



Powered by
The Global School

B/SIDE DESIGN FESTIVAL

JUNE 20-24, 2018 BEIJING

The new annual appointment with
design and urban futures in the Chinese Capital

INDEX

WHY & WHAT

B/Side Design festival

HOW

The festival by numbers

FESTIVAL CONTENTS

Labs
Public Weekend
Fellows
Speakers
Outcomes

ABOUT & CONTACTS

The Global School
Collaborators
Next

AN UNPRECEDENTED FORUM of debates and fieldwork, of practical and speculative experiments around creativity and urban futures.

B/Side Design Festival is an initiative launched and organized by The Global School, China's first independent institute dedicated to design and creative research.

The festival is an international exchange platform of ideas and knowledge transfer around the social and environmental predicaments of contemporary development that by taking China as an epicentre, aims to facilitate and foster encounters among trajectories of combined experimentation and experience across private and public sectors from academic investigations to the workings of corporate, institutional and independent fields of operation.

Under the long-term research framework of The Great Leftovers the festival is a 5-day journey of combined research/education/culture production, unfolding in a build-up narrative of 3 Labs - workshops, public presentations, ideas pitches, lectures, and a public weekend of talks and roundtables, tasked to generate long-term collaborations and partnerships among professionals and stakeholders engaged with the edification of novel urban commonwealths and aspirational advocacies of sharing in our times.

The Edition 0 that is organized in collaboration with the Le Ping Social Entrepreneur Foundation, China's key catalyst and market builder for social innovation, with 15 years of practice in the sector.

WHY & WHAT

The Global School is a new institution backed by a group of China-based and international professionals in the fields of design practice who explore the ramifications of contemporary innovation intended as a cross-disciplinary, networked system of research in action.



EDITION 0

MAIN THEME: THE GREAT LEFTOVERS

HOW

"This is the research environment we want to tackle across its human, environmental, material and intangible articulations.

How can we address, divert, reinvent and improve the conditions of places, people and ecosystems of production that the grand race towards absolute gain, wasteful consumption and abuse have left disattended, unused or simply discarded?

We want to look at these conditions and residual states of existence via hands-on forms of lateral thinking, creative remaking and identify new visions and solutions to transform them into a new energy"



20 - 24 JUNE

Wednesday to Sunday

Everyday

9AM - 8PM

3 LABS X 3 DAYS

1 PUBLIC WEEKEND

Conference and Closing Review

48 FELLOWS

45+ SPEAKERS

9 PROJECT OUTCOMES



LABS/ DESIGNING ACTIONABLE SCENARIOS OF CHANGE

The labs are focused explorations around 3 core subject matters designed by TGS multidisciplinary team as continued areas of practice that will be further developed in future months. Each Lab hosted 16 Fellows and a series of inspirational speakers, action-makers, contributors from a variety of fields over 3 days.

The labs' workings –TGS research-in-action methodology

June 20-24 / Wed-Fri

3 LABS

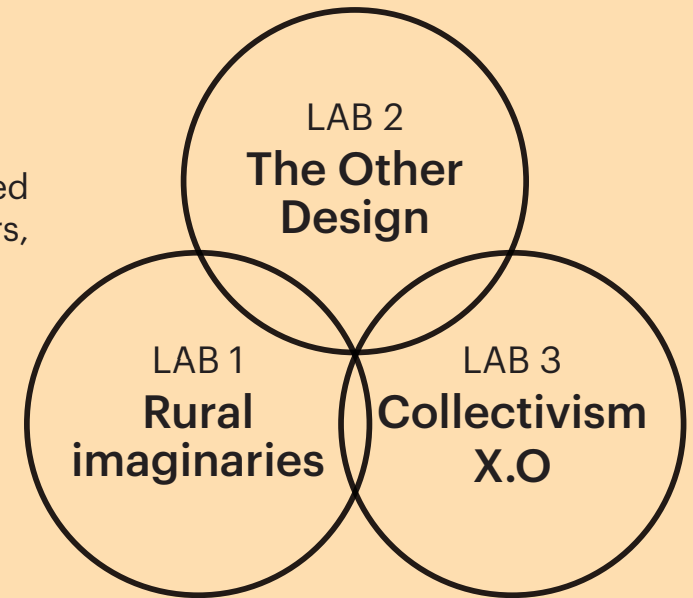
The lab is organized as a mix of focused teamwork moments where each of the 4 groups brainstorm on the ideas they wish to develop and moments of presentation/ discussions with invited external experts and practitioners that will share their experience and further feed the thinking process of the fellows. The objective of the labs is not to enable meaningful discussions between practitioners, fellows, and tutors around case studies and practical knowledge, that will uncover immediate points of convergence or divergence on the issues, challenges, and possibilities for the development of a final program.

