

Design History Society Annual Conference 2011: Barcelona  
 'Design Activism and Social Change', 7-10 September 2011

**Paper Sessions (provisional)**

**Thursday 8 September: Session 1**

Venue: University of Barcelona, Faculty of History and Geography, Montalegre 6

	Room 1 (105)	Room 2 (203)	Room 3 (222)	Room 4 (303)	Room 5 (402)	Room 6 (411)
<b>1000</b>	<b>Responses to Industrialisation</b>	<b>Re-imagining the City (1)</b>	<b>Anti- and Radical Design (1)</b>	<b>Theorizing Design Activism (1)</b>	<b>Modernity and Social Agency</b>	<b>Dissident Design (1)</b>
	<p><b>Christina Zetterlund</b> Writing a subject</p> <p><b>Nanette Carter</b> Blueprint to Patterncraft: DIY Furniture patterns and packs in post-war Australia</p> <p><b>Martina Fineder</b> 'Jute not Plastic!' – Designing and consuming nature in West Germany in the 1970s</p>	<p><b>Daniel Cid i Moragas , Albert Fuster</b> Barricades and marquees. Ephemeral urban planning in 20<sup>th</sup> century Barcelona</p> <p><b>Fedja Vukic</b> Social Activism In Housing</p> <p><b>Luciana Gunetti</b> The city as a white page: The encounter of typography and urban space in Italian late modernism</p>	<p><b>Oriol Pibernat</b> Eina 1972: Cultural Dilemmas and Crisis in Design Education</p> <p><b>Oriol Ventura Rodà</b> Design and Alternative Production Models: Carles Riart and Countercultural Movements in the Barcelona of the 1970s.</p> <p><b>Tània Costa Gómez</b> Eina, artistic and alternative avant-garde production centre in the social context of the Barcelona of the 60s and 70s</p> <p><i>Note: this session will be in English and Spanish</i></p>	<p><b>Ksenija Kuzmina, Rhoda Trimmingham, Tracy Bhamra</b> Education for Sustainable Development: a new context for design</p> <p><b>Jeremy Myerson, Lee Y.</b> Designing for the people, with the people, and by the people</p> <p><b>Cathy Gale</b> Word as weapon: the manifesto as a catalyst for design activism</p>	<p><b>Helena Chance</b> Consulting the genius of the plant': redefining space and place at work in Britain and America at the turn of the 19<sup>th</sup> century</p> <p><b>Daniela Prina</b> Design reform and social change in 19<sup>th</sup> century Belgium: Charles Buls and the project of a new industrial society for all</p> <p><b>Mónica Cruz Guáqueta</b> Domestic space and leftist ideology in time of the modern pioneers</p>	<p><b>Lluc Massaguer, Anna Fuster, Vivian Fernàndez</b> Graphic project culture and creation of visual identity in spontaneous demonstrations in Barcelona and Catalonia</p> <p><b>M. Angels Fortea Castillo</b> Was the Pop Graphic used for activism against Franco's regime? The development of Pop Graphic in Barcelona (1965-1975)</p> <p><b>Mauricio Vico Sánchez</b> The Chilean Political Posters of the Government of Salvador Allende (1970-1973)</p> <p><i>Note: this session will be in Spanish</i></p>
	Chair: tbc	Chair: Suzanne Strum	Chair: Guy Julier	Chair: tbc	Chair: Grace Lees-Maffei	Chair: Raquel Pelta
<b>1130</b>	<b>Coffee Break</b>					

