

University of Arts and Design Karlsruhe

HfG

Staatliche
Hochschule
für Gestaltung
Karlsruhe

**Exhibition Design
and Scenography
Communication Design
Art Research
and Media Philosophy
Media Art
Product Design**



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HfG Karlsruhe
Photo: Evi Künstle

Karlsruhe University of Arts and Design

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A unique combination of artistic, theoretical and applied courses makes studying at the Karlsruhe University of Arts and Design (HfG Karlsruhe) particularly versatile and exciting.

HfG presents itself as a new kind of art university by linking together Communication Design, Product Design, Media Art, Exhibition Design and Scenography, Curatorial Studies and Dramaturgical Practice, Art Research and Media Philosophy. It presents itself as an “electronic Bauhaus”.

Heinrich Klotz, Founder of HfG

From the very beginning of every course, the project work is always practical and often interdisciplinary. Thereby, the training concept at HfG offers students an optimal combination of theory and practice. Furthermore, HfG's cooperation with the neighboring ZKM | Center for Art and Media Karlsruhe illustrates the university's interdisciplinary orientation. The internationally renowned professors and artists offer excellent teaching and represent HfG's international profile. Fully equipped studios and workshops guarantee the students an exceptional and innovative training.

The trademark of HfG is the building itself. Together with ZKM, HfG is located in what used to be an industrial building. Atriums, galleries and adjoining rooms offer unique working, event, and exhibition opportunities. On the university's premises, high-tech and fully equipped studios and workshops are available to the students.

Founded in 1992, HfG offers excellent study conditions to around 400 students and, as one of very few universities in Germany to still do so, awards the German Diploma and Magister degrees, as well. With these degrees and versatile, project-oriented studies, HfG graduates leave well-prepared and qualified for the professional world.

Further information concerning HfG can be found at www.hfg-karlsruhe.de. The latest HfG news can also be found on our Facebook, Twitter and Instagram Accounts. At the end of the summer



semester and during the HfG's annual exhibition "Rundgang" in mid-July, the students' works and projects throughout the last two semesters will be presented to the public.

Prof. Peter Weibel, Director of ZKM | Center for Art and Media Karlsruhe.

"Three places of modernity where art is understood as a universal and visual medium: the Bauhaus, the Ulm School of Design, and the Karlsruhe University of Arts and Design. Here is where fine arts architecture, design, media and stage are all interdisciplinary designed."



