

Welcome
to the DIA'21
on July 8th, 2021, at 6:00 p.m.

by Prof. Achim Hack
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of the Hochschule Wismar
University of Applied Sciences
Technology, Business and Design



» **Prof. Achim Hack from the foyer**

Dear students of our faculty,
dear guests, families, sponsors and friends,
dear Magnificence,
Distinguished Spectabilis,
honored colleagues
dear staff members

I would like to welcome you to the opening of our 16th annual exhibition "DIA'21" at our Faculty of Architecture and Design.

15 years of DIA have passed and I am standing here today at the place where in the past the dean proudly presented an exhibition of creative approaches, filled with emotions and affects, which reflect the diversity, colorfulness and variety, as well as the joy and the struggle for design of future designers and architects.

But this time everything is completely different, I am standing here in front of this empty room, the invited guests are sitting at home at their screens, the works are to be admired elsewhere or in the digital world, even the glass of champagne immediately afterwards everyone has to organize themselves.

But where are the many works from all fields of study of the faculty, from Architectural Lighting Design, Architecture, Interior Design, Communication Design and Media, Product- and Jewelry Design which have been created in the course of the past year and which certainly deserve to be made accessible to a broad public?

The time of the pandemic has changed many things.

The way we teach, the way we learn, the way we study, the way we experiment, the way we argue and the way we present.

A lot has changed, the most important things have remained and a lot of new things have been added.

So has our annual exhibition, which has become a tradition, evolved out of our House 7 here on campus.

The DIA'21 has come to wherever our guests, supporters, families and friends are, to Wismar's historic center, to the harbor, to the Kurt-Bürger Stadium and to your home in your living room or wherever you happen to be.

By the way, this is one of the benefits of such an unsteady time, which on the one hand demands a lot from us, but on the other hand has also given us one or the other lesson in flexibility and mediality.

So it is with pleasure that I invite you to accompany me on a tour of the DIA'21, to visit the places where this year's work can be found, and to realize with me that many a challenge is also capable of producing innovations, can bring about new collaborations, and not only requires new formats, but is also able to promote them in a pleasant way.

My thanks therefore go to all the supporters of this year's annual exhibition, first and foremost the Hanseatic City of Wismar for the friendly provision of the special exhibition areas of the Schabbell Wismar, the business people and families who have made their windows and displays available, again the Hanseatic City and FC Anker Wismar, who have provided us with the Kurt-Bürger-Stadium and the student club Block 17 e.V., which again, as last year opens its portals and channels to us to transmit our DIA party to your living rooms.

» **Prof. Achim Hack from the Schabbell**

Follow me at the beginning of our round to the work show in the Schabbell, the home of the historic Museum of the Hanseatic City of Wismar, where we are able to show more than 50 student works and graduation projects from three semesters on an area of about 150 square meters since June 6th. These include architectural designs, illustrated books, comics, design objects, photographs, video clips and interactive infographics from the courses of study Architectural Lighting Design, Architecture, Design with the fields of study Product and Jewelry Design, Interior Design, and Communication Design and Media.

I hope you will enjoy strolling through the exhibition, viewing and discovering, browsing or delving into the smallest details.

The works shown developed during the winter semester 2019/2020, summer semester 2020 and winter semester 2020/2021 in the design Bachelor, Diploma and Master's programs at the University of Wismar corona-related partly at home at the desk, partly in the studios and workshops on the university campus.

Working titles such as "Aber bitte mit Abstand" ("But please keep your distance"), "Eutiner Schloss" ("Eutin Castle"), "Japanische Mythologie" ("Japanese Mythology") or "Spielart" ("Variety") show the diversity of the topics.

From the special exhibition area in the attic of the Schabbell, from the connectors to the vaulted cellar, the exhibits are shown.

If you walk through the rooms here you will surely notice the diversity of cultures, our students come from all over the world and enrich their studies and teaching through the influence of the traditions and ways of doing things of their home countries. With all the diversity of subjects, the independence of the students, the individuality of the personal prerequisites, all of the works are based on the

process of finding artistic ideas, the exact and laborious technical elaboration, and at the end the challenge of a convincing media presentation of the project results.

Go on a journey of discovery, make your own picture and your own thoughts. And if you don't have time to visit the Schabbell today or tomorrow, or if admission restrictions prevent you from visiting for the time being, or if you are simply not in Wismar, you still have time to admire the works until August 22nd, or you can get a small impression of the quality of the works via video stream on Saturday morning.

