

INTEGRATED2015 26-27 NOVEMBER

Biennial international design conference, 26-27 November 2015.
Organized by St Lucas School of Arts Antwerp & deSingel Antwerp.

PRESS FILE

Integrated2015. The change from within.

*International art & design conference - 26 & 27 November 2015, deSingel, international arts campus, Antwerp.
Organized by St Lucas School of Arts Antwerp (Karel de Grote University College) in collaboration with deSingel.*

Dear,

Integrated2015 is the fifth edition of this high-profile biennial international art & design conference.

As described in the essay *'The change from within'*, we live in an age of undetected transformations, a lot of things are being challenged, the world is increasingly polarized and, faced with the current refugee crisis and the recent terrorist attacks, the capacity for 'sound nuance' and 'common sense' seems to be dwindling.

In a world where the growing inability of politicians to give shape in an unprejudiced manner to an authentic and future-oriented policy, a sense of *'common urgency'* has emerged, often led by young people that are active in the fields of design and art, complemented by a range of other disciplines. New ideas are surfacing, averse to the usual and outmoded, and a new dynamic ensures that many social changes are being stimulated from below.

Philosopher Lieven De Cauter among others will discuss the *'commons'*. How, in the midst of the pattern of two economic opposites (private vs public management), a new form of work has cropped up, *'the knowledge of the community'*, whereby one of the two previous systems has hardly any influence anymore, if at all.

Politicians often stand there watching, not knowing what to do and paralysed by the diktat of one or other party, lobby or other powerful organ. Because change, when it makes itself felt, rarely comes from that corner.

This is what Integrated as a conference is trying to do: to provide a platform for the diverse but very interesting visions of designers, artists, architects and philosophers on how we can develop a new and sustainable dynamic in tomorrow's society. Sometimes genuinely visionary and barely feasible today, but often also very concrete and usable immediately.

Integrated wants to stimulate new thought patterns from a committed standpoint. It is optimistic too. Because tomorrow's world is in urgent need of change.

You will find the 2015 essay *'The change from within'* at the end of this press kit.
More info on the approach and the speakers on pages 2 and 3.

We kindly ask you to always mention Integrated2015, including St Lucas School of Arts Antwerp (Karel de Grote University College).

Looking forward to your response.
Sincerely.

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All information on: <http://www.integratedconf.org>

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Integrated is a non-commercial conference with a strongly ethical/artistic emphasis. It offers a platform for the fascinating relationship between art, design and society. Speakers compare ideas, sources of inspiration and methods, leaving attendees with a strange sense of 'pleasant indigestion'. Integrated2015 (the fifth edition already) has in the meantime grown into one of the most influential conferences in Europe and welcomes about thirty speakers and a thousand participants (mainly students and young professionals). The essay *'The change from within'* reads like a manifesto and contextualizes the conference's line of approach. Together with the essays of the previous years, it forms a sharp cycle of thoughts, always with a biennial update. See pages 13 and 14.

The change from within?

We live in a society where the pressure of economic thought is pushing the poor and the rich, the powerful and the powerless further and further apart. Our societal structures are tested for their tenability and genuine problems blend seamlessly with extrapolated non-news, which washes over us everyday and forces us into arguments and polemics. The craze of the day risks overrunning our brain, our thought, our actions. The diktat of 'more' has in the meantime reached its limit. The discrepancy between a society focused exclusively on economic growth and a sustainable alternative is increasingly visible. Is growth moreover still really necessary? What kind of growth, material or spiritual? But before you know it, this question too has become a trend, ready to be marketed, subjected once again to that economic diktat...
Integrated programmes designers, artists, architects and philosophers who, drawing on their own vision and work, formulate a range of answers, refreshing, with humour, sometimes visionary, often activist.

