This year, it was OFFF’s 15th birthday - and to celebrate the team invited their biggest list of speakers yet. Stefan Sagmeister, Chuck Anderson and Gamma Anderson were a few of 51-strong army of industry-leading creatives who took to the stage during the event.

For designer Rick Banks, who most directly referenced the issue, the answer is yes. Banks told the OFFF audience that for him, good design is the sum of inspiration plus great idea (or “twist”) and hard work.

He’s not the only one. Yah-Lent Yu of Singapore-based Foreign Policy Design referenced the studio’s “triangulation theory” - contemporary culture, design and intellect with storytelling at the heart - throughout their presentation. New York-based design agency Hush talked about scientific process of design, while Johannes Conrad and Michelle Philips, the creative brains behind Berlin-based design studio Yakio, explained that their mantra is built around the concept of limitations.

“We’ve learned to recognise and embrace limitations,” said the pair. “You can turn your tight budgets, briefs and deadlines into lateral thinking, creative freedom and energy.”

“I had no idea how, but there are tons of tutorials explaining how to do it (…) so I convinced myself I could”

Particularly inspiring - before he controversially staged his own death - was Barcelona-based graphic designer and visual artist Mau Morgo. One of the most exciting creatives to emerge from the Spanish design scene, Morgo’s work is dark, mysterious and ambitious, fusing new tools with experimental techniques in a progressive portfolio of work.

His talk was cut short when a woman took to the stage and shot him at point blank range. “Planning this performance has burned my psychologically so much… I wanted to create an experience for the audience… it was an experiment,” he later explained to shocked Instagram followers.

Speaking ethics side, experimentation is an important part of Morgo’s practice. He excels in using client projects to push creative boundaries: “A perfect example was with my Laus project. I promised the client over the phone I could 3D-scan real people, turn them into gold and implement them into real photographs.”

“I had no idea how, but there are tons of tutorials explaining how to do it with Kinect, so I convinced myself I could. Once they approved the project I researched and found a 3D scanned model that could work, bought it online and started learning through the internet.”

“If you’re a dreamer, find a doer. If you’re a doer, find a dreamer”

It all ties in with Adobe’s keynote at the event. “It’s not about the ideas, it’s about making things happen,” pointed out Adobe evangelist Michael Chaize - and that’s exactly what every speaker at OFFF, past, present and future, has in common. Making, doing, learning from failure: these have long been core themes of the festival, but this year, with more speakers, workshops, activities, and ambitious installations than ever before, the message has never been stronger.

“If you’re a dreamer, find a doer. If you’re a doer, find a dreamer,” advised Chaize, who was on hand throughout the event to showcase a selection of the company’s mobile creative apps, including Adobe Brush CC, Shape CC and Color CC for Android. In between the talks, delegates were invited to interact with the apps at the Adobe booth, while a number of professional illustrators were on hand to show exactly how your workflow could be improved.

So is there a formula for good design? If the last 15 years of OFFF are anything to go by, then yes: experimentation, failure and perseverance are the road makers for creative excellence. Or as Chuck Anderson observed: “If you do something, something will happen.”
THE WEEK THAT WAS | #lifeatuid

@akansha.x Sunny side up! #lifeatuid

@sofiabjurman Lunch vid älven #lifeatuid

@sonyaswan Snabbt in i vardagen på UID! Förra veckan designade vi norrländska, ekologiska förpackningar till E&E glasögon #lifeatuid

@mimigle Interaction designers on a break from experience prototyping. Fueled by coffee, sun, ice-cream and chicken sandwiches #lifeatuid

@majasofiahedlund Tomorrow’s FIKA. A sneekpeek! #APD #lifeatUID

@themonsterlee Creating foam computer mice all day every day #lifeatuid

@oncebjedi From paper sketch to laser cut #lifeatuid

@daanhekking Ideation. #lifeatUID

@mimigle Springs, stones, rubber bands and ping pong. Fun with experience prototyping #lifeatuid

@deedeecarlson Reflecting on idea sketch near the river. #lifeatuid

@oncebjedi That moment of lost and fear #lifeatuid

@majasofiahedlund Tomorrow’s FIKA.. A sneekpeek! #APD #lifeatUID

UID doing the color run!
What happened when I open-sourced my brain cancer

Salvatore Iaconesi | 11 min
http://www.ted.com/talks/salvatore_iaconesi_what_happened_when_i_open_sourced_my_brain_cancer

When artist Salvatore Iaconesi was diagnosed with brain cancer, he refused to be a passive patient — which, he points out, means “one who waits.” So he hacked his brain scans, posted them online, and invited a global community to pitch in on a “cure.” This sometimes meant medical advice, and it sometimes meant art, music, emotional support — from more than half a million people.

Multi-Layered Laser Cut Wood Art

Martin Tomsky is the artist behind the laser cut wood art you see below, they are created using layers of laser cut, stained plywood. Each piece is hand made and combines illustration with sculpture perfectly.

Since graduating from Camberwell College of Arts Martin has translated his art from the page to the physical by creating intricate works of art which both are both decorative and narrative.

Check it out here: http://goo.gl/CLNUzs

Olof Wretling and Jakob Nystrom
Misslyckandena i mitt liv (English: Failures of my life)

Wednesday 16 September at 12.10–12.50
Ljusgården atrium, Teacher Education Building
This event will be held in Swedish.

Olof Wretling – known from the humor group Klungan and Mammans Nya Kille – talks about failure. Olof made his debut as a summer host on the radio P1 in 2011 and has since then been voted by listeners to be winter host three times. Last time the topic was failure and he is now sharing parts of that radio show together with the musician Jakob Nystrom.

