



ALBA AMICORUM 2022 **(working title)**

How can we display the digital book? How can we discern the experiences and the essence of its content to make it a more present-day source of inspiration?

National Library of The Netherlands (KB) would like to show the young audience that its collection can stimulate the emergence of new types of contemporary (social, cultural, artistic) interactions offline and online. The collaboration between Royal Academy of Art (KABK) and KB will use the specific set of the so-called 'friendship books', *alba amicorum* as a casus to develop a set of interventions that could bring the library a step closer to a method for making digitized (and also physical) collection easier to access and more attractive to its users.

The artistic and design experiments conducted by the 16 graduating students of Interior Architecture and Furniture Design and led by the team of lecturers consisting of architect Lada Hršak and interaction designer Pawel Pokutycki aim at the development of creative works that contribute to the discoverability and exploitation of the collection. Their learnings will provide valuable knowledge, a 'food for thought' in a process of redesigning library facilities and services in the future. A physical place, KB Atelier will be provided for experiments and presentations. The students can explore the possibilities of e.g. VR, AR and mixed reality solutions, data visualizations and other media to be integrated in the spatial, physical context of the library as well as virtually, online.

Period
September - December 2021

Guiding tutors
Lada Hršak
Pawel Pokutycki

Head of the year + Alchemy
Ernie Mellegers

Open Digital Libraries project leads
Jessica Wevers
Rianne Koning

Collection specialist
Jeroen Vandommele

KB Atelier program manager
Loes van Eijk

Location
KABK + KB Atelier

Budget
€ 10000,-



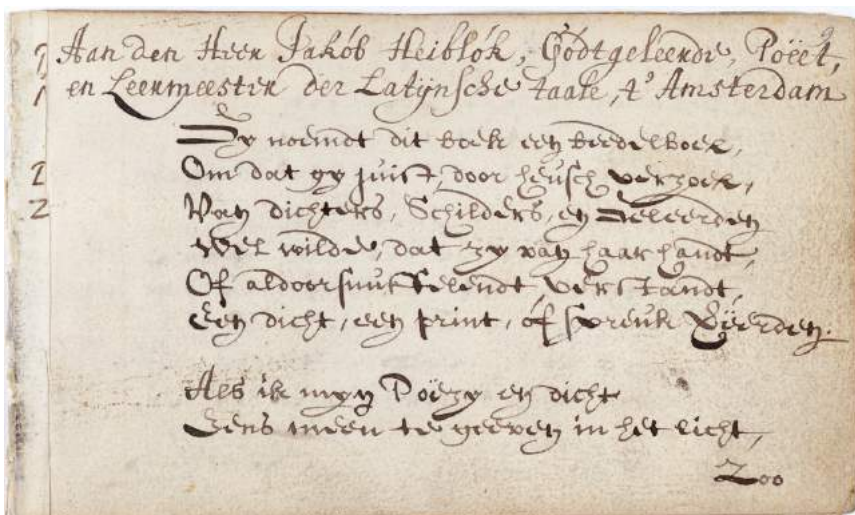
**Royal
Academy of Art
The Hague**

**KB } nationale
bibliotheek**

Alba amicorum (friendship books) is a digitized, royalty-free collection and one of the things that makes it interesting is its international relevance. In the first instance we talk about the usage of one specific piece in the collection of KB, the friendship book of Jacob Heyblocq. Heyblocq collected contribution from almost all important figures of his time: Rembrandt, Joost van den Vondel, Jacob Cats, Constantijn Huygens, and many more. This specific friendship book is known for its many contributions of artists.

The individual contributions of known artists could be a form of branding 'avant la lettre' for Jacob Heyblocq. The notes and drawings could also be seen as a precursor of social media. We could discern a path from that age to the present that can be recognizable and familiar to young people today. Having in mind that the friends were privileged elitist group of gentlemen, the Alba hides social - media frictions from that period. One of the questions to the students is how to relate the two sociopolitical and media contexts to each other?