The soundless paradigm shift

Under the surface, a mental revolution is silently taking place already. The great paradigm shift seems to have started. Traditional symbols influence, shift, pollinate and fight one another. It may hardly be visible, but this paradigm shift is not to be stopped, even though every day you see frenetic efforts to do so. Our societal and political structures are not ready for it. Yet that age-old human urge for improvement and for –who knows– a type of new sustainability can't be held back. Even if it is only to be able to enjoy this beautiful planet a little while longer.
This shift is perceptible in the creative and artistic disciplines too. Designers and artists are taking an increasingly interdisciplinary approach with surprising and visionary results.

Designers and artists feed this source of change

Designers and artists (and not least the art and design departments) can adopt a trendsetting position with regard to these rapidly evolving societal changes. That is precisely why Integrated programmes people who in their own way map out the current developments and problems, are activists and/or think up well-considered solutions. Flexibility is here the order of the day, and it resides in the human attitude to connect, duality to duality, specificity to specificity, until new and graspable frames –paradigms, if you will– emerge.
Integrated carries that very idea in its title and tries, as an interdisciplinary conference, to offer a platform to both this openness and this controversy. Not guided ideologically or proceeding from a particular biased standpoint, but from an optimistic belief in the power of human inventiveness, regardless of the form or discipline.

16 main speakers

There is just one programme. Integrated doesn't do parallel sessions. It all takes place in the Blue Hall. That generates a unique flow. Every day there are eight main talks lasting 40 minutes each on the programme. This all follows a particular rhythm whereby philosophers, graphic designers, artists, illustrators and architects alternate with one another. The event is hosted by 5 MCs, all lecturers at St Lucas School of Arts Antwerp.

A conference within the conference: Young Ones (YONN)

During the long midday pause, YONN (Young Ones National Neographic) break into the 'official' conference. Young, freshly graduated artists, illustrators and designers make all sorts of short presentations and performances lasting 12 minutes each – rock on, young 'uns!

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Integrated2015 speakers

Harry Pearce (UK) – *graphic designer, human rights activist and partner at Pentagram Design, London.*
Joost Grootens (NL) – *architect and prizewinning book designer, Amsterdam.*
Jordy van den Nieuwendijk (NL) – *illustrator, painter and shrewd performer, The Hague.*
Olaf Breuning (CH) – *performance and installation artist, the thorn in the side of the contemporary art scene, New York.*
Uta Eisenreich & Eva Meyer-Keller (DE) – *multidisciplinary performance artists from Amsterdam and Berlin.*
Thomas & Lawrence Slater (UK) – *young brothers/illustrators, London.*
Studio Dumbar (NL) – *the most renowned graphic design studio of the Netherlands, Rotterdam.*
Dimitri Bruni & Manuel Krebs/Norm (CH) – *international trendsetting letter and graphic designers, Zurich.*
Tim Fendley/Applied (UK) – *– founder of the prominent studio Applied Wayfinding, London.*
James Langdon (UK) – *conceptual graphic designer and co-founder of Eastside Projects, Birmingham.*
Lieven De Cauter (BE) – *philosopher, art historian, writer and activist, Brussels.*
Johanna Benz (DE) – *illustrator and performance artist, Leipzig.*
Typeradio (NL) – *MP3 radio stream and podcast station, travelling the world to report on conferences.*
Cecilia Azcarate (ES) – *Queen of Tumblr 2014, art director at Sid Lee, New York.*
Studio Fluit (BE) – *St Lucas Antwerp alumni, collective of graphic designers and illustrators.*
Paul Cox (FR) – *illustrator, painter, scenographer and author of children's books, Paris.*
Vincent Hagnauer (NL) – *St Lucas Antwerp alumnus and video artist, Antwerp.*
Robin Schijfs (NL) – *St Lucas Antwerp alumnus and graphic designer/installation builder, Amsterdam.*
Benny Van den Meulengracht-Vranx (BE) – *St Lucas Antwerp alumnus, artist and curator, Antwerp.*
Oekie Segers (BE) – *St Lucas Antwerp alumnus, illustrator and animation designer, Antwerp.*
Moniker (NL) – *interactive design studio, Amsterdam.*
Eline Willemarck (BE) – *St Lucas Antwerp alumnus, jewellery designer and independent artist.*
Jane Coppin (BE) – *St Lucas Antwerp alumnus, independent artist.*
Petra Van Brabant (BE) – *philosopher and lecturer at St Lucas Antwerp, Brussels.*
Kastaar (BE) – *graphic designers and initiators of Kastaar, print factory, Antwerp.*
Ippolito Pestellini Laparelli/OMA (IT), *partner and architect at OMA (Office for Metropolitan Architecture), Rotterdam.*
Groep Jan en Randoald (BE) – *graphic designers and lecturers at LUCA Ghent.*
Syndicat (FR) – *graphic designers collective, Paris.*
Post Brothers (VS) – *artists collective, Los Angeles.*
Jens Maurits Orchestra (BE) – *music-theatre collective, Brussels.*
Thierry Brunfaut/Base Design (BE) – *founding partner Base Design, Brussels.*

