KNOW-HOW / SHOW-HOW

Program for Creative Thinking and Design Processes

Lectures / Presentations / Discussions / Film screenings / Exhibitions / Performance /

Free Entry
All lectures, presentations and movies are in English.

Knowhowshowhow.org
Facebook.com/knowhowshowhow

Programa за креативно мислене и дизайн процеси

Лекции / Презентации / Дискусии / Филми / Изложби / Пърформанс /

Вход свободен
На английски език, с осигурен превод на български език.

12.07 — 22.07.2016
София
Know-How / Show-How is an international Summer program for creative thinking and design processes, initiated by KnowHow Foundation, Amsterdam and Culture Desk Foundation, Sofia. The program aims to supports the development of the creative industries by introducing and transferring various methods and approaches in the creative processes, which stimulates the personal creative potential and initiative.

The Program takes place from 11 to 22 of July, and consist out of 4 five-days workshops, with selected international participants and an open public program, organized in three modules:

Know-How Program - an evening program with free lectures, discussions and film screenings.

Show-How Program, which presents the results of the 4 five-day long workshops, conducted by the invited mentors, during the program in Sofia.

Know-How / Show-How Podium, a one day event on July 16th, consisting of lectures, presentations and discussions, with exclusively invited experts from the international communities. The event is focused on the innovative approaches in communication and presentation strategies of cultural institutes towards the public.

Don’t miss out on this unique opportunity to be inspired!
### Open Program Overview

#### Key Dates:
- **19.07.2016**: National Ethnographic Museum, 19-22.07. / 10:00–16:00ч.
- **19.07.2016**: Museum of History in Sofia, 19-22.07. / 10:00–18:00ч.

#### Podium—Dr. Iglika Mishkova, Linda van Deursen, Dr. Clémentine Deliss, Jurgen Bey, Reija Bobic

#### Performance: “Future Roots”

- **11:00**: “Listening to Your Subject: Your Camera Will Catch the Story.”
  - René Pút & Brigitte Gootink
- **11:15**: “Mind About Matter.”
  - Uta Eisenreich
- **12:00**:
  - “Future Roots” Performance
  - Dr. Clémentine Deliss

#### Exhibition: “An Insert on Printed History”

- **11:00**:
  - “An Insert on Printed History.”
  - Utta Aiznerreich
- **11:30**:
  - “The Old Manuscripts—Art or/And Craft.”
  - Christina Berissova, PhD

#### Networking Drinks & Talks on the Rooftop @Swimming Pool

- **18:00**:
  - “Future Roots” Networking Drinks & Talks
  - Arnaud Uyttenhove

#### Short-Movies Screenings: “Show and Tell”

- **19:00**:
  - “Somewhere to Disappear.”
  - Laure Flammarión & Arnaud Uyttenhove
- **20:00**:
  - “No Direction Home: Bob Dylan.”
  - Martin Scorsese

#### Film:

- **19:00**:
  - “No Direction Home: Bob Dylan.”
  - Martin Scorsese

#### Exhibition: “Visual Narrative”

- **19:00**:
  - “Visual Narrative.”
  - Svetla Rakshieva, PhD

#### Art Installations

- **19:00**:
  - “The Armament as a Sign.”
  - Christina Borissova, PhD

#### Short-Movies Screenings: “Show and Tell”

- **20:00**:
  - “Somewhere to Disappear.”
  - Laure Flammarión & Arnaud Uyttenhove

#### Additional Events

- **12:00**
- **13:00**
- **14:00**
- **15:00**
- **16:00**
- **17:00**
- **18:00**
- **19:00**
- **20:00**
- **21:00**

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Painted explores new ways to develop and distribute fashion and likes to blur the lines between fashion, art, and performance, and expand the idea of what a garment can be. Believing in the strength of collaboration, Painted develops garments in which handwritings of various makers are united, giving each piece its own character and value. This way of working originates from antique Bulgarian dress, where different generations added personal elements to a family piece; layered by time. In workshops they share techniques and new methods of playful collaboration.

In their presentation, they will share more about their projects and creative process.

You are very welcome to come and see the results of their workshop in Sofia on July 15, 6 p.m. at the Sofia History Museum, and as a temporary exhibition at The National Ethnographic Museum, 16-22 July.

In her lecture, she will present the secrets of the specific details in the traditional Bulgarian costume and its accessories, each of which has its unique message beyond time and space. The traditional Bulgarian garments were not just a clothes, but a moving sign systems in which you can read and learn a lot about its owner – the gender, status, the place he/she come from, the story of the family, and so on. This will be a contemporary story about one almost forgotten, but very magical language.

During their presentation in Sofia, they will present two of their projects. The one is "Collect Editions", under which they create new work, considering the outcome in close collaboration with Put and Petter. Each time a unique appearance is created, distinct from the previous, allowing Collect Editions to investigate and redefine the medium of an artist edition, both in content and form.