## Thursday 8 September: Session 2

	Room 1 (105)	Room 2 (203)	Room 3 (222)	Room 4 (303)	Room 5 (402)	Room 6 (411)
<b>1200</b>	<b>Quiet Activism</b>	<b>Re-imagining the City (2):</b>	<b>Anti- and Radical Design (2)</b>	<b>Theorizing Design Activism (2)</b>	<b>Design and Social Innovation</b>	<b>Dissident Design (2)</b>
	<p><b>Geraldine Biddle-Perry</b> The Hills are Alive: Political Activism and Suburban Leisure in Inter-war Britain</p> <p><b>Fiona Hackney</b> 'Under the Pavement the Antimacassar': Quiet Activism and Radical Domestic Crafts</p> <p><b>Karen Yair</b> Guerrilla Knitting</p>	<p><b>Howayda Al-Harithy</b> From Ideal City to Heritage Site: Saving the Old Town of Bint Jbeil</p> <p><b>José Bernardi</b> Re-imagining Medellin: a narrative of communal hope strengthened by design</p> <p><b>Paul Van Beek</b> 'The invention of a city.' The sociopolitical interventions of Francis Alÿs in Mexico City</p>	<p><b>Alison J. Clarke</b> Anti-Design: The Object Made Immaterial</p> <p><b>Agata Maria Antonowicz-Tamm</b> The Dramaturgical Conception of Design by Janusz Krupinski Applied in Design Theory and Practice Based on the Example of Italian Radical Design and the Memphis Group</p> <p><b>Catherine Rossi</b> One, Two: A Hundred, a Thousand GLOBAL TOOLS": Utopianism and the Avant-garde in Italian Radical Design</p>	<p><b>Benedict Singleton</b> Working with Mercury</p> <p><b>Jody Boehnert</b> Hopenhagen: Design Activism as an Oxymoron</p> <p><b>Aditi Ruiz Ordóñez</b> Dystopian design: exploring worst-case scenarios as a tool for social change</p>	<p><b>Clarice Rocha Goulart</b> A voz da rua: urban interventions as a design strategy to discuss homelessness</p> <p><b>Iván Augusto Cortés Cabrera</b> The Bogotazo' and the arrival of the design to Colombia</p> <p><b>Augusto Solórzano</b> Estudio socio-histórico sobre la iconografía de la cerámica utilitaria del Carmen del Viboral en Antioquia</p> <p><i>Note: this session will be in English and Spanish</i></p>	<p><b>Agata Szydlowska</b> Subversive strategies in underground graphic production of the "Solidarity" movement in 1980s Poland</p> <p><b>Carolina Muzi</b> Look back, move forward / Design activism in Argentina</p>
	Chair: tbc	Chair: Fedja Vukic	Chair: tbc	Chair: tbc	Chair: Viviana Narotzky	Chair: Jonathan Woodham
<b>1330</b>	<b>Lunch</b>					

## Thursday 8 September: Session 3

	Room 1 (105)	Room 2 (203)	Room 3 (222)	Room 4 (303)	Room 5 (402)	Room 6 (411)
1430	<b>Fashion and Dress (1)</b>	<b>Re-imagining the City (3)</b>	<b>Anti- and Radical Design (3)</b>	<b>Theorizing Design Activism (3)</b>	<b>Campaigning Design and Political Change (1)</b>	<b>Dissident Design (3)</b>
	<p><b>Dennis Doordan</b> Trousers as an Industrial Product: The Case of Eric Gill</p> <p><b>Jane Tynan</b> 'Why aren't you in khaki? Conscientious objectors' resistance to uniform clothing in First World War Britain</p>	<p><b>Raúl Oliva Santos Anna Pujadas Matarín</b> A-legality as a strategy for activism. The story of the self-built house in Barcelona</p> <p><b>Rafael Balanzo-Joue , Agapit Borrás, Bettina Schaeffer</b> Participatory design for a social urban green space. Case Study: "Tres Turons green corridor in Barcelona"</p> <p><b>Fabio Parode, Ione Bentz, Alexandre Rocha Y Silva Da</b> Design of the ghettos as a social and political actor in the context of minorities <i>Note: this session will be in English and Spanish</i></p>	<p><b>Sara Kristoffersson</b> Beyond Blond: New Swedish Design</p> <p><b>Kjetil Fallan</b> 'We have teacups enough!': Design School Activism in 1960s Norway</p> <p><b>Polly Hunter</b> Communication &amp; Self-Construction: Yona Friedman's 'Immediate Education for Survival'</p>	<p><b>Lorraine Gamman, Adam Thorpe</b> You're not my Dad - and I wouldn't do what you told me to even if you were – design fraternalism versus design paternalism</p> <p><b>Tjhien Liao</b> From Private Issues to Public Concerns: Activism, Events and the Design for Behaviour Change</p> <p><b>Guy Julier</b> An Uneasy Coalition of Economies: Design Activism and the End of the Welfare State</p>	<p><b>Mauricio Vico Sánchez</b> The Chilean Political Posters of the Government of Salvador Allende (1970-1973)</p> <p><b>Raquel Pelta</b> Women's Movement Graphics In Spain. 1970-2010</p> <p><b>Alex Mitrani</b> Estrategias críticas y fuentes de Estampa Popular de Barcelona</p> <p><i>NOTE: this session will be in Spanish</i></p>	<p><b>Deirdre Pretorius</b> The Printed Propaganda of the Communist Party of South Africa 1921-1950</p> <p><b>Marina Emmanouil</b> Experimental publishing in Greece in the 1960s and 1970s</p> <p><b>Octavi Rofes</b> The (Counter) Power of Display: Catalan Design Activism and Exhibition Installations under the Late Francoism</p>
	Chair: Cheryl Buckley	Chair: tbc	Chair: tbc	Chair: tbc	Chair: tbc	Chair: Artemis Yagou
1600	Coffee/Tea Break					