HfG – Learning content, learning processes ...
Photo: Hannah Cooke

Studying at HfG

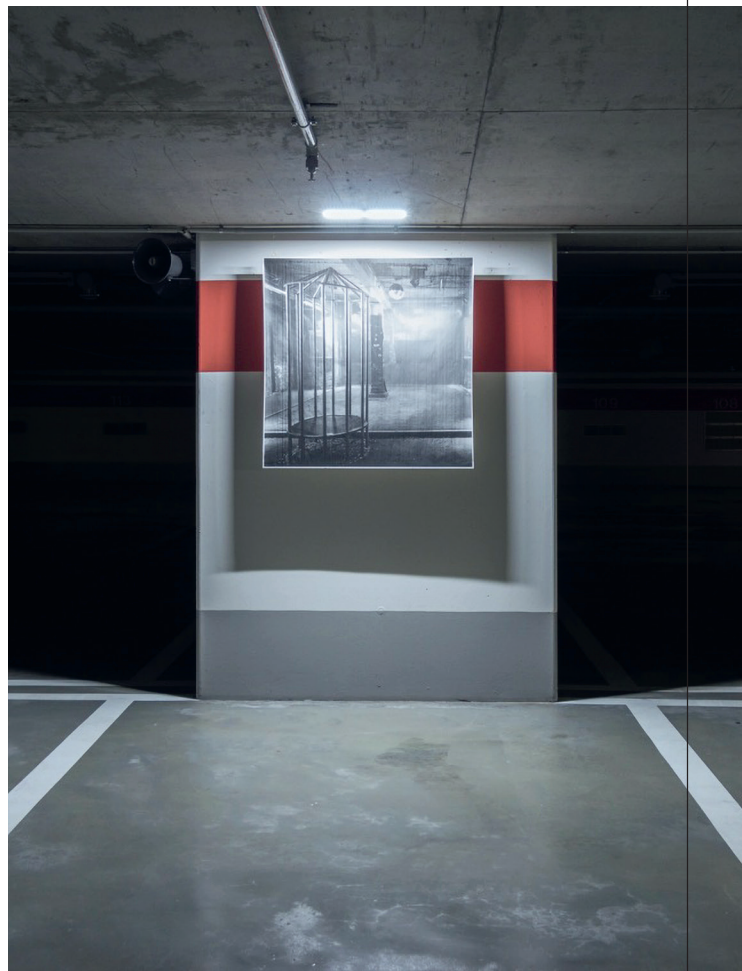
HfG understands itself as a “school of independence and self-reliance”. Being open to diversity, along with cross-media interaction of theory and practice are the guiding principles of learning and teaching at HfG – a winning formula for success and for an exciting and promising study full of opportunities. Plenty of freedom is given to the students, allowing them to organize their studies around their needs. Project-based studies encourage transdisciplinary learning. This allows all students from all departments to work together on practical, real-world tasks. Every student receives an academic and professional education through the offered courses, seminars, workshops, excursions and lectures.

At HfG, each professor is assigned to supervise a small group of around 20 students. Small groups and project-oriented work allow for one-on-one teaching and direct instruction. By regularly hiring new professors who work on a limited contract, students are provided with an abundant amount of new artistic, creative and scientific ideas in the practical courses. Learning objectives, learning content and learning processes are constantly being redefined by the professors. In order to preserve the academic consistency needed at a university, however, a small number of committed professors has been permanently assigned to do so.

Contacts to outstanding experts from art and research, as well as the university’s cooperation with national and international institutions in the fields of theater, museum, art, design and film represent the university’s network. Students benefit from the cooperation through exciting and practical seminar projects. The international network of the university also includes a large number of partner universities in Europe and worldwide. At HfG Karlsruhe, a module based structure is avoided to allow students to organize their student schedule according to their interests.

The proof that the interdisciplinary training at HfG is practical and first-rate can be seen in the number of successful graduates who have been awarded with national and international awards.

Beatrix von Pilgrim, Former Professor of Scenography at Karlsruhe University of Arts and Design. “This is how a school should be – a living research laboratory with complementary disciplines, not too big, with personal contact.”



Exhibition Design and Scenography

Degree — Diploma in Exhibition Design
Diploma in Scenography
Internet — <https://adsz.hfg-karlsruhe.de>

Working with space is pivotal nowadays in the visual and the performing arts. The combination of exhibition design and scenography in a study program is an expression of fluid boundaries among spatial practice in various arts and media.

Exhibition Design combines artistic, curatorial and architectural decisions. The study of exhibition design focuses on the conception and composition of exhibitions in contemporary art, as well as archives and themed displays. In order to deal with theoretical issues an in-depth dialogue with Curatorial Practice will be offered alongside the practical development of exhibition spaces and architecture.

Scenography is understood as the practice of space production and sets a position between the traditional thespian fields of set design and stage direction. Scenographers operate in theater, film, and virtuality, or alternatively develop narrative spaces in form of installations, temporary architecture, choreography and performance. In a project-centered study, both classical and modern arrangements of theater are considered while developing and effectuating new forms of spatial production by negotiating the relations between space, content, viewer and time.

The chair of **Curatorial Studies** and **Dramaturgical Practice** is responsible for correlating and complementing the two fields of study in theoretical and practical issues, covering exhibition theory and exhibition history, theory and history of theater as well as dramaturgy and curatorial practice.



