

Peter Rea intervenuto a x media conference

Intercourse

I introduce the title of my talk which is intercourse. First off all I would like to thank Mirko and the students and the team that put together this conference. Nick and I are very happy to be here. Nick is my college from Bremen. I'll tell you a little bit about myself and then I want to get into my subject. May or may not be pleased to know that I won't deal with Flash.

I'm a theorist and pragmatic person. Actually I'm practical so I cross that barrier. I would also like to try to cross the barrier between technology and art or design. I often wear two shirts. So, that's the personality quality that I often see both sides at the same time. I started actually originally as a young artist in art's school in London. I studied for four years there fine arts and learned to draw your city here in Florence in one point perspective, two point perspective, three point perspective, different plane of views of Florence.

So, it's always nice when I come to Florence and I can see all my drawings that are based on your buildings. It was a classical education that I started with, discovered printing press and started making prints and that actually led me to the London college of printing to do a post-graduate program and then to the Royal College of Arts to do another post-graduate program. A long side with that I also worked in the theatre and do work in the theatre and I play the drams.

So, you see I'm a short of intermediate person and that is actually what is really sights me as a designer or communicator or artist. And often people ask me what my job is, what do I do. People still ask me that and still I wonder for myself what do I do. You probably try to explain to your friends or your parents what is that you do and it's often very difficult. And I focused on the word graphic which in English doesn't have to mean design. We often say that it's a very graphic way of talking. So, if I want make you feel surprised I can be very GRAPHIC! That's a graphing way of communicating. Or if you like I can be equally graphic by talking very quietly. So, I'm involved in this idea of trying to explain things and communicate things and some times I designed them with my hands I like to make things, sometimes to my computer and mostly I hope with my head. What do I do to earn some money? Well I live in London, in the centre of London. I've worked in Bremen as a professor and for the last few years I've been working in Beirut where a lots of problems are gaining between the Israelis and the Palestinians and I work with the Rabin's. I've been working there for about five to six years. I don't go quite so much now because I finished the main job that I was doing there but I go every year and I'll be there in a couple of weeks. And I just come back from Shanghai in China and I just start working there as well.

You might say, what are you do in these countries? In education because I spent 50% of my time as a teacher and the other 50% as a designer making things, doing things.. As a teacher I often wonder what do I do, because its certainly wears me out, makes me very tired and I enjoy it very much. And every time I say I don't like teaching I still find that I get back into it again. As a short of an analogy if you can imagine that I often use Kylington as a reference point. Is a jazz musician who died 15 years ago and for about six years of his life he led very famous orchestra knowing as the Kylington orchestra. He was playing the piano but what is really well known about is his orchestra and the sound and in fact. His most famous museums made the sound. What he really did was something like this, he would say at the beginning of the concert that the piano player, that was his job, is going to introduce this number with a little bit of rinky tinky, so he made himself not very important because it was the band that was important. But what he's really doing is condumpting the band. And that's the method of what I'm trying to do. I organise programs of teaching, I work with students, I work with space and I'm a short of director in that sense. Like you can say for a theatre director. What is a theatre director really do, the actors do it, the actresses do it, the lighting people do it, sound people do it, the set designers do it. What does a theatre director really do?

When I looked my role as a professional teacher it is, I think when I try to create events and paint to my students and the space is actually the school, the auditorium for example and I guess that's what I do. And then sometimes I just make images. So, I would like to go on to more images I'm going to use different technologies and I will explain to you what the paper is doing in front of you. You should have some papers that we have distributed to you. A little later on this talk I'm going

to ask you to do a short work shop. I mean, you are the creative people so I want you to do something. So, I'll give you a short time for think now and make some notes and if it's interesting you can go on with the work shop. And then a little bit later on the presentation we will actually have a piece of time for you to do the work shop. So, you don't have to start now but you can start to realise what I'm talking about and indeed and what the three earlier speakers are all connected in a way with this workshop.

Now I'm going to start talking about my world, I've already started talking about it by telling you that I worked in different countries and the different ways that I've seen what I was doing. For the workshop I want you to draw or sketch or write your world. That's the workshop. A representation of your world as you see it. And I'm going to fill out through some slights and some work of the power book that short of idea of what a representation of the world might mean and how it can be interpreted. Please if you use two sheets put your name on both. I want you to make a little dialog box on the paper that has your name and your address and your e mail.

Then I will take these to Germany and I will make copies for myself because I'm putting together a big project and then I'll post them back to you. So you will get them back if you give me the address.