**Thursday 8 September: Session 4**

	<b>Main Lecture Theatre</b>	<b>Room 6 (411)</b>
<b>1630</b>	<p>Huda Smitshuijzen AbiFares and Ken Garland in conversation            Sponsor: University of Brighton</p> <p><b>Ken Garland</b> is Visiting Professor at the University of Brighton. In 1963 he authored the seminal <i>First Things First</i> manifesto. Reacting against a rich and affluent Britain of the sixties, it tried to re-radicalise design which had become lazy and uncritical, attempting to highlight a humanist dimension to graphic design theory.</p> <p><b>Huda AbiFares</b> is founder and director of the Khatt Foundation, Center for Arabic Typograph, a cultural foundation dedicated to advancing design research and typography in the Middle East, North Africa and their diaspora, and to building cross-cultural creative networks.</p>	<p><b>WORKSHOP: The Dave Project: Activating Historic Objects for Social Change</b>  <b>Ethan Lasser, Orron Kenyetta</b></p> <p>In this workshop, a poet and a decorative arts curator join to re-stage the Dave Project, a mobile museum that carried the story of Dave the Potter into the impoverished inner city of Milwaukee, Wisconsin in the autumn of 2010. Workshop participants will engage with Dave's poetry and create poems of their own in response to his pots. There follows a broader discussion about the work of activating historic objects to effect social change.</p>

## Friday 9 September: Session 5

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	Room 1 (105)	Room 2 (219)	Room 3 (200)	Room 4 (221)	Room 5 (302)	Room 6 (402)
<b>1000</b>	<b>Revolutionary Graphics</b>  <b>Zeina Maasri</b> The aesthetics of a liberation struggle: Palestinian political posters of the 1960s–70s <b>María Helena Ferreira Braga Barbosa, Anna Calvera, Vasco Afonso da Silva Branco</b> The design of Portuguese political poster: two politics, two discourses <b>Claudio Leonardo Sotolongo Menéndez</b> Cuban Revolution and Film Posters 1964-1974. A new visual vocabulary  Chair: tbc	<b>Re-imagining the City (4)</b>  <b>Nadia M. Anderson</b> Social Infrastructure as a Means to Achieve the Right to the City <b>Bharain Mac An Bhreithiún</b> Space to Speak Designing spaces for language in the city <b>Jan Hadlaw, Patricio Davila</b> Spatial Resistance: Design and Critical Mapping Practices  Chair: tbc	<b>Anti- and Radical Design (4)</b>  <b>Elena Dellapiana</b> From antagonism to cooperation: Ugo La Pietra and his ceramic production <b>Claire Leymonerie</b> French designers and ‘mass-consumption society’ in the 1970s: towards an ideological agreement? <b>Alice Twemlow</b> “I can’t talk to you if you say that: An ideological collision at the International Design Conference at Aspen, 1970”  Chair: tbc	<b>Theorizing Design Activism (4)</b>  <b>Chris Breward, Ghislaine Wood</b> Representing three moments of activism in British design, 1948-2012 <b>Daniel Drennan</b> Craft Deceived: From Graphic Complacency To Creative Resistance <b>Matthew Malpass</b> Critical design and a history of marginalised practice  Chair: Paul Mickelthwaite	<b>Theorizing Design Activism (5)</b>  <b>Isabel Campi</b> <i>Design for all</i> and Human Rights <b>Juan Gasca Rubio, Gabriel Jimenez Andreu, Daniel Collado-Ruiz</b> From the industrial revolution to the era of ideas: emergence of “anarchism of the object” <b>Ann Light</b> From Beliefs to Action: Identifying a Détente model of Design Activism  Chair: Jeremy Myerson	<b>Dissident Design (4)</b>  <b>Maria Barbara Marchi</b> The posters for the Joan Miró Drawing Award: an example of social commitment through graphic design in the changing Barcelona of the ‘60s and ‘70s <b>Regina Cunha Wilke, Priscila Lena Farias</b> Borderline graphics: an analysis of Cinema Marginal posters <b>Tom Wilson</b> Dialogue, Diffusion and Defusion: Appropriation in Political Posters, 1965-75  Chair: Kjetil Fallan
<b>1130</b>	<b>Coffee Break</b>					

