

# 10+ MEDIA PROJECT

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## WANTED

Designers from the new EU member countries:

Estonia, Lithuania, Latvia, Poland, the Czech Republic, Slovenia, Slovakia, Hungary, Cyprus, Malta for an exhibition at the „Designmai“ in Berlin.

## INTRO

I would like to introduce the media project 10+ that is going to be exhibited at the „Designmai“ in May 2004 in Berlin. The main theme given to the Berlin Designmai 2004 is called „EU+“ to encourage public discussions on the significance of EU expansion with the entry of 10 new countries with focus on the design landscape. The planned Exhibition EU+ will introduce protagonists from these countries' design scenes. For further information please take a look at [www.designmai.de](http://www.designmai.de)

With the media project 10+ I am going to invite designers and design theoreticians to give their opinion on EU enlargement and its wider implications. The presentation form will be a video of each protagonist in their native language, subtitled in English. All the videos will come together in an installation, probably a kind of video wall. If you are a potential protagonist for my project, please have a closer look at the following pages, where I explain the discourse and the procedure.

Do not hesitate to contact me for further questions.

Vera Franke, 02.02.2004

Mail: [contact@10plus.info](mailto:contact@10plus.info)

## SURVEY

The following questions should lead you into the discourse and give you an idea to talk about. Take them as an inspiration and do not feel obliged to answer them all exactly. Bearing in mind the nature of the project it is interesting to get an idea about your person, your background, the situation of your country and your opinion on EU expansion. Talk to us on video freely in your native language for 5-10 minutes.

Please have a look at the example and read the technical instruction beforehand.

## PERSONAL

What is your name? Where are you from? How old are you?

What is your exact profession, your field of work, your main interest?

## SITUATION OF YOUR COUNTRY

How is the situation in your country concerning the design landscape?

How accepted is design as a profession?

Is there a so called design scene and do you have good networks?

What are nowadays the main fields of work for designers in your country?

Are there many possibilities to study design?

How old or young is the design tradition in your land?

What, if any, are relationships between traditional handcrafts and modern design?

What is the influence of other countries, is there any design direction you look at?

What is the public perception of design in your country,

Does there any design fairs, exhibitions, festivals etc. exist in your country?

PROSPECTS

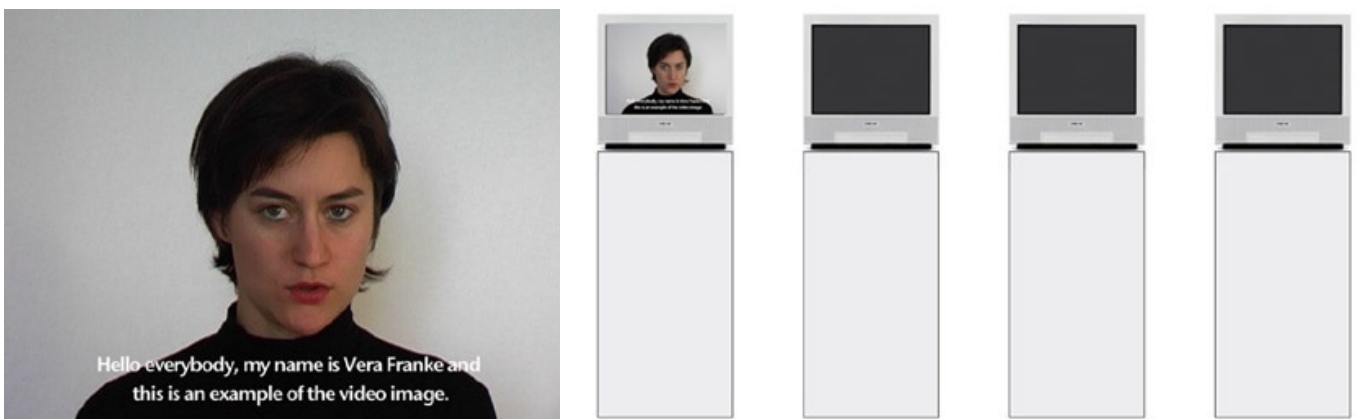
What do you expect from entering the EU concerning the design landscape in your land?  
 Do you think that the importance of design will increase regarding the competition with other countries?  
 What about the product design made in your country: do you think it will be successful in export?  
 Do you suppose there will be a development in the fields of service design, web design and communication design?  
 Do you think the job situation for designers in your country will improve?  
 What is your opinion about the possible settlement and investment from companies from richer EU countries?  
 Will this influence improve the quality standards of design?

RISKS

Are you frightened of an invasion from foreign companies that will eat the smaller factories?  
 Do you think, this invasion or even an American influence will change your cultural way of life for the worse?  
 Will your country be able to survive in the competition of the European market?  
 ....  
 If you have more interesting discussion points to add, please let me know.

TECHNICAL INSTRUCTION

To participate in this project I ask you to sit in front of a videocamera and give your opinion about max. 5-10 minutes. Choose a position very similar to the given example (see below). That is important to get a good overall image in the installation. The distance between you and the camera should be about 1 meter, natural light from the front. Please do not wear clothes with stripes or patterns, that create a moire effect. Choose a neutral background and take care of the sound quality. Before starting to talk, please wait about 10 seconds. Please send the videocassette by post and add the translation of your words in English. I am not going to cut the tapes, because I will not understand your words! I will subtitle the video in English following your translation.  
 It has to be clear, which part from the cassette I have to use. Please do not interrupt the timecode, that the camera automatically writes on the tape. Please use a digital video camera with mini DV cassettes and choose the normal PAL TV format.  
 Send me the cassette + text by March, 15th 2004 to the University address, get in contact with me beforehand.  
 The installation will be shown in the exhibition EU+ during the Designmai in Berlin, May 6-30th 2004.



Example of the video image and diagram of the installation.

## CONTACT

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Send me the cassette + translation text by March, 15th 2004 to the following adress:

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Further infos about the Designmai festival:  
[www.designmai.de](http://www.designmai.de)