www.kb.nl/heyblocq



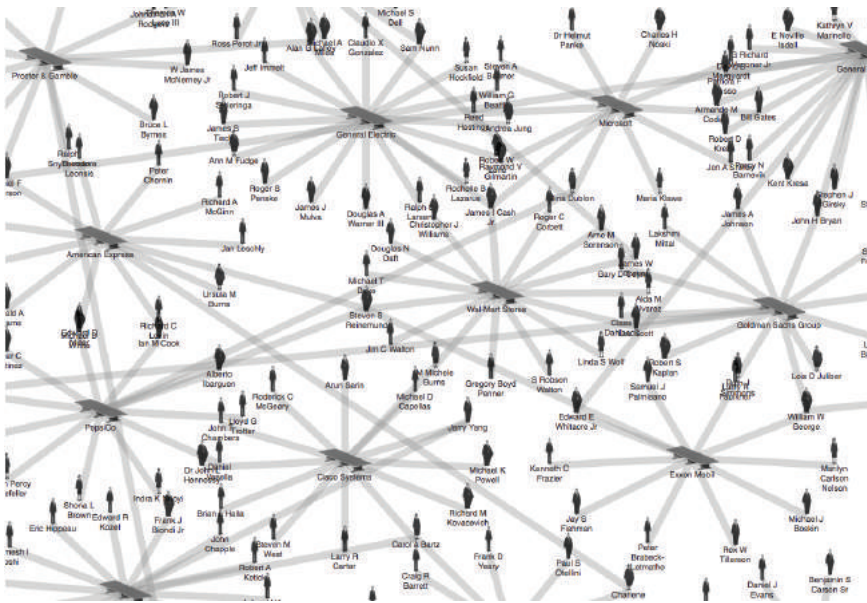
Commissioned assignment

The applied assignment is a realistic and complete run-through of a design process - a project - thus accumulating, reinforcing, connecting and extending (the) knowledge, skills and experiences acquired in previous years of study. Based on a commission proposed by the client the assignment provides connection to the design practice and an occasion to explore the complete spectrum of design trajectory including briefing, site visits, interaction with the client, design, detailing and implementing of the project. Therefore it has an evident and strong connection to 'Positioning & Realisation' as well as 'Theoretical Research'. This is exploited using the docking-station- principle that is geared towards an integral process connecting the theoretical underpinning of content and context to research by design and positioning.

General working method

Initial phase consists of individual research trajectory reflecting the theoretical positioning of the topic, with proposed project statement after three weeks. Based on potential overlaps in the first phase the students could form small teams of 2-3 members and continue working on one project together until the mid-term presentations at KB Atelier. Midterms require conceptual and spatial concept proposals (sketch design with models). Working in teams increases the capacity to realise somewhat larger spatial pieces. The final output would ideally be and 1:1 realisation of the interventions at the library. Working individually is possible, but not recommended. Next to that, the entire collective of project participants will engage in organising the process for the final exhibition with dedicated roles for specific students aiming at preparing an engaging offline + online final presentation at KB Atelier.

The theoretical orientation in the project follows the principles of the 'conceptual framework' as developed in/for the thesis trajectory of the graduation year.



Josh On & LittleSis.org, Theyrule.net, 2005 - discontinued
Interactive data visualization of a social network, in this case referring to the structures of power in an 'interlocking directorate': the practice of members of a corporate board of directors serving on the boards of multiple corporations.



Jeffrey Shaw, Legible City, 1989
A pioneering interactive installation where the visitor rides a stationary bicycle through a simulated representation of a city that is constituted by computer-generated, three-dimensional letters that form words and sentences along the sides of the streets.



AI Caligrapher

Deliverables

Sketch design presenting the concept and implementation of the contemporary (approach to) friendship books at the KB, physical models, digital and virtual media. Drawings and sections in scale minimum 1:20, photography, models with various purposes and materials; prototypes; 1:1 tests accompanied with graphics and graphic design; social media, websites, interactive media; printed matter such as magazines and leaflets; reports on production methods, sites and context.

