



CONCEPT 02
HAUS
BRANDING & STRATEGY
KUB 2025.03

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**OPEN CALL BY KUNSTHAUS
BREGENZ FOR THE ARTISTIC
REUSE OF “HAUS”**

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CONCEPT:

ANTHROPOLOGICAL FUTURE SPACE – AN IDEAS OFFICE FOR ETHICS, EDUCATION, AND SOCIETAL TRANSFORMATION

CONTEXT & VISION

THE PROPOSED SPACE IS CONCEIVED AS A PUBLICLY ACCESSIBLE ANTHROPOLOGICAL ENVIRONMENT FOR THINKING, EXPERIENCING, AND RESEARCH—DEDICATED TO THE PRESSING QUESTIONS OF OUR TIME:

HOW DO WE WANT TO LIVE TOGETHER IN THE FUTURE? WHAT ETHICAL FOUNDATIONS ARE NECESSARY FOR A SOCIETY WORTH LIVING IN? AND HOW CAN EDUCATION, ART, AND SCIENCE COLLABORATIVELY SHAPE WHAT LIES AHEAD?

THE HOUSE IS ENVISIONED AS A PLACE THAT BRINGS TOGETHER THE PUBLIC, SCHOOLS, PARENTS, ARTISTS, AND RESEARCHERS. WE BELIEVE THAT THE FUTURE OF SOCIETY IS NOT SHAPED SOLELY BY EXPERTS, BUT ABOVE ALL THROUGH GENUINE HUMAN EXCHANGE.

THE SPACE AS AN IDEAS OFFICE FOR SHAPING THE WORLD

LOCATED AT THE HEART OF THE CITY OF BREGENZ, DIRECTLY BY THE WATER, THE SPACE FUNCTIONS AS AN OPEN IDEAS OFFICE AND WORKSHOP VENUE. ITS DYNAMIC STRUCTURE AND ADAPTABLE DESIGN ALLOW IT TO FLEXIBLY ACCOMMODATE A WIDE RANGE OF FORMATS, INCLUDING:

- PARTICIPATORY WORKSHOPS
- LECTURES AND DISCUSSION FORMATS
- ARTISTIC INSTALLATIONS (SOUND, VISUAL, PERFORMANCE)
- EDUCATIONAL PROJECT DAYS FOR SCHOOLS

THE THEMATIC FOCUS LIES ON FUTURE STUDIES, WITH PARTICULAR EMPHASIS ON ETHICS, HUMANISTIC VALUES, AND SOCIAL RESPONSIBILITY. IN CONTRAST TO CONVENTIONAL TEACHING OR SEMINAR SPACES, THE DELIBERATELY OPEN STRUCTURE ENCOURAGES RESPECTFUL DIALOGUE AND DIVERSE PERSPECTIVES.

ATMOSPHERICALLY, THE DESIGN FOLLOWS A NEUTRAL APPROACH—INVITING VISITORS INTO A SPACE OF DECELERATION, MINDFULNESS, AND MUTUAL RESPECT. THE HOUSE BRINGS TOGETHER INTELLECTUAL DEPTH, PARTICIPATORY METHODOLOGIES, AND CONSCIOUS DESIGN TO FOSTER LEARNING, EXCHANGE, AND REFLECTION.

PARTICIPATION AS A SCIENTIFIC METHOD

A CENTRAL ELEMENT OF THE CONCEPT IS THE SYSTEMATIC INVOLVEMENT OF PARTICIPANTS. AT THE CONCLUSION OF EACH SEMINAR, WORKSHOP, OR SESSION, ATTENDEES COMPLETE AN ANONYMOUS REFLECTION FORM CAPTURING PERSONAL PERSPECTIVES ON FUTURE-ORIENTED QUESTIONS, ETHICAL DILEMMAS, SOCIETAL VALUES, AND DESIRED CHANGE.

THIS PARTICIPATORY APPROACH IS INSPIRED BY ARTISTIC PRACTICES SUCH AS YOKO ONO'S POETIC GESTURES—PARTICULARLY HER WISH TREE—AS A SYMBOL OF INCLUSIVITY, HOPE, RESPONSIBILITY, AND SHARED VISIONS OF THE FUTURE. IN THIS WAY, THE CONCEPT BRIDGES SCIENTIFIC METHODOLOGY WITH CREATIVE, PARTICIPATORY EXPERIENCE.

THE COLLECTED CONTRIBUTIONS ARE:

- ANONYMIZED
- EVALUATED OVER THE LONG TERM
- COMPARABLE ACROSS MULTIPLE YEARS

THROUGH COLLABORATION BETWEEN THE CITY OF BREGENZ AND KUNSTHAUS BREGENZ, THIS PROCESS ENABLES THE CREATION OF UNIQUE LONG-TERM STUDIES THAT MAKE QUALITATIVE SOCIETAL SENTIMENTS VISIBLE AND TRACK HUMANISTIC CHANGE OVER TIME. THE SPACE THUS BECOMES NOT ONLY A CULTURAL VENUE, BUT A SCIENTIFICALLY RELEVANT SITE THAT DOCUMENTS AND ARCHIVES LOCAL SOCIETAL DEVELOPMENTS.

ADDED VALUE FOR THE CITY OF BREGENZ AND KUNSTHAUS BREGENZ

FOR THE CITY, THE HOUSE CREATES A SPACE THAT ACTIVELY INVITES PUBLIC PARTICIPATION, BUILDS SOCIAL TRUST, AND MAKES ENGAGEMENT WITH EDUCATIONAL AND FUTURE-ORIENTED THEMES VISIBLE. THE COLLECTED DATA PROVIDES VALUABLE IMPULSES FOR EDUCATIONAL, CULTURAL, AND SOCIAL POLICY.

