

Visible or invisible: *design* in international organizations

History of international organizations
and evolution of their forms of representation

Civic Design 2014-2015:

10 seminars and a University of Applied
Sciences and Arts Western Switzerland (HES-SO)
Certificate of Advanced Studies (CAS).
Programme run by Ruedi and Vera Baur

Organized by the Geneva University of Art
and Design (HEAD – Genève) in collaboration with
the Graduate Institute, Geneva.

— HEAD
Genève



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INSTITUT DE HAUTES
ÉTUDES INTERNATIONALES
ET DE DÉVELOPPEMENT
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Visible or invisible: *design* in international organizations

**History of international organizations and
evolution of their forms of representation**

**A series of ten seminars to shed light
design and image issues in international
organizations**

**For professionals and students in the fields of design,
graphics, architecture, social sciences, politics and
communication, organized by the Geneva University of
Art and Design (HEAD – Geneva), the Graduate Institute,
Geneva and the Civic City Institute.**

In collaboration with the Graduate Institute, Geneva HEAD – Geneva will hold a series of lectures on issues of representation and design in international, governmental and non-governmental organizations. A series of ten seminars will shed light on image and communication issues at global level and analyse how the organizations and the general public interact.

Ten two-day seminars:

The ten two-day seminars will be held in the academic year 2014-2015, and are open to all professionals in the various fields of design, architecture and art, as well as social sciences, politics and diplomacy and professions relating to governmental and non-governmental organizations.

Run by a moderator, each seminar will focus on a specific theme and will bring together between four and eight experts.

Most of the seminars will be held in Geneva, in various buildings belonging to the international organizations; one will be held in New York in collaboration with the New School, and the other in the UNESCO building in Paris.

Enrolment conditions for the seminars:

Curriculum vitae. 3600 Swiss francs for the whole series of ten two-day seminars. 420 Swiss francs for individual seminars. Enrolment through the Civic City Institute.

Ten research days and courses associated with the seminars:

A University of Applied Sciences and Arts Western Switzerland (HES-SO) Certificate of Advanced Studies (CAS) course on civic design, open to a group of some fifteen research students and experts from various disciplines who wish to conduct research into issues concerning the topics raised during the seminars.

The research days and courses will be held on either one or two days, immediately before or after the seminar so that participants from other countries will not have to make a separate journey. A final presentation of the research will take place in late summer 2015. Some of the research may be continued later in a professional setting.

The 2014-2015 Civic Design CAS course will be run by Ruedi and Vera Baur of the Civic City Institute for critical research into design, with academic supervision by HEAD. In the course of their research, students will be able to obtain advice from the teachers from the Graduate Institute, Geneva, who are involved in the seminars.

Enrolment conditions for the CAS course:

Curriculum vitae and a motivation statement, outlining a research topic. Bachelor's degree. Selected students will be invited for an interview with Ruedi Baur and will then be subject to the rules for enrolment at HEAD Geneva.

**Qualification: Certificate of Advanced Studies (20 ECTS).
Length of course: 2 semesters. Fees: 2250 Swiss francs per semester. Deadline for applications: 5th november 2014.
Enrolment after this deadline: 2500 Swiss francs for the first semester and 2250 Swiss francs for the second.**

Seminar 1: 13 and 14 November 2014
Moderator: Davide Rodogno, professor at the Graduate Institute, Geneva
Place: Villa Barton, Geneva
CAS: additional days 14 and 15 November

History of the *international organizations* and changes in their ways of representation.

Seminar 2: 11 and 12 December 2014
Moderator: Philip Ursprung, architectural historian and professor at ETH Zurich
Place: UNAIDS, Geneva, Free admission
CAS: additional day 10 December

Architecture and design, from government buildings to refugee camps.

Seminar 3: 15 and 16 January 2015
Moderator: Jean-François Riffaud, former director of the French Red Cross Committee
Place: WIPO, Geneva
CAS: additional day 14 January

Identification and information systems in the international organizations.

Seminar 4: 12 and 13 February 2015
Moderator: Christiane Perregaux, linguist and professor at the University of Geneva
Place: UNIMAIL, Geneva
CAS: additional day 11 February

Coexistence of languages, use of local symbols and forms of representation.

Seminar 5: 12 and 13 March 2015
Moderator: Roger Mayou
Place: International Red Cross and Red Crescent Museum, Geneva
CAS: additional day 11 March

Representations of *human beings*, especially those who are suffering.

