

HIT Holon Institute of Technology, The Julia Mizrahi Vitrina Gallery

AT EYE LEVEL



SUSTAINABLE DESIGN IN THE PUBLIC SPACE

MAY 13 UNTIL JUNE 13, 2019

Offering new perspectives on people and locality in addressing global threats through eco-human centered design and creative placemaking



At Eye Level exhibition aims to illuminate the dark and repressed side of environmental, social and economic crises at a local and global level, and to suggest possible ways of addressing these issues "from below". The exhibition was curated with an aspiration to promote conceptual and behavioral change through sustainable design, and to amplify the concepts of '*non-place*' and '*place*'.

The exhibition **At Eye Level** opened at the Julia Mizrahi Vitrine Gallery at the Holon Institute of Technology (HIT) on 13.5.19. The exhibition, and its individual components may be **hosted in more venues in Israel and abroad and can be accommodated to other specific given spaces.**

The exhibition calls for recognition of the inherent interrelations between cultural values ,patterns of consumption, mass usage of

natural resources and space for production and construction, to the rising environmental threats and to their implications on living systems.

The exhibition follows a proactive approach that strives to involve and motivate in order to encourage a change in perception and behavior of the viewer.

The curatorial idea is based on the concepts of *non-place* and *place* and attempts to move – or sail in the *green raft* - in the consciousness and the space between them; *from non-place to place*. The journey is embodied in the spatial arrangement of the exhibition: between the dark space and the light place. The concepts resonate with the current global situation, where massive amounts of people move frantically through unfamiliar *non places* – such as airports and highways.

The exhibition presents *eco-social interventions* that engage the space and address issues of context and environment from the crisis to the solution:

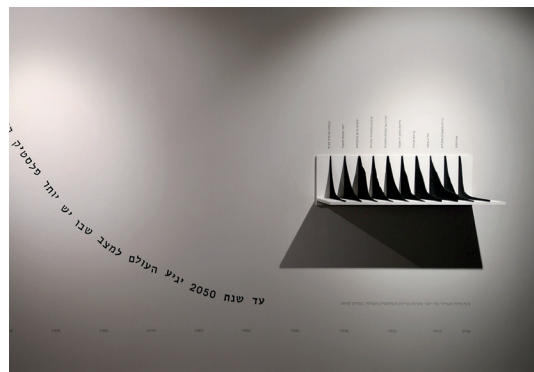
The Gallery *The Dark Space* exhibits relate to problems that need to be addressed. Images from the non-place multi-disciplinary art project by architect Braha Kunda and photographer Ran Biran (non-place.biz), with Kaiser-Antonino dance and choreography and Wolfrum Lukazus Media design. The project is aimed to investigate the vast, neglected, inhuman "non places" created by the large, top-down infrastructures projects that became the Anthropocene most recognizable features.

An infographics installation *The Exponential Graph* (data source ourworldindata.org) by designer Roni Levit, with Ben Sharabi and Braha Kunda reflects the extent of environmental crises through its expression in the repetitive form of exponential graphs that describe the growing rates and speed of extinction, plastic distribution, division of wealth etc.

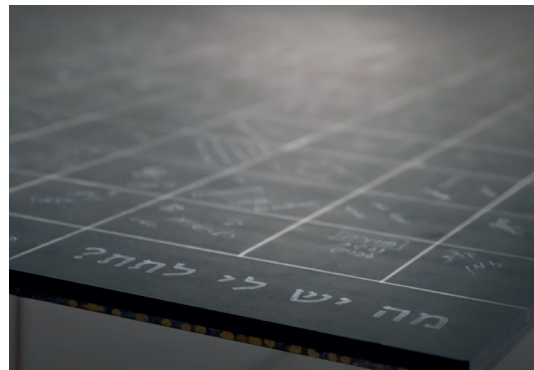
The *Participative Table installation* positioned at the center of the dark gallery space activates the visitors who express themselves through the act of scribing an answer to two fundamental questions: On one side of the table it is written: "What do I need?" and on the opposite side, "What can I give?"

This *installation* aspires to put forth the value of participation and civil involvement to sustainable development through place-making and eco-human centered design.

At the entrance to the gallery a video screen shows environmental and social design projects that combine community and creative place making intervention, from ECOWEEK workshops coordinated by architect Elias Messinas (ecoweek.org) and courses by architect Braha Kunda at the Holon Institute of Technology, where students experience teamwork, multi-disciplinary and collaborative design and place making. The video was edited by Ben Sharabi.



By 2050 there will be more plastic than fish in the world's oceans





In the central illuminated lobby one experiences a more optimistic atmosphere. There, between the central pillars and under the skylight, a space that is usually unoccupied, one will find the *green raft*. This place-making act, using reused bamboo and reclaimed containers, offers an open platform for activity and content, for use by the students, visitors and faculty and for participation in planned events. It is a design research installation intended primarily to simulate the creation of place in a specific site situation. The raft, which contains edible plants, serves as a planning strategy designed to breathe life in an unused dull space.

As part of its integration into a given space, the *green raft* is used for sitting and watching, for eye-to-eye encounters, for growing edible eleaves, as a stage for performances, and as an arena for discussion and dissemination of knowledge about sustainable practices. The *Green Raft* was conceived and designed by Braha Kunda and Ben Sharabi.

‘investigative intervention’ - which also poses questions about the reversal of this model and is examined in the gallery. Why and how are they created? In the end, the exhibition strives to raise questions about how to create ‘places’ that benefit people and the environment, and how to design for creating sustainable space and localism,.

The exhibition works are presented in a variety of media and are different from each other. They all deal with the experience of space at eye level, both in the physical dimension that activates the body sensations and in the symbolic dimension that may awaken and perhaps illuminate the consciousness.

Seeds of endemic endangered vegetation species are on board the green raft in recycled glass jars. Our eye-level plan is to plant seed balls around campus.

Creating chains of sustainable values for the future is a key factor in generating change.



Chief Curator and Coordinator
Braha Kunda

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