



## **Press Release** **Project 'Fehler' (Project 'Mistake')**

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On 26 June 2020, a magazine dedicated to the various mistakes in all its articles will be published online at [goethe.de/fehler](http://goethe.de/fehler) with essays, anecdotes, podcasts and art from Germany, India, Canada and the USA.

Quite often, the answer to a fundamental question as to how something new comes into the world is 'through mistakes'.

Coincidences, disruptions, and deviations in systems - misunderstandings in translations, faulty processors or dead flies - have the potential to lead to something new without having planned it. Through the web-project 'Fehler', the Goethe-Instituts in Germany, India, Canada and the USA pay a tribute to the error and focus on the topic 'how does the new come into the world'. The institutes indulge themselves in the unexpected and the unplanned, and together with their partners, collect the most beautiful mistakes.

As part of the project, this collection of selected errors from the cultural history of North America and India will continue to grow until the end of 2020. Errors, big and small alike, appear side by side in this compilation with little scope for interpretation. Articles, illustrations and podcasts in the magazine reverse the error and its innovative power in furthering culture and technology. The articles are published in German, English and French.

Topics revolving around self-optimization, errors in traffic and in urban public spaces lie at the heart of the magazine. They talk about the colour of Hulk, mistakes in 'Hinglish' of Bollywood songs, mistakes in advertising, the Blue Mauritius, the Club of Polish Losers and 'happy accidents' such as the invention of the tea bag, the colour purple and the Post-It.

### **What is on the programme?**

#### **From July 2020: Chat debates**

The director of Goethe-Institut North America Andreas Ströhl will host a discussion about mistakes that take place in front of and behind the camera, about intercultural blunders and mistakes as a profession. The panel will include directors Tom DiCillo, Hal Hartley and Hans Steinbichler. An Indian insurance agent, a Canadian trumpeter, a lecturer, a travel guide and a diplomat will also be participating in the debate. The chat debates will be published monthly and the first one goes online in the first week of July.

#### **September 2020: Nouveau Projet**

Our partner magazine *Nouveau Projet* dedicates its autumn issue to mistakes. The magazine is published in French throughout Quebec. All articles of the print magazine are also published online at [goethe.de/fehler](http://goethe.de/fehler). Topics included in the magazine are the concept of time, machine learning (Apprentissage automatique), errors and artificial intelligence, and the ten most beautiful accidental inventions.

#### **Further partners:**

The team of authors of the magazine '*Das Wetter*' contributes articles for [goethe.de/fehler](http://goethe.de/fehler) and the '*Museum of Failure*' in Los Angeles provides the best of its exhibits for the website.

[www.goethe.de](http://www.goethe.de)

Fehler-Podcast: A short series of audio contributions about errors.

Illustrations by Olivia Viehweg and Dominik Wendland, among others, on '*Geflügelte Fehler*' and illustrated errors in idioms.

A series of portraits by photographer Aphra Adkins on '*Iconic Food*' - food and drinks invented by mistake, including champagne, caramel and the ice cream cone.

**More information:**

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