

KAZERNE MEDIA RELEASE

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NEW EXHIBITION AND FILM IN KAZERNE: BORN AT NIGHT

Design Academy's Joseph Grima and Martina Muzi show a different perspective on design and technology.

EINDHOVEN – Products composed out of existing electronic components. Is that design too? In the new exhibition Born at Night at Kazerne Joseph Grima and Martina Muzi explore the ecosystem of the worlds largest marketplace for components in Shenzhen, China. As the first foreign creative director of Design Academy Eindhoven, Joseph Grima is an important new stakeholder in the field of design. In response to the invitation to introduce himself at Kazerne through his vision of design, he proposed the high-profile research by Space Caviar that he conducted in collaboration with Martina Muzi.

The designer's exceptional position has been dominating the Western way of thinking about design and innovation for decades. Innovation seems inextricably linked to individual authorship. But, is that view still correct? From 5 April until 17 September visitors to Kazerne in the heart of design city Eindhoven can get inspired by a totally different perspective. Born at Night shows a series of objects and components, but through texts and a film, illustrates the role of man within this design ecosystem. The market is home to an ecosystem that in recent years has developed into a product-innovator. Where during the day the focus is on sales, at night products are created that question the Western way of thinking about design, innovation and individual authorship. With their exhibition Born at Night Joseph Grima (a.o. creative director of Eindhoven) and Martina Muzi of design research studio Space Caviar explore a totally different perspective.



Still from the film Born at Night, about the ecosystem of the world's largest marketplace for components in Shenzhen, China. Copyright: Space Caviar

In Shenzhen, Space Caviar discovered a fascinating design culture that is closely interwoven with an integrated system of manufacturing, brokering, assembly and wholesale, as well as people and their families. In Shenzhen innovation is not the visual outcome of a design process, but a seemingly effortless integration of components and processes, like the systematic reuse of electronics and the possibility to produce small volumes 'on demand'.

Where in the West large teams work on innovation and each product is registered through complex patents, products in Shenzhen are evolving through small adjustments that have not necessarily been achieved by the same maker. As a 'factory to the world', Shenzhen offers a view of a developing ecosystem in which aesthetics or functionality are of importance, but the social and urban structures from which products originate are too. Grima: Where during the day the focus is on sales, at night products are created that question the Western way of thinking about design, innovation and individual authorship. Without judging it's value, we hope our project Born at Night can contribute to the discussion on the next step for design as an innovator.



Photos: Through small adjustments products evolve to a new version. Copyright: Space Caviar

Born at Night shows a series of objects and components, but moreover illustrates the role of man within this design ecosystem through texts and above all a film - of which Kazerne has the world premiere. The project was realized in 2016 and 2017, and was part of a research residency, provided by M + / Design Trust, Hong Kong.

Space Caviar, based in Genoa (IT), operates at the cutting edge of architecture, design, technology, politics and the public domain. Previous projects were shown during the Venice Architecture Biennale, the Biennale Interieur, the Victoria and Albert Museum, the Vitra Design Museum, and the Film Museum in Munich.

NOTES TO THE EDITOR – not for publication

On Thursday, April 5, the opening of Born at Night will take place and you are welcome from 3 p.m. to 5 p.m. for the viewing and a drink with guest curators Joseph, Martina and Annemoon Geurts, creative director of Kazerne. We would love to hear from you if you also want a personal interview on April 5th.

For more information and interview requests, please contact Ilya van den Berg via 31 6 24378158 or communications@kazerne.com.

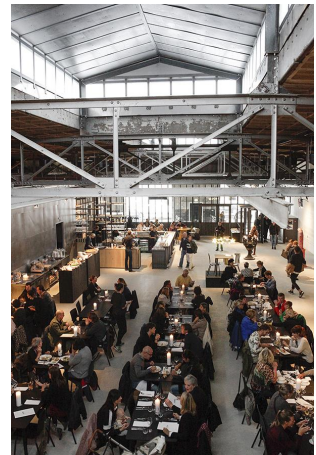
Rights-free high res visual material is available on request and via <http://www.kazerne.com/meer/media/media-info>

ABOUT KAZERNE – eat drink design

Kazerne, featured in the [New York Times](#), shows work by dozens of prominent design talents throughout its 2,000 square meters of space and has distinguished itself as the Eindhoven hot spot where art and technology meet – along with good food, drinks and friends. They serve high quality vegetable-oriented food with an Italian twist, including vegetarian dishes. The menu changes regularly to take advantage of fresh, seasonal ingredients.

The two-year-old creative hub with a restaurant is housed in a former military police barracks (Kazerne means ‘barracks’ in Dutch), and was renovated to highlight its industrial beauty. The boardrooms can be reserved for both business and private events – from high-level dinners to large corporate functions. In October 2018 the complete heritage will be renovated. By then, the boutique hotel will open up, where you will be able to sleep within the exhibition.

“Kazerne pays particular attention to the power of the creative industry as the driving force and source of inspiration for a more beautiful, more humane and more sustainable living environment,” says co-founder and creative director Annemoon Geurts. “In contrast to regular museums, we have opted for a lively environment where you can eat and drink until late at night while being surrounded by the exhibition. This allows you to experience the artworks intimately, in an informal relaxed setting.”



Kazerne is located at Paradijslaan 8, in the center of Eindhoven and is open daily from 12:00 to midnight for coffee, lunch, drinks and dinner. Guided tours on demand. Visiting the exhibition is free of charge.
