

# At Eye Level

## Sustainable Design in Public Space

Invitation to support the exhibition "At Eye Level"

2018/12

Sustainable design and design In Urban Space

The 'Vitrina' Design Gallery, Holon Institute of Technology (HIT)

### Introduction

The exhibition "At Eye Level," which is curated at the design gallery "Vitrina" at the Holon Institute of Technology (HIT), constitutes a platform for presenting environmental – social - design issues. It presents creative processes of Placemaking, intervention in public space on an intimate scale, and a design aimed at changing consciousness towards social and environmental sustainability.

The exhibition is scheduled to be exhibited for the first time at the Holon Institute of Technology in May 2019, and thereafter will be made available for viewing in more spaces, with preference to educational and academic institutions in Israel and abroad.

### Concept and Curation

The exhibition is divided into two main areas:

**A. The "dark space"** which reflects the crisis of relations between man (both as an individual and society), includes a curative graph installation, infographics works, 'Non-Place' photography from the artistic project, and a response to contemporary environmental struggles.

**B. The "bright space"** which presents the optimistic aspect by presenting channels of action for grassroots change at 'At Eye Level' through design and intervention in the public sphere, includes screening of a variety of Placemaking projects and a 'Recycle / Reuse / Reduce' installation of a structure that combines bamboo and hydroponic crops to serve as a space for activity. The exhibition will also include a participatory installation on the subject and a spatial infographics installation that was originally produced at ECOWEEK workshops by students of a in the course: 'Sustainable Design in Urban Space' at HIT. The exhibition is described in detail in the attached presentation.

### Events

The exhibition opening event will be open to the public and the exhibition will be enriched with seminars and gallery discussions that will address questions of sustainable design and interventions in public space. Additional events are considered, including a sustainable design workshop in the open space of Holon Institute of Technology (HIT).

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## Sustainable Design in Public Space

### Public Relations

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Sponsors and partners to the exhibition will be promoted through the publicity materials.

### The Curators and Exhibition Design Team

Dr. Elias Messinas, architect, environmental consultant and adjunct senior lecturer at Technion, Holon Institute of Technology (HIT), and the University of Patras, Greece.  
Braha Kunda, architect and environmental designer, senior lecturer at Holon Institute of Technology.  
Roni Levit, visual communication designer and expert in designing infographic interventions in public space, lecturer at Holon Institute of Technology.

### Budget

The budget for the exhibition is 60,000 NIS.

### Communication

Dr. Elias Messinas | 0544286998 | eliasmessinas@gmail.com  
Braha Kunda | 0523518975 | kunda.braha@gmail.com

**We appreciate your support, and your commitment to promote social and environmental sustainability through this exhibition in Israel and abroad.**

With best regards,  
Dr. Elias Messinas, Braha Kunda, and Roni Levit  
Curators' Team of the Exhibition



# At Eye Level

Sustainable Design in Public Space

Proposal for Exhibition at 'Vitrina' Gallery

Design Faculty at Holon Institute of Technology (HIT)

Arch. Dr. Elias Messinas, Arch. Braha Kunda and Roni Levit

The exhibition "At Eye Level" aims to represent the dark and repressed side of crises in environment, society, and economy in Israel and abroad, and at the same time, to illuminate possible paths to conceptual change, whether in art, design, or civil involvement.

# Design Interventions in Public Space

Works that illustrate conditions of change 'from below'  
through sustainable design

ECOWEEK Workshop in Ag. Nikolaos, Greece





# Placemaking

'Creating places' at At Eye Level, designing an experience on human scale, intimate physically, sensually and experientially.

ECOWEEK Workshop in Rome, Italy





# Design Participation

Stations for intervention and participation of an active viewer.