Seminar 6: 16 and 17 April 2015
Moderator: Giulio Vinaccia, designer, Milan
Place: Geneva
CAS: additional day 15 April

Different approaches to design in response to *crisis situations*.

Seminar 7: 14 and 15 May 2015
Moderator: Vera Baur, as part of *Rencontres de Genève, Histoire et Cité*
Place: HEAD – Genève, Geneva
CAS: additional day 13 May

Ways of representing *peace* as seen through the history of GOs and NGOs.

Seminar 8: 4, 5 and 6 June 2015
Moderator: Philippe Rekacewicz, geographer, cartographer and information designer
Place: Geneva
CAS: additional day 3 juin

Information design and cartography to reveal more clearly what is *illegible*.

Seminar 9: 2 and 3 July 2015
Moderator: Sébastien Thiéry, political scientist and co-founder of PEROU, in collaboration with UNESCO and IHEID, Paris
CAS: additional day 1 July

Rituals and other *ceremonial writings* of the international organizations.

Seminar 10: 1 and 2 October 2015
Moderator: Miguel Robles-Duran, New School Parsons in New York. Place: New York
CAS: additional days 30 september and 3 October

The international organizations call on citizens to *change the world*.

Seminar 1: 13 and 14 November 2014
Moderator: Davide Rodogno, professor at the
Graduate Institute, Geneva
Place: Maison de la Paix, Geneva
CAS: additional days 14 and 15 November

History of the *international organizations* and changes in their ways of representation.

The series of seminars and the relevant research will be introduced. These two preliminary days will allow a re-reading of the history of the organizations set up under international agreements, as well as non-governmental ones. The main focus will be on issues linked to changes in their ways of representation and their design policies. This will allow an initial classification of the organizations according to their functions, their fields of activity (social affairs, peace, the environment, humanitarian issues, the economy, children, etc.) and the relative militancy of their approaches (advocacy organizations such as Greenpeace, action organizations such as the Red Cross, ones that combine both features such as Oxfam or Médecins sans Frontières and institutional UN-type ones). In the latter case, their functioning and above all their relationships with states as well as pressure groups (lobbies, foundations etc.) needs to be understood. All this will provide an initial reading of the powers and countervailing powers that lie behind these different ways of representation.

Potential research linked to this topic:

- Visual essays on the history of the international, governmental and non-governmental organizations.
- Cartographic and statistical work on the roles of these organizations and how they have changed.
- Iconographic analysis of the ways of representation and functioning of these organizations.
- Etc.

CAS: additional days 14 and 15 November

Program:

Thursday 13th November 2014

at Graduate Institute, Villa Barton, 132 rue de Lausanne, room 54.

9 am: introduction, Jacqueline Coté (Graduate Institute), Jean-Pierre Greff (HEAD director), Vera and Ruedi Baur (HEAD).

9.30 am - 12.30 pm: *Visible / Invisible and International Organization designs*, Prof. Davide Rodogno and Lukas Schemper (Graduate Institute).

12.30 - 2 pm: lunch break (at Maison de la Paix, 2 chemin Eugène Rigot)

2 - 4 pm: *Visibility of international organization designs*, Lukas Schemper (Graduate Institute).

4 - 5.30 pm: *Tensions between IO's need of visibility and necessity of staying invisible: trade and mediation examples*.

Friday 14 November 2014

at Graduate Institute, Villa Barton, 132 rue de Lausanne, room 54.

9 - 10.30 am: *Visual politics of the WHO (1948-1974)*, Prof. Davide Rodogno (Graduate Institute).

11 am - 12.30 pm: *The Visible and invisible sides of multilateral action in responses to natural disasters*, Lukas Schemper (Graduate Institute).

12.30 - 2 pm: lunch break (at Maison de la Paix, 2 chemin Eugène Rigot).

2.00 - 3.30 pm: *International Advocacy: the art and science of story telling and the role of design*, Christophe Lécurveuil (LEIDAR).

4.00 - 5.30 pm: Roundtable on communication design in IOs with two guests, Gaya Gamhewage and Marina Giampietero

Seminar 2: 12 December 2014
Moderator: Philip Ursprung, architectural
historian and professor at ETH Zurich
CAS: additional day 10 December

Architecture and design, from government buildings to refugee camps.