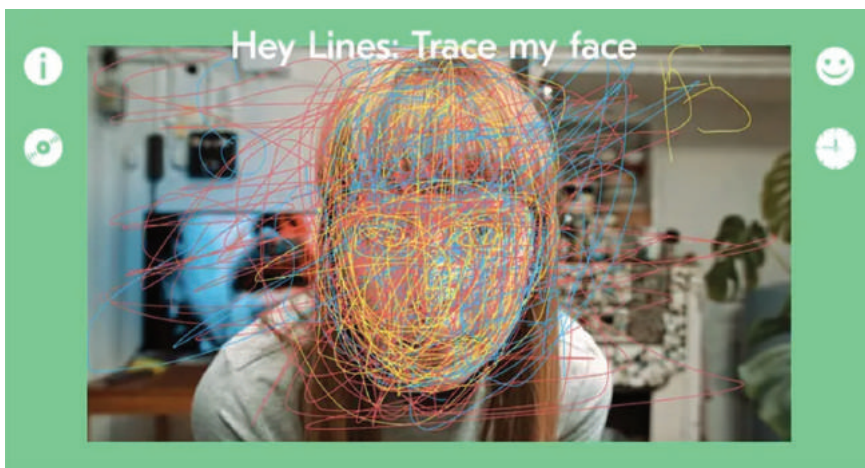
Assessment requirements

- The student demonstrates the ability to engage with conceptual and material aspect of the design process; also connecting contemporary media with social space of the library, therefore providing valuable knowledge to redesign library facilities and digital contents for other libraries. Ultimate goal is a spatial realisation of the installation in the library.
- Organization of at least one exhibition (physical and virtual) at KB.
- Interaction and getting feedback from the public during this project is mandatory.
- Process of the project should be visible in the KB Atelier.
- Publication(s) on the exhibition. These will showcase results of experiments that lead to the definition of new methods for engaging with audiences through the re-use of digital data and physical collections (involving AR, mixed reality, virtual tools).
- Documentation of the process: films, vlogs, moodboards etc (digital and physical at the KB Atelier).
- A poster presentation/elevator pitch (written, verbal and visual) communicating content, narrative and context of the definitive project and its process geared towards an execution.

Few questions and critical points of attention

When connecting the archives (digital books) to the 'readers': What are the contemporary modes of reading? To what extent is physical engagement part of the reading and gaining knowledge? What readers are involved and how to connect them to the content of the library, but also to each other (multi-generational and/or multi-cultural audiences)? How new digital, online, mobile technologies can influence interactions in/with the library? How would such a "postdigital" physical space look like and function? How can it stimulate new ways of accessing content, relating to it, working with it, making new discoveries?

- A document (pdf, print & digital media when applicable) proposing the finished project with leads for its execution. Including technical drawings, material tests, 1:1 experiments.
- Students are to be present at least 80% of the classes for this course.
- Students will create a media content calendar (with announcement of the kick-off, midterm presentation, final presentation and open day presentation with the KB poster collaboration incl. logos)
- Students engage KB Image Studio for documentation of the project process at KB Atelier.



Studio Moniker and Studio Puckey: Out of Line, 2016
Interactive, crowd-sourced music video for Dead End by zZz, which invites viewers to add their own drawings and scribbles to the film.



Mariana Lanari, Social Library / Active Voice, Casa do Povo SP, 2018
'How to Read a Library' addresses collective mapping, visualization and 'reading' in relation to complex bodies of data in cultural libraries.



Essential dates

Preparation meeting
 Friday September 3 (at KABK)

Kick-off of the project
 Thursday September 9 (at KB)

Guest lecture by Annemarie
 Beunen (copyright lawyer)
 + information regarding finances
 by Simcha van Helden
 Friday September 17 (at KABK)

Mid-term presentation
 Friday November 5 (at KB)

End-term presentation
 Thursday December 16 (at KB)

KABK Open Day presentation
 Saturday January 22 or 29

(Preliminary) references

Ria Fabri en Hildegard Van de Velde, *In vriendschap verbonden. Het Liber amicorum of vriendenboekje in de 16e en de 17e eeuw in de Nederlanden.* (Antwerpen 2013)

Reinders, Sophie, *De Mug en de Kaars. Vriendenboekjes van adellijke vrouwen, 1575-1640* (Nijmegen 2017).

Thomassen, Kees (ed.), *Alba amicorum. Vijf eeuwen vriendschap op papier gezet: Het album amicorum en het poëziealbum in de Nederlanden* (Den Haag 1990).

