B/SIDE DESIGN FESTIVAL
JUNE 20-24, 2018 BEIJING
The new annual appointment with design and urban futures in the Chinese Capital

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
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.

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.
"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

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 who 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.

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

Migrating cultural capital: Designing the distributed institution

Community, after Disruption
FESTIVAL CONTENT

Breaking Down the Rural Paradigm

Migrating cultural capital: Designing the distributed institution

Community, after Disruption
FESTIVAL CONTENT

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

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

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

LAB WORK

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

Daily Roundtables

Daily Lectures

Keynote Presentations

Ideas Pitch
LAB 1
THE SUPER (RURAL) MARKET

RURAL IMAGINARIES
乡村创想

THE GREAT LEFTOVERS
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?
### Areas of Investigation and Plug-in Possibilities

Market + X = ?

<table>
<thead>
<tr>
<th>Agriculture (organic) fresh products</th>
<th>Tourism &amp; leisure activities</th>
<th>Rural startups incubator</th>
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<tbody>
<tr>
<td>Agriculture (organic) by-products</td>
<td>Local cultural life</td>
<td>Xiaomaibu network</td>
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<tr>
<td>Plants and flowers</td>
<td>Rural real estate</td>
<td>Sustainability centre</td>
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<tr>
<td>Natural resources derivatives</td>
<td>Sports activities</td>
<td>Mobility</td>
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<tr>
<td>Local small manufacturing and crafts</td>
<td>Extra school activities</td>
<td>Local independent news</td>
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<td>Local hospitality</td>
<td>Libraries</td>
<td>&quot;Flea market&quot;</td>
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<td>Local Music</td>
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<td></td>
<td>Local Art life</td>
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Sun Commune Farmers

Learning from Dazhai (1960s)

FESTIVAL CONTENT

Agriculture Land + Small Industries

Vernacular Construction, Sustainable Architecture, Community-Programs, Social Participation, Eco-Agriculture, Rural Education

Place-Making

Social Experience

Empowering Community
LAB 2
MIGRATING CULTURAL CAPITAL:
Designing the distributed institution

THE OTHER DESIGN

THE GREAT LEFTOVERS
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.
<table>
<thead>
<tr>
<th>ONLINE / OFFLINE INTERACTION = ?</th>
<th>FESTIVAL CONTENT</th>
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<tbody>
<tr>
<td>Education / Design / Retail / Performance / Exhibition</td>
<td>Festival Content</td>
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- Build partnerships with festivals or events
- Design a portable space
- Crowdsourced fundraising
- Design a competition platform
- Create and curate a festival
- Create an archive of activities
- Create a craft quality certification

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<tr>
<th>ie. like UNESCO</th>
<th>Run workshop using your tool kit</th>
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<tbody>
<tr>
<td>Create a brand</td>
<td>Create an incubation center</td>
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<tr>
<td>Create a Made in China label</td>
<td>Create a curated making space</td>
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<tr>
<td>Create an exhibition center</td>
<td>Grant program</td>
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<tr>
<td>Create a network / database for people to meet</td>
<td>Publishing platform</td>
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<tr>
<td>Start a conference</td>
<td>Start a school</td>
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<tr>
<td>Start an online school</td>
<td>Create an online journal</td>
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FESTIVAL CONTENT}

LAB 3
COMMUNITY,
AFTER
DISRUPTION

COLLECTIVISM
集体主义 X.O

THE GREAT LEFTOVERS
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.
1. Understanding the potential of digital technologies to disrupt and create inclusive systems that promote economic development.

2. Extract the negative connotations of the implementation of these systems in China, focusing on the lack of identity.

3. Defining local identity at different levels, and understanding the potential of design to re-define the development of these disruptive systems.
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
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
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.

**Students & Young Professionals From**

- Yenqing Academy At Pekin University
- Minzu University – School of Sociology
- Tsinghua University – School of Architecture & School Of Urban Planning

**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.

**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

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
Including:

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

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)

Discover all of them at www.bside.design/the-fantastic-45-speakers
‘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 activitie-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 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 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
TGS FESTIVAL TEAM

Beatrice Leanza
Sarah Orlando
Neill Mclean Gaddes
Benjamin Beller

Nicola Saladino
Jenny Chou
& Catherine Mc Mahon
Zhao Liqun
Zhang Shoupin
Céline Lamée

Max Office
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 Knowl-
edge 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
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/ide design festival 2019 edition, contact us to find out what we can do together!

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