Communication Design

Degree — Diploma in Communication Design
Internet — <http://kommunikationsdesign.hfg-karlsruhe.de>

Designing communication means giving form to reality. But also, speculating about possible (and impossible) other realities with the means of communication. The students of the department are therefore encouraged to familiarize themselves with their skills in all areas of social life – be it through the design of books, posters, websites, films, exhibitions or campaigns, but also with actions, objects or »Design raw materials« such as typefaces, illustrations and photographs.

Through concrete project work, the study offers an intensive access to themes with more creative, artistic, but also sociopolitical relevance.

At all time, students have access to the university's versatile and fully equipped workshops and can create their ideas in almost any form. Here, manual work plays an important part. Another advantage to studying at HfG is the renowned designers from all over the world who visit HfG Karlsruhe to support the professors in each department. They conduct workshops and seminars, hold lectures and present state-of-the-art communication design to the student body.

The department's goal is to educate students to become independent designers. Students should not only learn how to fulfill contracts but also develop their own work and ideas. At HfG, it is not an unusual sight to see students of the department already beginning to run major projects, do contract work, or establish small agencies and galleries during their studies. This kind of "design entrepreneurship" is specifically supported by the department.

As the world is constantly changing and becoming a more global society, the practical studies at HfG offer students the opportunity to expand design beyond the field's traditional boundaries, allowing the field to develop further and giving students the potential to fundamentally change it.



Research Seminar
Critical Zones with
Bruno Latour
Photo: Michelle Mantel

Art Research and Media Philosophy

Degree — Magister/Magistra Artium (M.A.) in Art Research
Magister/Magistra Artium (M.A.) in Art and Media Philosophy
PhD (Dr. phil.)

Internet — www.hfg-karlsruhe.de

As indicated by its name, the Department of Art Research and Media Philosophy aspires to teach both image and text competence. Students have the option to choose between the two majors of Art Research and Philosophy. The other subject then becomes the minor subject.

Unlike traditional art history studies, the Art Research courses at HfG Karlsruhe offer a more methodical than purely historical approach to the field. The focus is on modern and contemporary art as well as on aesthetic theory. The department is also open to the aesthetic phenomena emerging beyond art, such as the imagery of the mass media and the consumer phenomena.

In the study of Media Philosophy, in addition to teaching the subject's traditional knowledge, current forms of media production are also explored and tested in social and political context. Another focus of research and teaching focuses on the intersection of cognitive science, knowledge economy and machine intelligence. The affiliation with Philosophy courses at a university of arts and design offers students the chance to analyze and practice philosophy in an artistic way. In cooperation with students of Media Art or the design courses, theory can easily be translated into real-life projects.

By cooperating with the Karlsruhe Institute of Technology (KIT) and the University of Heidelberg, the study programs at HfG have been significantly extended.

Since the study program is similar in structure to the former Magister programs at these universities, students have the freedom to develop their own personal study profile. On the basis of the Magister degree, a PhD in the fields of art theory, media theory and philosophy is also possible.



Wataru Murakami, A Mansion
– A West-East Introspection
Photo: Hannah Cooke

Media Art

Degree — Diploma in Media Art
Internet — www.hfg-karlsruhe.de

The study of Media Art not only offers its students an extraordinary artistic training with the latest media technologies, but it also gives students the opportunity to conduct research on where Media Art is heading in the future. For an innovative education, internationally renowned artists and culture producers are a must if the education is to have expressive qualities of different media formats. Beyond this, content and concepts need to be at the forefront of the education.

With its subjects like Digital Art/InfoArt, Film, Photography and Moving Image, the Department of Media Art represents HfG's artistic core. This extensive range is completed by the Sound Department and the 3D Lab.

Throughout the years, the Media Art Department has remained true to HfG's founding rector's original vision: Heinrich Klotz wanted to establish a long-term "electronic Bauhaus" at HfG. Innovative research and teaching are essential elements in HfG's Department of Media Art.