## Friday 9 September: Session 6

	Room 1 (105)	Room 2 (219)	Room 3 (200)	Room 4 (221)	Room 5 (302)	Room 6 (402)
1200	'Open House'	<b>Fashion and Dress (2)</b>	<b>Anti- and Radical Design (5)</b>	<b>Theorizing Design Activism (6)</b>	<b>Campaigning Design and Political Change (2)</b>	<b>Design and Gender</b>
	Room available for impromptu gathering	<p><b>Jeanine Torres Geammal</b> The Rise of Daspu Brand Through the Press</p> <p><b>Cheryl Buckley</b> Fashion, the everyday and the politics of appearance</p> <p><b>Esther Rosser</b> Critique/commodity? Artistic interventions in fashion photography: Cindy Sherman for Balenciaga</p>	<p><b>Troels Degn Johansson</b> Immanent Avant-Garde</p> <p><b>Jeffrey Swartz</b> "Critique, Language and Strategy in Martí Guixé's 'ex-designer'"</p> <p><b>Paul A. Rodgers, Andy Tennant, Freddie Yauner, Giovanni Innella</b> Disruption for Good</p>	<p><b>Roel Klaassen, Maria Neicu</b> CTRL-ALT-Design</p> <p><b>Andreas Rumpfhuber</b> The Activist Design-Labourer: From Bed-In Peace Activists to Bed-Room Producers</p> <p><b>Thomas Geisler, Martina Fineder</b> 'Design Clinic' – Can design heal the world?</p>	<p><b>Adrienne Renee Schwarte</b> Rapid Expansion of Environmental Sustainability in Graphic Design in the United States in the Late Twentieth Century: A Decade of Change from the Ground Up</p> <p><b>Joanna Choukeir Hojeily</b> Interdisciplinary and collaborative research methods for communication design towards social integration – Case study: Youth in Lebanon</p> <p><b>Suchitra Sheth</b> Designing Modern Indian: Gandhi as Design Activist</p>	<p><b>Polly Cantlon</b> "In the middle of that whole thing about gender and race": Pacific perspectives in graphic design activism.</p> <p><b>Oscar Salinas Flores</b> Design Pioneers In Latin America, Clara Porset and Lina Bo Bardi: their activism for social and cultural values.</p> <p><b>Harun Kaygan, Pinar Kaygan</b> For a Feminist Sensibility in Design: Electric Turkish Coffee Makers</p>
		<b>Chair: Deborah Sugg Ryan</b>	<b>Chair: Jane Pavitt</b>	<b>Chair: tbc</b>	<b>Chair: tbc</b>	<b>Chair: tbc</b>
1330	<b>Lunch</b>					