ECOWEEK Workshop at Dizengoff Center, Tel Aviv, Israel



**From**  
**Non**  
**Place**

**To**  
**Place**



## Non Place

Anxiety

Anonymous

Alienation

Disconnection

Restlessness

Confusion

Indifference

## Place

Security

Identity

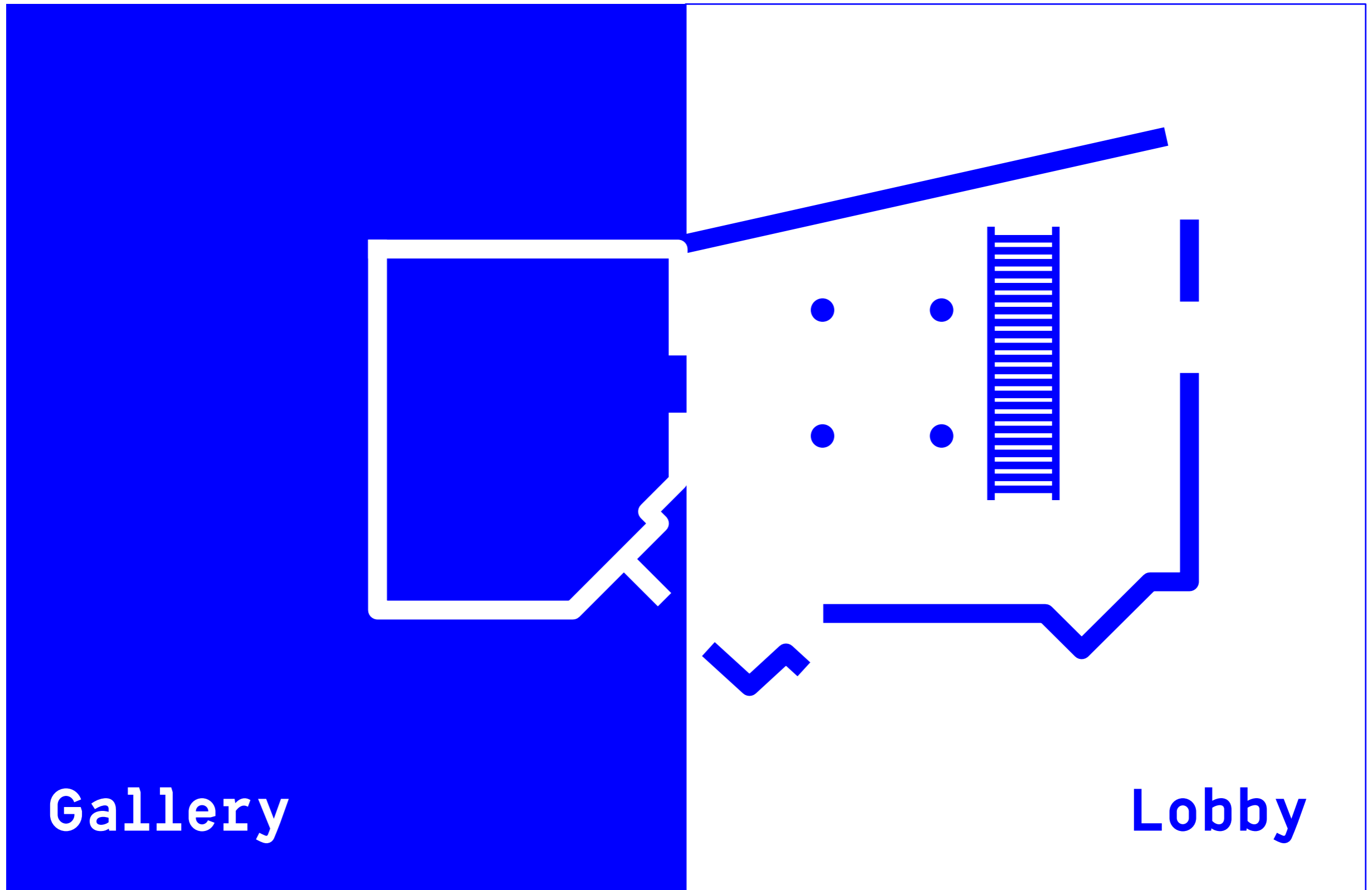
Affiliation

Connection

Comfort

Orientation

Responsibility



**Gallery**

**Lobby**

# The Gallery

Dark atmosphere, controlled lighting.

The exhibits raise issues of environmental problems of ecology and society that deserve response.



# Non-Place

Black and white images of the project 'Non-Place'

Photography Ran Biran Design | Design and Development Braha Kunda

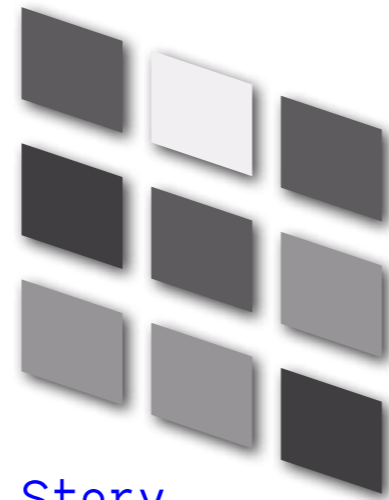
Choreography Kaiser Antonio | [non-place.biz](http://non-place.biz)



# Non-Place



Screening



Story  
Board



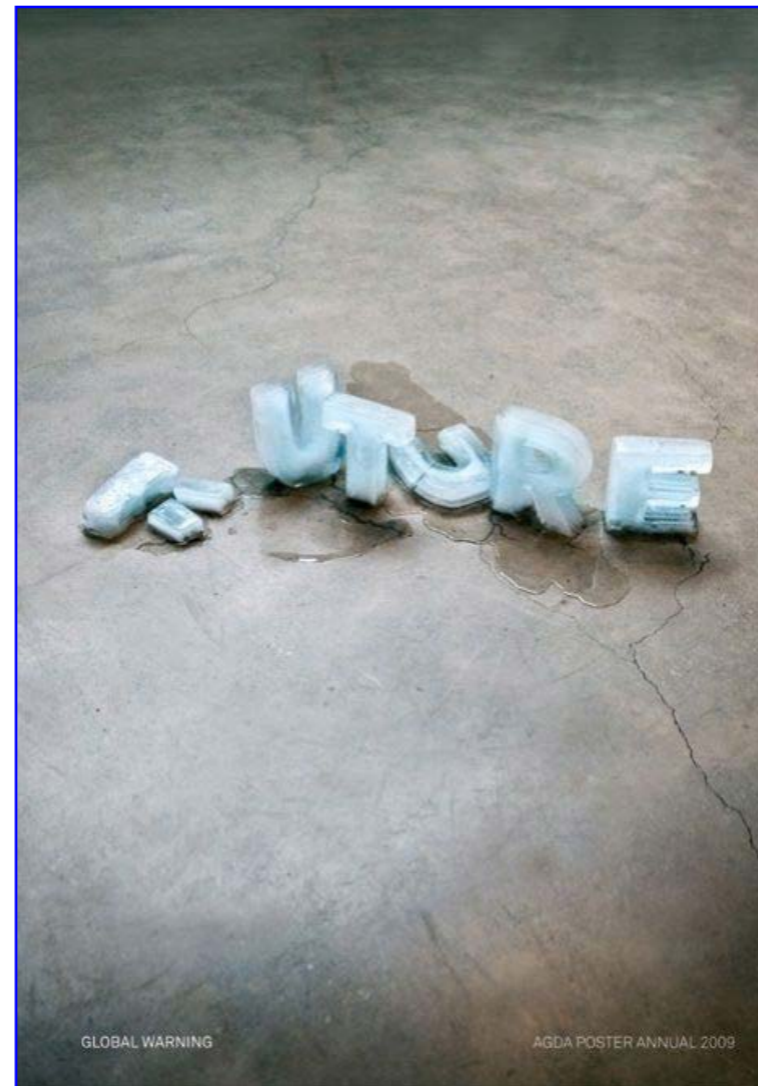
3 Photos at  
Full Scale



# Environmental Activism

Graphic works and imagemaking of environmental activism

Collaboration with the course 'Exhibition Design' at the Department of Visual Communication at Holon Institute of Technology taught by Aviv Lichter.