» Prof. Achim Hack from the window show

Of course, not all works created by our students in the past semesters have found a place in the Schabbell.

It would be quite a pity after the long time of seclusion and quiet work in the lonely student room not to be allowed to present the results to the public.

A considerable number of Wismar business people and private apartment owners have made their first floor windows available to show at least a small impression of the colorfulness of the study results and projects.

Go on a journey of discovery through the historic center of Wismar, through the harbor area between Holzhafen and Westhafen and get your own impression of the variety of characters and personalities of our students.

Perhaps it is also the different points of view, the diversity, because each prospective artist or designer brings his or her own special background, his or her own individual imprint and inclinations in the respective development process.

Perhaps you will recognize the individual talents and the specific approaches, techniques and possibilities or also the peculiarity of the creative disciplines under their very special point of view the exhibited works were created.

Perhaps you will even look so closely that you will notice the specialty of the work processes with which the individual project work was done.

The window show has already been on display in Wismar since the beginning of the week and will continue to be admired in the windows of the Hanseatic city until Saturday.

» Prof. Achim Hack about the DIA digital

But the result is not everything. The process, the development, the doubts and challenges are the essential factors that distinguish a creative work from a fixed idea. The substance, the basis on which the respective works are developed are the breeding ground for real innovations, which do not only produce themselves complacently and affectedly, but offer a real added value for the society as well as the environment affected by it.

The appropriate technical and design fundamentals, as well as the theoretical background, will turn a gifted freshman into a self-confident, competent and responsible designer personality in the course of his or her studies.

Under the title DIA'21: analog, digital, critical,

the traditional annual exhibition of the Faculty of Design "DIA" will be presented simultaneously online and offline with four event formats.

With workshops and guest lectures, a living room concert in livestream, get-togethers in Mozilla Hubs spaces, exhibitions in public and museum spaces and self-reflective questions, an open and self-critical program has been created for all interested parties. Be excited for program topics such as "Aloha Campus" – What has happened in a year and a half of digital higher education?, "Support your local..." – How are faculty engaging with their hometown? Or "What's the point of design fundamentals?" – Is our teaching still up to date? and dive with us into the world of thoughts of future designers, join the discussion or follow us comfortably on the video stream.

All program points with the corresponding links to video streams and forums can be found on the website of our faculty at fg.hs-wismar.de/dia. Many of the contributions can be found afterwards on Youtube as a canned version.

» **Prof. Achim Hack from the roof terrace**

This is where a cheerful jazz band should be playing, students or caterers should be serving a bite to eat and, above all, a glass of champagne should be served to the guests at the opening.

This year everything is different, this year we have to be flexible and come to terms with what is happening.

Nevertheless, I would like to welcome you all from the bottom of my heart and toast virtually with you to a successful DIA'21.

The DIA will certainly be a success, it will definitely be different this time, more spontaneous at any rate, more surprising anyway and perhaps more interesting as well, since a multitude of new formats and innovative ideas will noticeably enrich the program and complete the usual exhibition in an exciting way.

All of this takes work, time and effort, which must be provided by a large number of helpers, committed people, idea generators and doers.

My thanks therefore go to all those who have enriched this DIA with their contributions, who have decisively influenced the quality of the presented works and actions through their support, who have promoted the implementation of the projects and workshops through their support, or who have made the realization of this event possible through their tireless efforts.

I hereby officially open the DIA'21

and, this time without inviting you to a glass of champagne, I would like to draw your attention once again to a selection of program items for the coming days.

At the Schabbell, the DIA'21: Werkschau der Fakultät Gestaltung can be seen until August 22nd during the usual opening hours.

In the shop windows of the city, the DIA'21 window show is still open until Saturday.

Afterwards, the DIA'21; Digital, begins daily from 18:00 with workshops, lectures and discussions.

Tomorrow from 09:00 we invite students from participating universities to the workshop "Design and Social",

tomorrow evening from 19:00 the "Block 17" organizes a living room concert on behalf of the student body of the faculty and afterwards we meet for a nightcap under Mozilla Hubs.

On Saturday at 11:00 the hangover breakfast online starts followed by a Saturday roast and also on Saturday at 12:30 the graduates of the last two years meet at the Kurt-Bürger-Stadium for the presentation of certificates and a ceremonial farewell.

The program will close at 20:00 on Saturday with the Dean's final words.

I would be happy if you are still with us then.

I wish you a nice DIA'21, a lot of fun and interesting impressions.