June 25 / Saturday

CONFERENCE

A curated session where we invite key stakeholders and professionals, both local and international, to join a high-level conversation covering the three core themes of the festival. Fellows are expected to take notes and reflect on their own responses from the previous three days of LAB, and possibly incorporating new learnings into their final presentations.

FESTIVAL CONTENT



June 26/ Sunday

REVIEW

On the afternoon of Sunday 3 labs consisting of 9 groups will present the results of the previous 4 days thought and exploration. This should be a sharing session between labs in the format of a short pitch and critique of the work. This is accompanied by a verbal presentation and any extra media deemed necessary by the individual group (models, videos, graphics, performance, etc.)

FESTIVAL CONTENT

Breaking Down
the Rural Paradigm



LAB1

Migrating cultural capital:
Designing the distributed institution



LAB2

Community, after Disruption



LAB3

Cross disciplinary mentorship:
Our 45++ Speakers, Innovators, Idea-makers

FESTIVAL CONTENT

LAB WORK

CONFERENCE
Public Discussion
with Roundtables and
one-on-one Interviews

Daily Roundtables

Daily Lectures

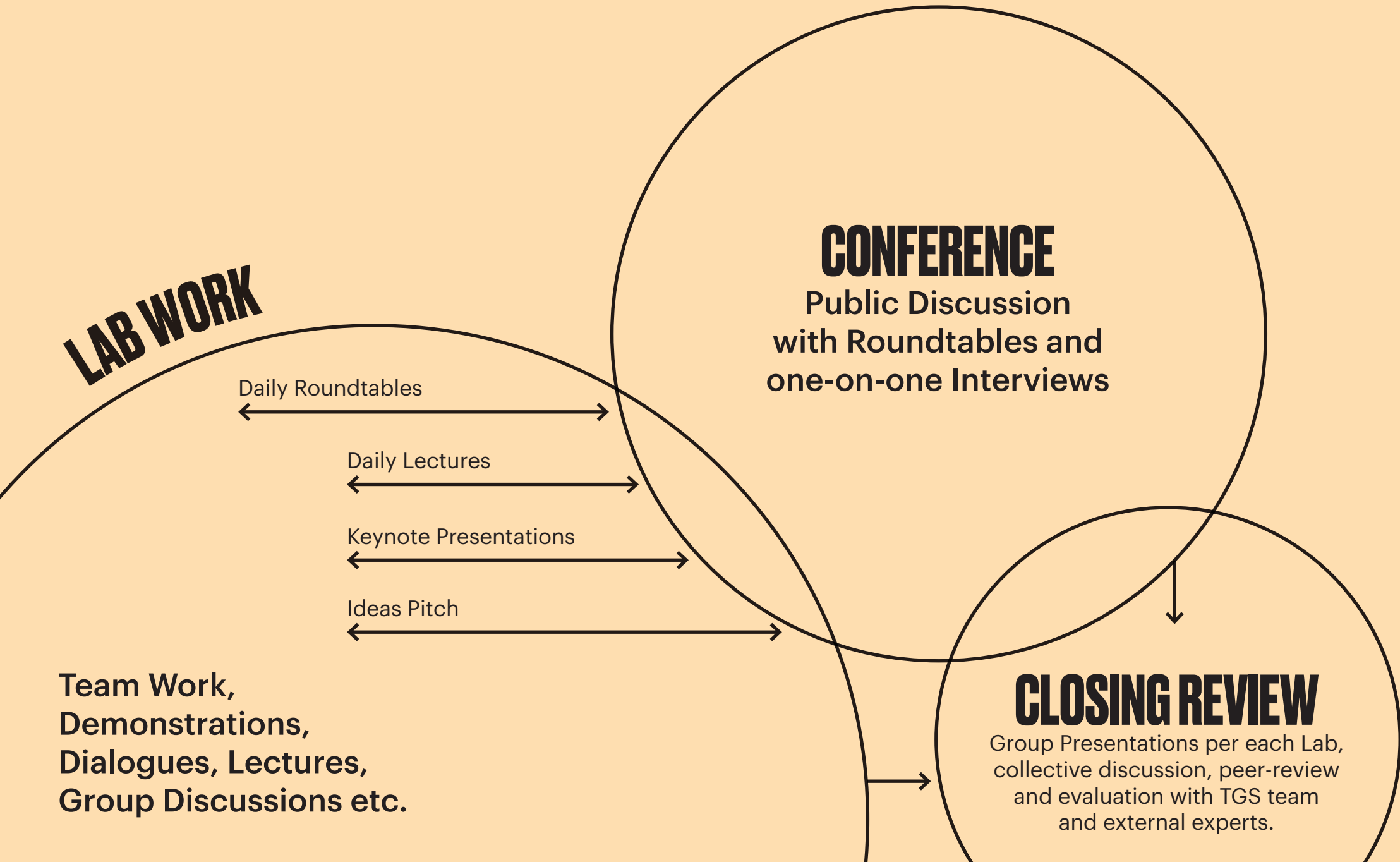
Keynote Presentations

Ideas Pitch

Team Work,
Demonstrations,
Dialogues, Lectures,
Group Discussions etc.

