

Man and Humanity

Master in Humanitarian Design and Sustainable Living

• head of the department

Mr. Satyendra Pakhalé, international designer

"To create design for humanitarian needs, which displays an intelligence of the future – that is the exciting challenge we face. To create objects, products and services from the inside out, from a heart- and- mind approach, focusing on human concerns and sustainable living. Such design, faced towards a humanistic and hopeful stance, will help to build a fresh approach to sustainable living. That is what the Master in Humanitarian design and Sustainable Living stands for."

• mentors, lecturers and visiting faculty

Erna Beumers (cultural anthropologist), Dick van Hoff (designer), Aldo Bakker (designer), Katell Gélébart (designer), Antoni Mazel (cultural philosopher), Ole Palsby (product designer), Frans Parthesius (designer), Lucy Orta (humanitarian artist), Ursula Tischner (sustainability expert), Jota Castro (artist), Jurgen Bey (designer)

• introduction

Master in Humanitarian Design and Sustainable Living is a design programme built upon humanitarian concerns and sustainable living. Socio-cultural needs, geo-politics, sustainable living, craftsmanship, new industrial and technological opportunities, ecology and human values are all an integral part of a humanitarian design perspective. A design perspective which can take us to places we have never visited, and which can spark a new sense of belonging to the world. Design faced towards a humanistic and hopeful stance, which will help build inner values for a sustainable lifestyle.

• content

The focus of the Man and Humanity department is to employ the richness, diversity and depth of cultures in its plural to animate the concepts and the practice of design in a geo-political context. In the realm of globalized ideas of progress, objects have come to express a certain degree of sameness around the world. Therefore we need more than ever to understand and cherish all cultural diversities and contributions of various cultures and societies. Every culture, every language, every local colour has to be taken into account and this awareness is an important condition for developing a "sustainable human-centred" design perspective.

The Master in Humanitarian Design and Sustainable Living questions conventional notions of progress and modernity, and examines the human condition from an anthropological and philosophical cultural vantage point. It views contemporary culture less as an international movement of style which can be located within one specific culture, one single history or space, but rather as a set of cultural translations. It are these cultural translations that are at the heart of the philosophy behind the Master in Humanitarian Design and Sustainable Living.

• programme

The Masters of Design two-year programme is designed to cultivate universal socio-cultural sensitivities by questioning issues related to environment, new industrial and technological opportunities and above all sustainable ideas. Hence: to develop an independent point of view and cultivate a culture of creation.

It does so within specific design projects, the combination of applied research, studio projects, and field trips and projects done in collaboration with artisans, industries and institutions from various parts of the world. Learning from non-industrial societies, to understand how utilitarian objects are endowed with symbolism and beauty; and how life and art are integrated. Under the guidance of mentors, lecturers, visiting faculties from various professional backgrounds.

This Master programme aims at cultivating Master designers who have an outstanding design sensibility and humanitarian vision

along with the necessary technical skills. Designers who are able to question and reflect upon design as a tool to create change and above all environmental and sustainable issues related to products, services and systems at the same time. The Humanitarian Design programme thus sets out to appreciate – conceptually as well as practically – the multi-cultural, multi-linguistic, rich scenarios of universal sustainable human conditions, and to develop the sensibilities and skills for finding out how to play a part therein as a creator or designer.

• **projects**

Each year is divided into trimesters in which the first year are focussed on discovering the Netherlands and each other in a celebration of cultural exchange and individual as well as group projects, meant to develop existing design skills towards a more holistic discipline. Global and local issues are explored as are the relationships between craft and industry, man and woman, the old and the new, culture versus consumption and a research into the anthropological and animistic qualities seeking to be incorporated into the frame of design. Between the first and second cycle, projects focus on troubled areas, both national and international.

Past projects have included travel to Kenya, Peru and India to study and develop local crafts and economies as well as social design projects with waste recycling and political refugees in the Netherlands. Recently a field trip to Paris was organised to research the influence of african and oceanic cultures on form and function for the future.

The general focus and recurrent themes within this department are:

- Questions of scale in a macro/micro working relationship.
- Design related to new and alternative ways to consume, to create and to communicate, to co-own and co-create. To develop networks.
- Questions of inequality amongst gender, race, animals and man.
- Elementary questions concerning air, water, earth and the burning of bridges to create a new perspective of the future.
- Research into the role of design as an instrument of change, as a change of role and a change of perspective.

In the second year each individual student will choose an individual subject matter, propose a quest for renewal and conduct research, to write a thesis on the topic of his or her choice. A design proposal will visualise these ideas in 3D or any other communication methods. Motivation and design skills come together to create a personal vision of the future of our planet.