Integrated2015 MC's

Kim Gorus (BE) – *lecturer and researcher at St Lucas Antwerp.*
Thomas Crombez (BE) – *lecturer and researcher at St Lucas Antwerp.*
Hugo Puttaert (BE) – *head of the Graphic Design department at St Lucas Antwerp and Integrated Conferences initiator.*
Laura Broux (BE) – *St Lucas Antwerp alumnus and art director at Scotch & Soda, Amsterdam.*
Ben Boliau (BE) – *lecturer at St Lucas Antwerp and art director at Mirror Mirror, Antwerp.*

For all practical info on the programme and the speakers, please consult our website and the attached programme.
<http://www.integratedconf.org>

We look forward to your interest.
If you wish to receive a pass, don't hesitate to contact us.

Kind regards.

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Integrated2015 speakers

Integrated speakers always make up a colourful mosaic of well-established values and up-and-coming talent. In ever-changing formats of talks, presentations, performances and projects in the margins they ensure a lively and surprising programme, with lots of humour and activism but never just mainstream.



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Ippolito Pestellini Laparelli (IT) - OMA (Office for Metropolitan Architecture) – main stage – Thursday 26 November – 17:15

Ippolito Pestellini Laparelli (IT) is an architect and partner at OMA (Office for Metropolitan Architecture, the visionary studio founded by Rem Koolhaas). Pestellini's research at OMA/AMO focuses on design, restoration, scenography and curation. Among other things he conducted the renovation/transformation of the sixteenth-century Fondaco dei Tedeschi in Venice and developed Monditalia, a multidisciplinary exhibition about Italy during the Architecture Biennale of Venice in 2014. Since 2010 Pestellini has carried out lots of projects for Prada, including the scenography of the fashion shows and the direction of events and publications. As a curator he also works for Fondazione Prada, with projects such as Attitudes Become Form: 1969/2013 in Venice. He holds a Master of Architecture from the Politecnico di Milano.

How can a reputed studio like OMA fit visionary standpoints in terms of housing, working and living in a concept of sustainability and yet carry out gigantic building projects for very wealthy clients?

<http://oma.eu/partners/ippolito-pestellini-laparelli>



© OMA en © Bas Princen

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Tim Fendley - Applied Wayfinding (UK) - main stage - Thursday 26 November - 18.30

Tim Fendley is an information designer, founder and partner of Applied Wayfinding, an international trendsetting studio of information architects in London. Tim was the initiator and lead designer for Legible London, one of the most widespread signposting systems in the world. He also lobbied for the financing and together with his team developed the complete system. His starting point: how do walkers experience, understand and explore the city, without immediately jumping into a taxi or taking a metro. In this way Applied Wayfinding contributed substantially to improve the quality of life in London. His team is currently working on similar projects for New York, Cleveland, Toronto, Vancouver, Seoul and Rio de Janeiro.

How are cities going to deal with quality of life and mobility in the future? And what role can designers play in this? By bringing together all actors and questioning the commission without taboos, Applied Wayfinding arrived at a clear problem analysis, which steered the commission in another direction than initially planned.