An important aspect of the department is that the disciplines have no set curriculum. Learning objectives, learning content and learning processes are constantly being redefined by each professor. This principle gives the entire Media Art Department a dynamic and innovative curriculum.

The Department of Media Art's studios are all state-of-the-art and fully equipped, enabling the student to be diverse in creating new productions. The main objectives of the training are for the students to learn the technical skills to create media art and develop their aesthetic judgement.

The field of Digital Art/InfoArt deals with the current information culture's revolutionary transformation. The phenomenon of data visualization is examined in a broad context. Following the principle of "Content driven technology", these fields are mainly occupied with network- and 3D-based real-time phenomena, often being applied artistically in public spaces.



The study of **Film** is not limited to the traditional narrative format of storytelling, but explores and develops new concepts and formats in the fields of documentary, experimental and auteur film. Film theory plays an important role in the student's education.

The field of **photography** is based on an extended photography concept and also includes installative and time-based formats; Thus, artistic working methods, such as artistic research projects, are discussed and developed, which not only test the possibilities of the medium as an imaging process, but also understand photography as media, social and historical practice and critically reflect it. Here, aspects of production and production conditions, of distribution and presentation of the photographs in the artistic context play a decisive role.

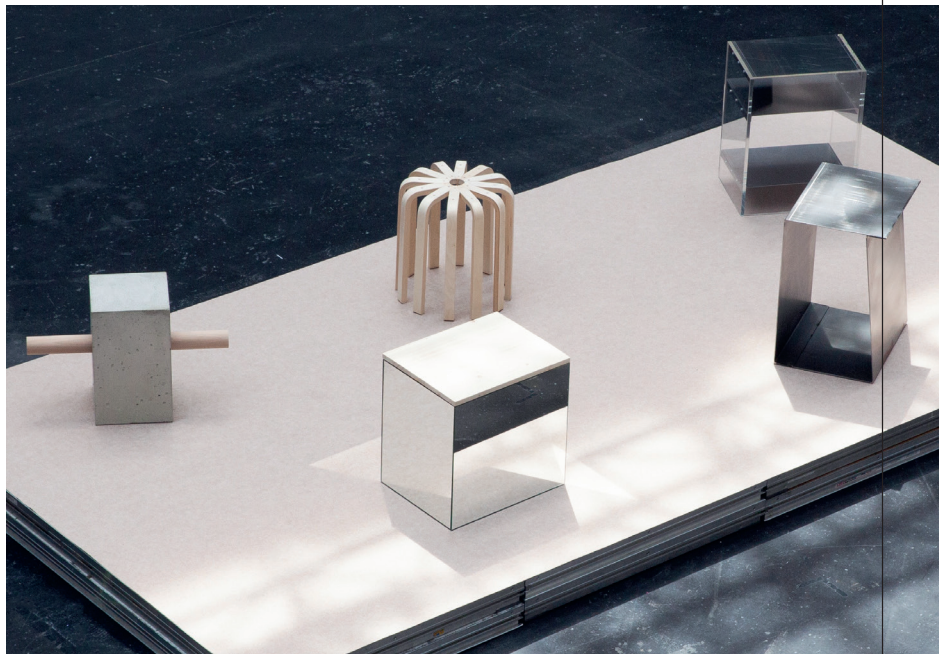
The study of **Moving Image** focuses on moving image installation and examines the technical, aesthetic, and post-production conditions, forms and poetics of moving images and their media, this especially includes taking into account the digital production. Along with the presentation mode, the curatorial strategies and meanings of exhibiting moving images are strongly integrated into the development process of the artistic work.

The **Sound Lab** is supplied by the different approaches of the interdisciplinary projects' diversity which can be divided into the areas of electronic and electroacoustic music, experimental radio play, sound installation and film sound. The focus is on the acoustic forms of play between art and media. Founded in 2003 to organize the activities and concerts outside of the university, the independent audiovisual label *ichiigai* are experts at fusing sound, music, video and art.