Seminar organized in collaboration and
with the support of Institut für Geschichte
und Theorie der Architektur, ETH Zürich.

This seminar will be divided into two parts. The first day will study the international districts where major representative organizations such as those in Geneva and Brussels are gathered together. A brief history of architecture including such prestigious names as Alvar Aalto and Oscar Niemeyer will also help to show how these ways of representation have changed over time. The design, decoration and art found in these prestigious locations will likewise be analysed.

These places will be compared with the camps run by the same organizations to help people in difficulty. In this connection the anthropologist Michel Agier will discuss the emergence of a new urban design – for although these are initially temporary structures they often survive for decades. Here again, typical situations will be analysed and alternative approaches suggested. Issues relating to reconstruction in the wake of disasters will also be discussed.

Potential research linked to this topic:

- Historical study of Geneva's international district; changes in architectural codes.
- Architecture in crisis zones; analysis of methods of intervention, actors and ways of commissioning work.
- Temporary facilities that become permanent, e.g. in refugee camps.
- Architecture in conflict zones.
- Etc.

CAS: research day 10 December 2014 at HEAD.

Programme:

Thursday 11 December 2014
UNAIDS, 20 Avenue Appia,
Room Kofi Annan

9.30 am: Introduction, Ruedi Baur

10.30 am - 1.30 pm: Presentation "Journal des jungles" Calais by students researchers of Ensad Lab with Afrouz Razavi and Danielle Rosales. Discussion led by Vera Baur about questions of victim's implications in the information process.

3 pm – 7.30 pm: TEDxPlacedesNations conference. Palais des Nations.

Friday 12 December 2014
UNAIDS, 20 Avenue Appia,
Room Kofi Annan

9.30 am: Special session
Annemarie Hou,
UNAIDS Director of Communication

10.30 am: Introduction, Philip Ursprung and Paola de Martin

11 am: *The Invisible Social Structure of Globality: a Design Study of "Multicultural" versus "International" Organizations in Switzerland*, Paola de Martin (ETH Zürich)

12 am: lunch break.

2 – 3 pm: *Blind Field*,
Claudio Moser (artist, Geneva)

3 – 4 pm: *Systems of invisibility and exclusion of others*, Ingrid Wildi Merino (HEAD – Geneva)

4 – 5.30 pm: *Connect and Divide: Images of Migration*, Philip Ursprung (ETH Zürich)

Seminar 3: 15 and 16 January 2015
Moderator: Jean-François Riffaud, former
director of the French Red Cross Committee
CAS: additional day 14 January

Identification and information systems in the international organizations.

This seminar will analyse and compare the visual identity programmes of the various kinds of international organization, depending not only on their fields of activity but also on the relative militancy of their approaches. Comparative analysis of the signs and symbols they each use will show whether their types of activity are reflected in their graphic and symbolic representation. At the same time, the pursuit of meaning and performance will be examined. Is there a link between performance of action and performance of communication? The organizations' use of signs and identities will also be examined. To whom do the organizations delegate the use of their logos? Under what conditions will analysis of uses lead to analysis of the value of logos and symbols? Have they become brand names? Finally, there will be a specific analysis of the Red Cross, an emblem in the legal sense, expressing both representative use (the logo) and protective use (the emblem) in the field, under the Geneva conventions – a twofold role and function that deserve special attention.

Potential research linked to this topic:

- Comparative study of NGOs' visual identity programmes and communication campaigns according to where they are used.
- Historical analysis of changes in representation systems.
- Analysis of actors in communication campaigns and criteria used in making choices.
- Whether there is a special semiotic field for international organizations; the role of social media in alerting, explaining and reporting.
- Etc.

CAS: research day 14 January 2015 at HEAD.

Program:

Thursday 15 January 2015
OMPI/WIPO, Geneva

9.30 am: Introduction, *Issues around the systems of identification of international organizations*, Jean-François Riffaud.

10.30 am: Workshop, *Attempt of classification of organizations and of their modes of representation. Comparative approach of systems of representation and identity*, Jean-François Riffaud.

12.30 am: lunch break.

2 pm: Conference, *The images of the United Nations: visual meanings and political realities. Case studies and theoretical benchmarks*. Mafalda Dâmaso, Goldsmiths, University of London, Visual Cultures, Associate Lecturer.

