
THE ÜBER LEBENSKUNST WORKING GROUPS AND THEIR PROJECTS

During the first **ÜBER LEBENSKUNST** project phase, three members of the curator team decided to form interdisciplinary working groups to focus in detail on certain aspects of issues raised by the **ÜBER LEBENSKUNST** project. In April 2010, Paula Marie Hildebrandt founded the *WHEN ATTITUDES BECOME NORM* working group. This group brought together expertise from the areas of art, culture and political science, art history and environmental psychology and explored the psychological dimension of decision-making, action and habit. It completed its collaboration in November 2010 with a keyword generator for sustainable action in the form of an animated flip book ([>Publications](#)).

Susanne Stemmler brought together experts working in the areas of climate and cultural sciences, philosophy, fashion and production design to examine the cycle of production, consumption and

waste disposal. The group created the *MY FAVOURITE PIECE OF CLOTHING (MEIN LIEBLINGSTEIL)* project which gave rise to, among other things, a catalogue ([>Publications](#)). For information about other activities that were part of the *MY FAVOURITE PIECE OF CLOTHING* project during the festival, see the [>Festival programme](#). The *URBAN MOBILITY* working group brought together experts from art and architecture, cultural sciences, social psychology and transportation design. Working together, they developed a series of exemplary mobility measures for visitors to the festival in August 2011 ([>Festival programme](#)), published a "Berlin Atlas of paradoxical mobility" ([>Publications](#)) and inspired the team of **ÜBER LEBENSKUNST** and the Haus der Kulturen der Welt to launch a bicycle campaign in 2012.

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WHEN ATTITUDES BECOME NORM

CURATOR: PAULA MARIE HILDEBRANDT

PARTICIPANTS: TUE GREENFORT (ARTIST AND ACTIVIST), JAKOB SCHILLINGER (ARTIST AND AUTHOR), JULIA MORITZ (ART HISTORIAN, CULTURAL SCIENTIST, CURATOR), SOPHIE SCHOLZ (ENVIRONMENTAL PSYCHOLOGIST)

The group WHEN ATTITUDES BECOME NORM looked at the psychological dimension of decision-making, options for action, habits and tradition in five working sessions held between April and October 2010. Less important to the group were practical projects, individual technical solutions and social practices. Instead, it focused on attitudes, life philosophies and exploring personal values. How does holistic awareness affect concrete activities in our day-to-day lives? What is the relationship between individual motivation and collective value systems? Which individual concepts are promising? Which factors can bring about a change in mindset and lead to different behaviour? How do multiple identities and role models affect an individual's attitude? What are the consequences of describing the current situation as a "crisis" or "transformation"?

The members of the group pursued these questions and invited a discussion guest to every working session. The main focus was identifying spaces for thought and finding a transdisciplinary language. Their work led to the production of an animated flip book called "Attitudes Become Norm When" that is a keyword generator for sustainable action and was provided to all participants in the ÜBER LEBENSKUNST.kick-off in September 2010 ([>Publications](#)).

MEIN LIEBLINGSTEIL



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MY FAVOURITE PIECE OF CLOTHING NOVEMBER 2010 TO AUGUST 2011

CURATOR: SUSANNE STEMMLER; ARTISTIC DIRECTION: ELISABETH PRANTNER, WOLFGANG ZUMDICK

PARTICIPANTS: ANTONELLA BATTAGLINI (POTSDAM INSTITUTE FOR CLIMATE IMPACT RESEARCH), ANNA GRIEFAHN (EPEA INTERNATIONAL, HAMBURG), JENNY PFAU (EPEA INTERNATIONAL, HAMBURG), ELISABETH PRANTNER (LISA D, BERLIN), SUSANNE STEMMLER (HAUS DER KULTUREN DER WELT, BERLIN), WOLFGANG ZUMDICK (SOCIAL SCULPTURE RESEARCH UNIT, BROOKES UNIVERSITY, OXFORD, UK)

Clothes make the man. They are an expression of individual identity. In this country, fashion is a short-lived business: jumpers, coats, shoes or scarves are forgotten at the back of the closet or end up in a second-hand shop after just one short season. The project MEIN LIEBLINGSTEIL took a closer look at the cycle of clothing production, distribution, consumption and disposal by telling the stories of individual articles of clothing, the people who wear them and the people who make them.

