

Design History Society Annual Conference

Design Activism and Social Change

Universitat de Barcelona and Associació de Disseny Industrial del Foment de les Arts i del Disseny, Barcelona, Spain

8-10 September, 2011

Convenor: Guy Julier

Organisers: Fundació Història del Disseny, Barcelona www.historiadeldisseny.org

Website: <http://www.historiadeldisseny.org/congres/index.html>

Official Conference Language: English.

According to demand, some strands will be in Spanish and/or Catalan.

Design activism has emerged in recent years as a term to denote creative practices that invoke social, political and environmental agency. Typically, it distances itself from commercial or mainstream public policy-driven approaches. Instead, it embraces marginal, non-profit or politically engaged design theories, articulations and actions.

Arguably, 'design activism' is a response to particular contemporary conditions of geo-political change, social conditions, economic practices and environmental challenges. It nonetheless inherits a rich history that goes back as long as design itself. A number of questions therefore arise. For example, what is distinctive about design activism today as opposed to its expression in the late 1960s and 1970s, the period of pioneer modernism of the 1920s or the intentions of William Morris? Are there or have there been different qualities of design activism in different locations, according to various issues such as scale, mode of intervention, contexts of governance, and so on? How have designers attempted to reconcile ambitions toward social change with economic imperatives? What is to be learnt from the design histories of non-Western countries with respect to activism and social change?

The 2011 Design History Society international conference offers an important opportunity for design students, academics and practitioners to participate in the development of historical enquiry into design activism. It welcomes the presentation of original research that helps deepen and widen our understanding of its practices and theories, contexts and discourses. The types of design expression that this conference includes, but are not limited to, are professional and non-professional industrial, graphic, craft, textile, fashion, urban, spatial, interior, digital and service design.

Call for papers

Papers are expected to make an original contribution to the field of design history that address the conference theme of 'Design Activism and Social Change'.

People who are interested in presenting a paper should send an abstract for refereeing. Paper proposals will be selected by the Scientific Committee to cover a range of historical moments, geographical locations and discursive fields.

Each entry should incorporate the following information:

Page 1

Author's(s') full name(s), (+gender (M/F), in brackets), Title Position Institution
Address for correspondence Telephone Fax E-mail Theme of the paper (see
example strands below), indicating a first and second choice Title of the paper
Five keywords

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Abstract of the paper. Maximum 300 words.

Languages: The abstract should be written in English. If the proposer wishes to give their paper in Spanish or Catalan, they should indicate this on Page 1. They may also provide their abstract in either of those languages as well as in English.

Abstract and later paper submissions should be sent by e-mail as a Microsoft Word or RTF document, double-spaced on A4. Preferred typeface is 11pt Times New Roman. Please send abstract and paper submissions to the following address: abstracts@historiadeldisseny.org

Key dates

15 November 2010	Call for papers
31 January 2011	Deadline for abstracts
February-March 2011	Peer review period
15 April 2011	Notification of acceptance
17 June 2011	Publication of Conference Programme
8-10 September 2011	Conference

Keynote speakers

Laura Kurgan, Spatial Information Design Lab, New York
Henk Oosterling, Erasmus University, Rotterdam

Example strands

Responses to industrialisation and alienation
Resisting capital: financialisation and alternative credit systems
Historical examples of social innovation and design
Participatory governance and co-creation
Re-imagining the City
Activist fashion
Ethical consumption
Open Source approaches
Grass roots design activism
Dissident design
Design and gender
DIY activism and design
Anti-design and radical design
Craft as activism
Histories of permaculture and urban agriculture
Revolutionary graphics
Appropriate and intermediate technologies
Radical futures for design history
The University and the Polytechnic as site of design activism

Conference venue

Barcelona provides a fitting backdrop for this conference. Not only is it a city with a rich design tradition, but often this has been linked to activist political ambitions. One need only think of the energetic production of republican graphics during the Spanish Civil War; the use of ‘happenings’ as a way of mobilizing political engagement in the city’s *barrios* in the 1970s or the debates concerning urban design and gentrification since the 1980s to see that activism and design are closely intertwined here. Opportunities to visit key sites and collections will be available.

The conference takes place at the Universitat de Barcelona’s Faculty of Geography and History and the headquarters of Associació de Disseny Industrial del Foment de les Arts i del Disseny, situated in the heart of the city.

Conference Committee

Chair: Isabel Campi, Fundació Història del Disseny/Escola Eina Universitat Autònoma de Barcelona

Anna Calvera, Fundació Història del Disseny/Universitat de Barcelona

Mireia Freixa, Fundació Història del Disseny/GRACMON – Universitat de Barcelona

Guy Julier, Fundació Història del Disseny/University of Brighton/Victoria & Albert Museum

Viviana Narotzky, Fundació Història del Disseny/President, ADIFAD

Raquel Pelta, Fundació Història del Disseny/Universitat de Barcelona

Oriol Pibernat, Fundació Història del Disseny/Eina Escola d’Art i Disseny, Barcelona

Scientific Committee

Chair: Guy Julier, Fundació Història del Disseny/University of Brighton/Victoria & Albert Museum

Glenn Adamson, Victoria & Albert Museum
Tevfik Balcioglu, Izmir University of Economics
Dipti Bhagat, London Metropolitan University
Adelia Borges, Museum of the Brazilian Home, Sao Paolo
Hilde Bouchez, St Lucas School of Architecture, Ghent
Anna Calvera, Universitat de Barcelona
Isabel Campi, Fundació Historia del Disseny, Barcelona
David Crowley, Royal College of Art, London
Bronwen Edwards, Leeds Metropolitan University
Mireia Freixa, GRACMON, Universitat de Barcelona
Alistair Fuad-Luke, Plymouth University
Clive Dilnot, Parsons The New School of Design, New York
Fiona Hackney, University College Falmouth
Katie Hill, Leeds Metropolitan University
Harun Kaygan, Leeds Metropolitan University
Lucy Kimbell, London
Victor Margolin, University of Chicago
Paul Micklethwaite, Kingston University, London
Viviana Narotzky, President, ADIFAD, Barcelona
Raquel Pelta, Universitat de Barcelona
Oriol Pibernat, Eina, Escola de Disseny i Art, Barcelona
Oscar Salinas, Universidad Nacional Autónoma de México
Jill Seddon, University of Brighton
Anne Thorpe, Open University
Cameron Tonkinwise, Parsons New School of Design
John Wood, Kyung Hee University, South Korea
Laurene Vaughan, Royal Melbourne Institute of Technology
Fatima Pombo, Fakulteit Architectuur en Kunsten Sint-Lukas,
Brussels/Associatie K.U.Leuven (Belgium)