<http://appliedwayfinding.com/>



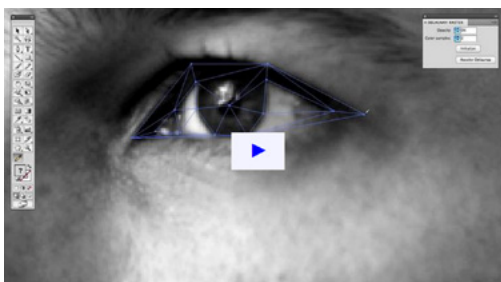
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Moniker (NL) – main stage – Thursday 26 November – 19.15

Moniker is an Amsterdam-based interactive design studio set up in 2012 by Luna Maurer, Jonathan Puckey and Roel Wouters. The three have known each other since their studies at the Rietveldacademie. Moniker specializes in interactive design, print, video, physical installations and performances. Moniker is a typical example of the contemporary design studio that refuses to be restricted to a single discipline or technology. Moniker is interested in the social effects of technology and how they can be implemented interactively. This all results in a range of diverse projects and installations for the cultural sector as much as for commercial companies.

Moniker doesn't start with the idea of just designing a product. They set a thought process in motion that can influence many aspects and thought patterns in relation to an adequate and visionary use of technology. Design in the future will be a lot more about processes and procedures than just the design of reproducible products.

<http://studiomoniker.com/>



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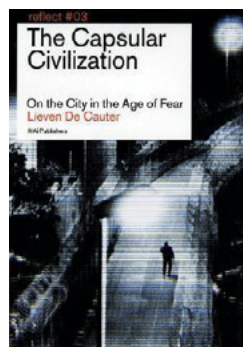
Lieven De Cauter (BE) – main stage – Friday 27 November – 12.00

Lieven De Cauter is a philosopher, art historian, writer and activist. He teaches in the department of Architecture at the KULeuven and the media school RITCS. He is the author of among others Archeologie van de kick (1995, 2nd ed. 2009), The Capsular Civilization (2004), De Oorsprongen of het boek der verbazing (2011), the compendium De Alledaagse Apocalyps: Van Nine-eleven tot de Arabische Lente (2011), Entropic Empire (2012), and most recently Metamoderniteit voor beginners (2015). He is the co-anthologist of Dat is architectuur (2001), Heterotopia and the City (2008) and Art and Activism in the Age of Globalization (2011).

During Integrated2015 De Cauter will talk about how the rediscovery of the 'commons' (by the open source movement, the alter-globalization movement and urban activism) and the privatization of everything under neoliberalism (the new wave of 'enclosures') have lead to a new definition of utopia: a radical answer to the privatization of common property. This abstract definition is tested by means of case studies in urban activism and closed with a call to radical transdisciplinarity.



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Cecilia Azcarate (ES) - YONN stage - Thursday 27 November - 14.45

Cecilia Azcarate (b. 1989) grew up partly in Belgium and in Spain and is currently living in New York, where she works for the renowned advertising agency Sid Lee. In 2014 she was crowned Tumblr Queen. She exclusively uses the web for her surprising artistic work, never shying away from any hype. In the series below she compares pre-sixteenth-century figures to contemporary hip hop icons. A humoristic and impressive time capsule where something is immediately striking: nothing ever changes!
<http://ceciliaazcarate.com/>



© Cecilia Azcarate

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THURSDAY 26/11/2015

08.30 *registration - coffee*

session 1

09.45 welcome Integrated MC's & Petra Van Brabandt (BE)

10.00 James Langdon (UK)

10.45 Jordy van den Nieuwendijk (NL)

11.30 *coffee break*

session 2

12.00 Olaf Breuning (CH)

12.45 Joost Grootens (NL)

13.30 *lunch*

14.00 Jens Maurits Orchestra - performance (music studio)
The number of places is limited to 144

14.45 **YONN**

TypeRadio (NL) - performance - 6 min.