## Friday 9 September: Session 7

	Room 1 (105)	Room 2 (219)	Room 3 (200)	Room 4 (221)	Room 5 (302)	Room 6 (402)
1430	'Open House'	<b>Anarchism and Punk (1)</b>	<b>PANEL DISCUSSION Legacies of Radical Design</b>	<b>Social Agency</b>	<b>Campaigning Design and Political Change (3)</b>	<b>Theorizing Design Activism (7)</b>
	Room available for impromptu gathering	<b>Joan E. Greer</b> Activist Agendas in Print Culture: the Image of the Applied Artist in Late Nineteenth-Century Holland <b>Keith Bresnahan</b> Mort aux Vaches!: L'Assiette au Beurre and the politics of milk in Belle Epoque France <b>Sally-Anne Huxtable</b> Love the Machine, Hate the Factory": Steampunk Design and the Vision of a Victorian Future	An open discussion to bring together ideas from the Anti- and Radical Design strand and consider what impact its history has had on contemporary practices.  <b>Panelists: Kjetil Fallan, Jane Pavitt, Alice Twemlow</b>	<b>Lisa Banu</b> Saarinen's Subversive Thrones: Modern Resistance of Crafted Regionalism <b>Suzanne Strum</b> Monuments and Instruments: an historic example of design scenarios in the case of emergency <b>Suzette Worden</b> Design-led responses for social and cultural inclusion in a resource-led economy: the creative industries and the mining boom in Western Australia	<b>Leong K Chan, Raymond Donovan</b> Keeping up appearances: Negotiating graphic representation in HIV/AIDS campaigns for gay men in Sydney <b>Greg Votolato</b> Change At Sea: Radical Vessels in the Modern Era <b>Maria Rogal</b> Design for Development: Using Design for Reflexive Empowerment and Change	<b>Monica Gaspar Mallof</b> F(r)ictions. Design as Cultural Form of Dissent <b>Noel Douglas</b> Signs of Revolt– The City, Revolution and the Sign in the 21st Century <b>Sissel Olander, Tau Ulv Lenskjold, Signe L. Yndigegn</b> Mobilizing by design: Situating activism in designerly interventions
		<b>Chair: Ghislaine Wood</b>	<b>Chair: Alison Clarke</b>	<b>Chair: tbc</b>	<b>Chair: tbc</b>	<b>Chair: Troels Degn Johannson</b>
1600	Coffee/Tea Break					

## Friday 9 September: Session 8

	Room 1 (105)	Room 2 (219)	Room 3 (200)	Room 4 (221)	Room 5 (302)	Room 6 (402)
1630	'Open House'	<b>Anarchism and Punk (2)</b>	<b>PANEL DISCUSSION: Design Activism and Design Futures</b>	<b>Craft as Activism</b>	<b>Campaigning Design and Political Change (4)</b>	<b>Theorizing Design Activism (8)</b>
	Room available for impromptu gathering	<b>Priscila Lena Farias</b> Sem futuro: the graphic language of São Paulo city punk <b>Ana Bastos Raposo</b> Never trust a hippie: The representation of 'extreme' politics in punk music graphics and its influences from traditions in protest and propaganda <b>Vicki Maguire</b> Shamanarchy in the UK: The Life and Work of Jamie MacGregor Reid	An open discussion to critically consider future scenarios for design activism in the contexts of Peak Oil, localisation, the rise of service design and design thinking.  <b>Panelists: Jody Boehnert Roel Klaassen, Ben Singleton, Troels Degn Johannson</b>	<b>Usha Patel</b> Crafting Culture: In(Ter)Vention And Women Artisans In Kundera, Rajasthan. <b>Dionea Rocha Watt</b> From Newlyn to Rocinha: craft as a medium for social change <b>Shatarupa Thakurta Roy Amarendra Kumar Das, Satyaki Roy</b> Traditional Folk Art of Madhubani – A feminine preserve	<b>María Sonia Díaz Jiménez, José Gabriel Martínez García, Isabel María García Fernández</b> Bastard pop design. Protest design from innovation and emerging economy of knowledge <b>Ruggero Canova</b> The signs embedded in wasted objects, ReSign <b>Silvia Schiaulini</b> From May '68 posters to YouTube videos: different expressions of collective design	<b>Luis Rodriguez</b> Ivan Illich: a Source for Socially Responsible Design <b>Helen Carnac, Rebecca Earley</b> A Slow Revolution: Effecting change on the Inside and the Outside <b>Miquel Mallol Esquefa</b> Design and responsibility in industrial societies  <b>Note: this session will be in English and Spanish</b>
		<b>Chair: tbc</b>	<b>Chair: Paul Mickelthwaite</b>	<b>Chair: Jill Seddon</b>	<b>Chair: Viviana Narotzky</b>	<b>Chair: tbc</b>