4.30 pm: *Statistics for non-statisticians*, Tarek Abou Chabake, UNHCR.

Friday 16 January 2015

9.30 am: Intervention, *The question of Intellectual Property*. World Intellectual Property Organization, Cathy Jewell.

10.30 am: Conference, *Humanitarian organizations: Identity, action and its representation*. Bruno Scaramuzzino, President of Meanings, corporate communication agency.

12.30 am: Lunch break.

2 pm: Conference, *International Red Cross and Red Crescent Movement : communicative image and legal identity*, Charlotte Lindsey, Communication Director, ICRC; Pierre Kremer, Communication Director, IFRC.

5 pm: Conclusion.

Seminar 4: 12 and 13 February 2015
directed by Christiane Perregaux, linguist
and professor at the University of Geneva;
and Vera and Ruedi Baur.
CAS: additional day 11 February

*Coexistence
of languages,
use of local
symbols and
forms of
representation.*

The issues raised in this seminar will concern the choice of languages, symbols and other signs and rituals of exchange and communication. On the basis of two current research projects on the coexistence of signs, and taking account of the contemporary media, the seminar will look at ways of experiencing and promoting internationality in today's world. The UN, for instance, has six official languages; but these account for just 40% of the world's population, disregarding (to mention just some of the most widely used ones) Hindi, Bengali and Portuguese. At the same time, half of the 6,000 languages still spoken in the world are threatened with short-term extinction. The international organizations are torn between efficiency and a wish to cultivate, experience, represent and protect the world's cultural diversity. This raises the question of how these organizations are perceived through their communication, and what their symbolic value is. Graphic design and the ability to convey multiplicity will be key themes in this seminar.

Potential research linked to this topic:

- Analysis of the use of languages in written documents disseminated by GOs and NGOs.
- Monitoring of a three-week session of the human rights commission, and analysis of the use of languages during and outside the sessions.
- Monitoring of a crisis situation, and analysis of the use of languages during and outside the sessions.
- Analysis of graphic documents in terms of the languages and cultural symbols used.
- Etc.

CAS: additional research day 11 February 2015 at HEAD.

Program:

Thursday 12 February 2015

University of Geneva, UNIMAIL

9 am: *General Introduction*, Christiane Perregaux.

9.30 am: *Introduction to research on the cohabitation between graphical signs*, by Vera and Ruedi Baur.

10 am: *Translation as a condition of language policy*, by Prof. Dr François Grin, Director Observatoire ÉLF.

11.30 am: *Coexistence of latin and chinese signs, from typography to modes of representation of the world*, by Ulrike Felsing.

1 pm: Lunch break.

2 pm: *Coexistence of arab and latin signs, different representation within the same calligraphy*, by Marco Maione.

3 pm: *Granshan project: an annual conference of non-latin typographies*, by Boris Kochan.

4 pm: Disparities in communication between aid workers and the Burmese population in Thailand, by Fleur Bogers, translator and reporter.

5 pm: Conclusion and discussion.

Friday 13 February 2015

9.30 am: *Linguistic diversity and multilingualism, as a condition of freedom and creativity in situation*, by Christian Tremblay, President OEP.

11 am: Hannelore Lee-Jankhe, Honorary président CIUTI.

12 am: *Images: coexisting languages*, Vera et Ruedi Baur.

1 pm: Lunch break.

2 pm: *The construction of cultural identity through letters in urban space - research on semiotic fields and aesthetic codes of multilingual typography in the Ruhr metropolis*, by Irmi Wachendorff.

3 pm: *Urban journey - journey of languages*, by Spomenka Alvir.

4.30 pm: Conclusion by Christiane Perregaux.

Seminar 5: 12 and 13 March 2015
Moderator: Roger Mayou
CAS: additional day 11 March

Representations of *human beings,* especially those who are suffering.

This seminar will examine the difficult issue of visual and verbal testimony in crisis situations, representation of misery or disaster and of the human beings involved in it. In a text on intolerable images, Jacques Rancière has said that 'representation is not the act of producing a visible form, but the act of offering an equivalent – something that speech does just as much as photography. The image is not the duplicate of a thing. It is a complex set of relations between the visible and the invisible, the visible and speech, the said and the unsaid. It is not a mere reproduction of what is out there in front of the photographer or the filmmaker. It is always an alteration that occurs in a chain of images which alter it in turn...'. The nature of the discourse that reveals, the nature of revealing, will be explored by Marie-José Mondzain, showing that the clash between iconophiles and iconophobes has remained largely unchanged throughout history.

