

Transcending boundaries: design immersion & immersive design

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Abstract

We are entering the second digital revolution. The first one glued us to our little and big screens, and the second one will liberate us from these to get us reconnected with the physical world in meaningful, beautiful ways.

As an educator, I believe that for emerging designers to thrive in the 21st century, it is crucial to be immersed in diverse cultures. Cultural immersion stimulates creative curiosity and inventiveness, empathy and purpose. This teaching philosophy is exemplified by ArtCenter's international engagement through projects like the Testlab Berlin series of semester-long studio abroad programs in the German capital and through initiatives like the recent Fresh Eyes Cuba project in collaboration with ISDi—transformative experiences for students and faculty alike. Transcending boundaries is also the graphic design curriculum I developed at ArtCenter: it is fusing print and packaging, motion and interaction design into Transmedia Design. This innovative program is razing traditional boundaries separating designer, artist and curator. It entails working across both emerging and traditional media —everything from data visualization to interactive spatial installations—to create effective visual communication and emotionally resonant experiences. In my professional creative practice Ueberall International, I am creating exhibitions and large-scale public artworks that dissolve the line between the built environment and a layer of dynamic and often interactive media. I call this approach Mediatecture—this is where media becomes the architecture. I will introduce here award-winning projects that are driven by a curiosity for exploring a new relationship between people, space, and dynamic media.