With the "Expanded 3D Digital Cinema Laboratory", Karlsruhe University of Arts and Design has an international exemplary research area on 3D, VR and artificial and artistic intelligence. In



combination with the “BEYOND” festival organized jointly with the ZKM, as a showcase for this research and the international symposium on “Future Design”, this specialization in the university is unique in the world.



Probing the Connection between
Function and its Framework
Project by Julius Bläser
Photo: Oliver-Selim Boualam

Product Design

Degree — Diploma in Product Design
Internet — <http://produktdesign.hfg-karlsruhe.de>
www.kkaarrlls.com

Product Design at HfG Karlsruhe focuses on the ever growing social need for contemporary design in private households, public space and the working environment. Therefore, this subject deals with the socio-cultural change in a unique way. Along with the classic design for serial production, product designers are expected more and more to work conceptually, consider and critically reflect on the diverse conditions of our industrial culture.

From the very beginning of the degree program, the key focuses have been to offer interdisciplinary training and realistic project work. In the context of this particular degree program, intuitive and emotional access to the task at hand is encouraged and supported along with teaching the basics. To ensure a strong foundation in the subject matter, projects are designed to offer students new perspectives on the subject, new forms of presentation, and resource management skills.

With the platform [kkaarrlls](http://www.kkaarrlls.com) the department has a showcase for programmatically strong positions of student's works or, for example, for cooperation projects with industrial partners.



Orientation Day 2017
Photo: Isabel Koch



Workshops, Studios and Library

Workshops — **Construction Workshop** including wood, metal, electronic manufacturing, plastic, porcelain, welding shop, **Electrical Workshop**, **Screen Printing Workshop**

Studios — **Film Studios**, **Photo Studio and Lab**, **Sound Studio**, **Large Media Cube**, **3D Lab**

Other — **Media Center**, **Library**, **Central Loan Store**

HfG's practice-oriented training is also reflected in the fully equipped workshops and studios, allowing students create practically any kind of project. The workshops and studios' various introductions lay the foundation for the professional implementation of the student's individual projects.

Prototypes developed during the degree program come into existence in the workshops under expert guidance. This could include the creation of a piece of furniture, a simple lamp, a unique ceramic piece, hand-printed posters, or a Solar Cycle. Literally anything is possible. The students' ideas are always in the main focus and their realization is achieved through teamwork.

The HfG's focus on new media is best reflected in their state-of-the-art and fully equipped studios for film, photography, sound and 3D. Not only does HfG offer students the latest technology, analog formats are still offered in the training, as well. One of the university's highlights is the multifunctional **Large Media Cube** which is equipped with latest lighting technology, sound and recording systems. With its state-of-the-art equipment, this studio creates excellent environments for concerts, performances, theater, lectures, and filming.

The Library is available to HfG students for research and scientific work. Its extended inventory includes currently approx. 70,000 books, videos, and recordings and still continues to grow. Thematically, the library focuses on the fields of media theory, art history, design, architecture, media art and new music. The entire collection is freely accessible and offers a wide range of reliable sources for intensive research.



Students at the Annual Exhibition
Photo: Hannah Cooke

Application

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Applications to study at the Karlsruhe University of Arts and Design (HfG) are accepted in spring of each year. The exact dates will be published on the HfG- website: www.hfg-karlsruhe.de/en/studium/bewerbung/

Studies always begin in the winter semester.

Admission takes place after the entrance examination has been successfully completed.

Application documents are available on the university's website: <https://www.hfg-karlsruhe.de/en/studium/bewerbung/>

Student counselling sessions are offered in all departments and appointment dates are published on the website.

Related Questions will be answered by the Student Secretariat.

Anne Niemetz, Media Art graduate, Senior Lecturer from the Digital Media Design Department at the Victoria University in Wellington, New Zealand. "I recommend driven, curious and open-minded people who have a thirst for knowledge to study at the Karlsruhe University of Arts and Design."

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Logo lamp
Photo: Hannah Cooke

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