The project invited all Berliners to participate. Because everybody has a story to tell about their favourite piece of clothing. When people sent in their stories and photos, they were also asked to answer questions about the country the piece of clothing came from, what it was made of, how old it was and what condition it was in. Additional research enhanced the personal stories with background on the clothing's production, thus making it possible to follow the individual biographies of each individual article of clothing. The project was presented in an artistic installation during the ÜBER LEBENSKUNST festival and selected stories and photos were published in a catalogue ([>Publications](#)). During the

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festival, MEIN LIEBLINGSTEIL also offered a variety of DIY workshops.

The project was developed with experts working in fashion, business, climate impact research, literature and philosophy.

URBAN MOBILITY

JUNE 2010 TO AUGUST 2011

PARTICIPANTS: FRIEDRICH VON BORRIES (UNIVERSITY OF FINE ARTS HAMBURG, HFBK), STEPHAN RAMMLER (INSTITUTE FOR TRANSPORTATION DESIGN), HARALD WELZER (INSTITUTE FOR ADVANCED STUDY IN THE HUMANITIES ESSEN), GEREON UERZ, PHILIPP RODE (CONSULTANT), MARTIN KALTWASSER (CONSULTANT), THOMAS SAUTER-SERVAES (CONSULTANT), FLORIAN LENNERT (MODERATOR)
A COOPERATION WITH HOCHSCHULE FÜR BILDENDE KÜNSTE HAMBURG (HFBK) AND INSTITUT FÜR TRANSPORTATION DESIGN

Intelligent mobility is a central aspect of the art of sustainable living and, seen in terms of ongoing global warming, is also a focal point of **ÜBER LEBENSKUNST**. Intelligent mobility spans staying at home through to emission-neutral or low-emission use of various types of mobility. It brings together the greatest possible comfort with the lowest possible consumption of resources. This project developed new strategies for urban mobility on the basis of “innovative use” and reflected on the limits of mobility in a publication by way of concrete examples.

The URBAN MOBILITY working group developed a mobility concept on the basis of “innovative use” for the festival in August 2011. It aimed to create models that show how these types of innovations can be implemented in a short period of time by relying on creativity and getting the most out of what is already there. As a medium-term strategy, “innovative use” makes it possible to start right away and tap into existing potential – beyond expensive and controversial technological product innovations or long-term and conflict-laden system and infrastructure alterations.

From the very outset, visitors were incorporated into the model measures as active participants and could act either as providers or consumers of mobility options during the festival. With its participative concept of innovative use, URBAN MOBILITY aimed to demonstrate that emissions can be quickly and efficiently reduced while having fun at the same time. This was demonstrated during the festival by an integrative transportation concept – with solar boats, festival bicycles, car sharing vehicles and special pedestrian routes between different festival stations.

The urgency of developing new perspectives and values about the

well-established mobility paradigms in our society are shown in the Mobility Atlas created by the working group and published in August 2011 by Merve Publishing. This Atlas reflects on the limits of mobility using concrete analyses conducted in Berlin. Practices and places with marginalised or paradoxical mobility are examined here and documented in texts, maps and photographs (> Publications).

BICYCLE CAMPAIGN AT THE HAUS DER KULTUREN DER WELT IN 2012



Photo: Stephanie Pilick

The activities of URBAN MOBILITY inspired the team of **ÜBER LEBENSKUNST** and the staff of the Haus der Kulturen der Welt to launch a bicycle campaign in 2012.

The campaign took another look at the suitability of bicycles for everyday use in cities. In addition to a Call-A-Bike Station at the Haus, new, well-designed bike stands and a wide selection of bike products from around the world, a wager marked the kick-off of the **ÜBER LEBENSKUNST.bicycle** campaign. 41 HKW employees took part. They wagered that together, they would be able to pedal a total of 40,075 km, or the distance of once around the globe, between 20 March and 31 October. By the time the cut-off date was reached, 31.10.2012, they had travelled a total of 47,019 km.

The **ÜBER LEBENSKUNST.cape** for cycling in the rain was developed in a workshop that took into account all of the needs of cyclists today.

The action day of the **ÜBER LEBENSKUNST.bicycle** campaign on 17 June 2012 offered numerous products and services for bicycles: inspecting bikes and having them engraved, learning about the **ÜBER LEBENSKUNST.cape**, marvelling at bicycle acrobats and young BMX masters, generating power by peddling and creating transportable lamps out of old bicycles.

For more information, see >www.hkw.de/fahrradoffensive