CLOSING REVIEW

Group Presentations per each Lab,
collective discussion, peer-review
and evaluation with TGS team
and external experts.



LAB 1
THE SUPER
(RURAL) MARKET

FESTIVAL CONTENT



LAB 1

RURAL IMAGINARIES

Breaking Down The Rural Paradigm

Super (Rural) Market is a call for action in addressing rural exclusion through the development of new hypotheses for Rural Innovation. The premise being, can Rural Innovation drive an indigenous entrepreneurialism of products and services by the rural, for the rural?

Directed by TGS own **Neill McLean Gaddes** and **Benjamin Beller**, a design strategist and an architect, the first Lab looks at the archetype of the market as institution, system, and space as a lens to understand innovation within the non-urban. The intent is for this cross-pollination of 'thought-for-good' to inform new or interesting ideas and processes, opening up a more nuanced understanding of how Rural Innovation can be encouraged, and what it can achieve in today China.

New modes of thinking and new methodologies, breaking away from the condescending and increasingly flawed view of a rural population being a backward third wheel in need of alleviation, are crucial. What if we could have a healthier perspective on a countryside that has, for better or worse, already escaped the nostalgic rural stereotypes and is an extremely diverse, rich, and dynamic place? What if, building upon this reality, we were to consider the Side as **potentially one of the most progressive territory** in the country? What if the Side is the new Centre?

The question that no village in China can avoid answering: What is the relationship between The Land as a commodity and The Village as a social, cultural and economic construct?

FESTIVAL CONTENT



Neill McLean Gaddes



Benjamin Beller

AREAS OF INVESTIGATION AND PLUG-IN POSSIBILITIES

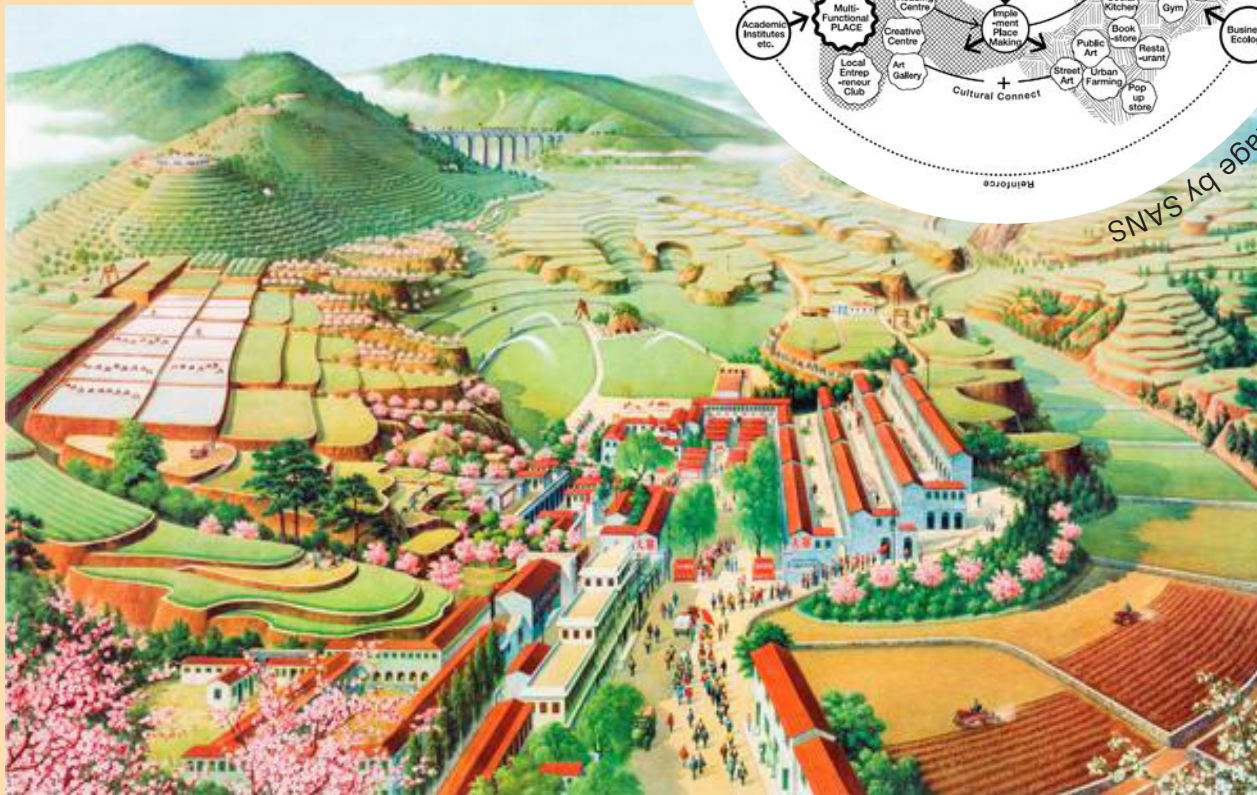
Market + X = ?

