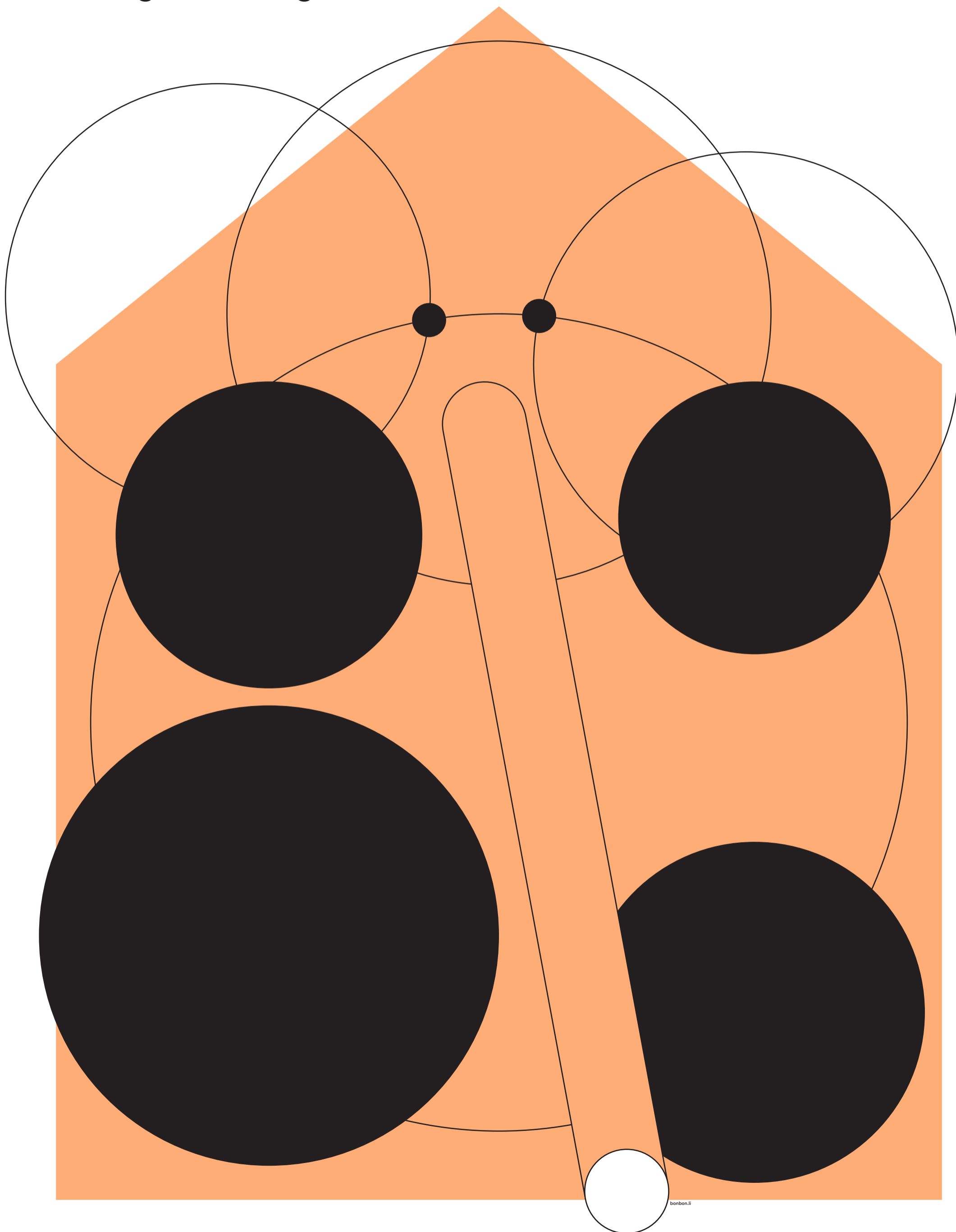


Aesthetic matters:  
becoming an artist,  
a designer and an architect  
in the age of Bologna.

International conference  
1-3 June 2016  
ZHdK Zurich University  
of the Arts



# Aesthetic matters: becoming an artist, a designer and an architect in the age of Bologna.

The international conference Aesthetic Matters: becoming an artist, a designer and an architect in the age of Bologna aims to contextualise and further expand on the debate around aesthetic education and aesthetic practices in order to explore emerging epistemologies and their potential as political and social forces. Bridging positions from Science and Technology Studies (STS), aesthetic theory, praxeological approaches and artistic research, relevant topics will be unfolded by questions such as: How can inherited academic notions of "research" and "knowledge" be redefined for and by the field of aesthetic practices? In what way will these practices be taught, performed and situated within academia and also beyond the institution? What are the current challenges related to the epistemology of aesthetic practices and education in the context of academisation, economization and globalization? What can be the role of aesthetic practices in a wider socio-political context? The conference will be focussing on the following perspectives:

## Aesthetic practices as epistemic cultures

Aesthetic practices, i.e., verbal and non-verbal competences of shaping, creating and experiencing the world, are being understood as core skills of practitioners in the fields of art, design and architecture.

## Reassembling practice and research

On the way to an epistemological basis for aesthetic practices from the perspective of practice theory. Testing methods and novel approaches.

## The cosmopolitics of aesthetic education

The production or creation of aesthetic knowledge and how it is being addressed, supported or marginalized in the context of academisation, economization and globalization of higher education.

