following the debate on our crumbling environment, Christian Malmdin chose the Eskimo, portrayed as a human without a face, to be the symbol for immediate loss of life caused by global warming.

Magnus Karlsson – His Privilege, 2008

Can fashion make us aware of the other instead of showing the other who we are or want to be? Magnus Karlsson constructs clothes that investigate gender and identity. Why do men choose a blue shirt to show power? What are the codes to define a new liberal? Is the backpack surf traveler a new colonial? As a designer who does not selling but lends his clothes, he also comments on consumerism and brand culture.

Erika Janunger – Weightless, 2007

Turning the world upside down and tricking the laws of nature and gravity, *Weightless* is a music film about perception of physical and psychological space. Portraying movements in everyday environments, a bedroom and a living room, symbols of everyday living, and balancing between introverted and extroverted human behavior Erika Janunger shows the intricate relationship between movement and architecture and the illusion of space. *Glue* is a bookshelf created as part of the set of *Weightless*.

About Konstfack

Konstfack is the largest university college of arts, crafts, design and art education in Sweden. Every year about 900 students are enrolled in the Undergraduate and Master's programs, the Art Education programs and independent courses. Konstfack's new Master Program is open to national/international applicants with a Bachelor degree/equivalent.

www.konstfack.se

Contact

Ikko Yokoyama, Projects Manager

Ikko.yokoyama@konstfack.se

+46 8 450 4353