Just to encourage you somewhere, I'll show you in a minute.

It's calling Tokyo night dreaming and it's a representation of the city of Tokyo.

This is an original print, it's beautifully printed and designed by John. So, I will try to think way so by the end of the afternoon, by the end of the last speaker, that can be someone to be interested. From the series "I can't on a ikono" that's a project I've been running for about a year just for images in that series and you can check it on the web.

If I wonder what I am I could say that I'm an artist. And if I give this a title, I could call this image, I could say this is my life, which in England is a little bit of parody, it's not my wife, it's my life. This is a bag lady, if I take it as a metaphor this is my life.

And here I might name this image if I want to make it a piece of art. I might call it "technological breakdown". Now, you may not be able to see but our bag lady here, her wheel has broken on her pram. So, she has one wheel that is completely broken. So, this for me is a technological breakdown in my life. I think that in the manuscripts that you had in book about the conference bag lady was described as lady's handbag. So you might think that Peter Rea is a lady's handbag. But in fact the title should have been translated as bag lady.

And this image I will call it "on the road". At the same time as I tried to name these images, they are very symbolic. This is my life. And this is my house or my studio or one of the meeting rooms. In English we say, a room is a living room, somewhere to live and I call this a living room. It's a room that's alive. And so it's a form of art. Is a concept and I'm going to talk about it in a great detail later.

And then as a small contrast I would like you to see one piece of my design.

Because in a way you have to decide, is the bag lady just a photo of the bag lady taken by a friend of mine and it's a metaphor or is it actually this bag lady a piece of art?

I don't know. I've never made up my mind about these views.

But this I know is what people think is design and this is typographic design and it's one of mine's. It's two pages, on the left and on the right and what I like about this is that is like a piece of music as well as doing its job. And because this is really a book that is closed, when you open it you get what a moving image or television you call it a reveal. In art you call it a piece of automotive art because it moves. So, when you open this you get the view, first of all, of the blue cause your eyes tend to go there and then you get an.... (breath and sound). So, that's my typographic design.

We move now to the PowerBook. The subject today is called intercourse. I assume that everybody here what intercourse is. Is the relationships between people. And in order to have good intercourse it's quite important to know about the other people and their likes, their dislikes and their personal qualities.

to talk a little bit about this world first of all. because I thought it would be handy to bring a world along. Because this is the theme of today in this conference.

then I have to make some summations and probably you're all already there in one way or another, one drain world, what is he doing, what's inside there, is one thing in there, is it circular, is it hard, is it soft? This is a project you all have to do for yourselves but I do it quickly to explain the principal. If I cannot find what's inside of the world, if I cannot find out about something I have to make summations. I have say world, I think. And sometimes people turn "I think" into "I know".

and I start to smell it and feel it and I tried to get my senses to work to know more about it.

you can see it full of images and we've just taken two details so I can explain a little bit about it to you. Now, to me, this is the world, it's a landscape and to me, I can go travelling or I can find what I want here. This record player for example was made in Birmingham, in Britain...

and I find it in an old market there and I brought it back to London.

engine that makes this big wheel go around. It has a meaning. So, everything here is a form of world.

boat you played with your fingers comes from Nigeria. These, you're familiar with, come from East Germany and Russia. Here is my self phone, which I can never use because I usually leave it in the wrong country. So, if someone telephones me now it would be ringing inside a draw in Beirut. This is an achili, you know the habale pipes. Here is my glow, I have two globes in the house, I go one up and one down. This is a rather famous cattle. This is part of the design that I design. These are storage units that time capsules. Each one is label to numbered and I put things in it and keep it and one day I will open them again. I have about two hundreds of these.

Mental maps if you want to find out about the subject area, you're not going to find the undergraphic design or media, you're going to find the under psychology. So, if you look in the libraries this could be under psychology look for mental maps. And these drawings which they are not by my students, not by me, I've just collected them to make this point. They illustrate how much prejudice and how much we know and don't know about what we think we know. So, I will explain a few quite quickly.

map you can see that as we go over here is very busy but not so easy to read as New York and Brooklyn. And if that Brooklyn looks very big and then just up above Brooklyn there's a piece like this just curved over like a hook and this is in fact where Boston is. Your next speaker comes from Boston. He's actually comes from Los Angeles but he was born I think in Boston.

