Visible or invisible: *design in international organizations*

History of international organizations and evolution of their forms of representation
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Become partner and sponsor

Associate your organization to the first series of seminars “Visible or Invisible: design in international organizations” to better understand image and branding issues of international organizations and the importance of visual communications in a globalised world.

Organized by the Geneva University of Art and Design (HEAD Geneva), the Graduate Institute, Geneva and the Civic City Institute.

Targeting students in design, graphism, architecture, social and politic sciences as well as professionnals of international organizations, NGO, public companies and communication and design agencies.
In collaboration with the Graduate Institute, the Geneva University of Art and Design (HEAD Geneva) and the Civic City Institute will hold a series of lectures on issues of representation and design in international, governmental and non-governmental organizations.

A series of ten seminars will shed light on image and communication issues at global level and analyse how the organizations and the general public interact, for professionals and students in the fields of design, graphics, architecture, social sciences, politics and communication.

Ten two-day seminars:
The ten two-day seminars will be held in the academic year 2014-2015, and are open to all professionals in the various fields of design, architecture and art, as well as social sciences, politics and diplomacy and professions relating to governmental and non-governmental organizations. Run by a moderator, each seminar will focus on a specific theme and will bring together between four and eight experts. Most of the seminars will be held in Geneva, in various buildings belonging to the international organizations; one will be held in New York in collaboration with the New School, and the other in the UNESCO building in Paris.

Ten research days:
A University of Applied Sciences and Arts Western Switzerland (HES-SO) Certificate of Advanced Studies (CAS) course on civic design, open to a group of some fifteen research students and experts from various disciplines who wish to conduct research into issues concerning the topics raised during the seminars. The research days and courses will be held on either one or two days, immediately before or after the seminar so that participants from other countries will not have to make a separate journey. A final presentation of the research will take place in late summer 2015. Some of the research may be continued later in a professional setting. The 2014-2015 Civic Design CAS course will be run by Ruedi and Vera Baur of the Civic City Institute for critical research into design, with academic supervision by HEAD. In the course of their research, students will be able to obtain advice from the teachers from the Graduate Institute, Geneva, who are involved in the seminars.
### Programme of seminars and research days:

<table>
<thead>
<tr>
<th>Seminar</th>
<th>Dates</th>
<th>Moderator</th>
<th>Place</th>
<th>CAS Additional Days</th>
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<tr>
<td>01</td>
<td>13 and 14 November 2014</td>
<td>Davide Rodegno, professor at the Graduate Institute, Geneva</td>
<td>Maison de la Paix, Geneva</td>
<td>14 and 15 November</td>
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<tr>
<td>02</td>
<td>11 and 12 December 2014</td>
<td>Philip Ursprung, architectural historian and professor at ETH Zurich</td>
<td></td>
<td>10 December</td>
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<td>03</td>
<td>15 and 16 January 2015</td>
<td>Jean-François Riffaud, former director of the French Red Cross Committee</td>
<td></td>
<td>14 January</td>
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<td>04</td>
<td>12 and 13 February 2015</td>
<td>Christiane Perregaux, linguist and professor at the University of Geneva</td>
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<td>11 February</td>
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<tr>
<td>05</td>
<td>12 and 13 March 2015</td>
<td>Vera Baur</td>
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<td>11 March</td>
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<td>06</td>
<td>16 and 17 April 2015</td>
<td>Giulio Vinaccia, designer, Milan</td>
<td>Paris</td>
<td>15 April</td>
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<td>07</td>
<td>14 and 15 May 2015</td>
<td>Vera Baur, in collaboration with the Graduate Institute, Geneva, and the University of Geneva</td>
<td>as part of the Rencontres de Genève, Histoire et Cité</td>
<td>13 May</td>
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<tr>
<td>08</td>
<td>4 and 5 June 2015</td>
<td>Philippe Rekacewicz, geographer, cartographer and information designer</td>
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<td>3 June</td>
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<td>09</td>
<td>2 and 3 July 2015</td>
<td>Sébastien Thiéry, political scientist and co-founder of PEROU, in collaboration with the Graduate Institute, Geneva</td>
<td></td>
<td>1 July</td>
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</tbody>
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- **Seminar 1:** History of the international organizations and changes in their ways of representation.
- **Seminar 2:** Architecture and design, from government buildings to refugee camps.
- **Seminar 3:** Identification and information systems in the international organizations.
- **Seminar 4:** Coexistence of languages, use of local symbols and forms of representation.
- **Seminar 5:** Representations of human beings, especially those who are suffering.
- **Seminar 6:** Different approaches to design in response to crisis situations.
- **Seminar 7:** Ways of representing peace as seen through the history of GOs and NGOs.
- **Seminar 8:** Information design and cartography to reveal more clearly what is illegible.
- **Seminar 9:** Rituals and other ceremonial writings of the international organizations.
- **Seminar 10:** The international organizations call on citizens to change the world.
Your participation:
You have the opportunity to unite your brand and organization to this unique rendez-vous. Your support will help us to set up the whole organization of this series of seminars.

Become The main sponsor of the whole programme.
With a 60,000€ contribution you are the unique sponsor of the whole series of seminars. From September 2014 to July 2015 all offline and online promotion and work documents present you and your brand as the unique partner. Your logo is displayed on all the communication tools. You have the possibility to enroll your staff members and partners to the seminars. You can announce your partnership on your own communication tools. We can also design customized communication programmes depending on your specific needs.

Become patron of one or several seminars of the series.
With a 7,000€ contribution you are the patron of the seminar you support. You can engage your brand to patronize several seminars (alongside with another possible main sponsor). Offline and online promotion documents of the seminar your support present you as its official Patron. Your logo is displayed on the communication tools. You have the possibility to enroll your staff members and partners to the seminar that you support.
The programme is run by Ruedi et Vera Baur of the Civic City Institut that brings together interdisciplinary skills from designers, sociologists, political specialists, architects and town-planners around issues about the city and the contemporary society.

Further information
www.hesge.ch/head.
www.head-geneve.ch
www.civic-city.org

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