FESTIVAL CONTENT

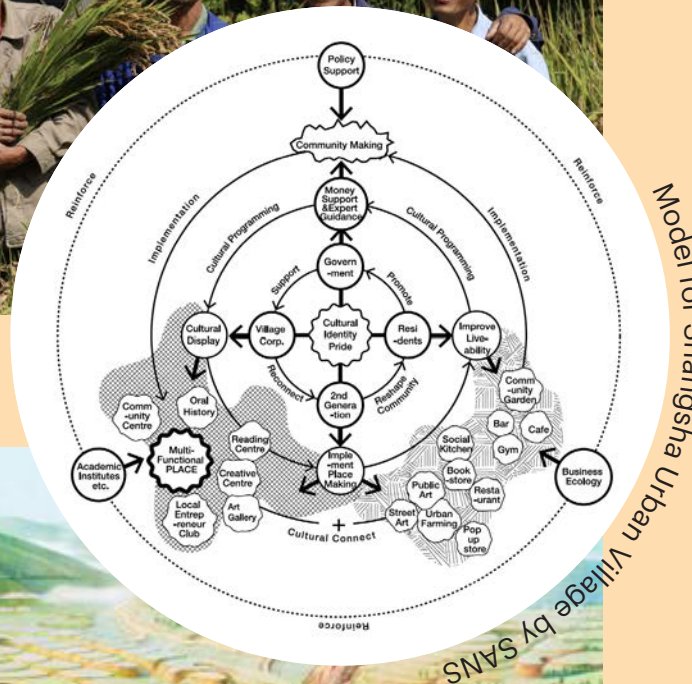
Agriculture (organic) fresh products	Tourism & leisure activities	Rural startups incubator
Agriculture (organic) by-products	Local cultural life	Xiaomaibu network
Plants and flowers	Rural real estate	Sustainability centre
Natural resources derivatives	Sports activities	Mobility
Local small manufacturing and crafts	Extra school activities	Local independent news
Local hospitality	Libraries	"Flea market"
	Local Music	...
	Local Art life	



Sun Commune Farmers



Learning from Dazhai (1960s)



FESTIVAL CONTENT

Agriculture Land + Small Industries

Vernacular Construc-tion, Sustainable Ar-chitecture, Commu-nity-Programs, Social Participation, Eco-Agri-culture, Rural Education

Place-Making

Social Experience

Empowering Community

LAB 2 MIGRATING CULTURAL CAPITAL:

Designing
the distributed
institution

FESTIVAL CONTENT



LAB 2

THE OTHER DESIGN

Hybrid Usership, Design Thinking and its Moving Targets

Urban centers are an aggregation of a diverse array of inhabitants that bring together a wide range of people seeking economic opportunity, social mobility, educational opportunity, new experiences, and fresh starts. *As internal migration in China increases and continues to reshuffle urban to rural relationships, migrants to urban centers must contend both with issues of belonging, and in terms of the negotiation of a dual identity that navigates both the past and the present, the city and the hometown. For individuals from ethnic minority groups in China their unique cultural identity becomes uprooted from its home place. How to redefine identity in this new context?*

Developed by TGS team members **Catherine McMahon** and **Jenny Chou** from ATLAS studio and **Nicola Saladino** of reMIX, three practitioners trained in architecture yet working with theoretical and methodological frameworks well beyond their given backgrounds -the lab asks if a different type of cultural strategy can be enacted—that of the distributed cultural institution— in other words, initiatives that seek to work tactically within networks of people rather than through a centralized institution.

FESTIVAL CONTENT



Catherine McMahon
& Jenny Chou



Nicola Saladino

ONLINE / OFFLINE INTERACTION = ?

