

## Internationaler Design Workshop Portugal

«Responsible Tourism? — In Times of Transformation»

Building on the idea that design thinking and practice can trigger a debate and creatively engage with controversial issues, this year's International Design Workshop focuses on the question of the impact of tourism today addressing its economic, environmental and cultural aspects, as well as its agents and stereotypes. The workshop invites students to embrace ambiguity and explore responsible tourism in times of complex and contradictory transformations. Is responsible tourism feasible at all, or is it a given contradiction? As tourists, we will think about the effect of tourism in a broader sense, we will discuss this challenging issue from various perspectives, learn from a different reality, and together propose a «designerly» way of thinking and acting.

### Angebot für

Bisheriges Studienmodell > Design > Master Design > Design interdisziplinär > 2. Semester

Nummer und Typ	MDE-MDE-P-IDW-2000.19H.001 / Moduldurchführung
Modul	Internationaler Design Workshop 2.Semester
Veranstalter	Departement Design
Leitung	Karin Zindel
Anzahl Teilnehmende	maximal 25
ECTS	2 Credits
Lehrform	<p>In collaboration with Portuguese lecturers and students, the workshop proposes a critical and creative approach of the given topic by:</p> <ul style="list-style-type: none"><li>- analysing the existing phenomenon</li><li>- identifying different realities and needs</li><li>- exploring other behaviours and practices</li><li>- fostering critical thinking</li><li>- suggesting thought-provoking ideas</li><li>- elaborating unconventional scenarios</li><li>- creating new formats, interactions and/or services</li><li>- proposing new perspectives</li></ul>
Zielgruppen	2nd semester Master Design students
Lernziele / Kompetenzen	<p>Students will choose one of the three workshops, according to one of three dimensions: building, unbuilding, preserving. These three dimensions suggest specific paths, methodologies and outcomes through which design can foster responsible tourism in four World Heritage Sites, challenging Swiss and Portuguese students to approach, analyse and react to the same territory from a variety of perspectives.</p> <p>Building (tangible): This workshop is dedicated to the creation of culturally significant experiences and artefacts associated with each of the sites. Centred on the idea of the encounter, this dimension explores the ways visitors build and keep ties to each site. These can be more immediate and sensorial but also more conceptual, even intellectual, ranging from concrete associations to more abstract relations to a given place and time. In its process and outcomes, this workshop takes a more straightforward approach to the production of meaning through tangible objects, as well as through the design of services related to visiting/living in and around each of the sites.</p>

#### Unbuilding (speculative):

This workshop engages students to observe, analyse and critically react to the often-contentious histories of each site. It also evokes other larger themes and discussions such as: past and present clashes of religions/civilizations, national identity and post-imperial/colonial narratives, inclusion and exclusion of minorities, or the lasting role of fascist state propaganda in local/national visual and material culture. Less preoccupied with the creation of tangible artefacts, this workshop will challenge students to propose new readings, experiences and perspectives to each site by employing speculative, performative and even fictional design models.

#### Preserving (social):

This workshop focuses on exploring, fostering and maintaining the communities living in the territories of each site. As much as the built environments protected by UNESCO, the knowledge and customs of the region's inhabitants also deserve to be known, recognized, interpreted and eventually practiced by their visitors. Crafts such as pottery, confectionery, stone carving or basket-weaving play a central role in many of the lives and livelihoods of these communities. Through an application of adequate design strategies and initiatives that cater both to the needs of these communities and to the desires of tourists, students can learn how to make the most of the region's natural and human resources.

Leistungsnachweis / Testatanforderung	Active participation, presentation and delivery of various formats
Termine	06.09.—14.09.2019: IDW in Portugal 20.09.19: presentation and reflection @ZHdK
Dauer	10 days
Bewertungsform	bestanden / nicht bestanden
Bemerkung	English as course language