*Aesthetic Matters* is the closing event of the research project *Aesthetic Practices after Bologna: Architecture, Art and Design as Epistemic Cultures in the Making*, which has been a three-year cooperation between the ETH Wohnforum (represented by Dr Monika Kurath and Anna Flach at the ETH Swiss Federal Institute of Technology in Zurich), the Intermediality Research cluster (represented by Prof. Dr. Priska Gisler and Aline Seyfang-Maas at the HKB University of the Arts in Bern) and the ith Institute of Theory (represented by Prof. Dr. Elke Bippus and Monica Gaspar at the Zurich University of the Arts).

## Wednesday 1st June

- 18:00 Welcome words and general introduction  
→ Dieter Mersch, Director of the Ith Institute for Theory, ZHdK
- 18:30 Keynote lecture (public lecture)  
How to train reflective Practitioners at the Time of the Anthropocene? A cosmopolitical proposal  
→ Albena Yaneva, University of Manchester, Manchester Architecture Research Centre
- 20:00 End of the lecture

# International conference 1–3 June 2016 ZHdK Zurich University of the Arts, TONI Areal

## Thursday 2nd June

- 8:30 Registration
- 9:00 Introduction to the conference
- Session 1**
- 9:30 Aesthetic practices as epistemic cultures  
→ Monika Kurath, ETH Zurich, Department of Architecture (moderation)
- Reports from the empirical studies: an aesthetic journey  
→ Anna Flach, PhD student, ETH Zurich, Wohnforum – ETH CASE.  
→ Monica Gaspar, Research associate, Institute for Theory, ZHdK, Zurich.  
→ Aline Seyfang-Maas, scientific assistant at the Department of Design and Fine Arts, HKB, Bern (Research team *Aesthetic Practices after Bologna*)
- 11:00 Coffee break
- 11:30 Studying (in and outside) the Knowledge Factory: a conversation  
→ Tyna Fritschy, Gerald Raunig, ZHdK Zurich  
Specialization in Theory
- Discussion
- 12:00 Lunch break
- Session 2**
- 14:00 Reassembling practice and research: Novel approaches  
→ Priska Gisler, head of the research unit Intermediality, HKB Bern. (moderation)
- Knowing in the arts: a praxeological perspective on artistic work  
→ Christiane Schürkmann, Institut für Soziologie, Gutenberg University, Mainz
- Ethnography through Design?  
→ Nicolas Nova, HEAD – Geneva  
The Near Future Laboratory
- Discussion
- 15:30 Coffee break

## Workshops

- 16:00 Once upon a time: Narrating the becoming of a post/modern art-education  
A discussion on some of the problems and paradoxes that seem to have accompanied the changes of art-schools into art-universities. It will look into how former and current staff and artists as well as art-theoreticians remember, narrate and analyse the practices of learning art in an increasingly demanding and market-driven world.
- Under construction: The issue of becoming an architect, a designer and an artist  
The issue of becoming an architect, designer or artist in the age of transformation of artistic education. Furthermore the workshop will be open to discuss aspects of an increasing competition (between artistic schools) and its impact on the shift of professional ethos.
- Cultures of Critique: Or is knowledge becoming a dirty word?  
A discussion about which cultures of critique are being encouraged within higher education. The aim will be also to tackle the challenges in how the arts are currently articulating and positioning their emerging epistemic practices.
- 19:00 Special event  
Conference dinner

## Friday 3rd June

### Session 3

- 9:30 The cosmopolitics of aesthetic education  
→ Elke Bippus, deputy head ith/ZHdK (moderation)
- In search of an institution's history of emancipator educational structures/moments: a research report  
→ Johanna Schaffer, Theory and Practice of Visual Communication, Kunsthochschule Kassel
- The social conditions of aesthetic education – or how to address social inequalities in accessing art schools  
→ Philippe Saner, ZHdK,  
→ Sophie Voegelé, ZHdK and York University Toronto
- Discussion
- 11:00 Coffee break
- 11:30 A Dimmer Switch on the Enlightenment. Problematising the introduction of text as means for knowledge within the fields of art and design  
→ Andreas Nobel, Beckmans College of Design, Stockholm.
- Savor as Aesthetic Practice – Seduction, Distraction and Awareness  
→ Anneli Käsmayr, dilettantin produktionsbüro & Institute Aesthetic Practice and Theory, Academy of Arts and Design HGK, Basel
- Discussion  
→ Monica Gaspar, Research associate, ith/ZHdK (moderation)
- 12:30 Lunch break
- 14:00 Really Useful Knowledge  
→ Nataša Ilić, Curatorial Collective WHW (What, How & For Whom) Zagreb
- 14:45 Coffee break
- 15:15 Wrap up and closing remarks
- 16:00 End of the conference

Registration:  
Admission to the conference is free, however a previous registration is desirable. Please register before 30th May at: [katrin.stowasser@zhdk.ch](mailto:katrin.stowasser@zhdk.ch)  
If you want to take part to the workshops contact: [monica.gaspar@zhdk.ch](mailto:monica.gaspar@zhdk.ch)

- ZHdK Zurich University of the Arts  
TONI Campus  
Pfungstweidstr. 96  
8031 Zurich  
→ Tram n°4, stop at TONI Areal

Conference Languages:  
English and German

Conference team:  
Monika Kurath (ETH Zürich)  
Anna Flach (ETH Zürich)  
Priska Gisler (HKB)  
Aline Seyfang Maas (HKB)  
Elke Bippus (ith/ZHdK)  
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More information:  
[www.zhdk.ch/ith](http://www.zhdk.ch/ith)