Education / Design / Retail / Performance / Exhibition

FESTIVAL CONTENT

Build partnerships with festivals or events

ie. like UNESCO
Create a brand

Create an online journal

Design a portable space

Create a
Made in China label

Run workshop using your tool kit

Crowdsource fundraising

Create an exhibition center

Create an incubation center

Design a competition platform

Create a network /
database for people
to meet

Create a curated making space

Create and curate a festival

Grant program

Create an archive of activities

Start a conference

Publishing platform

Design a craft quality certification

Start a school

Start an online school

FESTIVAL CONTENT

Philanthropic Action,
Traditional Ecological
Knowledge

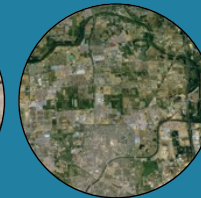
Narration, Story-telling,
Local Production

Minorities,
Civic Trust



Urban and
Rural Education,
Craft Industry

Craft & Social Practice



Cultural Identity
& Migration

LAB 3
COMMUNITY,
AFTER
DISRUPTION

FESTIVAL CONTENT



LAB 3 NETWORKED 'RURBAN' INFRASTRUCTURE

Through work & food flow

Taking as starting point the social and urban implications that different digital disruptive technologies are having for the Chinese society, digital platforms are used as case studies (Taobao, Wechat, Mobike) and look at their possible implications in design. We take two parallel scenarios, one city and one village, and develop the maps of two main flows: food and work production. Through these mappings, we analyse how these flows are structured and how they network with other physical and digital flows between city and village and what more virtuous relationships could be drafted thereof.

Zhao Liqun & Miguel Esteban -urban researchers, architects and technologists, together with visual information strategist and graphic designer **Zhang Shoupin**, modelled this lab to understand the potential of digital technologies to disrupt and create inclusive systems that promote economic development; extract the negative connotations of the implementation of these systems in China, focusing on the lack of identity, and eventually defining local Identity at different levels, and understanding the potential of design to re-define the development of such systems.

