

Plan for 2019 Arts Bridge Forum at Frankfurt Book Fair

- **Date and Time:** 17th October, 2019, 2 p.m. - 5 p.m., Admission free
- **Place:** Museum Angewandte Kunst, Frankfurt am Main, Foyer
- **Invited guests**

From China

1. Prof. Xu Bing (contemporary artist), born in 1955, <http://www.xubing.com/en/about>
2. Mr. Jamy Yang (Industrial designer and founder of Yang House), born in 1975, <http://www.yang-design.com/about>
3. Ms. Zhu Zheqin (also named Dadawa, singer, musician, crossover artist and founder of KANJIAN), born in 1968, <https://en.wikipedia.org/wiki/Dadawa>
4. Mr. Xu Gang (product designer and founder of BENTU), born in 1973, <http://www.bentudesign.com/EN/index.asp>

From Germany

1. Prof. Dr. Klaus Klemp (design professor design history and theory), born in 1954, <https://www.hfg-offenbach.de/de/people/klaus-klemp#person>
2. Prof. Matthias Wagner K (museum director and curator), born in 1961, https://de.wikipedia.org/wiki/Matthias_Wagner_K
3. Axel Malik (artist), born in 1953, <https://axel-malik.de>

- **Organisers:** ACC Art Books, Guangxi Normal University Press (Shanghai) Co., Ltd., Museum Angewandte Kunst, Frankfurt a.M. Hochschule für Gestaltung Offenbach a.M., Institute for Design Exchange (IDeE) and Northwestern Polytechnical University Mingde College
Moderators: Wang Zijian (from China) and Prof. Dr. Klaus Klemp (from Germany)



- **Audience:** 100 people, mainly professionals, including art and design students; Various means and channels will be employed by the organisers to recruit audience including but not limited to their own websites, social media, billboards, booths and others.
- **Expenses:** Related expenses will be borne by ACC Art Books and Guangxi Normal University Press (Shanghai) Co., Ltd.
- **Theme:** Samsara of All Things: Boundless in Art and Design between East and West

The theme comes from two thoughts: one is “All things are equal”, originated from Zhang Zai’s ideology, who was a thinker from Song Dynasty, thinking that all people and all things between heaven and earth are our fellows and we should treat other people like brothers, and love things just as we love people; and the other comes from samsara, the transmigration idea from Indian Buddhism, which holds the belief that the subject of life take turns in different spheres of existence, and the wheel of death and rebirth is almost endless.

Based on the above two ideas, we believe that samsara is not only meant for living things, but also for non-living things. Human beings and things are equal, and we should be kind to all things, which could be anything in the material world, and the nonmaterial including cultures, concepts, and skills, etc. Art and design can achieve the reconstruction and transformation of ancient cultures, concepts and skills, etc. That is what we call samsara of all things, and the theme for the 2019 Arts Bridge forum at Frankfurt Book Fair.

All the explorations and practices by Xu Bing (Artist of the Year), Jamy Yang (Designer of the Year), Zhu Zheqin’s KANJIAN (Honour of the Year), and Xu Gang (Manufacturer of the Year) verify such a theme.

Xu Bing’s “new” Chinese characters and “new” English characters are the art recreation of characters, and such spirit is also embodied in his exploration of 3D books.



Jamy Yang has integrated Chinese philosophical thinking and humanistic concepts into the industrial design of buildings, furniture, daily objects, etc. His design expresses his goodwill to human nature.

Ms. Zhu Zheqin has been devoted to the field investigation of music and folk art in China's remote and minority areas for many years. She uses KANJIAN, the brand she has founded, to retain the traditional folk art in a modern design way and make it presented in a brand new way.

The BENTU team, led by Xu Gang, treat all things equally, and make true the modern reconstruction of waste materials by walking among ruins and wastes of agricultural civilisation and pre-industrial relics, thus realising samsara of all things in the secular world.

All these Chinese positions on art and design will be presented, and linked to Western traditions.

- **Forum**

(The conference language is English)

In the first half

30 mins

Speech by Prof. Xu Bing (artist) 10 mins

Speech and performance by Axel Malik (artist) 10 mins

Dialogue between Xu Bing and Axel Malik 10 mins

30 mins

Speech by Ms. Zhu Zheqin (crossover artist) 10 mins

Speech by Prof. Matthias Wagner K (experimental curator) 10 mins

Dialogue between Zhu Zheqin and Matthias Wagner K 10 mins



20 mins

Tea break with brief cold buffet (cakes, tea, coffee, fruits, etc.)