Kastaar (BE) - 12 min

Johanna Benz (DE) - 12 min

Robin Schijfs (NL) - 12 min

Jane Coppin (BE) - 12 min

Cecilia Azcarate (ES) - 12 min

16.00 *short break*

session 3

16.30 Norm (CH)

17.15 Ippolito Pestellini Laparelli/OMA (IT)

18.00 *coffee break*

session 4

18.30 Tim Fendley (UK)

19.15 Moniker (NL)

20.00 *end of the lectures day 1*

21.00 *speakersdinner (Bai Yun, Antwerp)*

FRIDAY 27/11/2015

09.00 *registration - coffee*

session 1

09.45 welcome by the Integrated MC's

10.00 Harry Pearce (UK)

10.45 Uta Eisenreich & Eva Meyer-Keller (DE)

11.30 *coffee break*

session 2

12.00 Lieven De Cauter (BE)

12.45 Studio Dumbar (NL)

13.30 *lunch*

14.00 Jens Maurits Orchestra - performance (music studio)
The number of places is limited to 144

14.45 **YONN**

Studio Fluit (BE) - performance - 6 min.

Thomas & Lawrence Slater (UK) - 12 min.

Eline Willemarck (BE) - 12 min

Benny Van de Meulengracht-Vranx (BE) - 12 min

Oekie Segers (BE) - 12 min

Vincent Hagnauer (NL) - 12 min

16.00 *short break*

session 3

16.30 Syndicat (FR)

17.15 Paul Cox (FR)

18.00 *coffee break*

session 4

18.30 Post Brothers (VS)

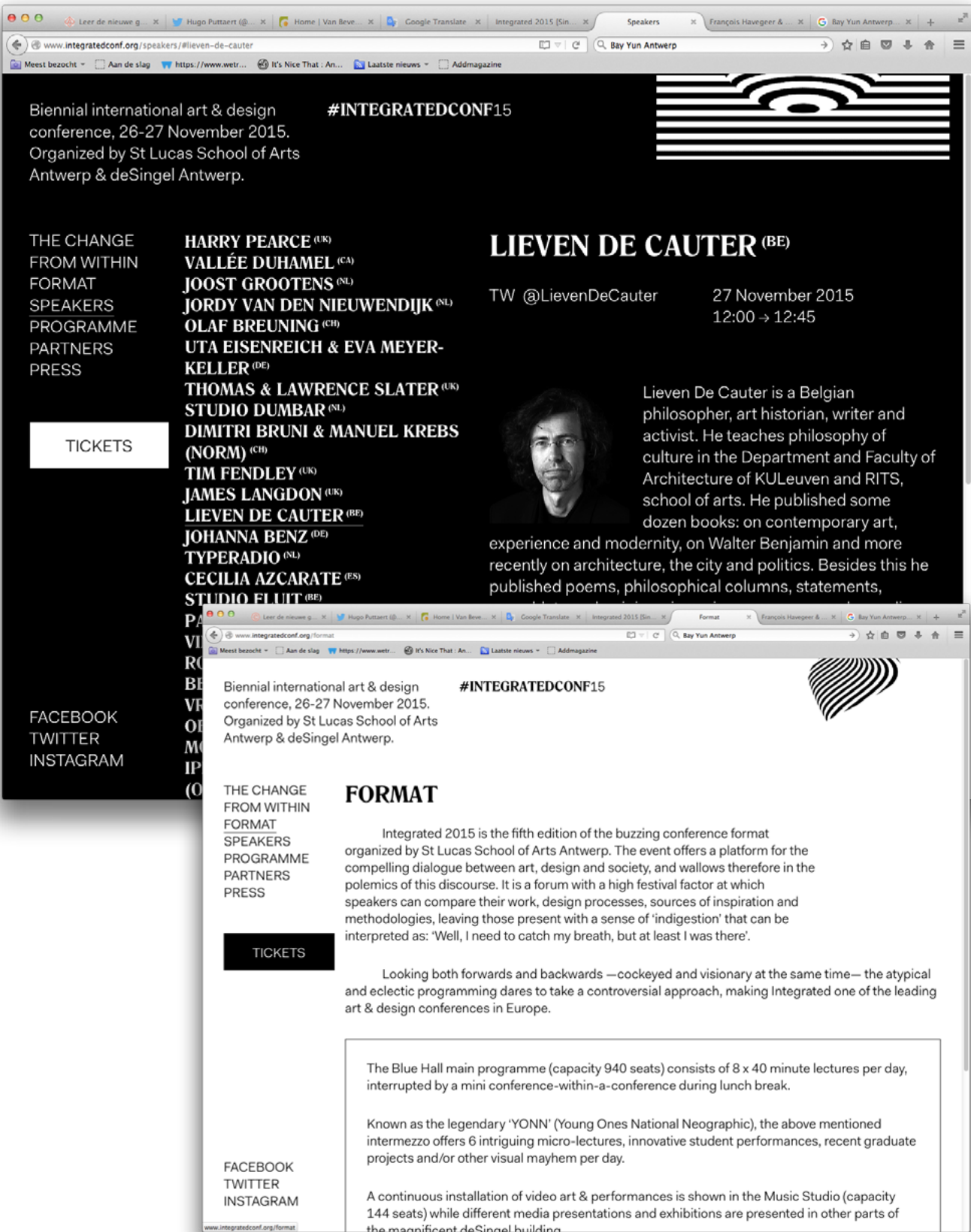
19.15 Thierry Brunfaut/Base Design (BE)