from Boston. Do you see that they have repositioned this? So that, this is now a big strong image, his Boston, and this becomes very protective of this cove here and this is the sea here and look all the shipping lines come to Boston. Where is New York? I can't even find New York.

is that the Bostonians and everybody in this part of America, New England, Connecticut and anywhere up there, they are the intellectuals, they are the culture people of America.

just people being asked to draw a map from their mind, a mental map.

people who lives in this part of Philadelphia think happens in their particular area. So, here is very stressful. It's so stressful that you've only got one or two places that it's bad. Now, the way that this mental map works, you can probably all think of them.. In London for example, I can name a place of London, I suppose I say Brixton and everybody in London would say that's very stressful. How can you live there? Well, I just live next door to Brixton. So, that works in a way that if you know where the stress is and you respond to it you can live with it. And also works that other people who don't understand how to live streetwise, they say "never buy a house there".

concept. I didn't tell you where my life's journey has began. I was born in Dublin in Era. Era is the half of Ireland which is actually independent. The other half belongs to the United Kingdom. You've noticed in these maps that these people who drew these maps think that Ireland doesn't exist. So, we have England down there, we have Wales and we have Scotland but really Great Britain is four countries in one. What was asked to do with this map, was to draw a mental map of which part of England you think it's more attractive to live in.

all of the area that is closed to them. And the condors here as the condors to show a mountain shows that over London which is here, they've given it the lowest, the more unattractive place to live. If you live here and draw this map, this group of these people decided the hole of this coast including this nice area down here. And again they were not interested in London. And if you live up here which is Yorkshire, so you begin to go where we call north of England. These people live on the coast and this is a very nice area. They like this area where the coast is again and for some reason they like this area up here, some islands.

has a lot to do with how you see and where you are. This image to the balance issue is London's view. Here's London of the north of England. I'm sure this works in Italy, I presume you think of yourselves as the north of Italy. I don't know but it must be rather similar....

one road that goes to London, the M1. As they go up here, you see the road gets thinner and thinner because it's somewhere in the distance. And you see this line here that runs across. They've labelled this, the arctic circle. The arctic circle is miles away but they've labelled the arctic circle because everybody in the south of England thinks the north of England is really cold. And they've labelled the M1 here as the end of the roads like there's nothing up there. And in fact, they've said here the people drive oak's carts. And Scotland, they've pushed off to one side somewhere and they say there are icebergs up there. Of course, it's an ironic map but if you look at the significance and if you are British and if you applied to your own Country you can see how the east cost of America looks at the west coasts and they both look at the middle and you can see how the north of Italy looks at the south of Italy and the same in France and the same in Germany.. So, our pursaptions of very much colour by where we are and how we fell about that.

to live in Europe. Italians like to go everywhere. They don't like perhaps Germany and east Germany so much but they like to be anywhere in France, in Spain, in Portugal. Nobody wants to go to islands. They would like to be here in Britain, in Scotland, in Scandinavia. But when you ask the same question of the west Germans, respond that they want to go where people speak German. So, they like Scandinavia. They don't like to come down here. Perhaps for holidays but not to live.

the world itself. This is the standard conventional view of the world. You can all probably find it very quickly. It's out of focus but you can guess it's here. You know what is here and that America is up there, so, you're quickly oriented. This is the same map but imagine that we're looking at the world when we are coming from another planet. It's the same map but it's upside down.

relationships are totally different. Now Italy seems to relate very strongly to Israel and to Lived and to Cyprus and Tunisia and Egypt. In fact, seems that you are an Arab state. When we draw

looking on to the North Pacific Ocean. Doesn't the world look different?

that at the top you see how closed Russia and America are. If you go on the top of the map here Russia is next door. I don't know if you have ever wondered why it was and is the America and Russia always appear to fear each other so much. Now you can see. Because on the conventional map, we think that Russia is on one side of Europe and America over the Atlantic at the other side and if there's going to be a war we think it's going to come right over us. It's going to go around the other side of the world because they are connected. And when you wonder why the British, for example, make such a fuss over keeping the Foklands or keeping half of Cyprus. And when you look the map this way round you discover that the only way through is guarded by the Focklands. You discover that Cyprus is the listening post for the hole of the middle east. when one starts to look the map this way sees a new perception.

map. If you look this map see how small Europe is, how small Britain is and how big Africa is and how big India is and how big China is. But it doesn't suit us to see it that way. This is the conventional size relationship between Europe and South America. Now check it on the big map. Look how big and look how small.

