

VANNI *goes arty* 2008



The relationship between design and contemporary art. Is there a possible synergy between the two and how the focus on a particular territory reconciles with the goal of both of addressing a global public and economy?

Bertjan Pot (designer)

There is a link between art and design: both are made by creative people. However I think differences are a lot more important than the things they have in common. Art is about questioning the world we live in, it can be a small world of paint or a big world, or the whole world. Design is solving a problem for a world, a small world or a big world. And there is a lot in between. The same if you say art is the question and design is the answer, not the answer to art but a sort of typology of how to deal with things. Sometimes you can answer a question with another question or you can answer it a bit and then pose another question. In the same way there is design that is solving a problem. Maybe it is solving a problem of sitting somewhere so you design a chair. However with the same chair you can also ask another question, like should we keep in producing the same way, why making a chair in a very weird way of production. That is where I think art and design meet: when you start questioning with answers. And since both are a reflection on the world you live in - it could be a small world, your family, your town, someone's else's towns or the whole world. I think the internet was a big thing that has made the whole world one world, or at least we are thinking we are all going for one world. And now I think the internet has proven to be very democratic and giving voices to many smaller worlds.

