

PERSONAL SCALE

Contemporary Design Exhibition

17.06.2021 – 23.07.2021

Curators of the exhibition: Vytautas Gečas and Marija Puipaitė

Participants of the exhibition: Oskar Zieta (PL), Pepe Heykoop (NL), Kiki van Eijk (NL), Joost van Bleiswijk (NL), Sander Wassink (NL) and Olivier van Herpt (NL), Lennart Lauren (NL), Plasticiet (NL), Corradino Garofalo (IT), Joan Vellvé Rafecas (SP), Destroyers / Builders (BE), Agnė Kučerenkaitė (LT), Pierre Castignola (FR), Sarmite Polakova (LV), Charlotte Jonckheer (BE), Sho Ota (JP), Messgewand (FR), Kodai Iwamoto (JP), Martynas Kazimierėnas (LT), and Kotryna Butautytė (LT).

In the exhibition “Personal Scale”, the concept of sustainability is examined from the author’s personal design perspective. The scope of industrial design is reduced to individual practice, which allows quick and unrestricted experiments in response to the current requirements the designer’s work, an established relationship with objects and materials.

Industry is enshrining certain trends. They are becoming a matter of course and can hinder an objective and individual view of sustainability issues. Both recycled and natural material can work in one context and contradict itself in another. The author's design provides an opportunity to know and understand things better, by delving into production processes and seeing oneself in the reflections of material culture.

The practices that have been presented function as reflections of specific or barely perceptible problems, indirect references that question various sustainability solutions and hopefully encouraging the emergence of an individual critical position. Conceptuality, which is the intellectual component of the value of an object, makes an object long-lasting and self-valuable, and therefore more sustainable.

In the exhibition, the scale of the problem field is reduced from the industrial to the personal level, from speaking globally to an individual message. A wide range of design perspectives and practices reveal the opportunity to discuss sustainability from a variety of angles, to distance oneself from any objective truths or rules. And it doesn’t matter at all whether the object is handmade or industrially produced, newly made or recycled, natural or synthetic, unique or cleverly mass-produced. Sustainability lies not only in the material or production process, but also in the personal relationship with the object.

Patron: Renata and Rolandas Valiūnas

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