

Van Abbemuseum and Design Academy Eindhoven present GEO-DESIGN: Alibaba. From here to your home

GEO-DESIGN: Alibaba. From here to your home, 13.10 – 11.11.2018

In the run-up to Dutch Design Week 2018, Design Academy Eindhoven (DAE) is staging the public presentation of its new design research project GEO – DESIGN at Van Abbemuseum. The exhibition *Alibaba. From here to your home* fits into the framework of the ongoing collaboration between DAE and Van Abbemuseum, this year documenting the outcomes of GEO – DESIGN's first project. The initial episode seeks to trace the nebulous outlines of Alibaba, best known as the world's largest virtual shopping mall. Behind the façade of an online showcase, Alibaba is much more than just a Chinese retail giant. Among several other things, it is also an online platform, a financial institution, a social network, an innovation centre and a provider of educational channels. To sustain its multiple incarnations, the company runs an indescribably vast logistics network that spans about half the globe, linking cities, ports, and large and small manufacturing facilities. Through all these different guises – sometimes visible, but often obscure – Alibaba exercises an inescapable influence on every stage of today's design process.

Starting in August 2018 a group of nine design researchers, all DAE graduates, have been invited to examine the operational model of the Chinese company. They concentrated their research on the implications of Alibaba on the design discipline. Each designer focused on one specific aspect, using an array of techniques and languages to report on their searches and findings. *Alibaba. From here to your home* shows how the different projects enter this highly complex system and how each designer creates another reading of its extended network of larger and smaller players.

The exhibition visualises standards that haven't yet been integrated in a Western vision of design. Unfamiliar actors are brought into the museum. Through the lens of Alibaba the projects investigate new perspectives on the complex systems that dominate the global market place. E-commerce giants such as Alibaba do not simply shape the rules of production or design; they have become influential geopolitical forces.

GEO-DESIGN is a design research initiative, aimed at exploring the social, economic, geographic, and geopolitical forces that shape the work of designers today. It traces global flows of production and consumption, scans news and business channels, looks at geographies and demographics, and interprets these sources of information as the input for design research projects in the field or in the studio.



Alibaba. From here to your home is curated by Joseph Grima and Martina Muzi.

The exhibition presents the work of Arvid&Marie, Maxime Benvenuto, Allison Crank, Leif Czakai & Timm Donke, Jing He, Isabel Mager, Martina Muzi, Irene Stracuzzi, and Alice Wong.

Persbericht
April 2018

For the editors:

A comprehensive description of all exhibited projects can be found on: www.geodesign.online

VAN ABBEMUSEUM

The Van Abbemuseum in Eindhoven is one of the leading museums for contemporary art in Europe. The museum has an intensive international collection of more than 3,000 works of art, including key works by Lissitzky, Picasso, Kokoschka, Chagall, Beuys, McCarthy, Daniëls and Körmeling. Questions in the field of art and society are raised by the museum in an experimental way. An open attitude, hospitality and the exchange of information are important for the Van Abbemuseum and we encourage both ourselves and the visitors to think about different subjects, for example about the role of the collection as a cultural 'memory' or about the museum as a public space. As a result of international cooperation and exchange, the Van Abbemuseum is also a place where cultural cross-pollination takes place. It is a source of wonder, inspiration and imagination.

OPENING HOURS

Tuesday to Sunday 11.00-17.00
1st Thursday of the month 11.00-21.00

ADMISSION

Adults € 12.00
Groups of 10 or more € 9.00
Young people 13-18 yrs, students, CJP holders, Eindhoven city pass (stadspas) holders: € 6.00
Children under 13 years of age, Museum card: free
Tuesday 15.00-17.00: free

Van Abbemuseum
Bilderdijklaan 10, Eindhoven
www.vanabbemuseum.nl