The other project is the book "Poster No. 524", exploring the contemporary poster - a visual analysis of the medium of the poster, made by René Put and Rianne Petter in 2012. They collected 523 different posters hanging in the city of Amsterdam and carefully studied them, reconstructing and reinterpreting their elements and isolating certain details. Poster No. 524 reveals the mechanisms of creative research and sets out to shed light on the general significance of posters and visual culture.

You are very welcome to come and see the results of their workshop in Sofia on July 15, 6:30 p.m. at the Sofia History Museum.
Веселина Николаева е фотограф, изкуственик, документалист, разказваща на истории. Въпреки, а в последствие и преподавател в Академията в Утрехт, Холандия. Първата жена, удостоена с наградата "Сребърна камера" на Cano, в момента също разработва и работа в София.

В своята лекция тя ще разкаже за връзката между обекта и камера в документалната фотография и защо създаването на снимка, връзката между обекта и камерата в история. Ето защо тя ще демонстрира как комуникацията на обекта се обединява на обект от ежедневието и генерира съзнание. Ето защо тя ще приведе примери от своите изработки, чрез които тя усъвършенства и създава конструкция.

По време на съвместната лекция-перформанс, подобно на иконографията на някои исторически изкуства, възможни са обекти в двамата участници като една същност, където се критичи и се преподава в множество градски пространства.

Фотографията, както и многите видове изкуства, е една от ключовите форми във връзка с визуалния свят, който генерира статуси и значими на болюваща вертикал. От някои изкуства, изкуствознанието, духовните учения, рекламата, известнието и съзнанието, показа, че винаги има разнородни форми на визуални звукове, както и въпреки тяхното обикновено значение, винаги съществуват многообразни значимости в ежедневието и на фигураните на възприемането.

Това е политически, защото не е само въпрос за създаване на градски пространства, а и за възприемането на изкуствата като политически абстракции, в които всичко, което се мярка и се пътува, е политически абстракция. Като че ли всички форми на интерпретиране на значими на видовете изкуства, възприема чрез възприемането на политически абстракции като такива, които се представят като създаващи градски пространства, чрез тяхното обикновено значение.

Благодарение на разказвача на истории, Веселина Николаева във връзка с тази медиа институция, която е й забранена да създава желаната структура, която тя иска, тя ще демонстрира как чрез тези истории, които тя е разказала, тя ще приведе примери от своите изработки, които тя е разказала, чрез които тя усъвършенства и създава конструкция.
In the Show-How program we invite you to see the results of the 4 five-days long workshops, which takes place during the Know-How / Show-How Summer Program Sofia, July 11-22. Participants in the workshops are professionals and students in the field of design, visual arts and social sciences from Bulgaria, Italy, The Netherlands, Russia, Croatia, Germany.

15.07.2016
18:00 — 18:30

**PERFORMANCE**
«FUTURE ROOTS»

The performance will be created during the weekly workshop with Painted in Sofia, called “Future roots”. The results can be seen also as an exhibition at the Ethnographic museum, July 16-22. The workshop is organized in partnership with The National Ethnographic museum at the Bulgarian Science Academy, and with artisans, experts and craftsmen.

18:30 — 20:00

**EXHIBITION**
«AN INSERT ON PRINTED HISTORY»

Presentation of the results of the weekly workshop with Studio PuGootink, which explores the old manuscripts, part of the collection of The Sofia History Museum, and editions from 19th century, part of the museums scientific library collection. The workshop is organized in partnership with The Sofia History Museum.

22.07.2016
18:00 - 20:00

**EXHIBITION**
«VISUAL NARRATIVE»

Presentation of the results of the weekly workshop with the photographer Yessilina Nikolaeva, who will help participants to create their own photography projects and tell their stories through them.

18:30 — 20:00

**SHORT-MOVIES SCREENINGS**
«SHOW AND TELL»

Presentation of the results of the weekly workshop with Uta Eisenreich as a program with short-movies, created by the participants under her mentorship.
RE-connect / Object in Context
16.07.2016

Theatre Hall, Sofia University
(15 Tsar Osloboditel Blvd, entrance from the boulevard, near the metro station)
— 12:00 — 12:30
Registro и кафе за добре дошли
Welcome coffee and registration

— 12:30 — 12:40
Въведение от модераторите
Adriana Andreeva и Boyana Gyurova (Студио Комплект)
Introduction by the moderators – Adriana Andreeva and Boyana Gyurova (Studio Komplekt)

— 12:40 — 13:00
»В очакване на музейна революция!? – Българският музеи в годините на постсоциализма«
Dr. Iglika Mishkova
»WAITING FOR THE MUSEUM REVOLUTION!? – THE BULGARIAN MUSEUMS IN THE POSTSOCIALISTIC TIMES«

