# Displaying Design: History, Criticism and Curatorial Discourses

**Programme** 

Design History Society Annual Conference 2023 7—9 September 2023 ESAD – College of Art and Design

## Draaramma

## Day 01

Prog	ramme			Day UI
<b>7 Sep</b> (thursday)	Auditorium + Garden + esad—idea + other	Lecture room 1.20	Lecture room 1.21	Lecture room 1.22
<b>09:00-09:30</b> (00:30)	Registration			
<b>09:30-10:30</b> (01:00)	<b>DHS A. General Meeting</b> (All participants welcomed)			
10:00-17:00	Book Fair (everyday) Atrium			
<b>10:30-11:00</b> (00:30)	DHS Opening Greeting Marta Filipová and Sally Huxtable Introduction to the Conference Theme Magda Seifert on behalf of ESAD and esad—idea Auditorium			
<b>11:00-11:30</b> (00:30)	Coffee Break			
11:30-12:30 (01:00)		[P1] Radical Views and Authorship: Graphic Design's Exhibitions Legacy in US and the Netherlands Chair: Maria João Baltazar It Kills the Work: Wild Plakken, Radical Display, and the Anxieties of Self-Historicization Alex J. Todd (00:15)  Designer as Author, Voices and Visions: the 1996 Exhibit as Legacy Steven McCarthy (00:15)  The Accidental Faculty Curator: Creating Design Exhibitions to Disseminate Research, Ideas, and Knowledge Elizabeth Resnick (00:15)	[P2] Towards Social Engagement Through Design Exhibitions Chair: Ana Tostões  Activity and Play and Self-Flagellation: The co-Nordic The Child's Environment Exhibition at the Milan Triennale 1973 Denise Hagströmer (00:15)  Fuzzy Neoliberalism and the Impure Exhibition: The Finnish Pavilion at the 2019 Triennale di Milano Guy Julier (00:15)  Exhibiting the Immaterial: Displacing Lina Bo Bardi Eduardo Augusto Costa (00:15)  Discussion (00:15)	[P3] Latin America Under Review: Negotiating Difference and Displaying Agency Across Borders Chair: Livia Rezende  Mildred Constantine's 1941 Latin America in Posters Exhibition: State Propaganda and the Limits of Curatorial Intent Anna Kallen Talley (00:15)  Rethinking Domestic Space: Clara Porset's El Arte en la Vida Diaria 1952 Daisy Silver (00:15)  Cubanía and Socialism: The Exhibition of Cuban Design in the Second

**Discussion** (00:15)

Ana Sofía López Guerrero; Marcos da Costa Braga (00:15)

Half of the 20th Century

## **Day 01**

Lecture room 1.22

**7 Sep** (thursday) Atrium + Auditorium **Lecture room 1.20** Lecture room 1.21 + Garden + other **12:30-14:30** [02:00] LUNCH **13:30-14:20** [00:50] — Film Introduction by Harriet Atkinson (5 minutes) **Art on the Streets** (30 minutes) Q&A with Dr Zeina Maasri (15 minutes) **Auditorium 14:30-15:30** (01:00) [P4] Exhibitions [P5] Changing Spaces: **Through Exhibitions: Gender and Display in Exploring the Curation Interwar East-Central** of At Home Through **Europe Histories of 20th** Chair: Leah Armstrong **Century Design Exhibition But Which Women is it** Chair: Harriet Atkinson for? Exhibiting Gendered **Spaces in Interwar Central Displaying Health and Europe Well-Being: Changing** Julia Secklehner (00:15) **Curatorial Practices Selling the New Interior:** Penny Sparke (00:15) **Gender and Avant-Garde** From Italy the New **Discourse in Interwar Domestic Landscape to Bucharest** At Home: Connectedness Alexandra Chiriac (00:15) (and Commodification) in Raumkunst for the People: the Home Cat Rossi (00:15) **Exhibiting "Spatial Art" in Interwar Vienna Politics of Display: The** Michelle Jackson-Beckett **Limits of Curatorial Intent** [00:15]Jana Scholze (00:15)

