

2012

Ausstellungen

2011

Exhibitions

Events

Calendar 2011

2010

**Exhibitions**

**Re-Designing the East**

Introduction

Exhibition

Tour

Conference

Dates/Credits

The Art of Not ...

The Familiar...

Territories of

Kunst und Gesellschaft

Bettina Lockemann

Events

2009

Exhibitions

Events

2008

Exhibitions

Events

๒๐๐๗

## RE-DESIGNING THE EAST

### Introduction

With the exhibition *Re-Designing the East: Political Design in Asia and Europe*, held from September 25, 2010 to January 9, 2011, the Württembergischer Kunstverein is highlighting critical and resistive design practices in (Eastern) Europe and (South/Eastern) Asia from the nineteen-eighties through the present. Of particular focus is the role of both design and designers in the context of sweeping social, political, economic, and cultural upheaval.

*Re-Designing the East* is based upon a cooperation between the Württembergischer Kunstverein, the  Trafó Gallery in Budapest, the  Wyspa Institute of Art in Gdansk and the  Total Museum, Seoul. The exhibition comprises six sections, each of which has been developed by different curators from Europe and Asia.

### Contexts

Since the early nineteen-nineties, the world order that was familiar up to that time has radically and permanently shifted, especially through the fall of the so-called Eastern Bloc countries, through a global neoliberalism and the rampant development of information and communication technologies. The old concepts of the ideological “East” and “West” have become obsolete. In the far away East—as viewed from a Eurocentric perspective—countries like South Korea, Thailand, and India have



© Activism of Graphic Imagination



Pracha Suveeranont, Vote No to Draft Constitution Campaign, 2007. ©

2007  
Exhibitions  
Events  
2006  
Exhibitions  
Events  
2005  
Ausstellungen  
Archiv: 1946 – 2005

(besides China) long asserted economic positions of global relevance. The onetime hierarchies between center (the “West”) and periphery (the “rest”) has been disrupted. At the same time, there are numerous conflicts associated with the purported victory of the “Western” models of democracy and capitalism.

The title of the exhibition *Re-Designing the East: Political Design in Asia and Europe* already references the falloff or, in any case, the dubiousness of geopolitical ascriptions like “the East.” At the same time, the upheaval of the nineteen-eighties and nineties in Europe is to be placed into relation with that currently noted in Asia: and this against the backdrop of the question as to which role critical and resistive design practices play within these states of upheaval, meaning within the struggles for political, societal, economic, ecological, and cultural reshaping.

Here emphasis is placed on contexts such as the political transformation prevalent in the nineteen-eighties and nineties in Hungary, Poland, and former Czechoslovakia, as well as on the democratization processes—still accompanied by multifaceted conflicts today—and swift economic developments in India, Thailand, and South Korea.

### Positions

The exhibition in the process sheds light on highly divergent design positions. Counting among the historical positions is, for instance, the logo of the Solidarność (Solidarity) movement created by Polish designer **Jerzy Janiszewski**. Also explored is the work of Czech designer **Joska Skalnik**, who was actively involved in the so-called “Velvet Revolution” and who today, however, is faced with the accusation of having been an informant for Czechoslovakia’s secret intelligence system.

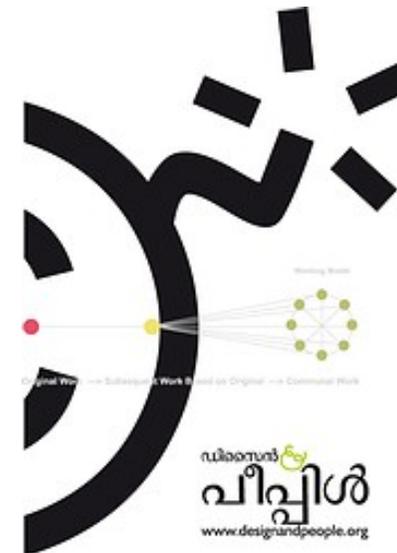
Among the positions currently explored is the Indian network **Design & People** which furthers sociopolitical projects, thus making freely available, along the lines of the “copyleft,” its creative works as well as its knowledge for noncommercial purposes. The Thai designer **Pracha Suveeranont** in turn presents his extensive boycott campaign—developed in 2007 and directed against the establishment of a new constitution by election in Thailand—along with other graphic works that reference the current societal and political conflicts within the country.

