

## Press Release

Frankfurt/Main, 30.04.2021

### **From Today's Perspective Discourses on the Future**

**24 April until 4 July 2021**

The Hochschule für Gestaltung (HfG) Offenbach am Main celebrated its 50th anniversary as an art academy of the State of Hesse in 2020. As it marks the occasion, it does not look to the past, but to the future. The location for this exploration will be the Museum Angewandte Kunst in Frankfurt am Main with the exhibition *From Today's Perspective. Discourses on the Future*.

In the almost 190-year history of the university, the year 1970 marks a decisive turning point. As an arts university with an artistic-scientific focus and university status, the renaming and reorientation of the Werkkunstschule under the name Hochschule für Gestaltung Offenbach draws on the short post-war tradition of the HfG Ulm and its pre-war origins in the Bauhaus. The year 2020, the time of the 50th anniversary, has itself become an important milestone of an overall societal change with an unimagined dynamic, prompted by the global Corona pandemic. The questions of the future are more urgent than ever:  
How is humanity and its environment changing?

How does technology change us?

Can art and design change society?

For art and design to act politically, how can, could, and must it do so? How sustainable are art and design?

Are (inter-)disciplinary transformations emerging?

What influence do digital and virtual developments have on art and design?

The exhibition delves into current challenges that have arisen due to present-day technological and socio-economic developments, yet it also looks ahead: to a still uncertain future, formed by artistic approaches to design and mutual commitment. The in-between zone situated between today and tomorrow is brought to life through various media: by working on unachievable dreams whose apparent failure can nonetheless produce productive new worlds; by mentally eliminating familiar structures, in order to make way for new ways to access institutions and discourses; by experimenting with methods to make sustainability suitable for everyday life, or by exploring a zeitgeist. Artistic design interventions and graphic connecting lines between the thematic fields in the museum invite visitors to consider different possibilities for a 'tomorrow'.

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Prof. Bernd Kracke, the president of the HfG Offenbach, explained of the exhibition concept: 'The exhibition From Today's Perspective. Discourses on the Future allows the HfG to present the range of art and design found within its research and teaching in a medially differentiated means, through selected exhibits, projects and events. A retrospective view is just as informative and productive as the study of present time and potential future scenarios. Owing to the Corona-induced, amplified pressure to transform society as a whole, relevant art and design questions and strategies for action must also be tackled and put to the test. This exhibition makes it possible to perceive and experience the HfG as a place of constructive interferences, which are expressed through interactions between all university members from the teaching and research fields as well as society'.

'In a society in which many today mostly look out for themselves or who withdraw into separate groupings, it is all the more necessary to offer or create platforms and starting points for ideas and discussions involving numerous participants. In this exhibition, the HfG Offenbach makes use of the museum to create a space of potential, which is why it so relevant and special. It approaches the urgent questions regarding our future through installation, sculpture and objects, animation, film, performance, product design, painting and drawing, text, sound, and a graphic design that co-creates the contexts itself, not as a self-contained presentation, but as a sensory process involving interaction and communication', adds Matthias Wagner K, the director of the Museum Angewandte Kunst, Frankfurt am Main.

'I am delighted that the Museum Angewandte Kunst and the HfG Offenbach are entering into such a rewarding cooperation. Directors of our municipal museums such as Susanne Pfeffer and Matthias Wagner K are honorary professors at the HfG. They impart their knowledge there and—as this exhibition attests—enable the visibility of artistic and design research and teaching. The Museum Angewandte Kunst continually proves to be an important place and platform for critical discourse as well as sensuous spaces for thought and experience based on the themes and theses embedded in its exhibitions', says Frankfurt's head of the Department of Culture, Dr. Ina Hartwig.

'The exhibition suits the HfG Offenbach well in that, under the leadership of its president Prof. Bernd Kracke, it is highly focused on its strategic development further. When considering its size, it possesses exceptionally strong level of research with bold content concerns that range from moving image and storytelling to mobility design and artificial intelligence', says Angela Dorn, the state minister for science and the arts.

Peter Gatzemeier, the chairman of the Dr. Marschner Foundation, adds: 'What I especially liked about the concept of the exhibition for the 50th anniversary of the HfG right from the beginning was that they look to the future of the university. How do teachers and students imagine the future of the HfG in the next 50 years, and what will influence our future society? For the first time in its 50-year history, the Hochschule für Gestaltung can now, with the financial support of the Dr. Marschner Foundation, present works by students and teaching staff of the HfG in the Museum Angewandte Kunst on a museal scale and—hopefully soon again—show them to a broad public.'

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The exhibition *From Today's Perspective. Discourses on the Future* consists of three complementary modules: the museum space, with works by students and teachers of the university who examine the topic, a digital platform, and a programme of events. All three modules are interdependent and react to each other. In the course of the exhibition, topics already on display will be expanded and new ones taken up. The digital platform [aussicht.space](#) presents further information, digital exhibits, videos, and interviews and therefore becomes an extension of the physical space. The programme of events includes lectures, dialogues, talks, and workshops and becomes an essential part of the exhibition through content-related impulses.

The conceptual starting point for the exhibition was the seminar *Curating and Criticism*, which was led by Mathias Wagner K, an honorary professor at the HfG Offenbach. The exhibition is also accompanied by *Off\_line*, a new podcast of the HfG Offenbach, in which questions concerning the future are discussed on a weekly basis with guests from the perspective of artists and designers.

The curatorial and design team consists of Beatrice Bianchini, Irina Denkmann, Jonas Deuter, Felix Kosok, Erika Lowin, Maria Sitte, Anna Sukhova, and Ellen Wagner and is supported by Ulrike Grünewald and Sebastian Hahn.

The exhibition is generously supported by the Dr. Marschner Foundation and made possible by this commitment. Major supporters include the Hessian State Ministry for Science and Art, the City of Frankfurt am Main, represented by Dr. Ina Hartwig, head of the Department of Culture, and last but not least the HfG Offenbach itself.

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## Director

Prof. Matthias Wagner K

## Address

Museum Angewandte Kunst  
Schaumainkai 17  
60594 Frankfurt am Main

## Information

T +49 69 212 31286  
F +49 69 212 30703  
[www.museumangewandtekunst.de](http://www.museumangewandtekunst.de)

## Opening hours

Tue 12 noon – 6 pm, Wed 12 noon – 8 pm, Thur–Sun 10 am – 6 pm

## Admission

12 EUR, reduced 6 EUR  
The reduced admission price applies school and university students, persons with disabilities and their escorts and unemployed persons. Valid identification required.

## Press contact

Natali-Lina Pitzer and Anna Richter  
T +49 69 212 32828 / 75339 / 73243  
F +49 69 212 30703  
[presse.angewandte-kunst@stadt-frankfurt.de](mailto:presse.angewandte-kunst@stadt-frankfurt.de)

## Press downloads

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

Press and Publicity

T +49 69 212 32828  
F +49 69 212 30703  
[presse.angewandte-kunst@stadt-frankfurt.de](mailto:presse.angewandte-kunst@stadt-frankfurt.de)