Potential research linked to this topic:

- Analysis of how human beings are represented by the NGOs' various communication resources in information and fund-raising campaigns.
- On the basis of a theme such as poverty, analysis of historical changes in ways of representation in the various media.
- Etc.

CAS: research day 11 March 2015 at HEAD.

Program:

Thursday 12 March 2015

9 am: *General introduction*, by Vera Baur.

9.15 am: *Introduction*, by Roger Mayou.

9.30 am: *Telling the war, first hand*, by Rémy Ourdan, reporter au *Monde*, and president of the WARM Foundation.

11.15 am: *Wars stories*, by Karen Lajon, international reporter to the «Journal du dimanche».

12.30 am: lunch break.

2 pm: *Show the death, wounds and violences*, by Stephane Grimaldi, managing director of the Memorial of Caen.

3.15 pm: Roundtable.

Friday 13 March 2015

9 am: Summary of the previous day.

9.15 am: *Presentation of the project "The humanitarian Adventure"* by Roger Mayou.

10 am: Visit of the exhibition "*The humanitarian Adventure*".

11.30 am: Conclusion.

12 am: Lunch break.

1 pm: Workshop.

Seminar 6: 16 and 17 April 2015
Moderator: Giulio Vinaccia, designer, Milan
CAS: additional day 15 April

Different approaches to design in response to *crisis* *situations.*

This seminar will bring together and analyse the various exemplary projects carried out by designers for humanitarian organizations and other NGOs, and will present the places where research and other experiments are being conducted around the world. Various approaches will be considered, not in order to contrast them, but to assess their relevance in response to the various issues. Analysis of work commissioned, or not commissioned, from designers will allow needs to be assessed and, perhaps, the reasons for certain failures to be understood. The first day of the seminar will consist of a succession of case studies, each lasting 20-30 minutes. The examples will be chosen to show a broad range of approaches and issues. Designers will present their projects in dialogue with their clients, to reveal both the benefits and the drawbacks of each experience. These examples will be enriched by others that concern social sectors but are not actually work commissioned by NGOs. The second day will be devoted to analysis of these cases. Guest observers will endeavour to draw conclusions.

Potential research linked to this topic:

- Analysis of the various kinds of design intervention in crisis zones.
- Analysis of changes in commissioned work.
- Analysis of the main actors and their possible responses to particular situations.
- Analysis of exemplary results.
- Analysis of situations in which certain kinds of design could lead to improvements.

CAS: additional research day 15 April 2015 at HEAD.

Program:

Thursday 16 April 2015

Geneva

9 am: Introductory lecture Design as a development tool, by Giulio Vinaccia.

10 am to 4 pm:

Series of project presentations by designers:

- República del Tejido, by Kristie Arias – Peru.
- Mediterranean crafts archive – Morocco – Sardinia, by Roberta Morittu and Annalisa Cocco.
- Dignity design collection – Thailand, by Patrizia Scarzella and Valentina Downey.
- Brazil projects, by Fabiola Bergamo.

4 pm: Second Lecture: Design in the ITC, the Caricom experience, by Claudia Uribe, Chief, Office for Latin America and the Caribbean of the International Trade Center – Genève.

5 pm: Round table and discussion.

Friday 17 April 2015

Geneva

9 am: Summary of the day.

9.30 am: One graphic designer in the field: the experience of Rwanda and Venezuela, by Ruedi Baur.

10.30 am: The UNIDO approach for design for development, by Marlen Bakalli, Senior Officer of the United Nations Industrial Development Organization.

11.30 am: “Why white man have so many cargos” Learning lessons from the developing countries, by Giulio Vinaccia.

12.30 am: Lunch break.

2 pm to 5 pm: Workshop

Design as a development tool, by Giulio Vinaccia.

5 pm: Round table and discussion.

Seminar 7: 14 and 15 May 2015

Moderator: Vera Baur, in collaboration with the
University of Geneva as part of the Rencontres
de Genève, Histoire et Cité.

CAS: additional day 13 May

Ways of representing *peace* as seen through the history of IOs and NGOs.