The South Korean group **Activism of Graphic Imagination (A.G.I.)** is likewise engaged in activist contexts. Their works demonstrate opposition  
Are you a developer? Try out the [HTML to PDF API](#)

Draft Constitution Campaign, 2007, ©  
Pracha Suveeranont



Jerzy Janiszewski, Solidarnosc-  
Logo, 1980, © Jerzy Janiszewski



Design & People



© Activism of Graphic Imagination

to the repressive politics reigning in South Korea, which have arisen through unchecked turbocapitalism and also through a newly emerging “Cold War” atmosphere.

The curators participating in the exhibition were given free reign both in conceptualizing their sections and in selecting the involved designers. Here the project fathoms the possibilities and limitations of multiperspectival, process-oriented curating.

A **conference** will accompany the opening weekend of the exhibition *Re-Designing the East*. Following the exhibition will be a **publication** on the project.

2012

Ausstellungen

2011

Exhibitions

Events

Calendar 2011

## RE-DESIGNING THE EAST

Political Design in Asia and Europe

### Exhibition's Sections

POLAND

#### *The Solidarnosc Logotype*

Curator: Maks Bochenek

**Designers and Artists: Jerzy Janiszewski, Grzegorz Klamon, Gerard Lewandowski, Andrzej Pagowski, Monika Rak, Tomasz Sarnecki, Marek Sobczyk, Michał Szlaga, Henryk Tomaszewski, Ania Witkowska, Ewa Bałuk-Zaborowska**

---

The section conceived by the Wyspa Institute of Art makes reference to the Solidarnosc (Solidarity) logotype designed by Jerzy Janiszewski. Created as a result of the artist's spontaneous reaction to the conditions of Polish workers and their struggle against the communist system, the sign was to become a gift to the whole Polish society, which was uniting in the spirit of solidarity. Since the time of its initial distribution in Polish towns, thirty years have passed. The aim of this section is to show how dynamic developments in politics, economics, and law have influenced the use and reception of the Solidarnosc symbol, which changed from a symbol of a uniting society into a trademark. Apart from archive materials, posters, and their reprints, works by artists will be presented referring to these changes.

THAILAND

#### *Vexed Brand Thailand: A Case of Political Design in a Troubled Paradise*

2010

Exhibitions

**Re-Designing the East**

Introduction

Exhibition

Tour

Conference

Dates/Credits

The Art of Not ...

The Familiar...

Territories of

Kunst und Gesellschaft

Bettina Lockemann

Events

2009

Exhibitions

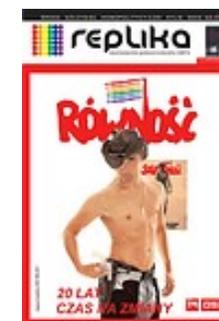
Events

2008

Exhibitions

Events

2007



Monika Rak,  
EQUALITY. 20 years  
– time for changes,  
2009



Tomasz Sarnecki,  
High Noon. 4. Juni  
1989, 1989

2007  
Exhibitions  
Events  
2006  
Exhibitions  
Events  
2005  
Ausstellungen  
Archiv: 1946 – 2005

Curator: Keiko Sei  
**Designer: Pracha Suveeranont**

---  
Presently, in Thailand, a battle over social influence associated with advancing age of the demigod King is taking place. Widely differing groups are struggling to increase power under the auspices of democracy: a fight which, aside from entailing an increase in violent conflicts, is being carried out to no small degree on a visual level, while being simultaneously subjected to growing censorship. The section curated by Keiko Sei introduces a selection of works by the Thai designer Pracha Suveeranont, whose undertakings include the instigation of a 2007 campaign to boycott the election of a new constitution which had been conceived by the military. His graphic works seize in various ways upon the presently escalating political situation in Thailand.