Jakob Nystrom – known from Isolation Years, Two White Horses and as a member of Säkert! – had his official premiere with the song Stöldgods during Olof’s winter radio gig and accompanies with new music inspired by Olof’s texts.

Free culture for students, faculty and staff - every week at lunch time!

Celebration of 30th anniversary of the Bechdel Test - World Weekend for Women in Film

Wednesday - 18th of September at 12:00
Sliperiet - Black Box
Short Film package curated by Ladybug Festival
Presentation of WIFT - Women in Film and Television
A-märkt Award Ceremony

On 18th - 20th of November is the World Weekend for Women in Film! During these days cinemas all over the world will host debates, talk, unique films specially for this weekend, nominations and of course, A-rated movies.

Come and celebrate with us the 30th anniversary of the Bechdel Test on Friday at 12:00 in the Black Box at Sliperiet. We’ll have fika and watch a series of A-rated short films curated by LadyBug Festival from Gothenburg! Afterwards WIFT Norra will proudly hand in the 2015 A-märkt Award for ‘local, persistant work in the field of improving equality within the film industry’.

The lunch is on us!

Short Break
LUNCH SCREENING OF SHORT FILMS #1 - Now & Forevermore

Wednesday - 16th of September at 12:15
Sliperiet - Black Box
Tanghi Argentini (BE, 2006, 14’)
{THE AND} (US, 2014, 12’)
John & Karen (UK, 2007, 5’)

On Wednesday (16/9), Short Break is going to have the very first screening of this autumn season! We start the lunch screenings with 3 shorts from Belgium, US and UK, which will portray 3 different couples, one more atypical than the other. We’ll have tango lovers, penguins, polar bears, you name it! The program will feature an Oscar nominee from 2008, a documentary by THE SKIN DEEP collective that was shown this year in Sundance and a brilliant animation that swept many awards around the world. More info about the films can be found in the attachment.

Bring your friends and your lunch boxes! We’ll bring the fika!
STÄLLVERKET

ABOUT STÄLLVERKET

Ställverket is the name of the student union at UID. They do everything from arranging parties to improving the school environment and supporting students in case of disagreements with their teachers.

The representatives of Ställverket work in close collaboration with the administration of UID, taking part in all major meetings concerning the students of UID. As a Ställverket representative you’re expected to forward the opinions of the other students at these meetings.

In the beginning of every year a new Ställverket board is elected, as well as new members for the different groups within Ställverket. Each of the groups (except for Party Group) is directly related to UID councils and student representatives are invited to the meeting of respective councils alongside UID administration/staff.

THE BOARD consists of: Head of Ställverket, Vice Head, 2 Secretaries (who write notes from the meetings), 2 Cachiers (who take care of Ställverket economy).

Group Descriptions

<table>
<thead>
<tr>
<th>Group Descriptions</th>
<th>Number of Representatives</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Educational Group</strong></td>
<td>2 representatives</td>
</tr>
<tr>
<td>Discuss all matters regarding the education offered at UID, now and in the future. Things such as course curricula, teachers, tools used, methods taught, etc. can be brought up at the meetings.</td>
<td></td>
</tr>
<tr>
<td><strong>Decision Group</strong></td>
<td>1 representative</td>
</tr>
<tr>
<td>The student representative may attend decision meetings held by Head of Department and Deputy Head of Department, but without the right to vote. It’s an excellent way to keep up-to-date with what’s going on higher levels at UID.</td>
<td></td>
</tr>
<tr>
<td><strong>Strategic Group</strong></td>
<td>2 representatives</td>
</tr>
<tr>
<td>The group representatives attend meetings which discuss the strategy for UID to continue: what does the education aspire to? where are we headed?</td>
<td></td>
</tr>
<tr>
<td><strong>Work Environment Group</strong></td>
<td>2 representatives</td>
</tr>
<tr>
<td>Work environment group takes care of concerns ranging from bad ventilation, through tools available, to the work load during studies.</td>
<td></td>
</tr>
<tr>
<td><strong>Local cooperative group (LCG)</strong></td>
<td>1-2 representatives</td>
</tr>
<tr>
<td>Before important decisions concerning UID are made, the LCG discuss and reflect upon issues concerning, for example, employment of staff and PhD’s, and economy. The LCG meeting is held prior to and together with the “Decision meeting”</td>
<td></td>
</tr>
<tr>
<td><strong>Equality Group</strong></td>
<td>2 representatives</td>
</tr>
<tr>
<td>Equality group is there to represent students and their needs when they feel unfairly treated, or if anything concerning the school would occur that could se special attention.</td>
<td></td>
</tr>
<tr>
<td><strong>Collaboration Group</strong></td>
<td>2 representatives</td>
</tr>
<tr>
<td>The student representatives attend meetings and can take initiative to start up and suggest collaborations for any kind of activity, linking UID with companies, other universities, etc.</td>
<td></td>
</tr>
<tr>
<td><strong>Research Group</strong></td>
<td>2 representatives</td>
</tr>
<tr>
<td>The Research Council is a preparatory and advisory body that handles matters regarding research, artistic development and PhD education.</td>
<td></td>
</tr>
<tr>
<td><strong>Party Group</strong></td>
<td>4 representatives</td>
</tr>
<tr>
<td>The Party group helps to arrange parties and makes sure everything goes well during preparations and execution. If you want to organize a pub but don’t know how - they are people to contact.</td>
<td></td>
</tr>
</tbody>
</table>

STÄLLVERKET ELECTIONS

WEDNESDAY, SEPTEMBER 16
13:00 in Project Studio
JOIN US!