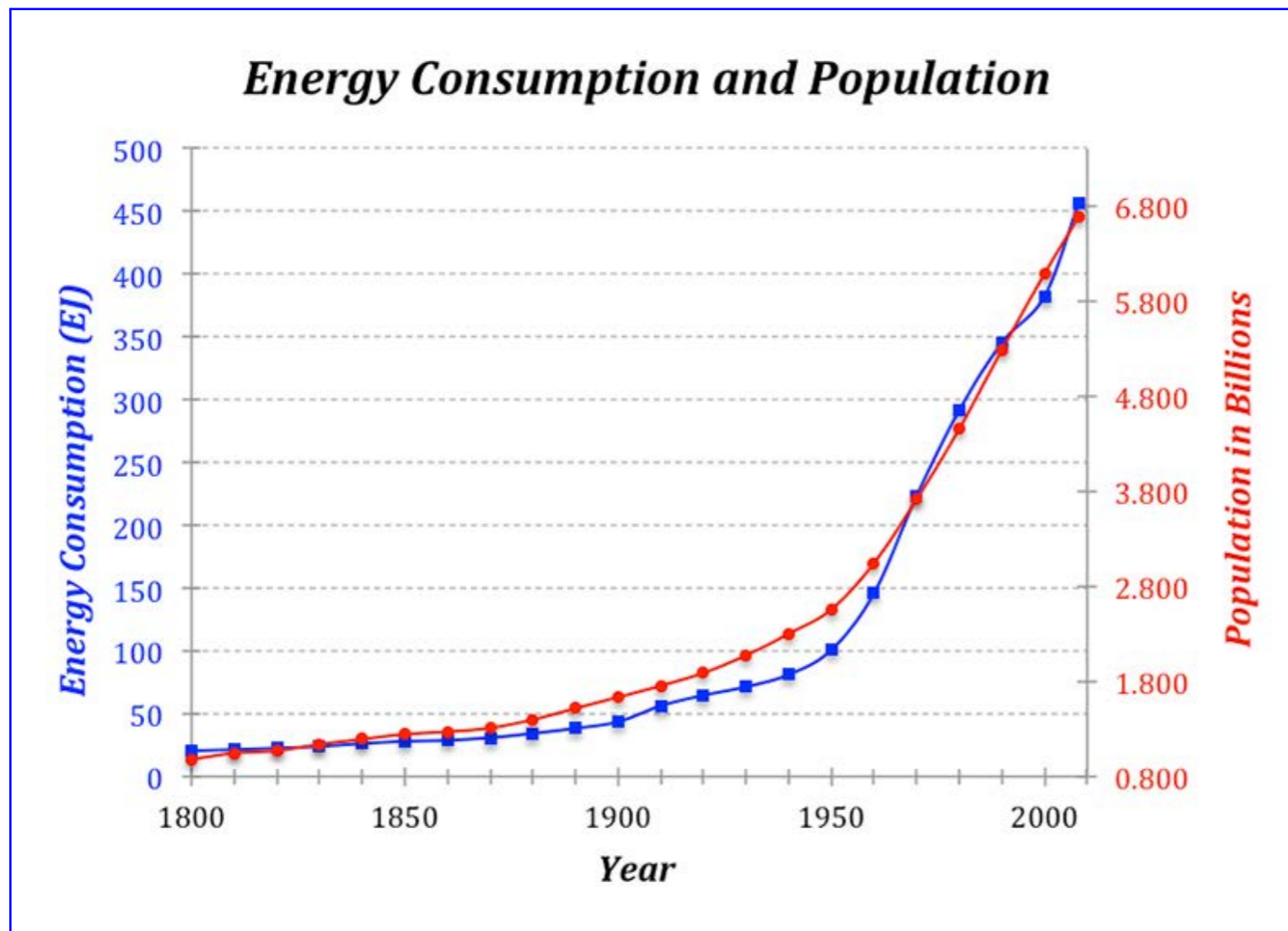




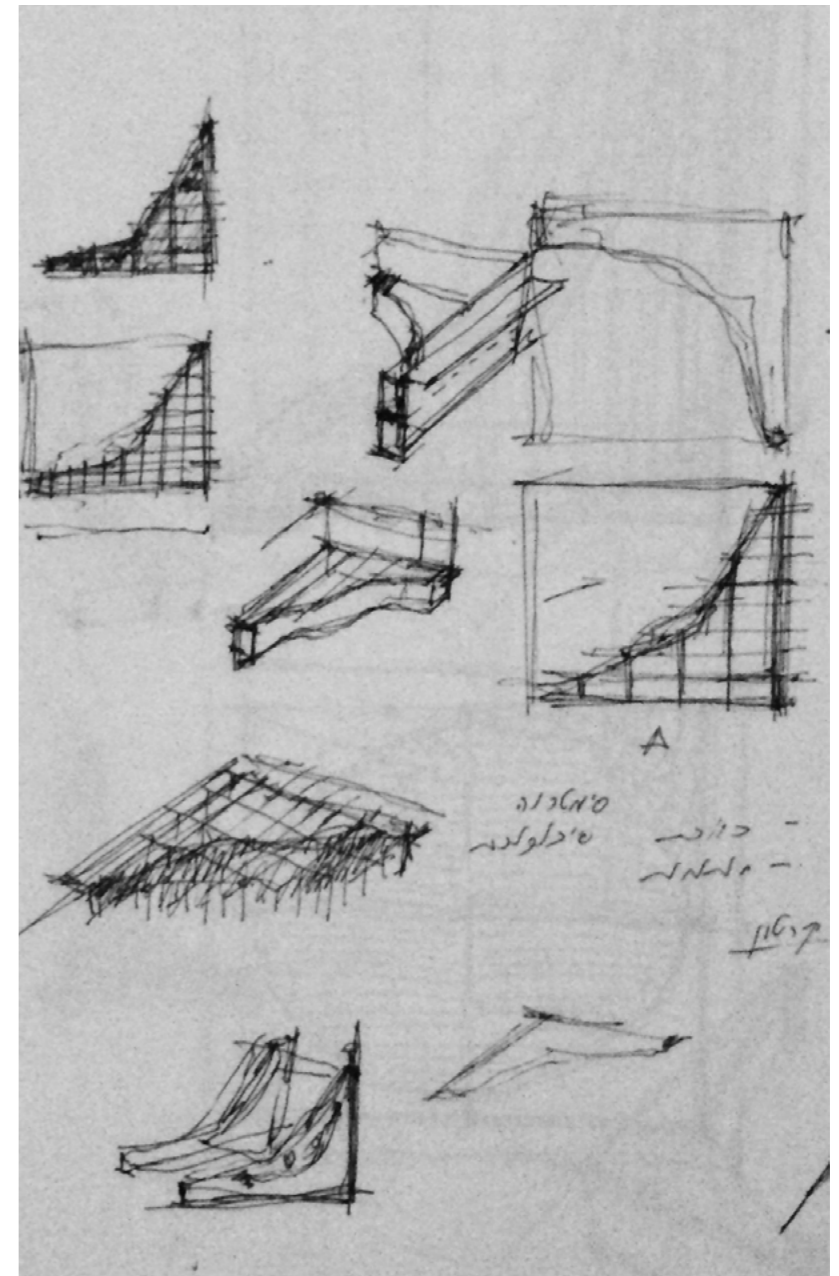
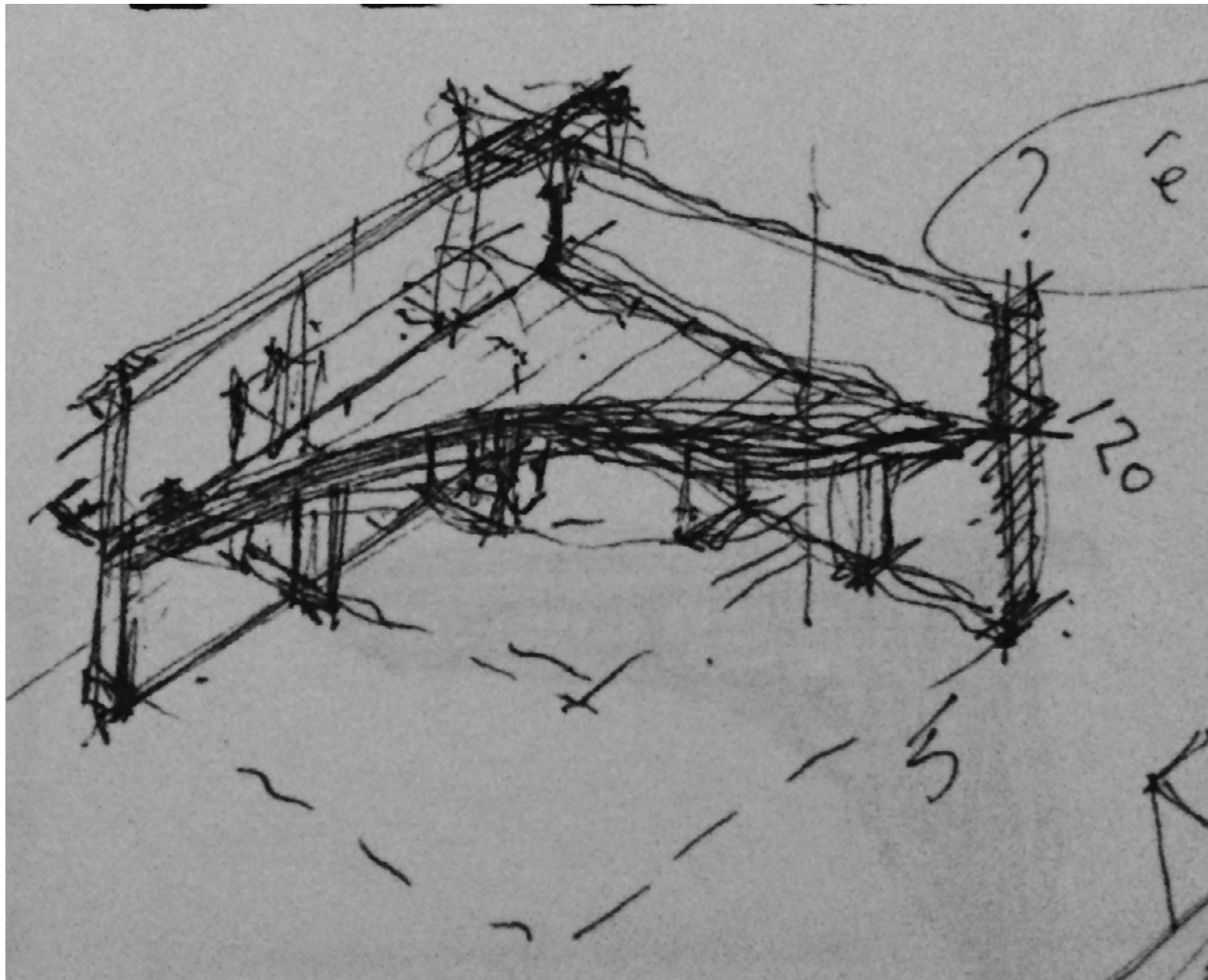
# Exponential Graph

An installation using cardboard based on the shapes of diagrams showing future estimates of environmental/social/economic issues. Their placement in the exhibition as a sitting area will involve the visitors and raise discourse and awareness.

