

Jerusalem Design Week 2019 announces an open call for designers

Jerusalem Design Week, initiated by the Hansen House – Center for Design, Media and Technology, and promoted by the Jerusalem Development Authority and the Ministry for Jerusalem and Heritage and supported by the Jerusalem Foundation, will operate this year under the theme of “EAST” between the 13th–20th of June, 2019 at the Hansen House in Jerusalem.

In its fourth international edition, JDW continues to be Israel’s leading public design event, with over 22,000 visitors, 150 participating Israeli and International designers in over 40 events, exhibitions and installations, and new collaborations with leading local and international partners. JDW encourages new works with a non-commercial, theme-based emphasis and a cross-disciplinary approach in targeting new formats for exhibitions, performances and events.

Jerusalem Design Week 2019 calls on designers of all disciplines to submit proposals for new or existing works under the yearly theme of “EAST” and its six chapters (see below). The scale of the works is flexible (single works, large scale projects, installations, exhibitions, performance works, etc.), with a special emphasis on works which allow outdoor presentation.

The selected works will receive financing.

Submissions are open to individual designers or teams.

Please include:

- 1/ Letter of intent by the designer and a description of the proposed project – up to 400 words.
- 2/ Images and technical information:
 - For an existing project: images, sizes, materials, specific presentation needs if applicable, when and where the project was presented.
 - For a new project: sketches, renderings, technical info and budget estimation.
- 3/ CV of the designer/designers, and relevant links.
- 4/ Portfolio (up to 5mb) with relevant previous work.

Time tables:

Submission will be open until February 4th 2019.

Positive answers will be given by February 18th 2019.

Please submit your proposals to opencall@jdw.co.il in a single PDF file.

About the Hansen House:

The Hansen house is a cultural center, reopened to the public after almost a century as a secluded leper asylum. The house and garden were renovated and preserved between 2011–2013 by the Jerusalem Development Authority with the management of Ran Wolf – Urban Planning and Project Management Ltd. Today, Hansen house is home to artists, creatives and academics from various fields including design, media and technology. It presents advanced artistic projects and research topics and allows access to both professional and curious audiences. The director (I would add: of Hansen house) aims to strengthen the city of Jerusalem and its creative and academic community, while respecting and interacting with the city's existing bodies.

This year theme: EAST

What is it we see when we look to the east? A threatening rise of an economic power in china? A slowly reconstructing iron curtain? A flood of refugees from a bleeding war zone? Or is it the mysteries of alternative cultures, spirituality and lifestyles – a place of evolution so different then the west?

For western eyes, the east always represented the other, sometimes as mystery and sometimes as threat, and more often than not – both. But what we refer to as east, be it near, middle or far, doesn't naturally exist. It is the result of an arbitrary decision reflecting the global powers of the 19th century. It is the result of a euro-centered culture that has colonized the globe. It is the result of a social hierarchy that was the consequence of such imperialism.

The east, in fact, is many things. It is the direction of the earth's rotation and where the sun rises. It is the direction the wind takes in many cities in the world. It is an absolute direction on the compass. It is an unmarked borderline in places which have situated in cultural meeting points. It is a place of alternative philosophies, ideologies, cultural habits. It is sometimes



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simply what is east of where we stand, and sometimes what we feel is “east” of our point of view.

From its home in a city which is in itself a junction between the two oppositions, Jerusalem design week 2019 will tackle the sensitive question of east. It will do so not by rotating the view eastwards from a western vantage point, and not by looking at the past as a point of cultural exchange and political conflict. In fact, it will not look TO the East, but AT the “East” – as a term, a direction, an absolute point of reference, and the set of relative relationships it generates globally. As a future, not as folklore. As such it will attempt, starting with the preconception and ending with the absolute, to diffuse the term through a series of anecdotal exhibitions, projects, performances and installations, and an intense program of events.

Six chapters will be used to narrate the events, exhibitions and installations JDW 2019 will hold: **“East VS. West”** will explore the dichotomic perception of east and west, from ancient times and up to today; **“East of What?”** will explore the relativity of what is considered east in different cultures around the globe; **“Other Easts”** will look at the reference to the east in different scales – continental, national, on the city scale and on the human scale; **“Eastern Promises”** will explore what futures the east offers, in technological, social and cultural terms; **“Hybrids”** will explore meeting points between east and west and the new alternatives they generate to the classic dichotomic view; and finally **“Absolute east”** will note the confidence in what is always east – where the sun rises.

while reexamining the term, we are eventually left with the questions: What is REALLY seen when facing east, and whose east is it?

About the Jerusalem Design Week:

www.jdw.co.il

JDW directors: Ran Wolf, Chen Gazit

Artistic Director: Anat Safran

Chief Curator: Tal Erez

Jerusalem Design Week in the media:



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