SOUTH KOREA  
**Conspiracy by ...**  
**(National Security / The Origin of Wealth / Common Ground)**

Curator: Nathalie Boseul Shin  
**Designers and Artists: Activism of Graphic Imagination, Noh Suntag**

---  
Since the 2008 election of Lee Myung-bak as president of South Korea, the country's relations to North Korea have considerably cooled. The newly activated "Cold War" rhetoric are going hand in hand with newly heightened repressions against leftist positions. Intensifying at the same time have been the excesses of an unchecked turbocapitalism in mega-enterprises of re-structuring urban and natural environments. Natalie Boseul Shin presents the collaborative design practices and activities by the design group Activism of Graphic Imagination (A.G.I.) and artist Noh Suntag that oppose the current policies in South Korea. Their positions will be compared to those currently being implemented in Seoul in the contexts of its celebrations as this year's Capital of Design.

CZECH REPUBLIC  
**Joska Skalník: Designer of Czechoslovakian Dissent**  
Curator: Tomáš Pospiszył  
**Designers: Jan Matoušek (Laboratory), Joska Skalník**

---  
Tomáš Pospiszył has focused his section on the work of the dissident graphic designer Joska Skalník, who in the nineteen-eighties in former Czechoslovakia worked, among



Gerard  
Lew andow ski,  
Solidarity's First  
Year, 1981



Michał Szlaga,  
Untitled, 2007



© Pracha  
Suveeranont



© Pracha  
Suveeranont

other things, for the independent underground organization Jazz Section. During the so-called “Velvet Revolution” he advanced to become ringleader of this movement and ultimately took on the role of official advisor to President Václav Havel, who was elected in 1989. Since the nineteen-nineties, suspicions have arisen that Skalník may have operated at the same time for Czechoslovakia’s secret intelligence system: an accusation that Skalník has never denied nor confirmed. For the exhibition, Pospiszył invited Jan Matoušek, a young Czech graphic designer from the Laboratory (Laboratoř) studio who has no experience of the communist regime, to create a portfolio that would, through the perspective of his independent view, summarise the story of Joska Skalník.

## INDIA

### ***Swaraj in Design: Opportunities for Conscious Learning and Sharing***

Curator: Sethu Das

#### **Designers: Design & People**

---

Design & People is a noncommercial grouping of designers and architects that is dedicated to the communicating of social, humanitarian, ecological, and activist projects. Taking up Mahatma Gandhi’s idea of Swaraj (in English: self-rule), Design & People also supports an open design and knowledge production. Along the lines of the “copyleft,” their design products can be freely copied, disseminated, altered, and presented for noncommercial and for educational purposes. The designer Sethu Das, who founded Design & People in 2003, presents the work and philosophy of this network in his section.

## HUNGARY

### ***The Monument of the Nameless Scrum***

Curator: Nikolett Eross

#### **Artist: János Sugár**

---

In their section, Nikolett Eröss and János Sugár explore questions pertaining to the visual representation of political upheavals in Hungaria, precisely of the Revolution of 1956. They focus on a monument-concept by the '56 communist resistance fighter István Angyal (executed in 1958) that has never been realized. Angyal suggested to dedicate a big, rustic stone to the “nameless scrum.” Eross and Sugár will present a realization of this monument in form of an imitation made from Styrofoam in 1:1 scale.

## SPECIAL SECTION / GERMANY

---



© Activism of Graphic Imagination



© Activism of Graphic Imagination



© Activism of Graphic Imagination



© Activism of Graphic Imagination



Studio of Joska Skalnik, Photo: Jan Matousek



Joska Skalnik, Poster (Detail), 1978



Design & People (Logo)

2012

Ausstellungen

2011

Exhibitions

Events

Calendar 2011

## Re-Designing the East

Political Design in Asia and Europe

### EXHIBITION TOUR



The Monument of the Nameless Scrum, János Sugár and Nikolett Eross (Photo J. Sugar)

2010

[Exhibitions](#)

[Re-Designing the East](#)

Introduction

Exhibition

[Tour](#)

Conference

Dates/Credits

The Art of Not ...

