



## Press Release

# German designers The Constitute in VCU Qatar ´s Tasmeeem Doha 2017

**Doha, Qatar; March 15, 2017:** The Embassy of the Federal Republic of Germany and the Goethe-Institut Gulf Region bring German designers The Constitute to participate in Tasmeeem Doha 2017 from 15 to 16 March 2017. Tasmeeem Doha 2017 is organized by the Virginia Commonwealth School of the Arts in Qatar and Virginia Commonwealth University VCU School of the Arts focusing on "Analogue Living in a Digital World".

The participation of the German designers in the program of the renowned design biennale and conference is part of the Qatar Germany 2017 Year of Culture. Dr Gabriele Landwehr, general manager of the Goethe-Institut Gulf Region, explains, *"When we talked with Virginia Commonwealth University Qatar about joint projects during Qatar Germany 2017 we agreed that we wanted to contribute to Tasmeeem. With The Constitute we bring innovative and inspiring designers from Berlin to this year's Tasmeeem to engage with the vivid and promising design scene and industry in Qatar. This could establish a cooperation with the Virginia Commonwealth University and with Qatari designers also beyond 2017."*

The Constitute is a Berlin design and research studio run by Christian Zöllner and Sebastian Piatza. By combining artistic and scientific practices they create interactive experiences for the public space. Founded in early 2012, arising from the urban media art collective, The Constitute worked with several international cultural institutions and exhibited their works worldwide. The design experimentalists will present at Tasmeeem three activities - one experimental workshop and two interactive and participative art experiences.

The Constitute give a 3D printing workshop where they print with a 3D printer vessels, jars and other objects that have been scanned and reworked with the software Blender. Instead of regular plastic materials they use porcelain for the printing of the reinterpreted objects. With EYESECT they present a wearable interactive constellation that reflects an out-of-body in immersive ways. It allows users to experience their environment from new sight angles. Two handheld cameras capture the surroundings and stream the image data straight to the single eye. The spatial perception is then constructed inside the human sensory system. External world will be designed in a new way and EYESECT critically challenges the user's visual and spatial habits as well as technologically augmented individualism.

In the evening hours of the closing night, The Constitute install the SMSlingshot in Virginia Commonwealth Qatar Courtyard. With the SMSlingshot text messages can



be typed on an integrated phone-sized wooden keypad. When the message is entered, the user can target a facade and shoot the message straight to the target point. Participants can choose their preferred language setting: Arabic or English. The result is a colorful wall with posts, comments, or humor.

All events are free and open to the public.

Qatar Germany 2017 Year of Culture is a year-long program designed to deepen understanding between nations through the mutual exchange of arts, culture, heritage and sport, developed by Qatar Museums in partnership with the Goethe-Institut Gulf Region, the German Embassy in Doha and the Embassy of Qatar in Germany.

**-ENDS-**

#### **About Virginia Commonwealth University School of the Arts in Qatar:**

VCUQatar is the international branch campus of Virginia Commonwealth University's School of the Arts, a top-ranked art and design program in the U.S. Established in 1998 through a partnership with Qatar Foundation, VCUQatar offers students the opportunity to earn a Bachelor of Fine Arts degree in fashion design, graphic design, interior design and painting and printmaking, a Bachelor of Arts degree in art history and a Master of Fine Arts degree in design.

A vibrant community with global reach, VCUarts promises students a lifelong passion for and conversation about the arts. As the foremost example of its commitment to global outreach and education, VCUQatar presents valuable opportunities for cross-cultural exchange and connects VCUarts to the influential art and design world of the Middle East. The campus attracts renowned contributors to contemporary visual culture for speaking and teaching engagements, and hosts two major international events - the design conference Tasmeeem Doha and the Hamad bin Khalifa Islamic Art Symposium.

#### **About The Goethe-Institut:**

The Goethe-Institut is a world-wide organization working to promote German language and culture. With a network of 159 institutes in 98 countries around the world and 12 institutes in Germany, the Goethe-Institut acts on behalf of the German Government to implement its cultural relations policy. The Goethe-Institut Gulf Region offers German language courses and organises cultural events in the Gulf Region. Together with the Embassy of the Federal Republic of Germany the Goethe-Institut Gulf Region arranges the programs of Qatar Germany Year of Culture 2017.

qatargermany2017@goethe.de  
www.goethe.de/qatargermany2017  
SNAPCHAT: qatargermany17  
FACEBOOK: deutschesaison.qatargermany2017  
INSTAGRAM: ds\_qatargermany2017