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HKDI x ZHdK: Flights of Fancy

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SWISS ROLL OUT INTERACTIVE FLIGHTS OF FANCY

HKDI X ZHDK:
INTERACTIVE AND
PLAYFUL — SWISS
DESIGN FROM ZURICH
UNIVERSITY OF THE
ARTS

Venue:

Experience Centre
Hong Kong Design Institute
3 King Ling Road, Tseung Kwan O
(Tiu Keng Leng MTR station Exit A2)

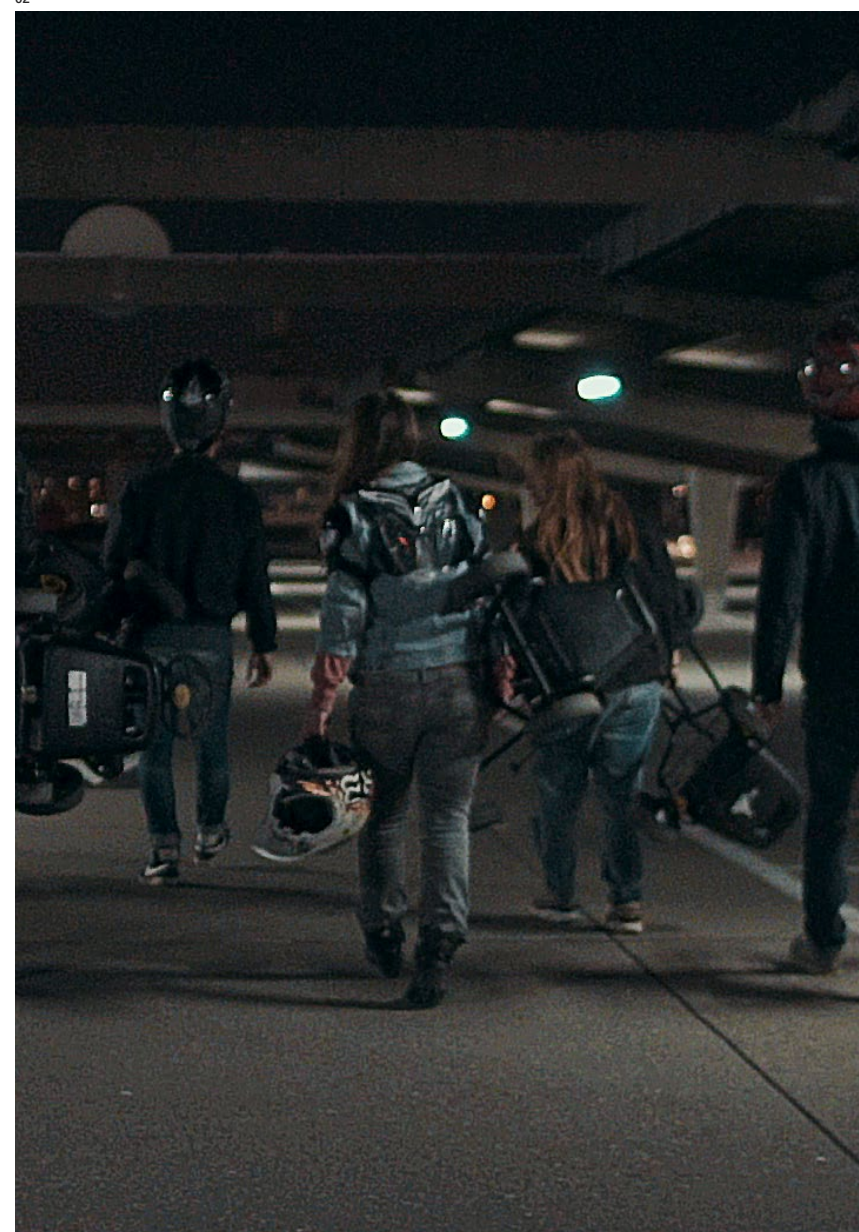
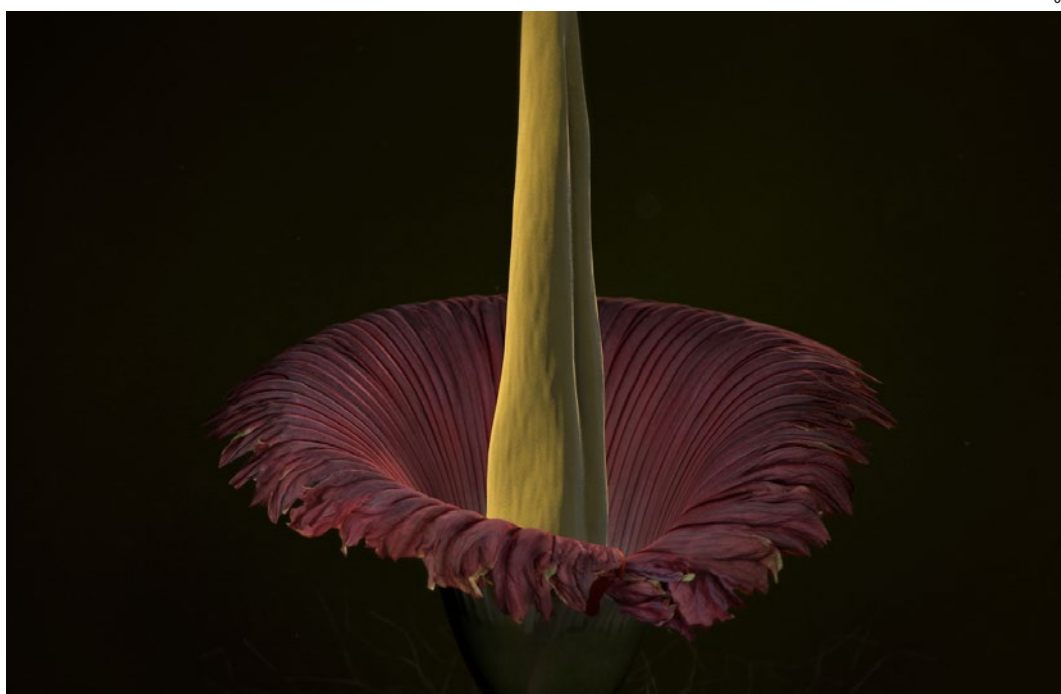
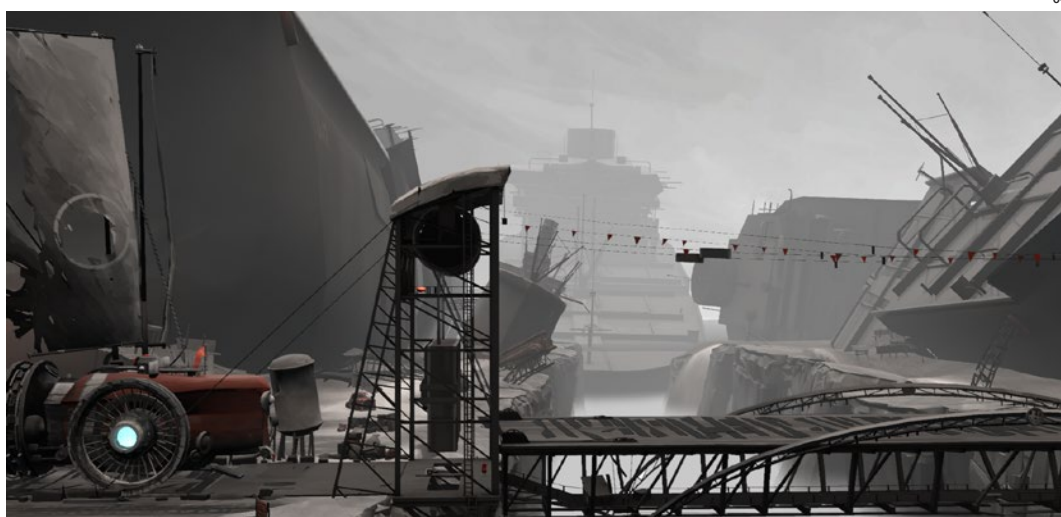
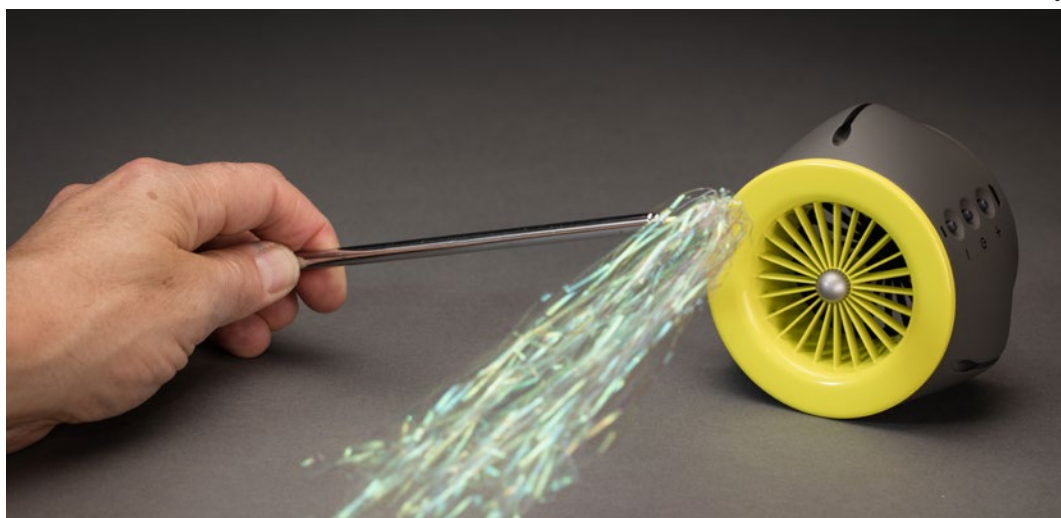
Exhibition period:

Oct 6 2018 - Jan 27 2019
10:00-20:00
Closes on every Tuesdays
Nov 25, Dec 2 and 9

Zurich University of the Arts (ZHdK) will combine forces with the Hong Kong Design Institute (HKDI) to present “Interactive and Playful — Swiss Design from Zurich University of the Arts” — an exhibition to showcase works from the renowned Swiss seat of learning on game design, interaction design, knowledge visualisation, visual communication, trends & identity, industrial design, and audiovisual media.

Ranging from Bachelor’s and Master’s degree courses as well as research projects, the collection is an exploration of interactive possibilities and the playful dimensions of design. It features projects spanning such fields as product design, motion graphics and interactive installations to gaming.

This collaborative exhibition between design institutions across two continents is soon to be hosted at the Experience Centre of the HKDI. Stay tuned!



01.
Aero — Exploring The Air Product Design Project in collaboration between ZHdK, ZHAW, Technorama and Gebert Rüt Stiftung

Aero is part of the “Science Toys = Science Tools” research project by the ZHdK, Zurich University of Applied Sciences, and the Swiss Science Center Technorama, Winterthur. It is a very light wind turbine, which represents a balance between playful tweaking, poetic powers and scientific awareness of air.

02.
Poster 9:16 10s — An Investigation of the Moving Poster Bachelor’s Visual Communication Project by Sebastian Bayer, Andreas Hänggi, Pascal Hartmann, and Vera Kaeser

Screens are becoming increasingly vital means of communication; however, the potential of these visually playful surfaces is far from being exhausted and is therefore an interesting field for graphic designers. “Poster 9:16 10s” explores what constitutes a moving poster and what added-value movement offers to the hitherto static medium.

03.
Through Momentum — An Interaction Design Project by Joël Gähwiler Installation developed in collaboration with Lucid (a design studio by ZHdK alumni). Commissioned by Volvo Cars Switzerland

The interactive kinetic light installation “Through Momentum” reflects the process of digitization and brings its aspects closer to the visitor in a playful way. It consists of 23 intelligent and networked objects equipped with various sensors and actuators that represent today’s plethora of Internet connected devices. Visitors can walk through the installation and be surrounded by approaching luminous objects.

04.
Far Lone Sails — An Atmospheric Vehicle Adventure Master’s Game Design Project by Don Schmocker and Goran Saric Music by Joel Schoch

“Far Lone Sails” is an atmospheric vehicle adventure game. In a peculiar vehicle — half ship, half steam locomotive — the player crosses a dried-out sea. On the journey through a once flourishing civilisation landscape, the player has to fight through storms and overcome mechanical obstacles in individual sections.

05.
The Wild Werner — A Crossmedia Mockumentary Bachelor’s Cast/Audiovisual Media Project by Alun Meyerhans and Michael Schwendinger

“The Wild Werner” is the fictional story of a Zurich underground go-kart scene, which claims the streets of the city for their personal adrenalin thrill. Using mockumentary and a sophisticated distribution plan, the authors managed to get it published on various channels, skillfully using the media as a multiplier.

06.
Titan Arum — Tangible Virtual Model Research project in Knowledge Visualisation, in collaboration with Papiliorama Museum, Museum für Gestaltung Zürich and Gebert Rüt Stiftung

The Tangible Virtual Model is an interactive installation in which the virtual 3D model of the flowering plant titan arum is controlled by gestures. The growing of the flower can be controlled, experienced and understood with your own hands, without any contact. The module was conceived for the exhibition “Building Worlds — Models for Designing, Collecting, Reflecting”.