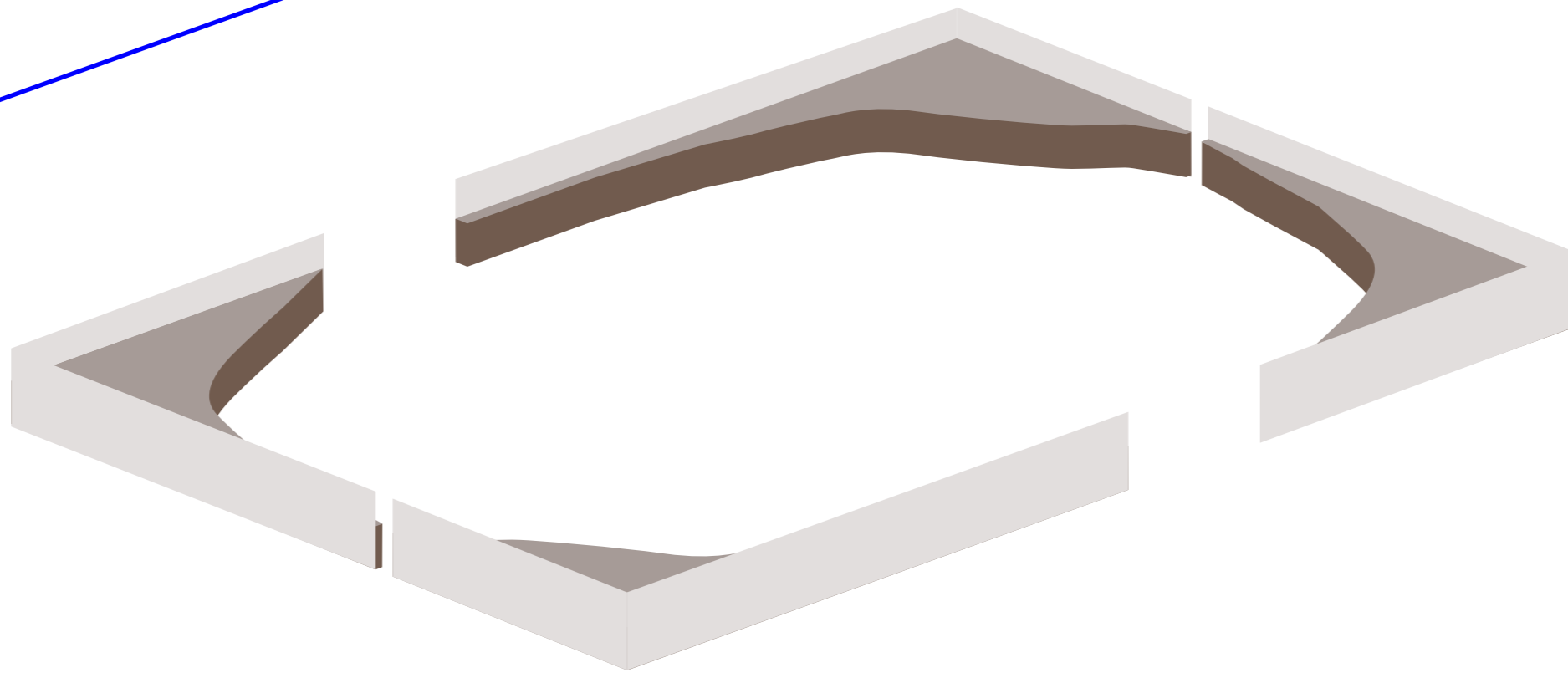
Bracha Kunda and Roni Levit



# Exponential Graph



# Exponential Graph



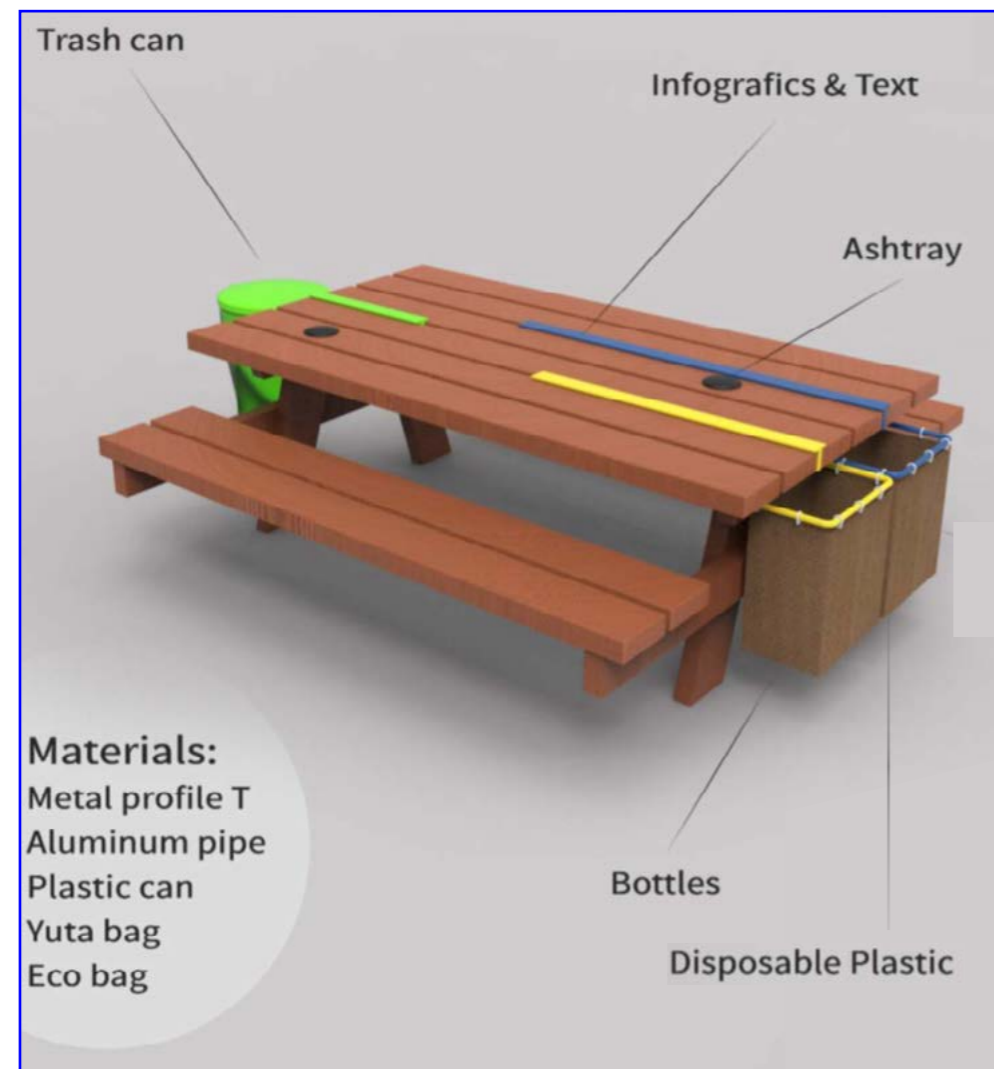


# Placemaking

A large screen will be placed between the gallery and lobby to screen loop videos presenting projects of Placemaking, sustainable design interventions in public space.

ECOWEEK workshops in Israel and abroad, and student projects from HIT relevant courses

ECOWEEK Workshop at HIT, Israel



# Placemaking



# The Lobby

The space of the entrance lobby will broadcast optimism and will encourage awareness and activism