

**«New Territories», House of Switzerland, Salon del Mobile 2023:
Intro Text Basel Academy of Art and Design FHNW**

The Institute Contemporary Design Practices of the Basel Academy of Art and Design understands design as a central area of cultural production that moulds many areas of daily life and thus is essential for shaping our society. The urgent current discourses around global social diversity, climate crisis and rapidly evolving technologies are negotiated in design-oriented labs focussing on culture & gender, sustainability & material, and future-shaping technology.

Our concept is about a challenging design forecast, which plays with the idea of new territories in the connection of the three labs. While all the design approaches work as individual ideas, the different projects come together to form a single entity that in its own way reflects and shapes the three labs, Design Culture, Sustainability and Material and Digital Integration.

Visitors are invited to immerse themselves in the worlds of our projects and engage with questions about cultural norms, diversity, paradoxes in our society and are encouraged to participate in a socio-political discourse.

The «New Territories» exhibition will be presented at the House of Switzerland Milano, in the context of the collective show URGENT LEGACY. Here, the Swiss Design scene engages with society's most pressing needs, proving that it inhabits the spaces of contemporary debate. The House of Switzerland is presented by Presence Switzerland and the Swiss Arts Council Pro Helvetia. Open daily from 10am-8pm at Casa degli Artisti.

<https://design.swiss/new-territories>