In the second half

40 mins

Speech by Mr. Jamy Yang (industrial designer) 10 mins

Speech by Mr. Xu Gang (product designer) 10 mins

Speech by Prof. Dr. Klaus Klemp (design theorist) 10 mins

Dialogue between Mr. Jamy Yang, Mr. Xu Gang and
Prof. Dr. Klaus Klemp 10 mins

10 mins

Resume by Prof. Dr. Klaus Klemp

1 hour

Come together

Total time: max. 3 hours

- **Media releases:** Media, including traditional and social, to be invited by the co-organisers respectively to conduct interviews and reports

- **About the guests**

1) Prof. Xu Bing

Born in Chongqing, China, in 1955, Xu Bing graduated from the Central Academy of Fine Arts in Beijing (CAFA) in 1981 and became a teacher. He currently lives and works in Beijing and New York. His work has been shown at the Museum of Modern Art, New York; The Metropolitan Museum of Art, New York; the Solomon R. Guggenheim Museum, New York; the Arthur M. Sackler Gallery, Washington, D.C.; the British Museum, London; the Victoria and Albert Museum, London; Museo



Nacional Centro de Arte Reina Sofía, Spain; Museum of Contemporary Art Australia, Sydney; Art Gallery of New South Wales, Sydney; National Gallery of Canada, Ottawa; National Gallery of Prague, Czech Republic; and Museum Ludwig, Cologne. Additionally, Xu Bing has participated in the 45th, 51st, and 56th Venice Biennales, the Biennale of Sydney, and the Johannesburg Biennale among other international exhibitions.

In 1999, Xu Bing was awarded a MacArthur Fellowship in recognition of his “capacity to contribute importantly to society, particularly in printmaking and calligraphy.” In 2003, he was conferred the 14th Fukuoka Asian Culture Award for his “contribution to the development of Asian culture”. In 2004, he won the first Artes Mundi Prize in Wales. In 2006, the Southern Graphics Council conferred on Xu Bing its lifetime achievement award. In 2015, he was awarded the 2014 Department of State-Medal of Arts for his efforts to promote cultural understanding through his artworks.

2) Mr. Jamy Yang

Founder and design director of YANG DESIGN and YANG HOUSE, and guest professor at Tongji University, Jamy Yang has been listed as “Top Influential Chinese Designer” on Forbes.

A former employee in Siemens’ Munich design headquarters, Jamy Yang received master degree of industrial design from Germany with full scholarship of WK Foundation after 7-year study in Zhejiang University and China Academy of Art. Jamy’s design dedication has brought him international recognition, hundreds of design awards including Red Dot, iF, GOOD DESIGN, IDEA and DFA Silver awards, etc. He founded YANG DESIGN in 2005, the most forward-thinking industrial design consultancy in China today, and YANG DESIGN MUSEUM in 2013, China’s first private industrial design museum, and started to build a lifestyle brand “YANG HOUSE” in 2010, which contributes to Chinese traditional craftsmanship’s redesign and revival. With a combination of German logic thinking and Chinese humanistic spirit, Jamy Yang has formed his own design philosophy and become partner with renowned global brands including Boeing, Audi, Bosch, Schneider, Hermes, Coke Cola, etc., projects covering cross categories from glasses and suitcases, consumer electronics, home products to airplane cabins.

A series of CSR projects working with NOGs like Green Peace, One Foundation and Animals Asia



Foundation presents his belief of taking social responsibilities as the role of designer.

3) Dadawa

Singer, cross-border sound artist, independent producer, founder of KANJIAN, UNDP 2009-2011 China Goodwill Ambassador, and WCC World Handicraft Ambassador of World Handicraft Council, Dadawa is China's first artist in the field of music, design, sound and vision. As an advocate and promoter of original contemporary design in China, she is committed to the reconstruction of contemporary Chinese cultural aesthetics.

Over the past 20 years, Dadawa has embarked on a journey of crossover artistic exploration with music as her point of departure. Her work and creation have been heavily involved in the fields of sound, vision, performance, design, media, and public and community, etc. in recent years.