represented through a number of installations and interventions promoting sustainability and strengthening of community and place.



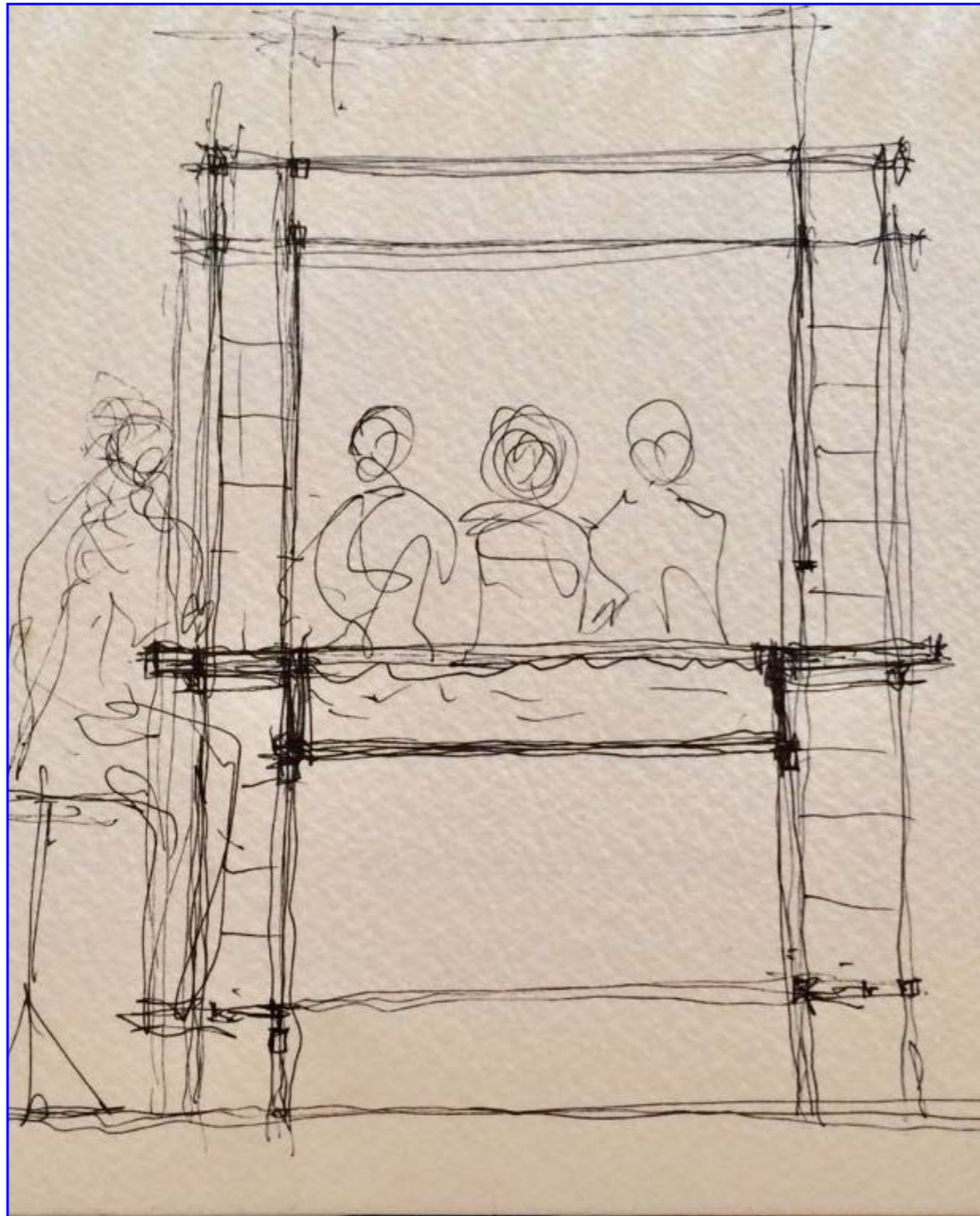
# Live Bar

An installation built by bamboo will integrate an array of hydroponic crops and will be placed in the center of the lobby space around which 9-12 people can mingle inhabiting the spatial center of the lobby with a strong message of community and ecology. The installation will engage in dissemination of knowledge and information and serve as a point of interaction and dialogue during the exhibition.





