



EU DESIGN RADIO

AN EXPERIMENTAL RADIO BY DESIGNERS

WWW.EUDESIGNRADIO.EU



IMPRINT

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ENSCI
Politecnico di Milano
Cumulus Conference

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COOPERATION PARTNERS



POLITECNICO
DI MILANO



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INTRODUCTION

What would happen if designers created a design radio station? Where could the outcome lead? What could be taught, learned and explored? How can we present design in an entertaining and compelling manner? Could there be a European design radio station?

In the fall of 2014, ENSCI began an experimental design web radio station seeking to answer these questions. They collaborated with Köln International School of Design, Politecnico di Milano, Aalto University and Glasgow School of Art, all from the MEDes family, to gain content and insight from different areas of Europe to create a truly European design radio station. Köln International School of Design worked with ENSCI (real name) to explore this concept in an experimental project that began in ENSCI in the autumn of 2014.



KISD SESSIONS

PREPARATION AND EXPERIMENTATION



Over five weeks, KISD hosted and broadcasted three live web radio shows featuring interviews with professors, sound and product designers and sound experimentation. Before broadcasting, we had two weeks to create and edit our content. Brainstorming, recording, editing, broadcasting, repeat. Between each Köln radio session, our team worked to improve the content and the quality of each broadcast. Our Köln team had eleven students who worked to create five areas of content for the show. We were encouraged to experiment and develop original ideas for radio broadcasts.

SESSION 1# : project idea + planning the production + Write a small introduction

CORNELIA
CHARLOTTE
ALEXANDER

OPEN THE
DOOR

x 3 episodes
about radio
uses between
past & future

↓
title?

ANETA

The Sound
of font /

Let's hear
characters

↓
title?
TypTALK

STEFANIE

Sound design
of EU RADIO

- x Jingles
- x Backgrounds
- x Transitions

LEONIE
DIMITRI
YU MIN
STEFANIE

PARADOXAL
TEANING

- x Collection of small
format

DIGITAL ASKING

- x affect & quiz

VOICE MODULATION
MASK

- x playfull objects for live sessions

YIN-KAI
WIE-TING

REPORT
ABOUT MILAN

WHICH FORMAT FOR YOUR PROG. [duration, number of episodes...]
WHICH TITLE (+JINGLE)

IS IT SOMETHING TO BE LISTEN DURING LUNCH? HAPPY HOUR? NIGHT?

GROUP WORK

Our team broke into five different areas of work. One person developed jingles and background music for our Köln radio show as an opening segment. Another person designed a series of sound typography while another group interviewed professors from KISD about their opinions and concepts on design. Two groups focused on sound experimentation and how we perceive sound. The one also questioned how much information people are willing to share anonymously and created an experimental recording space. Some groups interviewed designers and shared their interviews. Over the course of five weeks, we created over ten different pieces that we shared on our live station.

Another vital piece of the broadcasts was setting up the live broadcasting space and sound engineering as the broadcast occurred and being on air live. We were free to try working in each area and learn about its tasks and importance. Some skills we learned included how to speak into a microphone correctly, communicate with the other speakers while on and off air, organize the script for the radio session and format the show. For example, we used a live Google Document featuring a color code system to indicate who and when recordings would play versus being on air live.