This seminar is organized as part of the Rencontres de Genève, Histoire et Cité. It will explore questions raised by the poster exhibition presented by HEAD and based on the research on visual expressions of peace, conducted by Ruedi and Vera Baur.

How is the peace represented through ages? What are its graphical representations? Is it possible to visualize the desire for peace as the conflict is about to start? What are its forms? By what means, by what medium should these images be broadcast? Will they be heard?

To answer such questions, it seems essential to revisit the history of the few images that once managed to influence the course of history, to arouse and symbolize the cause of peace before, during or after a conflict.

Potential research linked to this topic:

- The book *Signs for Peace* can be used as a basis for various iconographic analyses, particularly regarding the manufacture and reception of images in various contexts.
- Work with historians and semioticians may add new dimensions to this collection of images.
- Various kinds of historical research into exhibitions of images of peace and other visual interventions may be envisaged.

CAS: research day 13 May 2015 at HEAD.

Program:

Thursday 14 May 2015

HEAD-Geneve

9.00 am: Introduction

9.30 am: *Signs of Peace, in the shadow of conflict* by Odile Khoury researcher CAS Visible/Invisible, HEAD – Genève.

10.30 am: *Signs for Peace: An Impossible Visual Encyclopedia* by Ruedi and Vera Baur

11.30 am: Exchange with Christiane Perregaux, linguist, Prof. University of Geneva.

2.00 pm: *UNESCO, Visual hors-champ for a World in Peace*, by Sylvie Magnenat, researcher CAS Visible/Invisible, HEAD – Genève.

3.00 pm: *Esperanto against Universal exchange* with Marie Josée Mondzain philosopher specialist of visual study.

5.00 pm: Guided tour of the exhibition *Signs for Peace* by Vera Ruedi Baur, Parc des Bastions.

Friday 15 May 2015

HEAD-Geneve

9.00 am: *Climate Change: A Challenge for Peace*, by Marina Leonardi, researcher CAS Visible/Invisible, HEAD – Genève.

10:00 am: *REWRITE, Process of Writing and memory work in Haïti*: Discussion with Karelle Ménine, author and journalist.

2:00 pm: *Autochthon and foreigner coexistence and interaction between migrants and local population*, by Efosini Avrami, researcher CAS Visible/Invisible, HEAD – Genève.

3:00 pm: Round table and little interventions around questions from the exhibition *Signs of Peace*. Public

Seminar 8: 4, 5 and 6 June 2015
Moderator: Philippe Rekacewicz, geographer,
cartographer and information designer
CAS: additional day 3 juin

Information design and cartography to reveal more clearly what is *illegible.*

Geography lies at the heart of issues of peace and international agreements. As we know, the cartographic representation of territories and statistics are not neutral data. Representation techniques, assumptions and methods have greatly in recent decades. After a tribute to Otto Neurath and Mark Lombardi, the seminar will present concepts as diverse as Philippe Rekacewicz's 'angry maps', Bruno Latour's 'mapping controversies', Philipp Misselwitz's and various approaches to information design. These experiences will be set against the needs and habits of the various international organizations not only in their negotiations and in-house work, but also when informing the public, raising consciousness or putting forward counter-arguments. They will provide a reading of the processes, the complex situations, the gradual, imperceptible changes, the day-to-day facts, the social situations, the invisible activity in the field and the international organizations themselves. These visual expressions will enhance the organizations' credibility.

Potential research linked to this topic:

- Visual essays on the iconographic tools used in negotiating conflict situations.
- Cartographic and statistical work on the international organizations in Geneva.
- Representation of the illegible hidden portrait of the organizations, as well as conflict or crisis situations.
- Etc.

CAS: research day 3 June 2015 at HEAD.

Program:

Thursday 4 June 2015

Geneva

9 a.m. Introduction to the seminar
by Philippe Rekacewicz

10.30 a.m. First lecture

2 p.m. Second lecture

4 p.m. Third lecture

6 p.m. Round table and discussion

Friday 5 June 2015

Geneva

9 a.m. Summary of the day and introduction

10 a.m. First lecture

1 p.m. Second lecture

3 p.m. Third lecture

Saturday 6 June 2015

Geneva

9 a.m. Summary of the day and introduction

10 a.m. First lecture

1 p.m. Second lecture

3 p.m. Third lecture

5 p.m. Final discussion

Seminar 9: 2 and 3 July 2015
Moderator: Sébastien Thiéry, political scientist
and co-founder of PEROU, in collaboration
with the Graduate Institute, Paris
CAS: additional day 1 July

Rituals and other *ceremonial* *writings* of the international organizations.