20.00 *end of the lectures day 2*

22.00 *after-party (Ampere club, Antwerp)*

! The program is subject to change without notice.

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SINT LUCAS ANTWERPEN PRESENTS

HARRY PEARCE (UK) — JULIEN VALLÉE & EVE DUHAMEL (FR) — JOOST GROOTENS (NL) — JORDY VAN DEN NIEUWENDIJK (NL) — OLAF BREUNING (DE)
UTA EISENREICH & EVA MEYER-KELLER (DE) — THOMAS & LAWRENCE SLATER (UK) — DIMITRI BRUNI & MANUEL KREBS (NORM) (FR)
STUDIO DUMBAR (NL) — TIM FENDLEY (UK) — JAMES LANGDON (UK) — LIEVEN DE CAUTER (BE) — JOHANNA BENZ (DE) — TYPERADIO (NL)
CECILIA AZCARATE (ES) — STUDIO FLUIT (BE) — PAUL COX (FR) — VINCENT HAGNAUER (NL) — ROBIN SCHIJFS (NL) — MONIKER (NL)
BENNY VAN DEN MEULENGRACHT-VRANCX (BE) — OEKIE SEGERS (BE) — KASTAAR (BE) — ELINE WILLEMARCK (BE) — JANE COPPIN (BE)
PETRA VAN BRABANDT (BE) — IPPOLITO PESTELLINI LAPARELLI (OMA) (IT) — GROEP JAN EN RANDOALD (BE) — SYNDICAT (FR)

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The change from within. Integrated2015.

'Don't try to make beautiful books and you'll make wonderful books.' This is what the Dutch artist/inventor Theo Jansen confided to the audience during Integrated2013. Beauty cannot be coerced; setting it free seems a better option. In the meantime we know that controversy and serendipity have proved very effective in generating a fascinating design or artistic practice. With this claim Jansen was also emphasizing the specific investigative character of beauty, at least if you are not being guided by a predetermined result. Proceeding by trial and error and with the utmost patience, for decades already Jansen has been building wind-powered mobiles that look like machines and animals; they are called *strandbeesten* or 'beach beasts'.

Is Integrated as a conference a sort of sanctuary for such artistic stands? Of course, in this matter Integrated is taking a sort of stand – that is, by denying one. The conference offers a platform for the compelling relation between art, design and society, and wallows therefore in the polemics of this discourse. The same holds for this essay (and all the previous ones), which is like an ongoing thought cycle with a biennial update.