passive country and China look how small it is which is full of people. Here's China and Greenland is very small and you might begin to wonder when you look at China and you look at the United States you suddenly realise that China not only is bigger, it's full of people and if any country is capable of running the world it would be China. It's a high tech country, it makes a lot of the things that we use and they have many industries. So, what is it that we let ourselves live with the conventional maps. Australia is very big. I went to Australia two years ago. Is the best kept secret in the world. It's the most fantastic country. Beautiful landscapes, beautiful weather, cosmopolitan culture. But it's one of those countries that we, the Europeans think that it would be nice to go but it's a long way.

the way if you connect triangles together you can start to make different patents which make

because he never managed to get any of his projects really to happen. What you suddenly see is how much of the world is actually water. It's all water. The hole word is water which we've never got exact this idea.

a couple of years ago. I'm still working on it and I'll just explain a little bit about it. First of all, it has a subtext. No mad, not mad, no mad. They stop prohibit, they settle a bit and they move. And they carry their culture with them and they collect some culture on the way as they push their pram along. But what have I done with the map? First thing, I've put all the water somewhere else. That's because now I fly everywhere. The first time I came to Florence, it took me two days.

get to France, across France I drove through the French, the Swiss and the Italian Alps. This week it took me two hours to come from London and I flied over the water. So, in my map I got rid of the water. I moved Germany up there. And Sri Lanka should be down here on the end of India.

cleans the floor and looks after me. In England I do the washing up, the ironing and clean the floor and do everything alone. But in Lebanon part of the culture is that I must have a cleaner so that the money is filtering down the system. And my cleaner comes from Sri Lanka.

that earned from me to get back to Sri Lanka. So, you see that my world has sort of come together.

worlds. I'm interested in how you see your world. Whether is drawn or written or 3-dimensional. Originally you would have had eight three paper but you've now got eight four but you've got two sheets. You can front the paper, use the hole thing, do several drawings... Do what you like but don't try to be the best. Try to express how you feel about the world.

about two weeks or three week then I go back to London and back to Germany so when I leave here on Monday I will go back to Germany to meet to my students. Nick Pica lives in Berlin and like me he come back to Bremen in Germany, we work like a sort of team. When I was young

culture to speak and bring people from different ages and different experiences we always have some big name like John Warreka, Davis Canson, there is always big name who spoke.

have a big group of students coming from Denmark we have a small group from Japan ten to twelve students come from Tokyo and same from Los Angeles in total is 13 countries.

which we used to do in London which was recorded as the window on European graphic design for London so you see trying to bring cultures to London, windows on American graphic design, windows on the digital futures and in Bremen now we called Profile Intermedia

this size when we first started and since then we had a fair a big fair with exhibition with work shop we run a cinema so that young film maker, video artist can bring their work and we have sort of conferences we show features film which we also analyse in the conferences.

size at the school which is our design studio and at the beginning of the year like actually now we put together a small group of students who want to work on this project which was called learning by doing so my student actually do everything and they have Nick and me sort of behind them with them sort of experience. Nick and me worked in theatre, in jazz club, in factories club, in rock groups doing exhibition, doing graphic, and making video, film interactive so we have this behind them but the students do the work.

we have working breakfast. We have our laser printer, our fax machine, our own email, our sound system, we create work station for each of the people so our student work with us like a sort of professional half way between art a design group and they help moderate the conference it is not all in my hand or Nicks and we make one or two decision like the team for the next conference which is in December, we make fundamental decision but the student work with us who the speaker would be where do we get the money from, how are we going to handle our advertising. We have full scale sort of advertising with page magazine and photography magazine and we handle the design of the auditorium because we do not have an auditorium like this that is ready made we actually used big exhibition hall and we construct everything inside so too is a design projects so have group of student working on that.

money and budget control they have to sign the invoice and they have to sign the order we do have a financial administrator to make sure we don't go bankrupt but that is not what we do, we have other students who started to built up our corporate identity by the time we get to the conference we have at least 20 student all doing creating design exhibition fair cinemas graphic science system and so on and by the time we get to the real conference there is over a 100 student all involved doing all the things that Mirko's student doing here as well. We are just going to show you one video shortly now on the making of this conference so you get some idea of this experience

conference we help you came if you apply for tickets for this year and if you can show same prove you were at this conference like Mirko's signature you have 10% discount let's say 20%

team and watching around and have the idea let's try to show our work and asked Peter and Nick if was possible to do it and they say ok let's do this five minutes option and we did it and we started and so thank for that change