# Live Bar

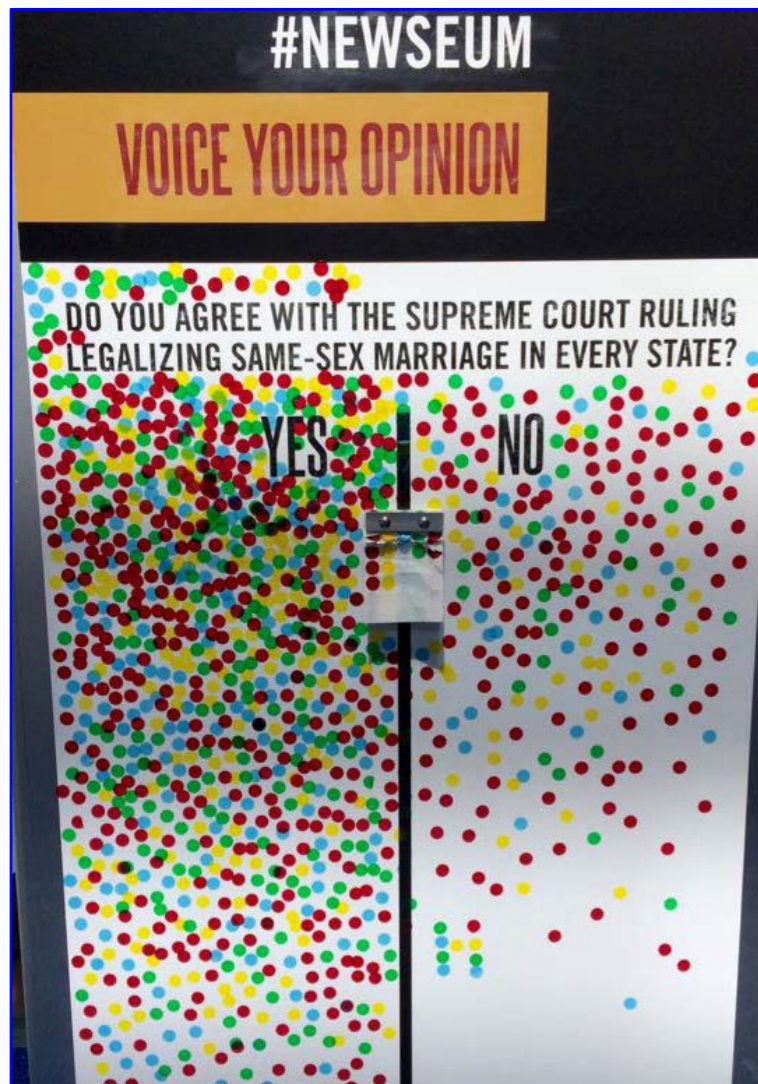




# Reduce/Reuse/Recycle

An audience participation installation, inviting visitors & students to answer questions regarding environmental issues. Their answers are color coded and in time would create a visual representation of the conversation.

Roni Levit





# How Long

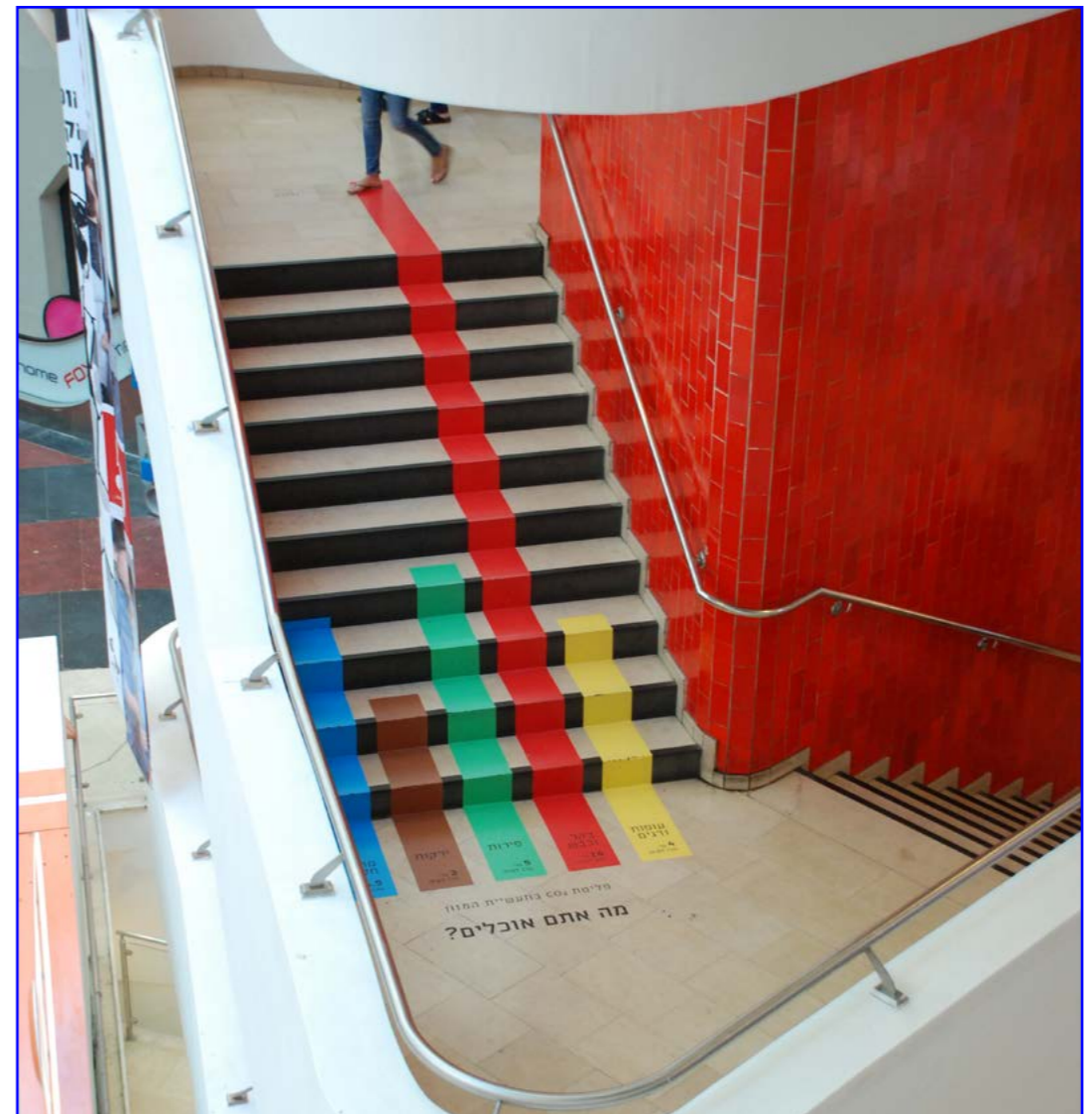
The staircase will host an Infographics large scale spatial diagram showing the decomposition time of various waste materials after reaching the ocean.