**Discussion** (00:15)

**Discussion** (00:15)

[P6] Brazilian Design
Exhibitions – A
Reading Lens for
Recent Brazilian Design
History

Chair: Priscila Lena Farias

Design, Craftsmanship & Industry Between 1970's and 80's in Brazil: Intersections Among the Fields Through the Lens of the Exhibition Industrial Design & Craftsmanship: A Continuous Process Catalog (FIESP/CIESP, 1981)

Beatriz Futlik Mariani (00:15)

The Historical Legacy of the Brazilian Design Biennials From 2006 to 2015, in the Context of a National Design Public Policy

Cyntia Santos Malaguti de Sousa (00:15)

Exhibitions of
Brazilian Design in the
Interrelation Between
History, Memory, and
Political Actions
Mônica Cristina de Moura

Discussion (00:15)

(00:15)

<b>7 Sep</b> (thursday)	Auditorium + Garden + esad–idea + other	Lecture room 1.20	Lecture room 1.21	Lecture room 1.22
<b>15:30-16:00</b> (00:30)	Coffee Break			
<b>16:00-17:00</b> (01:00)	— Round table:  Displaying Research with: Alex Todd, Ana Sofia Cardoso, Ana Duque and Harriet Atkinson Garden			
<b>17:00-17:30</b> (00:30)	Coffee Break			
<b>17:30-18:30</b> (01:00)	Keynote Speaker Ex-Display: Design Exhibitions and their Traces Jane Pavitt (45 min.) Introduction by Maria João Baltazar (5 min) Q&A (10 min.) Auditorium			
19:00-22:00	— Oxford University Press Reception Cocktail Design Writing Prize and Student Essay Prize Award Ceremony Hosted by the Design History Society Museu da Quinta de Santiago			

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8 Sep (friday)	Atrium + Auditorium + Garden + other	Lecture room 1.20	Lecture room 1.21	Lecture room 1.22
<b>10:00-11:00</b> (01:00)		[P7] A Nation on Display: Landscapes, Luxuries, and Legacies in Irish Design Chair: Alex Todd The Plough and the	[P8] Exhibiting Graphic Design: Forgotten Histories and Curatorial Politics Chair: Joana Couceiro  Graphic Design Exhibitions in the German Democratic	[P9] Visualising Complexity: Exhibiting Science and Statistics in the Mid Twentieth Century Chair: Cat Rossi
		Donkey: A Message of Modernisation in the 1956 Irish Design Exhibition Muireann Charleton (00:15)	Republic of the 1950s and 60s Jeremy Aynsley (00:15)  Beyond the Canon: Curatorial Dilemmas in	Designing Science: The Display of X-Ray Crystallography in Post- War Britain Emily Candela (00:15) The Vienna Method in
		"Perfect Gems": Design, Taste and Display in Mid-Twentieth Century Ireland Angela Mehegan (00:15)	Exhibiting Forgotten Women Designers in Portugal Isabel Duarte (00:15)  Exhibiting Arabic Books	Data Alborz Dianat (00:15)  Will Burtin at the RCA:
		Legacy Letters: Towards a Methodology for Documenting the Graphic Heritage of Vernacular Shopfront	Online: Creative Curatorial Challenges in Digital Humanities Zeina Maasri (00:15)  Discussion (00:15)	Visual Aspects of Science Meets 1960s Popular Culture Teal Triggs (00:15)
<b>11:00-11:30</b> (00:30)	Coffee Break	Lettering of Ireland Dee Maher Ring (00:15)  Discussion (00:15)	Discussion (oc.15)	Discussion (00:15)
11: <b>00-11:30</b> (00:30)	Conee break			