The Familiar...

Territories of

Kunst und Gesellschaft

Bettina Lockemann

Events

2009

Exhibitions  
Events

2008

Exhibitions  
Events

2007

Exhibitions  
Events

2006

Exhibitions  
Events

2005

Ausstellungen

Archiv: 1946 – 2005



Conspiracy by ..., Nathalie Boseul Shin, A.G.I., Noh Suntag  
(Photo J. Sugar)



Conspiracy by ..., Nathalie Boseul Shin, A.G.I., Noh Suntag  
(Photo J. Sugar)



Conspiracy by ..., Nathalie Boseul Shin, A.G.I., Noh Suntag  
(Photo J. Sugar)



Conspiracy by ..., Nathalie Boseul Shin, A.G.I., Noh Suntag  
(Photo J. Sugar)



Design and People (Photo J. Sugar)



Grzegorz Klaman, Solidarity made in China (Foreground, Photo J. Sugar)



Vexed Brand Thailand, Pracha Suveeranont, Keiko Sei (Photo J. Sugar)



Vexed Brand Thailand, Pracha Suveeranont, Keiko Sei (Photo  
J. Sugar)

2012

Ausstellungen

2011

Exhibitions

Events

Calendar 2011

---

2010

[Exhibitions](#)

[Re-Designing the East](#)

Introduction

Exhibition

Tour

[Conference](#)

Dates/Credits

The Art of Not ...

The Familiar...

Territories of

Kunst und Gesellschaft

Bettina Lockemann

Events

2009

Exhibitions

Events

2008

Exhibitions

Events

2007

## RE-DESIGNING TH EAST

**Political Design in Asia and Europe**

**Curator's tour and  
Conference**

September 25 + 26, 2010

Language: English

PROGRAM



[conf\\_en.pdf](#)  
Program

70 K

**SATURDAY, SEPTEMBER 25, 2010**

**1pm**

Public exhibition tour with the artists and curators

**3 pm**

Sethu Das, Kerala

***9 ways to understand Design & People***

Design & People (founded in 2003 in Kerala by Sethu Das) is a noncommercial grouping of designers and architects that is dedicated to the communicating of social, humanitarian, ecological, and activist projects. Taking up Mahatma

Are you a developer? Try out the [HTML to PDF API](#)

Exhibitions  
Events

Gandhi's idea of Swaraj (in English: self-rule), Design & People supports an open design and knowledge production.

2006

Exhibitions  
Events

**4 pm**

Maks Bochenek, Gdansk

2005

Ausstellungen

***The Solidarnosc Logotype***

The Solidarnosc (Solidarity) logotype was designed by Jerzy Janiszewski as a result of the artist's spontaneous reaction to the conditions of Polish workers and their struggle against the communist system. Since the time of its initial distribution in Polish towns, thirty years have passed. The aim of this presentation is to show how dynamic developments in politics, economics, and law have influenced the use and reception of the Solidarnosc symbol, which changed from a symbol of a uniting society into a trademark.

Archiv: 1946 – 2005

**5:30 pm**

Tomas Pospiszl, Prague

***Joska Skalník: Designer of Czechoslovakian Dissent***

The presentation focuses on the work of the dissident graphic designer Joska Skalník, who in the nineteen-eighties in former Czechoslovakia worked, among other things, for the independent underground organization Jazz Section. During the so-called "Velvet Revolution" he advanced to become ringleader of this movement and ultimately took on the role of official advisor to President Václav Havel, who was elected in 1989. Since the nineteen-nineties, suspicions have arisen that Skalník may have operated at the same time for Czechoslovakia's secret intelligence system: an accusation that Skalník has never denied.

