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INSIDE OUT

DISCUSSIONS IN APPLIED IMAGINATION

BARGEHOUSE AT OXO TOWER WHARF
15–18 DEC 2005

PROGRAMME & EXHIBITION

"All innovation comes, not from market research of carefully crafted focus groups, but from pissed-off people" (Tom Peters in 'Re-imagine' 2003). So goes the philosophy behind Central St Martins 'MA Design Studies' course. The designers of 2005, who refer to themselves as 'Applied Imagination 2005', are presenting an exhibition called 'Inside Out: Discussions in Applied Imagination' at Bargehouse, Oxo Tower Wharf on London's South Bank from 15 - 18 December 2005 (open daily 10am-7pm, admission free).

MA Design Studies at Central Saint Martins is an interdisciplinary postgraduate course which, in 2005, has brought together a group of 34 professionals with a shared passion for working beyond the limits of their specific fields. From all corners of the world, they have convened in London to explore relevant issues in design and contemporary society, and to tackle complex questions regarding 'innovation' and 'progress'.

'Inside Out' will be a dynamic exhibition showcasing the process of discovery and evolution of ideas alongside—and in some cases in place of—finished products and conceptual artefacts. This is due to the course belief that most people simply tend to miss the more innovative aspects of the thinking behind a complex project, when confronted by a finished product alone. We aim to engage the visitor and encourage them to question, think, experience and learn, hence revealing the evolution of the design process to the viewer. All this to leave them confronted, entertained, inspired and even "pissed-off". After all, a thesis should have a place in the world, and not on a dusty library shelf.

Professionals from disciplines as far apart as fashion, product design, multimedia, management, engineering and music, are developing projects ranging from 'Is advertising destroying the soul of rock music?' to 'How to encourage the mass market to customise its clothing?'

The course draws on Central Saint Martins' culture of achieving the highest standards in the creative arts, whilst also encouraging the individual to challenge current thinking. Inspired by this culture, many on the course have decided to explore new fields of design. The designers are obliged to find their own mentors and feedback from experienced industry insiders, avoiding the pitfalls of the educational bubble.

During the exhibition, there will be a series of short talks open to the public. These will be hosted by distinguished speakers on contemporary design issues relating to the projects in the show, in keeping with the course practice of using the expertise of skilled professionals within London's creative industries. Previous speakers have included Carl Honore, author of 'In Praise of Slow', Tony Chambers, Creative director of 'Wallpaper*', and Tim Ashton who inspired many with the book 'Change the World for a Fiver'. The details of these talks will be confirmed on www.appliedimagination2005.com nearer the time.

The exhibition will examine cultural design; that design approached holistically and thoughtfully has the potential to impact the greater good, and that the designer is the connection between the humanities and sciences. The artist's role as innovator, philosopher, politician, humanitarian and engineer will also be explored.

Inside Out: Discussions in Applied Imagination, 15-18 December, 10am-7pm daily
Bargehouse, Oxo Tower Wharf, Bargehouse Street, South Bank, London SE1
www.oxotower.co.uk

For more information about the Inside Out exhibition, please contact:
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