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8 Sep (friday)	Atrium + Auditorium + Garden + other	Lecture room 1.20	Lecture room 1.21	Lecture room 1.22
<b>11:30-12:30</b> (01:00)		[P10] Collections, Research and Curatorial Strategies in Nordic Contexts Chair: Fiona Anderson  Design in the White Cube: An Exhibitionary Approach to Industrial Design in 1960s Norway Peder Valle (00:15)  Using Collections, Talking About Objects Joachim Allouche; Anders V. Munch (00:15)  Curating With a Place Staging Exhibitions and Crafting Glass Worker's Design History Christina Zetterlund (00:15)  Discussion (00:15)	[P11] The Exhibition as an Ideological Manifesto or a Vision of Tomorrow Chair: Bárbara Coutinho  The Social Museum of Barcelona: Exhibition Design as a Tool for Urban Transformation Xavier Acarín (00:15)  The Social Dreaming of GATCPAC Exhibitions. A Utopic Modus Operandi as Part of Spanish Republic Context, 1928-1939 Sara Coscarelli (00:15)  The Portugal 1934 Album: The "New Typography" and the Book as an Exhibition Space Sofia Leal Rodrigues (00:15)  Discussion (00:15)	[P12] Aldo Rossi. Design 1960-1997. A Conversation Through Disciplines Chair: Magda Seifert  City of Objects Chiara Spangaro (00:15)  Metaphysical Design Morris Adjmi (00:15)  Aldo Rossi Design - A Documentary Francesca Molteni (00:15)  Discussion (00:15)
<b>12:30-14:30</b> [02:00]	Lunch			
<b>13:30-14:15</b> (00:45)	— Film: Introduction by Francesca Molteni (5 minutes) Aldo Rossi Design (41 minutes) Auditorium			

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Atrium + Auditorium + Garden + other	Lecture room 1.20	Lecture room 1.21	Lecture room 1.22
	[P13] Publicising the Professions: Design and Architecture Chair: Grace Lees-Maffei 'The Man in the Middle': Advertising the Industrial Designer in the US Leah Armstrong (00:15) 'Why Employ Architects': The Architectural Press and Advertising Architects. Jessica Kelly (00:15) Architectural Publishing Between Publicity and Advertising: The Cases of Neue Werkkunst und Blaue Bücher Sarah Borree (00:15) Discussion (00:15)	[P14] Feminism, Gender Inequality, and Design Chair: Yasmine Taan  Design in Advertising for Menstrual Hygiene: An Analysis of Camelia Brand Ads (1930-1990) Fernanda Luiz Magalhães; Leandro Manuel Reis Velloso (00:15)  Beyond the Utopian Promise: A Comparative Analysis of the Failed Gender Equality in the Federal Art Project and the Bauhaus Katie Krcmarik (00:15)  Displaying the Excluded: The Clash Between the HfG Ulm's Democratic Ideals and the Reality of the Admission Practices Maya Ober (00:15)  Discussion (00:15)	[P15] Exhibitions Behind the Iron Curtain Chair: Marta Filipová  Furniture Exhibitions in the People's Republic of Poland. The Battlefield of the Society, Industry and Communist Power Julia Błaszczyńska (00:15)  Design Within and Outside Cold War Narratives: An Exchange of Exhibitions Between Estonia and Finland in 1960-1961 Triin Jerlei (00:15)  A Momentous Experiment: Brno Biennale '68, the 'Exhibition of Exhibitions' Jennifer McHugh (00:15)  Discussion (00:15)
Coffee break			
	+ Garden + other	P13   Publicising the Professions: Design and Architecture   Chair: Grace Lees-Maffei	Formal Professions: Design and Architecture   Chair: Grace Lees-Maffei