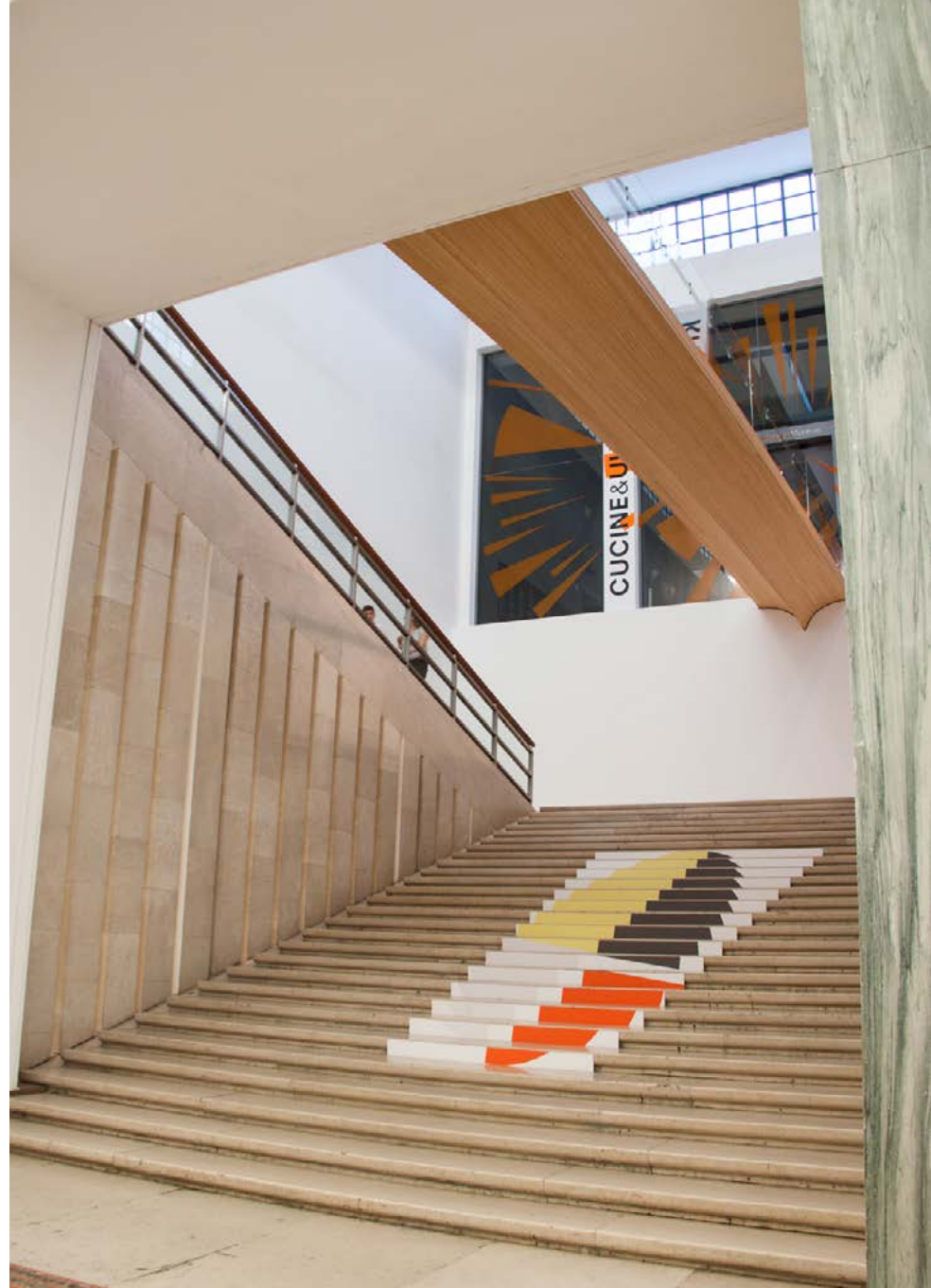


MILANO SESSIONS

CUMULUS CONFERENCE

From Köln to Milan, four people from our KISD team traveled to the Cumulus Conference worked with fellow EUDesign Radio members to create a three-day radio series covering the Conference. The opening ceremony for Cumulus Conference at Triennale introduced the history and concept of the event and organization. Cumulus Conference is hosted by Cumulus, a global nonprofit organization that promotes, art, media and design research and education consisting of members from over thirty associations. For three days, participants can attend live talks, discussions and workshops along with workshops at Politecnico di Milano and Istituto Europeo di Design.









MOBILE STUDIO

Thirteen students from five universities representing six nationalities along with three sound designers transformed a classroom into a full sound recording studio for EUDesign Radio. Setting up equipment, testing computers and devices, creating a schedule for attending talks and organizing means of communication. Our first session introduced our goals: to broadcast individual content from other different European university students and to interview and interact with speakers from Cumulus.

Our team consisted of two groups, the first attended the conferences and the second, broadcasted. Those who attended the talks would seek speakers to interview on EUDesign Radio, communicate to the broadcasting group when the speaker could have an interview, conduct interviews and . Several people in the latter group focused on sound engineering the broadcasts and managing the transitions between recordings, interviews and live games. Another maintained social media coverage and communication related to EUDesign Radio. Speakers had the opportunity to participate in sound games like Tasty Time, a game where the participant tastes a spoonful of mystery foods and try to guess them and open a discussion about the origins and diversity of our food. This game matched the theme of this year's EXPO occurring in Milan under the topic of "Feeding the Planet, Energy for Life".

PROMOTION



PREPARATION

THURSDAY /// 4 OF JUNE		
9-10 AM	Conf. CUMULUS > nurturing > experimenting/ prototyping > communicating/ disseminating > training/educating	INSTALLATION POLIMI BOVISA CAMPUS
10-11 AM		
11-12 AM		
12 AM-1 PM	> nurturing > experimenting/ prototyping > communicating/ disseminating > training/educating > incubating/scaling	speaker Stephanie & Emma
1-2 PM		
2-3 PM		speaker Ivan & Zoë
3-4 PM	Conf. CUMULUS > nurturing > experimenting/ prototyping > envisioning > training/educating > incubating/scaling	
4-5 PM		speaker Annelise & Sauti
5-6 PM		
6-7 PM	round table Cumulus	speaker Marie & Aneto

Jingle long EU DESIGN RADIO

Speakers - Annelise & Ivan + background

Good morning every one! EU design Radio is back on air today 5th of june, at the IED campus, to follow the Cumulus conferences, taking place here in milan.
I am Ivan,
and I am Annelise! We are your speakers for this morning! Are you ready Ivan?
We are ready yes!
For the next three hours, and also for the rest of the day, you will have the chance to listen to interviews, audio pieces from european schools and of course live talks with Cumulus participants.
Ok c'est parti!

Today,

EXPO
JINGLE EXPO

Let's go back for a last time at the EXPO. The universal exhibition is known as a world wide event. Each country wants to promote its culture.
Harmony was not the keyword of this event.
Not at all! Emma and Nathan created an audio piece about the conscious absurdity between the content of the pavillions and the spontaneous thoughts of the visitors.
A good example was the pavillion of the united states!
Yhea! Let's go to the USA!

USA.aiff
> audio piece





TECHNICAL SETUP & SOUND





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ON AIR
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PRESENTATIONS & TALKS

Camulus Milan 2015: The Virtuous Circle

Different Data— Experimental Design Research for Mapping Cities

Rachele Riley
University of Illinois at Urbana-Champaign, USA
rileyrc@illinois.edu

or

Joshua Singer
San Francisco State University, USA
jsinger@sfsu.edu





EXPO MILANO 2015











CONCLUSION

EUDesign Radio was a collaborative effort requiring teamwork and communication. It introduced the concept of how a radio station operates, allowed freedom for experimenting in audio design, the opportunity to try being “on air” and learning how to maintain an interview or conversation while being recorded. The final recordings for all radio sessions are posted online.

www.eudesignradio.eu

KISD

Köln International School of Design
Institut der Fachhochschule Köln



Fachhochschule Köln
Cologne University of Applied Sciences