

Hacking Global Pop Icons, Zürich

Im Rahmen der „Shared Campus Summer Schools 2022“

Angebot für

Bisheriges Studienmodell > Hochschulweites Lehrangebot > Z-Module

Nummer und Typ	ZMO-ZMO-L007.3.22H.001 / Moduldurchführung
Modul	Hacking Global Pop Icons, Zürich
Veranstalter	Z-Module
Leitung	Tom Gerber — Director for Feature Films and TV series, Movie Editor and Lecturer (ZHdK) Claudio Bucher — Author, Music Producer, Cultural Advisor (ZHdK)
Zeit	Mo 15. August 2022 bis Sa 3. September 2022 3 Wochen
Anzahl Teilnehmende	8 - 30
ECTS	6 Credits
Voraussetzungen	Proficient in English
Lehrform	Seminar / Workshop
Zielgruppen	Level: BA, MA, MPhil, PhD Disciplines: all arts and design disciplines
Lernziele / Kompetenzen	<ul style="list-style-type: none"> •Develop knowledge about food cultures. •Demonstrate critical awareness of the conceptual and theoretical debates related to socially transformative design and art. •Develop forms of inquiry and practice that take into account the value of design in preparing and consuming food. •Learn to critically articulate discursive positions and to use appropriate research approaches aimed at transforming cultural ideas into experiments and vice versa. •Develop individual projects in culturally diverse groups and articulate individual modes of expression. •Articulate and present design practice, - methods, and concepts - using digital and analogue design methods. •Develop creative practice in order to engage with global food cultures and their future challenges.
Inhalte	<p>Global Icons have local meanings: What do they say about our identities, society and culture? What makes an icon? How can we deconstruct, remix and hack it? In this three-week summer school, a global pop icon will serve as the common starting point for cultural analysis and for the transdisciplinary production of new artistic and journalistic works seeking to deconstruct, remix and expand the influence of the chosen icon. Participants from Europe and Asia will collaborate through using various methods of research (ethnographic field research, pop culture theory, reception theory, discourse analysis) and through co-creation in various formats.</p> <p>This practice-based summer school will offer students a unique opportunity to experience new creative fields in transcultural collaborations and to learn about</p>

cultural concepts in global contexts situated between high and low culture, global mainstream and transcultural adaptation. Focusing on a chosen icon (e.g. Michael Jackson, Maria Magdalena, Dragon Ball/Journey to the West, Emoji, Kanye West, Frida Kahlo), the different projects will interconnect and influence each other. Collaboration will result in a final presentation in multiple formats (e.g. fiction and documentary film, interactive media, performances, creative nonfiction, short stories, comics, podcasts, discourse analysis, spatial installations, art in public space, songs, music videos, etc.).

Leistungsnachweis / Testatanforderung	80% Anwesenheit
Termine	15 August – 03 September 2022 // HS2022
Dauer	3 weeks
Bewertungsform	bestanden / nicht bestanden
Bemerkung	No course fee for students from Shared Campus partner institutions. Students travelling to Zurich will need to cover their own costs: ? Travel expenses ? Accommodation expenses