8 Sep (friday)	Atrium + Auditorium + Garden + other	Lecture room 1.20	Lecture room 1.21	Lecture room 1.22
<b>16:00-17:00</b> (01:00)		[P16] Staging Complexity and Displaying Tensions Chair: Alice Semedo  Tearing Down Three Pillars of a Narrative: History, Authorship and Canon in the Curatorial Discourses of Design Verónica Devalle (00:15)  Display Design Between Past and Present: Exploring Display Typologies at Designmuseum Danmark Ane Pilegaard; Pernille Stockmarr (00:15)  Curating Design and Science Leslie Atzmon (00:15)	[P17] De-centring the Design Exhibition Chair: Jane Tynan The Dress Parade of 1933: An Event That Came to Define Norwegian Fashion History Janne H. Arnesen (00:15) Ephemeral Representation: Examining Collections of Black Film Posters Amanda Horton (00:15) Displaying Design on Film: Collections as Capital Marilyn Cohen (00:15) Discussion (00:15)	[P18] The Return of Willows: Design, Materiality, and Display of the Willow Pattern in Asia and Beyond Chair: Ana Sofia Cardoso  Blue Willow in the Clouds: The Architectural Reuse of Willow Ware in India Heeryoon Shin (00:15)  The Competing Rhetoric of Ornamentation and Materiality on Nguyen Monuments William Ma (00:15)  Blue Willow as Meta-Chinoiserie Ellen Huang (00:15)  Discussion (00:15)
<b>17:00-17:30</b> (00:30)	Coffee break			
<b>17:30-18:30</b> (01:00)	Keynote Speaker Pioneering Women on Display: From Arts and Crafts to Portuguese Design Exhibitions [1955-1974] Maria Helena Souto (45 min.) Introduction by Joana Couceiro (5 min) Q&A (10 min.) Auditorium			
20:00	— Gala Dinner (booking required) Terminal de Cruzeiros			

9 Sep (saturday)	Atrium + Auditorium + Garden + other	Lecture room 1.20	Lecture room 1.21	Lecture room 1.22
<b>10:00-11:00</b> (01:00)		[P19] Exhibitions of Design and Museography Chair: Helena Barbosa  Contributions Towards Plurality in Portuguese Design History: Exhibitions and Literature Accessible to General Public Maria Bruno Néo; Luís Mendonça; Susana Barreto (00:15)  Unmapping the World: An Exhibition on Critical Cartography Displaying Design as a Poetic Form of Resistance Nuno Coelho (00:15)  The Making of a Virtual Public Science Portal About Gendered Design in STEAM From the Souths: Co-designing to Exhibit and Exhibiting to Co-design Dominique Marshall; Chiara Del Gaudio; Raquel Noronha Amie Wright (00:15)	Contemporary Perspectives on Curating Design From the Former Socialist Countries Chair: Sarah Lichtman  Retrotopia: Design for Socialist Spaces Claudia Banz (00:15)  Constructing a History of Socialist Bloc Design Mari Laanemets (00:15)  Exhibiting Soviet Design: Beyond Propaganda and Nostalgia Alyona Sokolnikova (00:15)  Discussion (00:15)	[P21] Marketing Modernity: Commercial Design and Architecture Between the Wars Chair: Sally Huxtable  The Stand the Prince Admired – The Impact of Display Practice on British Commercial Exhibition Design During the 1920s Kerry Meakin (00:15)  Locating Exhibition Design as a Means of Marketing Architectural Modernism in Inter-War Britain Vanessa Vanden Berghe (00:15)  "Rationalisation" and the Professional Formation of Advertising Design in 1920s Japan Yongkeun Chun (00:15)  Discussion (00:15)
<b>11:00-11:30</b> (00:30)	Coffee break			

Feminist festival for design and publishing Event Presentation by Futuress and Calota Esférica Auditorium