FESTIVAL CONTENT



Zhao Liqun



Zhang Shoupin

FESTIVAL CONTENT

- ## Lab Tools by Maxoffice

THE GLOBAL SCHOOL

世界学院

THE GLOBAL SCHOOL

世界学院

THE GLOBAL SCHOOL

世界学院

THE GLOBAL SCHOOL

世界学院

THE GLOBAL SCHOOL

世界学院

THE GLOBAL SCHOOL

世界学院

THE GLOBAL SCHOOL

世界学院

THE GLOBAL SCHOOL

世界学院

THE GLOBAL SCHOOL

世界学院

THE GLOBAL SCHOOL

世界学院

THE GLOBAL SCHOOL

世界学院

THE GLOBAL SCHOOL

世界学院

THE GLOBAL SCHOOL

世界学院

FESTIVAL CONTENT

Infrastructure &
Communication Design

Architecture Goes Soft/
Design Goes Network
Urban & Rural Society

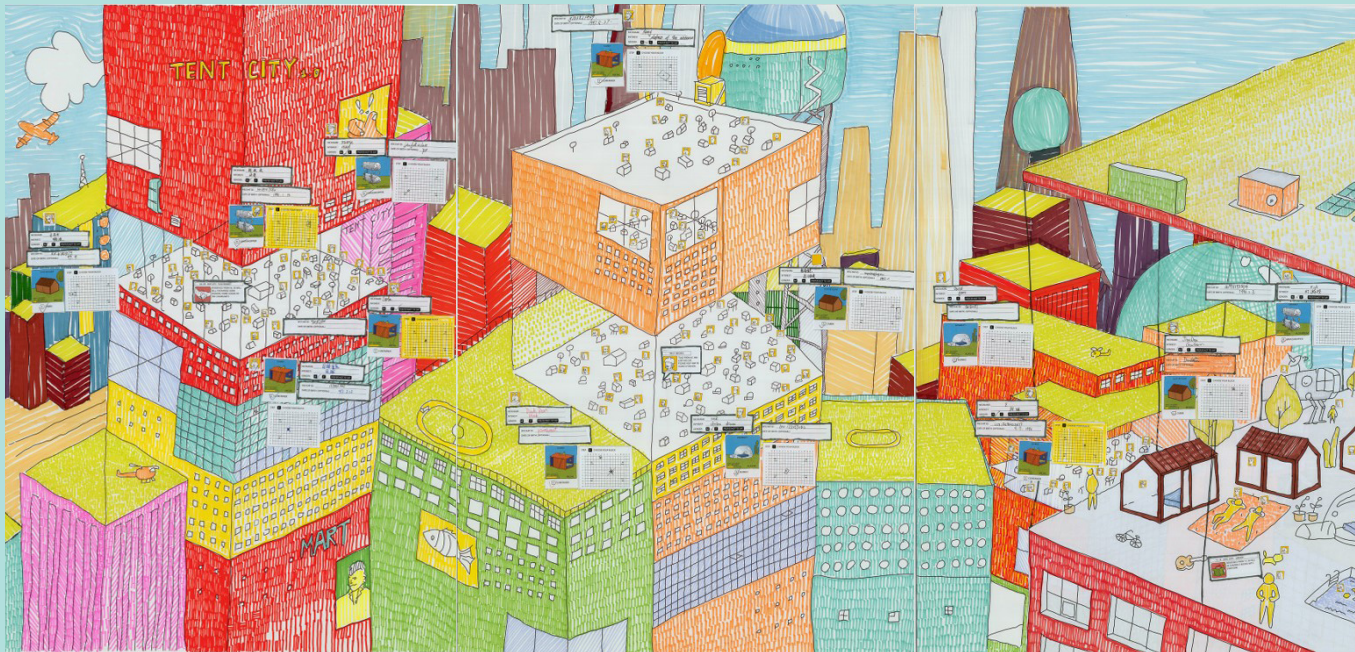
Food & Work Flow

Production.distribution.use
+ Job, Work 2.0, Workspace

Organization Flow
(Community, Identity,
Superteam)

Digital Platforms

Participatory Urbanism,
Collaborative
Design & Social Action



Tent City by Cao Pu architect

PUBLIC WEEKEND / OPEN CONFERENCE

10AM-7PM

FESTIVAL CONTENT

The Saturday's public program broadened questions common to each of the labs' quests into an open series of roundtables with international speakers. What we talked about:

On China and Social Innovation

by Jaff Shen / CEO Le Ping Social Entrepreneur Foundation

'When' Is The Rural? Innovation, Entrepreneurship & the Countryside Conundrum

With Jason Hilgefort & Merve Bedir/ Land+Civilization Compositions – Urban Researchers (Shenzhen 深圳), Zhao Kunfang / Design strategist (Shanghai 上海), Erica Huang / Farm to Neighbour – food entrepreneur (Beijing 北京), Neill Mclean Gaddes / SANS (Shenzhen 深圳), Moderated by Beatrice Leanza / Creative Director, The Global School

By Whom, For Whom? The New Generation: Architecture & Social Transformation

With Sun Dayong / Penda Office, Zhao Liqun / MONO.O, Chen Chen / reMIX Studio, Tang Kangshuo / MAT Office, Moderated by Zhang Han / Editor in chief Archdaily China



PUBLIC WEEKEND / OPEN CONFERENCE

10AM-7PM

FESTIVAL CONTENT



In, Around, Across Disciplinary Practice

With Zhang Shoupin / Max Office, Benjamin Beller / bAo Architects, Jenny Chou / ATLAS studio, Moderated by Anouchka Van Driel / Art and Design Projects, K11 Concepts

Cultural Agents of Change:

Urban Production and the Educational Turn

With Antonie Angerer & Anna-Viktoria Eschbach / Directors & Curators of I:Project Space, Ted Whitaker / Artist, Daphne Xu / Ethnographer and photographer & Rachele Maistrello / Artist and Photographer, Moderated by Beatrice Leanza / Creative Director, The Global School



FELLOWS / PARTICIPANTS TO OUR LABS

Participants to the labs were selected and carefully grouped in consideration of their expertise with a variety of design and social practice backgrounds, from urban studies, architecture and interiors, to ethnography, sociology and computer science, with young entrepreneurs, arts managers, curators, visual and graphic designers, impact strategists, as much as university students and academic researchers

16 X LAB = 48 FELLOWS

**3 GROUPS X LAB =
9 FINAL PROJECTS**

Cross reviews of the final 9 projects happened on closing day on Sunday.

Students & Young Professionals From

Yenqing Academy At Pekin
University

Minzu University –
School of Sociology

Tsinghua University – School of
Architecture & School Of Urban
Planning

FESTIVAL CONTENT

Beijing Institute Of Fashion
Technology – School of Art and
Design

Central Academy Of Fine Arts
– School of Design

Mit (USA)

Bard College (USA)

Agriculture University Of China

Beijing Institute Of Technology

School of Art and Design

Beijing Language and
Culture University

The University of Queensland (Au)