**6:30 pm**

Nathalie Boseul SHIN, Seoul

***Conspiracy by ...***

***(National Security / The Origin of Wealth / Common Ground)***

Since the 2008 election of Lee Myung-bak as president of South Korea, the country's relations to North Korea have considerably cooled. The newly activated "Cold War" rhetoric are going hand in hand with newly heightened repressions against leftist positions. Intensifying at the same time have been the excesses of an unchecked turbocapitalism in mega-enterprises of re-structuring urban and natural environments. Natalie Boseul Shin presents the collaborative design practices and activities by the design group Activism of Graphic Imagination (A.G.I.) and artist Noh Suntag that oppose the current policies in South Korea. Their positions will be compared to those currently being implemented in Seoul in the contexts of its celebrations as this year's Capital of Design.

SUNDAY, SEPTEMBER 26, 2010

**11 am**

Pracha Suveeranont, Bangkok

***Vexed Brand Thailand: A Case of Political Design in a Troubled Paradise***

Presently, in Thailand, a battle over social influence associated with advancing age of the demigod King is taking place. Widely differing groups are struggling to increase power under the auspices of democracy: a fight which, aside from entailing an increase in violent conflicts, is being carried out to no small degree on a visual level. The designer Pracha Suveeranont will present his graphic works seizing in various ways upon the presently escalating political situation in Thailand, as for example his 2007 “No Vote” campaign to boycott the election of a new constitution which had been conceived by the military.

**12 pm**

Nikolett Eross, János Sugár, Budapest

***The Monument of the Nameless Scrum***

Nikolett Eross and János Sugár will explore questions pertaining to the visual representation of political upheavals in Hungaria, precisely of the Revolution of 1956. They focus on a monument-concept by the '56 communist resistance fighter István Angyal (executed in 1958) that has never been realized. Angyal suggested dedicating a big, rustic stone to the “nameless scrum.”

2012

Ausstellungen

2011

Exhibitions

Events

Calendar 2011

2010

**Exhibitions**

**Re-Designing the East**

Introduction

Exhibition

Tour

Conference

**Dates/Credits**

The Art of Not ...

The Familiar...

Territories of

Kunst und Gesellschaft

Bettina Lockemann

Events

2009

Exhibitions

Events

2008

Exhibitions

Events

2007

## RE-DESIGNING THE EAST

### DATES

RE-DESIGNING THE EAST

Political Design in Asia and Europe

September 25, 2010 – January 9, 2011

### Press conference

Friday, September 24, 2010, 11 a.m.

### Opening

Friday, September 24, 2010, 7 p.m.

### Tour with the curators

Saturday, September 25, 2010, 1 p.m.

### Conference

September 25 + 26, 2010

### Special Section

 **The Art of Not Being Governed Like That**

November 28, 2010 – January 9, 2011

### Futher tours with the curators

Wednesday, November 3, 2010, 7 p.m.



2007  
Exhibitions  
Events

Wednesday, December 1, 2010, 7 p.m.  
Sunday, January 9, 2011, 4 p.m.

2006  
Exhibitions  
Events

## CREDITS

2005  
Ausstellungen

**An exhibition by**  
Württembergischer Kunstverein Stuttgart

Archiv: 1946 – 2005

**in co-operation with**  
Trafó Gallery, Budapest; Wyspa Institute of Art, Gdansk

**and**  
Total Museum, Seoul

**In conjunction with**  
*In Charge. The Role of Political Designers in Transformation*

## Curators

Maks Bochenek (PL)  
Hans D. Christ, Iris Dressler (D)  
Sethu Das (India)  
Nikolett Eross (HU)  
Tomas Pospisyl (CZ)  
Keiko Sei (Japan / Thailand)  
Nathalie Boseul Shin (South Korea)

## Supported by

Ministerium für Wissenschaft, Forschung und Kunst des  
Landes Baden-Württemberg  
Kulturamt der Stadt Stuttgart  
Institut für Auslandsbeziehungen, Stuttgart  
Erste Foundation, Vienna

## Main sponsor



This work has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained

Are you a developer? Try out the [HTML to PDF API](#)

therein.

RE-DESIGNING THE EAST. Political Design in Asia and Europe *is part of the project In Charge. The Role of Political Designers in Transformation, carried out by the Württembergischer Kunstverein Stuttgart, the Trafó Gallery in Budapest and the Wyspa Institute of Art in Gdansk, and supported by the European Community.*