9 Sep (saturday)	Atrium + Auditorium + Garden + other	Lecture room 1.20	Lecture room 1.21	Lecture room 1.22
<b>11:30-12:30</b> (01:00)		[P22] Unveiling Design: Perspectives on Reviewing, Curating and Criticizing Museum Exhibitions Chair: Sandra Senra  Challenging the Victoria and Albert Museum Collection: Approaches to Curating a Permanent Gallery Maude Willaerts; Johanna Agerman Ross (00:15)  Encountering the Collection: An Exploration of Paisley Museum's New Permanent Ceramics Display. Katy West (00:15)  Displaying Korean Design: The Samsung Gallery of Korean Art at the Victoria and Albert Museum, London (1990-1993) Zara Arshad (00:15)	[P23] Refuse to Disappear: Graphics on the Street Chair: Ana Raposo  Political Propaganda Murals in the City of Olinda in 1982: Communication Design and Shared Discourses in Urban Space Amélia Paes; Silvio Barreto Campello; Helena Barbosa [00:15]  Remembering La Otra Grafika: Uses of Zapatista Graphics in Brasília, Brazil (2006–2013) Tai Cossich (00:15)  SHOUT! Ephemeral Graphic Works for People and Planet in the Anthropocene Michael Ellsworth; Raya Leary (00:15)  Collecting and Displaying Letterforms: From 19 <sup>th</sup> Century Ephemera and Hand-Made Signs to	[P24] Commerce and Culture in 19th Century Design Displays Chair: Kjetil Fallan  Remembering and Remaking French Design: Second Empire Metalwork Amy F. Ogata (00:15)  Women's Work: Design on Display at the Centennial Fair Hsiao-Yun Chu (00:15)  Arts and Craft on Display. Women in Trade and the Model Room in 1870s Sweden Elin Manker (00:15)  Discussion (00:15)
			<b>Digital Platforms</b> Priscila Lena Farias (00:15)	
<b>12:30-14:00</b> (01:30)	Lunch		Discussion (00:15)	
<b>13:30-13:45</b> (00:15)	— ETCETERAS			

9 Sep (saturday)	Atrium + Auditorium + Garden + other	Lecture room 1.20	Lecture room 1.21	Lecture room 1.22
<b>14:00-15:00</b> [01:00]		[P25] Shaping Spaces and Performing Lifestyles Chair: Emanuel Barbosa  "Stack-it-High, Pile-it-up, and Sell-it-low": The Founding Years of Crate & Barrel Dana M. Lamparello (00:15)  Displays and Stage Design at IKEA (1960s-1980s). Tomas Jelinek and his Learning From the Viennese Rebecca Carrai (00:15)  The Kenwood on the Counter: So Much More Than a Mixer Alice Naylor (00:15)  Discussion (00:15)	[P26] Colonial Displays  — Decoding Curatorial Narratives and Agencies Chair: Teresa Fradique  Colonialism and Curation: The Unmaking of Delhi Durbar Exhibition of 1903 Vinod Bhatia (00:15)  Seen From a Distance: Malayan Reporting on the Empire Exhibition, Scotland, 1938 Jesse O'Neill (00:15)  The Curiosity Cabinet as a Post-Colonial Exhibition Design Practice Abbie Vickress; Sakis Kyratzis (00:15)  Discussion (00:15)	[P27] Crafting Culture: Textiles, Crafts and the Construction of National Identities Chair: Elli Michaela Young  Works in Thread and Israeli Art Textiles in Transition Noga Bernstein (00:15)  "Old Copper New Soul": Promoting Crafts in 1950s Turkey Bahar Emgin (00:15)  National Identity on Cloth: Australian Textiles From 1988 In European Collections Jo Pilcher (00:15)  Discussion (00:15)
<b>15:00-15:30</b> (00:30)	Coffee break			

## **Day 03**

**9 Sep** (saturday)

Atrium + Auditorium Lecture room 1.20 + Garden + other

Lecture room 1.21

Lecture room 1.22

**15:30-16:30** [01:00]

[P28] Dollatry, Researcherianism & **Artyance.** Curating **Design and its Quasi-**<u>alterities</u>

Chair: Eduardo Côrte-Real

**Dollatry:** Displaying **Human Likeness** 

Freyja Hartzell (00:15)

**Incorporating Research Praxis in Exhibition Spaces, Annet Couwenberg's Sewing Circles 2021 Exhibition** 

Lori L. Rubeling (00:15)

