

# Mapping Cultures

**Focus** Idea Finding / Image Making

**Time** Monday, 27th to Thursday, 30th March 2017, 9.30 a.m to 16.00 p.m

**Participants** 9 German students from Augsburg University of Applied Sciences  
9 Israeli students from Bezalel Academy, Jerusalem

**Lecturers** Doris Binger, Professor of Text, Culture and Communication and Simone Hueetlin Designer M.A and Lecturer with a main focus on graphic design, both from Augsburg University of Applied Sciences, Germany.

## Topic

We live in a highly globalized world. We work in international teams and we study on multi-cultural campuses. We share thoughts with friends at the other end of the world. And we regard ourselves as open minded and cosmopolitan. But still: The way we think, act and design is defined by our culture and to a large extent we still behave and live differently. How comes?

In this four-day-workshop we will have a close look on the German and the Israeli culture, on our way of life, our manners, habits and values. At a first step we build German-Israeli teams of two. We reflect on the way we live, study and work by juxtaposing the cultural differences. At the second step we look for ways to visualize our perceptions by illustrating, sketching, photographing or using typography and text.

## Outcome

The outcome of this workshop is a booklet in which we compare visually German and Israeli culture. Every student contributes his/her cultural perception by creating two double pages.

Every student is free to use the techniques he/she prefers to translate ideas into visual practice.



**Sunday on the streets.**

*East meets West, Yang Liu, 2007*

**Waiting Queue**

*East meets West, Yang Liu, 2007*