Lijiang Institute of Health
and Environment





FELLOWS/ AREAS OF WORK AND RESEARCH

FESTIVAL CONTENT



Arts & Culture
Management

Art Production & Curation

Agriculture Innovation
& Eco-Farming

Environmental
Sustainability & Protection

Architecture & Interiors

Industrial Design

Animation, Visual
Communication, Graphic
Design & New Media
Social Work

Healthcare & Community
Development

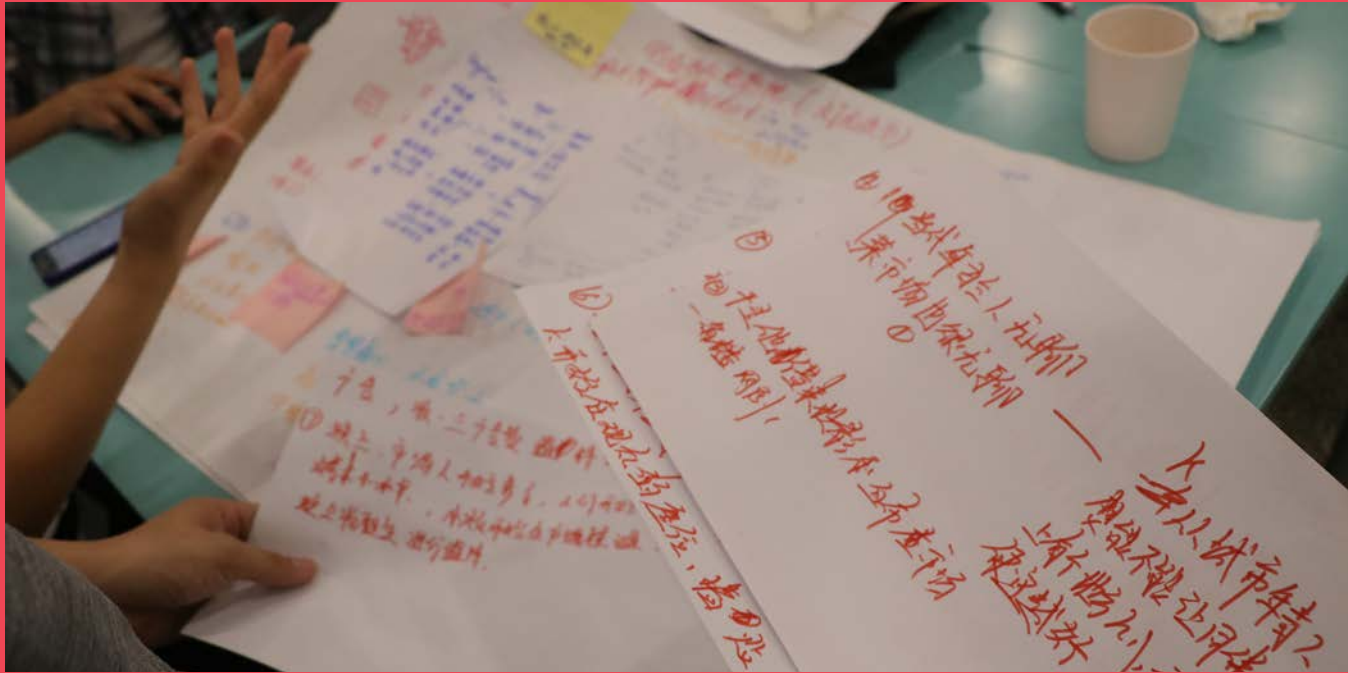
Early Childhood Education

Sociology & Anthropology
Minority Studies
& Ethnography

Social Impact

Publishing & Journalism

Urban Planning



SPEAKERS/ THE FANTASTIC 45++!!

Including:

Exactly 49 are the path-breaking speakers, contributors and idea-makers that joined us

Designers, Architects, Technologists, Ethnographers, Artists, Visual Story-tellers, Economists, Photographers, Sociologists, Impact strategists, Place-makers, Anthropologists, Philanthropists, Engineers, Writers, Farmers, Students, Journalists, Start-ups Entrepreneurs, Urbanists, Chefs, Food Entrepreneurs, Data Analysts, Curators, Agronomists, Photo-reporters...

Ou Ning / Curator and rural activist

Che Mingyan / Award-winning social entrepreneur – CEO Gengxin Village Co-Creation

Guan Kai / Dean of the School of Sociology & Ethnology – Minzu University

Vans Zhang Yi / Head of Re.Lab - Sustainability Lab at ele.me Group, China's largest food delivery app

Chen Cunwang / Rural reconstruction movement scholar and creator of the pioneering Real Farm app servicing CSA (community supported agriculture) farms

Discover all of them at
www.bside.design/the-fantastic-45-speakers

FESTIVAL CONTENT

Sun Dayong / founding partner PENDA architecture studio

Zang Feng / partner and award- winning architect of People's Architecture Office

Jaff Shen / CEO Le Ping Social Entrepreneur Foundation

Zhang Han / Editor in chief Archdaily China

Zhou Zishu / Founder of the social design program Digua Community

Chen Haoru / Architect and founder of the eco-village program Sun Commune (Hangzhou)

OUTCOMES

'Go To The Village'

A 'Xian' School – located in-between city and village connecting kids from both sides with educational services, training and community activities co-designed by rural and urban teachers – a business and action plan for schools cooperation, product and service development tied to the travel industry and the revival of vernacular crafts, a formula to empower elderly populations in rural and urban context and repurpose their knowledge in the community!