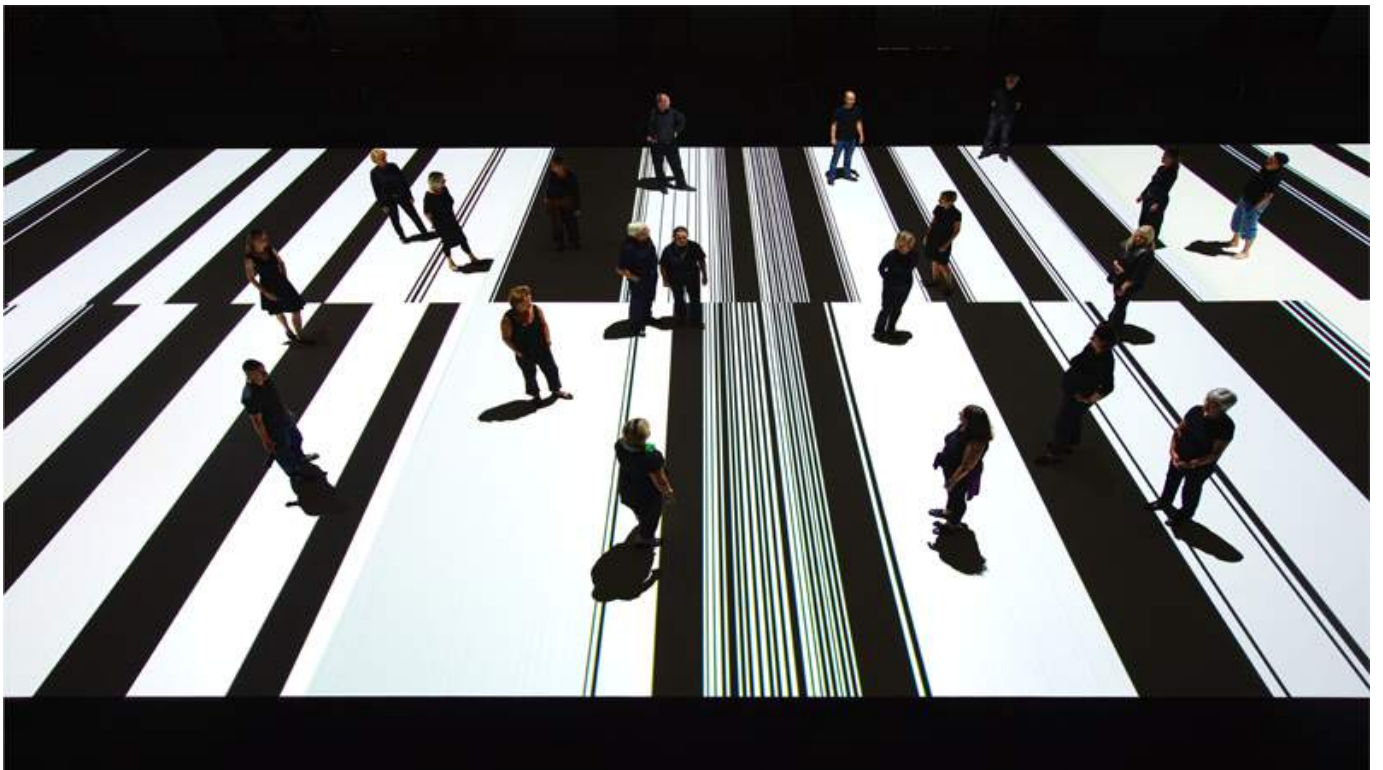
Thomassen, Kees and Johannes A. Gruys (eds.), *The album amicorum of Jacob Heyblocq. Introduction, Transcriptions, Paraphrases & Notes to the Facsimile.* (Zwolle 1998) 2 vols

Thomassen, Kees en Yme Kuiper, *Banden van vriendschap. De collectie alba amicorum Van Harinxma thoe Slooten* (Leeuwarden-Franeker 2001)