In 2009, together with UNDP, she initiated the programme of "SHOW THE WORLD—Culture-based Development Goodwill Action for Ethnic in China", promoting contemporary design inspired by the wisdom of Chinese cultures and traditions. In 2012, she established KANJIAN (which means seeing in Chinese), a design brand to use contemporary design to enliven traditional Chinese crafts.

4) Mr. Xu Gang

Founder and design director of BENTU, Xu Gang and his team have been engaged in product design and innovation in multiple fields such as art, household products, food, space design, clothing, etc., combining design with manufacture, and exploring more possibilities with a series of material experiments. With his humanistic perception, he has led his team to allow the normal waste of the industrial age or useless materials to re-enter the everyday life ever since the establishment of BENTU in 2011. BENTU is an independent experimental, explorative, boundless, and crossover design brand, integrating R&D, design, production, sales and promotion of products. Based on design, they make products of high quality that meet our daily needs, including lighting fixtures, household articles, outdoor furniture, wall decoration materials, etc., letting different materials returning to their nature by revealing their original texture through a series of experiments and explorations.



Using design as the basic means, Xu Gang has made efforts in affecting the reality and transforming the world. Together with his team, he has won Red Dot Award: Best of the Best, A Design Award, Good Design Award, and other international awards so far.

5) Prof. Dr. Klaus Klemp

Born in 1954, studied Design / Visual Communication and received a degree in Design. He then studied History of Art. From 1988 to 2006 he was in charge of the City of Frankfurt am Main's culture department. He also headed up two municipal galleries; from 2006 to 2012 he was head of exhibitions and from 2013 to 2014 deputy director at Museum of Applied Art Frankfurt; since 1998 he has been a lecturer in Design History, Design Theory and Public Design at several universities; since 2008 Adjunct Professor at Hochschule in Wiesbaden; from 1995 to 2005 a member of the Executive Board at the German Design Council, since 2010 a member of the Board of Management at the "Dieter and Ingeborg Rams Foundation" and a member of the Advisory Board at German Design History Society. Since the winter semester of 2014 he has been full time Professor of Design Theory and History of Design at HfG Offenbach (school of design) whilst remaining Design Curator at the Museum Angewandte Kunst in Frankfurt.

6) Prof. Matthias Wagner K

Born in 1961 in Jena, is author, curator, exhibition organizer and director of the Museum Angewandte Kunst in Frankfurt a/M. After many years of successful freelance work as an exhibition organizer, Biennale director, art and design curator and author, he has been director of the Museum Angewandte Kunst in Frankfurt a/M since 2012. Here he has brought about a paradigm shift in the redefinition of a museum for applied art, which has also attracted international attention and led to widespread recognition. His exhibition activities, the handling of existing museum collections and event formats have set new standards in terms of content and structural forms of reception and perception of applied and free art, in particular fashion, design and handicrafts. Instead of dealing with the objects in the collection solely on the basis of their history, Wagner K focuses on the negotiation of contemporary observations, from which questions arise that can be confronted in thematic exhibitions with ever new constellations of objects. With the



exhibition "Jil Sander. Present", he ensured the greatest public success in the history of the museum to date.

Because he is also regarded as one of the outstanding German-speaking representatives in the fields of design mediation and design curating, Wagner K was appointed honorary professor in the field of design by the Hochschule für Gestaltung (University of Art and Design) Offenbach in June 2018.

7) Mr. Axel Malik

Born in 1953 in Jugenheim/Germany, Axel Malik lives and works in Berlin. In 1989 he started the project on daily "Writing", and he has continued ever since. The writing process consists of individual, sign-like characters that never repeat themselves. These traces of movement possess the character of complex lines pertaining to a sphere of motion marked by continuous progressive differentiation. The result cannot be read, or certainly not in the customary sense of the word.

The signs of this expansive matrix describe nothing external their own vibration and pulse rate. It is not their task, claim and meaning to be equivalent or adequate to something "out there", to act as a symbol, or functional script coding information.

When script is divested of its semantic core, the motion of writing instantly implodes and the absence of things returns into the signs in the form of a condensed presence, of an expanding intensity of the moment. It is all about the unobscured reality of the bare and sheer motion of writing; about its inhomogeneous dynamics and limitless expandability, which in its own domain of influence and space of possibilities actualises a structurally differentiated language."