The Night Market!

An in-fill spatial strategy to optimize the unused operational hours of common markets (night time) by blending in newly designed activities-based on QR coded stools, food making and sharing, film screenings and much more!

Panjiayuan Remade

How the famous antique market can

become a full-fledged cultural and commercial hub for arts and craft.

Modern Tradition

How the traditional Yi Embroidery from Yunan's Mouding Village can be made a sustainable strategy for cultural and community knowledge preservation through a composite program including travelling exhibitions, training workshops, and contemporary product making through online and offline actions.

Zhouma Space

How social currency and traditional Tibetan craft become involved in the making of an itinerant space for artisanal makers in the city.

Bridge Plan

Revolutionizing the flow of eco-agriculture products between city and countryside with a redesign of systems of

FESTIVAL CONTENT

recycling and reuse – online and offline integration takes on a whole new dimension.

Make it Local!

Building a communication, networking and distribution system for reconnecting artisanal and localized craft industries and small productions to the city.

And more...these area ideas made-to- use!

We will be publishing the festival outcomes soon in a series of publications under the broadcasting arm of The Global School – but here a little teaser of the inspiring projects we will be looking at implementing as results of our LABS...

THE GLOBAL SCHOOL (TGS)

ABOUT

The Global School is a China-native institute for design and creative research dedicated to the species and spaces of the 21st century. It is based in Beijing.

In the thickening emergence of transdisciplinary and transectorial intelligence networks that are distinctive of our current era, TGS performs as an aggregating platform of investigative methodologies and modes of production tasked to generate paths of knowledge in and around a new distributed sense of place and global know-how.

Constituted in a tripartite ecosystem, TGS will be a production hub, a training lab and a culture centre, invested in shaping actionable scenarios of urban and social change through the power of the creative and scientific imagination.

TGS is co-founded by
Beatrice Leanza (Creative Director) and **Sarah Orlando**
(Chief Administrator of Operation and Strategy)



Our Manifesto can be downloaded
here in English or Chinese:
[https://www.bside.design/
single-post/2017/10/01/TGS-in-10](https://www.bside.design/single-post/2017/10/01/TGS-in-10)

TGS FESTIVAL TEAM

ABOUT



Beatrice Leanza



Sarah Orlando



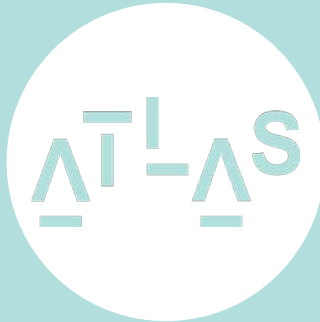
Neill Mclean Gaddes



Benjamin Beller



Nicola Saladino



Jenny Chou
& Catherine Mc Mahon



Zhao Liqun



Zhang Shoupin



Céline Lamée

B/SIDE DESIGN FESTIVAL EDITION 0 / COLLABORATORS

ABOUT

In collaboration with

Le Ping Social Entrepreneur Foundation

With Foundational Actions Started In 2002, Le Ping Foundation Is China's Key Catalyst And Market Builder For Social Innovation, With 15-Years' Experience In Accelerating High-Potential Social Enterprises With Comprehensive Impact-Driven Investments, Facilitating Innovative Solutions With Upscaling Potential, So To Generate Large-Scale Social Impacts. By Introducing Knowledge And Thought Products, Leping Cultivates The Talents And Ideas Market In This Key Developmental Sector.

With the support of

The School of Art & Design At Bift
(Beijing Institute Of Fashion Technology)

Yanqing Academy At Pekin University

I: Project Space

SKD Education

Lab Pages & All Speakers Bios

www.bside.design/B-Side-Design-Festival

The Global School

www.bside.design

Le Ping Foundation

<http://En.lepingfoundation.org>

NEXT

In the fall of 2018 we will publish the outcomes and transcripts of the festival in the first series of Zaji (Messy Records), TGS own publishing outlet part of its developing broadcasting platform.

The outcomes of the LABS are currently being evaluated for future development in and out of Beijing with different counterparts.

B/Side Design Festival will return in 2019 in a larger and richer edition. We will be looking at building new partnerships, with schools, institutions, companies, foundations, media outlets.

If you are interested to become a partner or contribute to our next projects and b/side design festival 2019 edition, contact us to find out what we can do together!

ABOUT

for general inquiries:

info@bside.design

**for content development,
collaborations and partnerships:**

Beatrice Leanza /
Creative Director TGS /
bea@bside.design

**for business alliances
and partnerships:**

Sarah Orlando /
Chief Administrator of Operations
and Strategy / sarah@bside.design