**Design History's Funhouse: The Ornament** Museum and Vienna 1900

Eric Anderson (00:15)

**Discussion** (00:15)

[P29] Promoting the Local, the National and the Future: US American **Design Promotion in the** 1960s and 1970s

Chair: Dora Souza Dias

**Formalising Informal Folk Traditions: Mechanisms** of Distributed Display, and Instruction in Foxfire Magazine

Craig Martin (00:15)

"Federal Design Matters": **Promoting the US Federal Design Improvement Program** 

Jennifer Kaufmann-Buhler (00:15)

Futurama 1964: General Motors and the Art of **Corporate Curation** 

Monica Penick (00:15)

**Discussion** [00:15]

**16:30-17:00** [00:30]

**Coffee break** 

**17:00-18:00** [01:00]

**Keynote Speaker** Afrika and Design: The **View from the South** 

Saki Mafundikwa

(45 min.) Introduction by Emanuel Barbosa (5 min) Q&A (10 min.)

**Auditorium** 

**18:00-18:30** [00:30]

**Closing remarks** Big Reveal: DHS 2023 conference theme and convenors announcement **Auditorium** 

**Day 04** 

#### **Sites:**

- Casa do Design
- Casa de Chá
- Piscina das Marés
- Quinta da Conceição
- Douro riverside
- Torre dos 24
- Museu Romântico
- Fundação Serralves

#### 10 Sep (sunday)

10:00-17:30 **City Tour Displaying Sites** 

Matosinhos and Porto (booking required)



#### How to get to ESAD

ESAD (College of Art and Design in Matosinhos) Avenida Calouste Gulbenkian, 4460-268 Senhora da Hora

#### By Aeroplane

From Francisco Sá Carneiro's Airport to ESAD is a 10-minute drive by car.

Metro takes 40 minutes from the airport metro station to ESAD. Look for the Blue line "Estádio do Dragão" and leave at "Senhora da Hora" station. Then, change to "Senhor de Matosinhos" and leave at the "Estádio do Mar" station. From there, ESAD is a 5-minute walk.

#### By Bus/Train

From "Campanhã" metro station (Porto) look for "Senhor de Matosinhos" direction and leave at the "Estádio do Mar" station. From there, ESAD is a 5-minute walk.

It's a 30-minute distance by metro and 15 minutes by car.

#### **Main Contact**

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#### **Hotels in Matosinhos**

#### **Hotel Porto Mar (3 Stars)**

Address: Rua de Brito Capelo 169,

4450-073 Matosinhos

**Telephone number:** +351 22 938 2104

+/- 89€ p/ night in September

#### Sea Porto Hotel (4 Stars)

Address: Avenida Dom Afonso Henriques 354, 4450-009 Matosinhos Telephone number: +351 22 766 7877 +/- 105€ p/ night in September

#### **Urban Hotel Amadeos (3 Stars)**

Address: Rua Conde Alto Mearim 1229,

4450-036 Matosinhos

**Telephone number:** +351 22 766 6486

+/- 120€ p/ night in September

### Four Points by Sheraton Matosinhos (4 Stars)

Address: Rua Sousa Aroso 188,

4450-084 Matosinhos

**Telephone number: +351 22 976 7920** 

+/- 122€ p/ night in September

#### **Eurostars Matosinhos (4 Stars)**

Address: Rua Heróis de França,

4450-159 Matosinhos

Telephone number: +351 22 004 8100

+/- 169€ p/ night in September

#### **Hotel Valentim (3 Stars)**

Address: Rua Heróis de França 263,

**4450-155 Matosinhos** 

**Telephone number: +351 22 938 8015** 

+/- 85€ p/ night in September

## **Team**

#### **Promoted by**

**Design History Society** 

#### Organized by

**ESAD - College of Art and Design** esad—idea, Research in Design And Art

#### Convener

Maria João Baltazar

#### **Co-conveners**

**Emanuel Barbosa** Joana Couceiro **Magda Seifert** 

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