This seminar will take an ethnological look at rites and customs: ceremonies, the arrival of delegations, the distribution of seats in conference halls, speaking times, voting, and the functioning of diplomats or administrations. It will then focus equally closely on work in the field, in crisis zones or in response to long-term work. Work commissioned from designers and the way in which they carry it out will also be analysed, focusing on annotation of the 'king's awakening' type and photographic reporting. The purpose of the research will not just be to understand how these various organizations work, but also to explore potential transformations, unidentified needs, and situations in which certain kinds of design may prove useful. Social design, humanitarian design, civil design, collaborative design, design context – there is no shortage of terms to designate the creative approaches in response to the needs of humanitarian organizations. They will be analysed more closely to help make things clearer.

Potential research linked to this topic:

- Field investigations focusing on various issues will allow this portrait of uses and ceremonies to be reported on.
- Similar work will allow an analysis of the methods that the organizations use on the spot in crisis zones, and in their contacts with designers who are used to working for them. Analysis of commissioned work and evaluation methods
- Etc.

CAS: research day 1 July 2015 in Paris.

Program:

Thursday 2 July 2015

Paris

9 a.m. Introduction to the seminar by Sébastien Thiéry

10.30 a.m. First lecture

2 p.m. Second lecture

4 p.m. Third lecture

6 p.m. Round table and discussion

Friday 3 July 2015

Paris

9 a.m. Summary of the day and introduction

10 a.m. First lecture

1 p.m. Second lecture

3 p.m. Third lecture

5 p.m. Final discussion

Seminar 10: 1 and 2 October 2015
Moderator: Miguel Robles-Duran,
New School Parsons in New York.
CAS: additional days 30 September and 3 October

The international organizations call on citizens to *change the world.*

Seminar organized in collaboration with
The New School, New York

This concluding seminar will review the grand plans, projects and problems of the various kinds of international organization, and will once again explore the potential role of design in this connection, in order to help provide direct solutions to the world's many crises, make the organizations' activities more credible to the world's citizens and make current projects, subjects of negotiation and potentially shared goals easier to identify – in short, to bring these organizations closer to the world's people. The seminar will also look at ways of expressing protest on global issues, ways of meeting to discuss international problems and, more generally, non-state powers. What kinds of exchange are possible at this level? Can we ultimately come closer together, and how are we to achieve this? Can design help maintain the necessary links between international organizations and citizens who feel concerned by the world's problems and wish to act outside national frameworks?

Potential research linked to this topic:

- Observation of protest rituals and consciousness-raising methods regularly used by minority groups outside the UN headquarters in Geneva; analysis of ways to capture the attention of governmental organizations.
- Analysis of issues that these organizations do not tackle for diplomatic reasons.
- Analysis of these organizations' consciousness-raising campaigns aimed at the general public.
- Observation of changes and identification of problems.

CAS: additional research days 30 September and 3 October at the New School in New York.

Program:

Thursday 1 October 2015

New York

9 a.m. Introduction by Tim Marshall

10 a.m. Introduction by Cédric Dupont

2 p.m. Second lecture

4 p.m. Third lecture

6 p.m. Round table and discussion

Friday 2 October 2015

New York

9 a.m. Summary of the day and introduction

10 a.m. First lecture

1 p.m. Second lecture

3 p.m. Third lecture

5 p.m. Final discussion

Before and after the seminars:

The CAS students' research work will enrich the seminars by providing readers or even small introductory exhibitions on the various topics.

Documentation on the full series of seminars will form the basis for a book issued in partnership with the Lars Müller publishing house. The CAS research students will also be able to take part in this publication project.

Involvement of international organizations:

NGOs and governmental organizations can contribute to this ambitious project by:

- Opening your doors to our researchers, accepting case studies, allowing access to your archives and sending us your documents.**
- Taking part in seminars and debates.**
- Enrolling one of your staff in the CAS course.**
- Supporting research students by providing one or more study grants.**
- Facilitating one of the seminars by providing suitable premises for a two-day seminar, a CAS course or even a discussion with experts.**
- Funding one of the seminars (see our sponsorship booklet)**
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