— 13:00 — 13:45
»1, 2, 3 идентичности«
Linda van Deursen
1, 2, 3 IDENTITIES

— 13:45 — 14:30
»Да работиш с колекции от миналото и да създадеш дизайн от бъдещето«
Dr. Clémentine Deliss
»WORKING WITH PAST COLLECTIONS TOWARD FUTURE DESIGNS«

— 14:30 — 15:00
Кафе пауза
coffee break

— 15:00 — 15:45
»Да се изправим лице в лице с наследството«
Jurgen Bey
»FACING HERITAGE«

— 15:45 — 16:15
»Майстори и дизайнери / Презентация на Проекта FOLKK«
Relja Bobic
»MASTERS AND DESIGNERS / PROJECT PRESENTATION FOLKK«

— 16:15 — 17:30
Дискусия и разговор с всички презентатори и присъстващи
Creative discussion with all participants

— 18:30 — 22:30
Коктейл на покрива на София @Swimming Pool Projects
бул. Цар Освободител 10, ет. 5 (вход срещу Руската църква)
Networking drinks & talks on the rooftop @Swimming Pool Projects
10 Tsar Osoboditel Blvd, 5th floor (entrance across the Russian church)
LINDA VAN DEURSEN
Graphic design studio Mevis & van Deursen, Amsterdam
www.mevisvandeursen.nl

Linda van Deursen is an influential graphic designer in the development of contemporary visual culture and known for her intelligent and innovative work for cultural clients. She has played a critical role in Dutch graphic design, where she acts as author and editor, rather than a service provider, working in a correspondingly conceptual manner. Her position as head of the graphic design department of Rietveld Academy (2001-2014) and her job as critic at Yale University US since 2003, influenced a whole generation of international graphic design students.

As partner in Mevis & van Deursen she cooperated in the development of various identities of major art institutes such as the Stedelijk Museum (Amsterdam), Museum Boijmans Van Beuningen (Rotterdam), and recently the Museum of Contemporary Art in Chicago (USA). Currently she is working for the documenta 14 that will partly take place in Athens 2017.

Her lecture will address questions such as: What is it that sets this museum of contemporary and modern art apart from another? How much identity does a museum need? Is identity a symbol or a system? Can we have an instant identity and how can we maintain this?
Д-р Клементин Делис


As a director of the museum she focuses not on the exhibitions as the key priority of the museum, but on its backstage activities and, in particular, the potential for laboratories or design workshops to produce experimental prototypes as well as new interdisciplinary research. This concept of a museum-university turns back to an idea expressed by Joseph Beuys in 1975 when he spoke of turning „museums into universities that have a department for objects.“ The museum, he wrote, “could offer the first model for an ongoing conference on cultural issues.” Forty years later, research in the museum itself apart from art academies with their discursive, post-studio practice, or university departments that network across virtual landscapes. The museum-university proposes new physical spaces for design experimentation based on a dynamic reinterpretation of the research collection. Guest artists, writers, lawyers, ecologists, designers, choreographers and social scientists formulate conceptual adjacencies between artefacts, combining trans-disciplinary investigations with new models of production and education.

Юрген Бёй

Studio Makkink & Bey, Rotterdam

Jurgen Bey is one of the most influential and famous contemporary Dutch designers. Together with Rianne Makkink, he establishes the Makkink & Bey Studio. The studio works in various domains of applied art and includes public space projects, product design, architecture, exhibition design and applied arts. Supported by a design team, they have been developing their design practice since 2002. He is also a director of The Sandberg institute in Amsterdam, a postgraduate program of the Gerrit Rietveld Academie.

In his presentation he will raise questions about our mutual heritage. If the world is open and everything is possible, would it mean that we have to follow economics, or do we travel to bring the knowledge home, to develop parallel worlds, that don’t have to live the same time, in the same time lapse? Accessibility doesn’t mean that we all have to own it; we just have to find ways’s to share the knowledge and spread the perspective. Who owns history, is there a trademark on heritage?

When did curiosity stop being the main reason to ask questions? When did questioning become threatening? Shouldn’t we build model worlds where we live with our work and talk about its social structure? Do things rule our behavior? Or should in a society that is migrating find other relationships that are more sustainable? Where did the humbleness of every day go?
Релжа Бобич is part of the team of the design incubator Nova Iskra in Belgrade, Serbia and is coordinator of the Educational projects of the platform.

In his presentation he will present the organizational, community and business models of the Nova Iskra platform, with a special focus on one of their latest projects - the design brand FOLKK that is establishing connections between emerging design talent from the Balkans and the traditional crafts, artisans and knowledge holders.

Адриана Андреева & Бойана Гяурова

Студио Комплект, София
www.studiokomplekt.com

Студио Комплект is an initiative of Adriana Andreeva and Boiana Gjaurova, who cooperate with the latest projects to establish connections between emerging design talent from the Balkans and the traditional crafts, artisans and knowledge holders.

They will moderate the program and the final discussion with all participants.