



For immediate release

## **somewhat different. Contemporary Design and the Power of Convention.**

*An international touring exhibition prepared by the Institut für Foreign Cultural Relations (ifa) and curator Volker Albus, in collaboration with the Goethe-Institut and Massey University's College of Creative Arts.*

Quirky interpretations of everyday objects bring a 'serious lightness' to this exhibition. With 148 objects from more than 60 designers and studios – 47 of them based in Germany and 20 in other European countries – the products on display illustrate the great diversity and the humour that can emerge when the usual rules of convention are deliberately subverted.

**Venue:** The Great Hall, Museum Building, Massey University, Entrance D, Buckle St, Wellington

**Dates:** 1 - 30 May 2010

**Times:** 9am-5pm weekdays, 10am-4pm weekends

**Symposium:** Sat 1 May. 2 -4 pm Theatrette 10A02, Museum Building

Lifebelts turn into bottle coolers, brushes into lampshades; the unconventional design interpretations offered in this exhibition not only provoke astonishment but challenge us to reflect on and review our general expectations and traditional notions of 'normal'. Such 'breaks with the power of convention' document the socio-cultural changes that can be observed in all areas of our daily lives, in phenomena such as mobility, migration, changing nutritional habits and more.

The international aspect of this discourse on contemporary design is twofold: firstly through complementing the works of the German designers with examples from designers in Denmark, France, Great Britain, Italy, the Netherlands, Austria, Portugal, Sweden, Switzerland and Spain.

And secondly ifa has invited the host institution, in this case the College of Creative Arts at Massey University, to add objects by their own designers who have approached 'conventional' design tasks in a **somewhat different** way.

For more information and images or if you are interested in an interview with the curator and designer Volker Albus, please contact:

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