

THE EXPERIENCE DESIGN GROUP

(EDG) is devoted to innovative interdisciplinary and transdisciplinary practice-led research to create new knowledge in the service of society, culture and the experience economy. Experience Design, a discipline relevant to artists, designers, and critical thinkers, explores and investigates the interplay between meaning and sensation within immersive experiences. To this end, our work is the creation of hybrid practices and methodologies, synthesizing emerging paradigms of experiential and practical knowledge, history, theory and the experience economy with art and design. We provide the education and support for students of unusual promise who have the capacity to perceive relevance to their field of study (often furthest from their discipline) and convert it into new forms of knowledge, while managing the high risk of failure that often comes with interdisciplinary and transdisciplinary innovation. The department's integration of curricula from an ever widening array of disciplines, in unique alliances, provides an innovative interpretation of interdisciplinarity that distinguishes Konstfack from all other peer-institutions .

**WE
DESIGN**

INTANGIBLES

M . F . A . IN
EXPERIENCE
D E S I G N
**K O N S T F A C K
U N I V E R S I T Y
C O L L E G E O F
A R T , C R A F T
A N D D E S I G N**

The mission of the Experience Design Group

is to help our students and faculty meet new challenges, fulfill expectations, expand our experience and knowledge of art and design as we create innovative methodologies and categories for research. We achieve this by educating our students in studio practices, history, theory, art and design research methodologies, and digital media. The cross-disciplinary integration of art and design history, criticism, and theory within studio practice and practice-led research endows our students with the capacity for critical reflection and contextual evaluation through creative practice, leading to work that addresses a broader set of questions beyond those implied in an individual practice. Interdisciplinary Studies demands an understanding of, and respect for, social and cultural differences. As critical thinking is inseparable from questions concerning gender, equality and ethnicity, our students are expected to explore unfamiliar points of view and understand differing perspectives throughout the educational program and the organization as a whole. What makes the EDG curriculum and research program distinctive is that our students, researchers and faculty use applied criticism, theory and the history of art and design, as well as the Liberal Arts and Sciences to interrogate and extend their practice, thus leading it towards the creation of new knowledge and innovation through relevant and historically conscious practice-centered investigations. The EDG Mission Statement is reviewed annually. It is to be considered in conjunction with Konstfack's Mission Statement .

THE EXPERIENCE

In some fundamental respects the spawned from a basic research ques- western culture: How will art, craft and from an object-based culture to an Jack Burnham, the art theorist, made power resides less in the control of the mation." Burnham predicted that standing paintings, would likely dim as projections of mation network to distribute knowledge and the movement from an object-based culture the marketing sector's deepening appreciation more traditional commodities, and to the other as Lucy Lippard put it, reflected one of a series of experience over object-making. Taken together, as entrepreneurial marketing strategies and advanced enough to ask questions about the continuing importantly to ask what new relevance can experience- conclusion seems to be through the creation of "a merge into hybrid experiences over time. Fore-grounded by

cultural experiences, unfolding over time, have a long and well-known history and literature. But at EDG we problematize conventional time-based culture seeking to locate new relevance for hybrid studio practices drawn from more traditional forms of art, craft and design. We begin with certain assumptions; chief amongst them is that art, design, craft and media have real and measurable consequences on how society behaves towards basic human problems. While conventional forms of art and design such as painting and industrial design embrace two and three dimensions, **at EDG we design Time itself.** Time, left to itself, is an unreflective sequence of moments. Time, subjected to design, becomes meaningful experience. So while we incorporate two and three dimensional media in our work, we work in time-based hybrid practices. To design time as immersive experience is to persuade, simulate, inform, envision, entertain, and forecast events. It is to influence meaning and modify human behavior. EDG is comprised of students, researchers and faculty who work across disciplines, typically in advanced hybrid research practices. We are devoted to interdisciplinary and transdisciplinary practice-led research across disciplines from art and design to the experience economy, from history to science, from philosophy to technology. Our work, while often speculative, remains practically engaged socially, culturally and ethically. We educate artists, design-ers and craftpersons who can perceive relevance- often furthest from their own discipline - and convert it into new forms of knowledge. In general, Experience Design Group coursework fits within five overlapping areas: **Persuasive Design - Environmental Design - Humanitarian Design - Research Methodologies - Future Forecasting.** The M.F.A. Studies comprises 120 ECTS credits

have completed the entire program at EDG is divided into scholarly research, and the tation with the student study plan based on

DESIGN PROGRAM

Experience Design Group was tion reflecting a fundamental shift in design locate relevance as we shift information-based culture? In 1968 this claim: "In the automated state, traditional symbols of wealth than in infor- armies, blocks of gold, and old master power, degraded by confidence in the infor- influence on a global scale. Early indicators of towards an information-based culture include of the consumers preference for experience over extreme the "dematerialization of the art object," historical episodes where high culture prioritized two significant indicators of an accumulating trend, visual culture's emphasis on experience is reason relevance of art, craft and design or perhaps more based culture bring to these disciplines? One early convergence experience" where multiple disciplines music, architecture and dance - the time-based arts - well-known history and literature. But at EDG we problematize conventional time-based culture seeking to locate new relevance for hybrid studio practices drawn from more traditional forms of art, craft and design. We begin with certain assumptions; chief amongst them is that art, design, craft and media have real and measurable consequences on how society behaves towards basic human problems. While conventional forms of art and design such as painting and industrial design embrace two and three dimensions, **at EDG we design Time itself.** Time, left to itself, is an unreflective sequence of moments. Time, subjected to design, becomes meaningful experience. So while we incorporate two and three dimensional media in our work, we work in time-based hybrid practices. To design time as immersive experience is to persuade, simulate, inform, envision, entertain, and forecast events. It is to influence meaning and modify human behavior. EDG is comprised of students, researchers and faculty who work across disciplines, typically in advanced hybrid research practices. We are devoted to interdisciplinary and transdisciplinary practice-led research across disciplines from art and design to the experience economy, from history to science, from philosophy to technology. Our work, while often speculative, remains practically engaged socially, culturally and ethically. We educate artists, design-ers and craftpersons who can perceive relevance- often furthest from their own discipline - and convert it into new forms of knowledge. In general, Experience Design Group coursework fits within five overlapping areas: **Persuasive Design - Environmental Design - Humanitarian Design - Research Methodologies - Future Forecasting.** The M.F.A. Studies comprises 120 ECTS credits have completed the entire program at EDG is divided into scholarly research, and the tation with the student study plan based on

Program in Experience Design at the (equivalent to two years of full-time program before seeking fulltime four stages: obligatory and optional production, exhibition and defence of and other tutors, the Thesis Advisor the student's proposed M.F.A. Thesis the Department of Interdisciplinary will monitor and guide the student's student and tutors are expected to tiveness of the study plan and the amendments to the proposed study tation and approval of the student's designed to allow for practice-based history and theory studies, and arts and sciences, all intended to ment of the individual M.F.A. Thesis work outside of Konstfack at to travel for purposes of research .

DESIGN **TIME**

CREATE

EXPERIENCE

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