

# Trapped in Suburbia

Design Project, KD, WS 2021/22

Thursday, 8.00 – 13.10 Uhr, Room M3.09a & Zoom

Karin Langeveld & Cuby Gerards, Amsterdam, NL

## Idyll and Atrocity (02) Identity Experience

**Development of a new Identity Design Programme for the "Dokumentation Obersalzberg"**

*Endowed design competition of "Fachwerkstatt Identity Design", commissioned by "Institut für Zeitgeschichte München-Berlin (IfZ)"  
A project in cooperation with Karin Langeveld and Cuby Gerards of Trapped in Suburbia, Amsterdam. Taught predominantly in English.*

*How do we encourage people to visit a contemporary history museum on "contaminated ground" without appealing to the lure of a crime scene.*

*How do we find an adequate visual language for a place, where countless atrocities were conceived and decreed?*

*How do we handle the aesthetics of a spectacular alpine scenery, which provided the powerful setting for National Socialist propaganda?*

*How do we point towards a positive future, where we will have learned from the past?*

The questions which we'll need to address this semester are not easy to answer. It's all the more remarkable that you'll be asked as students to work on an identity design assignment of national and international importance.

**The "Institut für Zeitgeschichte München-Berlin (IfZ)" entrusts you with the development of the new visual identity for the "Dokumentation Obersalzberg".**

**You are invited to take part in a professional endowed design competition limited to the participants of this seminar. Its goal is to find winners whose design will be acquired, launched and publicly installed.**

### What's it about?

The "Dokumentation Obersalzberg" is a learning environment and memorial site informing visitors about the history of the Obersalzberg and its significance during the NS dictatorship. From 1933 to 1945 Hitler's initial holiday resort became more and more a second control centre of the NS administration. All in all Hitler spent a quarter of his years in power on the Obersalzberg. On this hilltop above Berchtesgaden in Bavaria important political decisions were conceived and taken, – on war and peace as well as the Holocaust.

From the post-war era to the late 1990s firstly the Allies and later on the German authorities didn't quite know how to deal appropriately with the difficult heritage, – until the "Dokumentation Obersalzberg" opened its doors in 1999. Due to its positive reception this information centre currently undergoes a significant development and expansion. From autumn 2022 onwards visitors will be able to experience the new permanent exhibition "Idyll and Atrocity" on additional 800 sqm. See <https://www.obersalzberg.de>.

With the development of the site and exhibition comes the need for a new visual identity and branded communication, – replacing the outdated current graphic appearance.

### International Team with "Trapped in Suburbia" from the Netherlands

A semester project of this significance and scope requires special planning. Due to its international dimension we have sought the fresh perspective of external partners. With Karin Langeveld and Cuby Gerards of "Trapped in Suburbia", Amsterdam we have leading Dutch experience designers on board, who will support you with their expertise at times on site or online. <https://trappedinsuburbia.com>

A limited number of places on this project will be offered to Incoming International Students. Thus seminars will be mostly conducted in English.

In order to also give a substantial number of KD-students the opportunity to take part in this project, this semester there will be two electives assigned to this project (01\_Identity Language, 02\_Identity Experience). Students signing up for any of the two electives will be taught together, either analogue or digitally. The type of project suggests you work in small teams.



### Two-day Study Excursion to Berchtesgaden

The Corona situation permitting, you will receive all relevant information on the "Dokumentation Obersalzberg" and this assignment during a two-day study excursion to Berchtesgaden on **Thursday, 21st and Friday, 22nd October. Please block these days already in your diaries!**

The costs for travel by bus and one overnight in a hostel will be covered by IfZ.

### Experience and Personal Gain – not least for your Portfolio

From researching our topic on site, concept development, design and cross-media application of your identity design to its presentation in front of our client, you will experience all stages of a professional identity design process, – live and for real.

The competition winners will receive 1.500,- EUR of prize money plus fee for usage rights. Follow-up assignments are also possible.

**This assignment requires your full engagement – intellectually, emotionally and creatively. We (Dr. Sven Keller (IfZ) with colleagues, Karin Langeveld, Cuby Gerards and Stefan Buffer) look forward to working with you.**

### CONTACT

**If you are interested in this project or have additional questions, you are very welcome to contact ... [bufler@hs-augsburg.de](mailto:bufler@hs-augsburg.de)**