ECOWEEK workshop led by Roni Levit and HIT students.

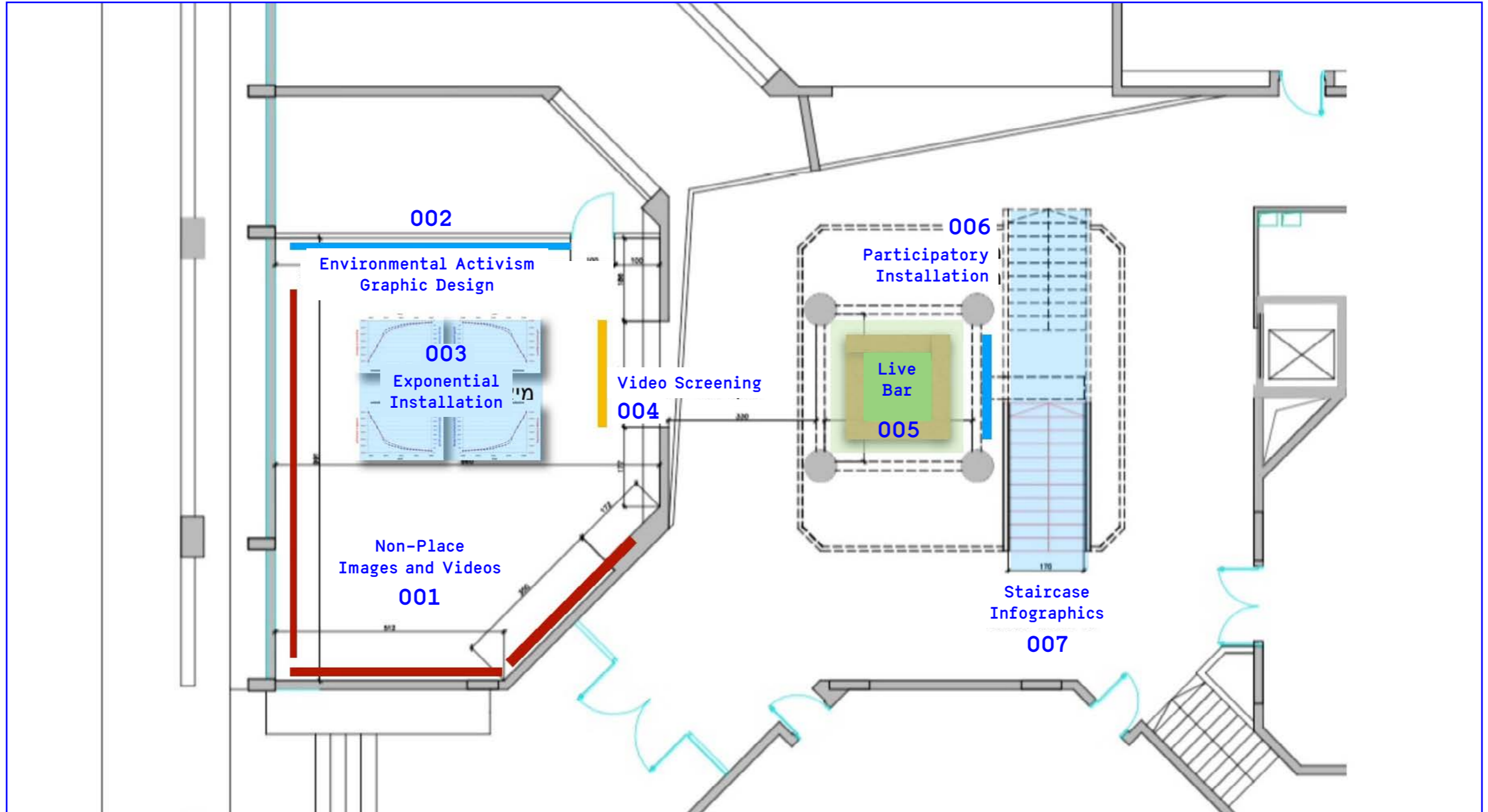
ECOWEEK Workshop at Goethe Institute, Tel Aviv



ECOWEEK Workshop at Dizengoff Center, Tel Aviv



# Floor Plan





**THANK YOU**

Arch. Dr. Elias Messinas, Arch. Braha Kunda, Roni Levit

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