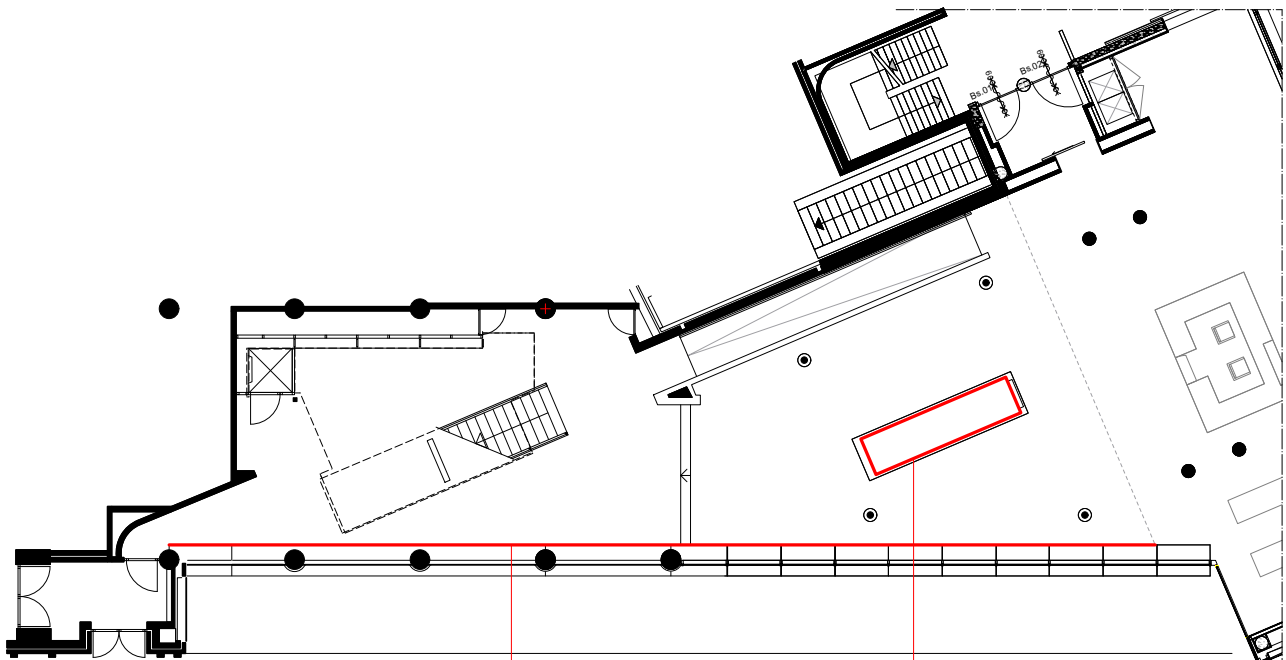
Afaina de Jong AFARAI, Venice Biennale, 2021

'Space of Other' spatializes the complex concept and values of The Multiplicity of Other: other ways of life, other ways of contextualizing information regarding space, other ways of inhabiting and creating social relations within the context of the city.

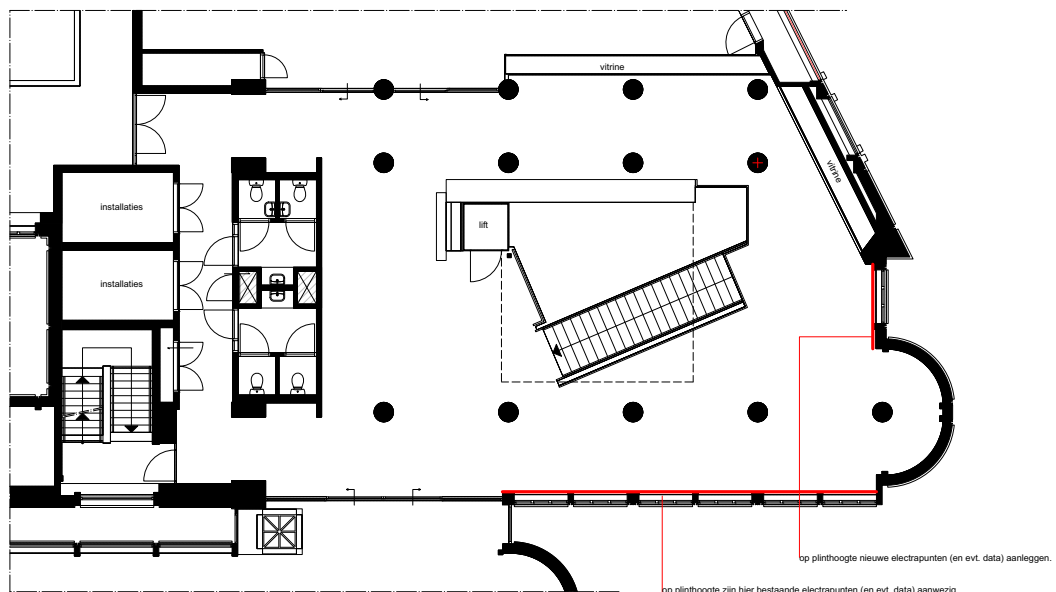


Ryoji Ikeda, test pattern [100m version], 2013

test pattern is a system that converts any type of data (text, sounds, photos and movies) into barcode patterns and binary patterns of 0s and 1s. Through its application, the project aims to examine the relationship between critical points of device performance and the threshold of human perception.



Begane grond



1e Verdieping