Let's turn back to the 2013 manifesto for a minute:

'Yet the blatancy of the trivial nature of escapist wealth, throwaway culture and poverty is increasingly staggering. At Integrated2011 the activist artist Dan Perjovschi showed one of his cartoon-like drawings in which a man snaps 'Less is more!' at a beggar. Sharp humour *avec gêne!* The legendary American architect/theoretician Buckminster Fuller also argued in favour of "doing more with less" long before it became mainstream. He targeted the material, and not only the design. For Fuller, progress and economic renewal grew out of visionary and activist standpoints.'

The pressure of economic reasoning and its impact on our behaviour has not grown any smaller; on the contrary, the extremes between the poor and the rich, between the powerful and the powerless seem to be reaching a situation of maximum tension. Our social structures are tested daily as regards their sustainability, and genuine issues mix seamlessly with extrapolated *non-news*, which washes over us daily and forces us into arguments and polemics. Something we often eagerly help feed, by *liking* and *tweeting*, often delivered without any nuance. The delusion of the day threatens to take control of our minds, our reason, our actions.

This diktat of 'more' has reached its limits. In a society focused exclusively on economic growth, the discrepancy with regard to the notion of sustainability is getting ever greater. Is growth even necessary? What kind of growth? Material growth, spiritual growth? But before you know it even this question has become all the rage, ready to be marketed – and there you have that economic diktat again. Neither can designers or artists escape it as they try to stand by their beliefs, sometimes averse to –but also full of– opportunism.

In the meantime, the hybridity of the artistic practice –in relation to, among others, design and technology– is increasingly developing into a sort of wasteland of the mind, often very abstract and not seldom getting close to science. In a reflection of a reality which it opposes and in which it also wallows, this practice achieves a position which –in its existential struggle– is a priori polemical, but legitimate. Underground, in the meantime, a mental revolution is quietly taking place. It seems that the great paradigm shift has begun. Accepted ideas are influencing, nudging, pollinating and contesting one another. Even though it is hardly visible yet, the paradigm shift cannot be held back, even though every day frenetic attempts are made to do so. Our social and political structures are not ready for it. And yet that human drive, that instinct for something better, that urge for, who knows, a new sort of sustainability, is no longer stoppable, even if only so as to be able to keep going on this planet for a little while.

This all takes place at an atomic level, and so on a rather small scale, but – despite the 'There is no alternative' credo being drummed into us – it does have an impact. As in a reaction there emerges a kind of microclimate, where the obvious clichés are rejected and where integrity as a concept is valued once more. A climate where not only entrepreneurs take initiatives, but a range of actors, not least in the social and cultural fields. A climate where politics no longer only needs to be practised by politicians or art only by artists. And designers (of whatever kind) must ask themselves whether they still want to design or restyle an umpteenth product, or do something else, something which has never been imagined but which is badly needed.

In this sultry hybrid environment, insights are tested, considered and collected. This fusion, this binding of the specific with the general, can offer new solutions for important social contexts and problems, even at a very tangible level such as 'quality of life and urban regeneration'.

All this does not stand in the way of the most individualist aspects of an artistic practice; on the contrary, micro and macro levels balance one another. Today's society is utterly complex, fragile and inextricable, and major trends are barely perceptible,

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let alone graspable. How designers and artists deal with this is up to them. Neither do we need to cherish any illusions. Some will always take the money and run, bearing human nature in mind. But this development can also signify a mental respite from a daily realism combined with a critical view. Things can still change and the dogmas of unilateral thought –ideologically anchored in conservative and progressive reasoning– have become outdated and outmoded and they maintain the status quo.

Flexibility lies in mankind's ability to connect –duality to duality, specificity to specificity– until new, graspable frameworks (or paradigms, if you wish) emerge. Integrated carries that very idea in its name, and as an interdisciplinary conference tries modestly to offer a platform for both this openness and this controversy. Not from an ideological perspective or from a specific predisposed viewpoint, but from an optimistic belief in the power of human ingenuity, no matter the form or the discipline.

The change from within.

Hugo Puttaert, Brussels, spring 2015
Translation by Patrick Lennon