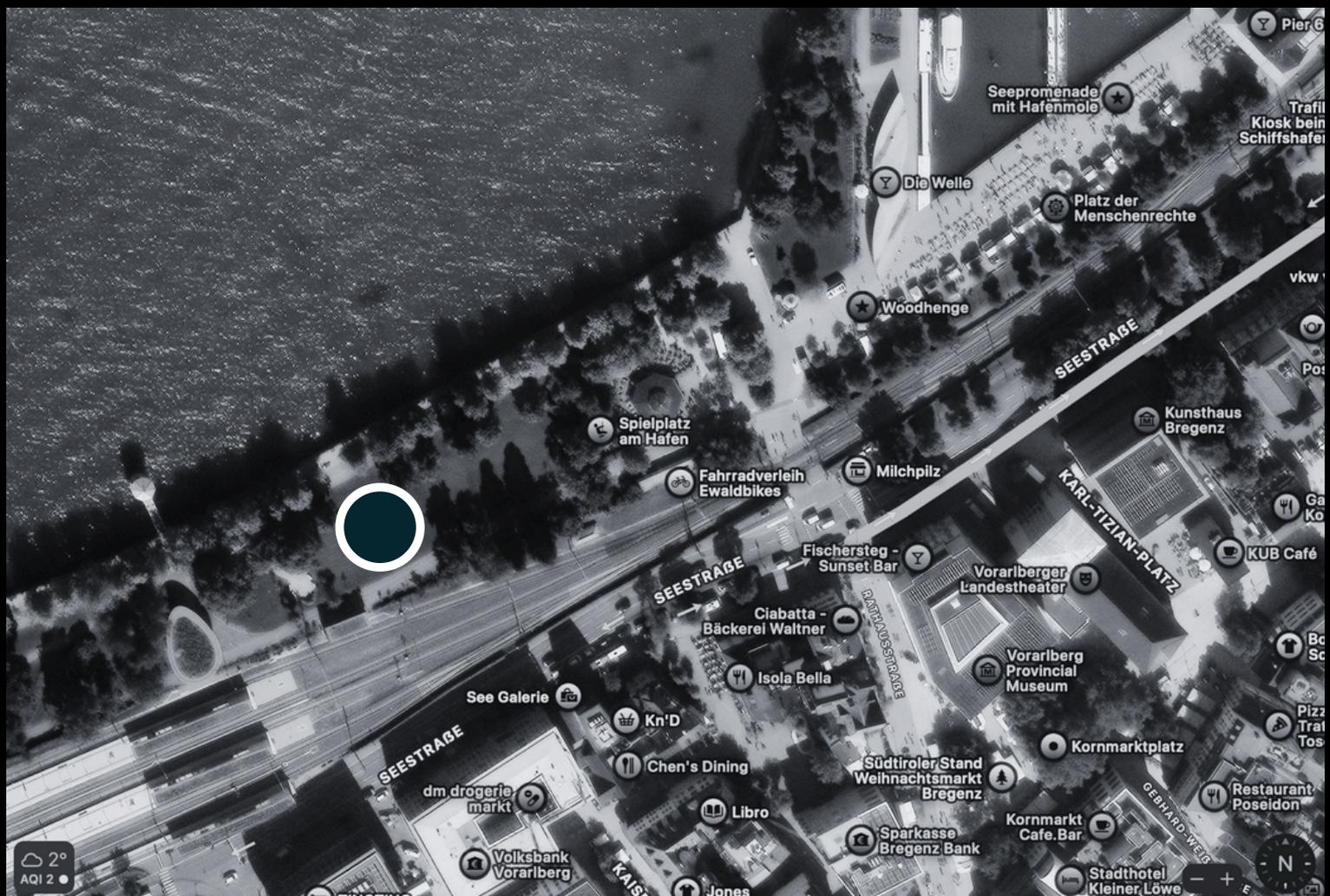
FOR KUNSTHAUS BREGENZ, THE PROJECT EXPANDS ITS PROFILE TO INCLUDE A LIVING, PARTICIPATORY, AND RESEARCH-DRIVEN DIMENSION. THE HOUSE POSITIONS THE INSTITUTION AS A PLATFORM WHERE ART, SCIENCE, AND SOCIETY CONVERGE—ACTIVELY CONTRIBUTING TO SHAPING THE FUTURE. BY INVOLVING THE PUBLIC IN SOCIO-POLITICAL DISCOURSE, TRANSPARENCY, TRUST, AND COLLECTIVE WELL-BEING ARE STRENGTHENED.

THE ANTHROPOLOGICAL FUTURE SPACE IS NOT A CONVENTIONAL EXHIBITION, BUT A PERMANENT STAGE FOR SOCIETAL REFLECTION. IT EMPOWERS THE PUBLIC AS CO-CREATORS, AMPLIFIES INDIVIDUAL VOICES, AND TRANSLATES ABSTRACT FUTURE QUESTIONS INTO TANGIBLE, SHARED EXPERIENCES.



THE HOUSE CAN BE EASILY POSITIONED ALONG THE WATERFRONT IN BREGENZ, OFFERING A HIGHLY VISIBLE AND ACCESSIBLE PUBLIC LOCATION. TECHNICAL DETAILS SUCH AS TRANSPORT, INSTALLATION, AND OPERATION CAN BE DISCUSSED SEPARATELY TO ENSURE SMOOTH IMPLEMENTATION.

IF THE SPACE IS TO BE OPEN SEASONALLY OR DURING WARMER MONTHS ONLY, KUNSTHAUS BREGENZ MAY ACCOMPANY ITS USE WITH CURATED INTERACTIVE FORMATS AND EXHIBITIONS.





haus
branding & strategy

TOGETHER, WE SHAPE BRANDS FOR THE FUTURE

