



B/SIDE DESIGN FESTIVAL | EDITION 0!

'THE GREAT LEFTOVERS'

20 – 24 June, 2018

www.bside.design

Organized by

The Global School 世界学院

in collaboration with the Le Ping Social Entrepreneur Foundation 乐平基金会

Location 地址:

Banqiao NanXiang Hutong 7, North Building, Second Floor (Beixinqiao) Dongcheng District, Beijing
北京市东城区板桥南巷 7 号北楼二层

<https://j.map.baidu.com/uyLIP>

ABOUT B/SIDE DESIGN FESTIVAL & THE GLOBAL SCHOOL

An unprecedented forum of debates and fieldwork, of practical and speculative experiments around creativity and urban futures.

B/Side Design Festival is a project of The Global School – an initiative founded by Beatrice Leanza and Sarah Orlando, with the collaboration of a networked group of China-based and international professionals in the fields of design practice who explore the ramifications of contemporary innovation intended as a cross-disciplinary, networked system of research in action.

The festival is an exchange platform of ideas and knowledge-transfer around the social and environmental predicaments of contemporary development that by taking Beijing/China as an epicentre aims to facilitate and foster encounters among trajectories of combined experimentation and experience across private and public sectors – from academic investigations to the workings of corporate, institutional and independent fields of operation.

This first pilot edition of B/Side Design Festival is a 5-day journey of combined research/education/culture production, unfolding in a build-up narrative of 3 core Labs inclusive of workshops, presentations, lectures and a one-day conference tasked to generate long-term collaborations and partnerships among professionals and stakeholders engaged with the edification of novel urban commonwealths and aspirational advocacies of sharing in our times.

This first edition of the festival sets stage for launching operations of TGS - investigating a central theme - *The Great Leftovers* - from the perspective of complementary and intersecting knowledge areas. It sets in motion interwoven working sessions, mentoring and lecturing, with public programming in collaboration with local and international partners.

The Global School is a China-native institute for design and creative research dedicated to the species and spaces of the 21st century. It based in Beijing.

In the thickening emergence of transdisciplinary and transectorial intelligence networks that are distinctive of our current era, TGS performs as an aggregating platform of investigative methodologies and modes of production tasked to generate paths of knowledge in and around a new distributed sense of place and global know-how.

Constituted in a tripartite ecosystem, TGS will be a production hub, a training lab and a culture centre, invested in shaping actionable scenarios of urban and social change through the power of the creative and scientific imagination.

Our Q&A Manifesto can be downloaded [here](#) in English or Chinese.

PRACTICAL INFO

When: June 20 – 24, 2018

Where: Le Ping Foundation 乐平基金会 | Banqiao NanXiang Hutong 7 (Beixinqiao) Dongcheng - Beijing

Labs: June 20 - 22 | Daily 9:30am - 7pm (please check Lab Schedules for details and variations)

Public Program: Saturday June 23 | 10am - 7pm

Closing Review: Sunday June 24 | 2pm - 6pm

Lab Pages & All Speakers Bios | WWW.BSIDE.DESIGN/B-SIDE-DESIGN-FESTIVAL

About THE GLOBAL SCHOOL | WWW.BSIDE.DESIGN

About LE PING FOUNDATION | [HTTP://EN.LEPINGFOUNDATION.ORG](http://EN.LEPINGFOUNDATION.ORG)

LAB01

Rural Imaginaries

Super(Rural)Market

Reimagining Rural Innovation

Overview

Social Innovation in rural China is hardly new ground within the fields of philanthropy and social enterprise. However, as confirmed by the governments renewed commitment to “vigorously implement the strategy of village rejuvenation” it is both relevant and timely that the subject is tackled by change-makers and authorities alike.

Super(Rural)Market is a call for action in addressing rural exclusion through the development of new hypotheses for Rural Innovation. The premise being, can Rural Innovation drive an indigenous entrepreneurialism of products and services by the rural, for the rural?

Could “the market” as institution, system, and space provide us with a lens to understand innovation within the non-urban? Through a series of discourses and responses the lab looks to break down the imaginaries of the rural, distilling the thoughts and cases of practitioners and thinkers in the field, uncovering instances of potential for innovation. The intent is for this cross-pollination of ‘thought-for-good’ to inform new or interesting ideas and processes, opening up a more nuanced understanding of how Rural Innovation can be encouraged, and what it can achieve in todays China.

Context

The Side is the New Centre

Rural and peri-urban areas are high priorities in the building of modern China, and can be seen as holding the greatest potential for economic growth within the country. However, local actors are often ill-equipped to engage with this potential and paradigms of modernisation upon which the metropolises were built seem ineffective when confronted with the countryside's challenges and realities. While infrastructural development, real estate, speculation, and protectionism all helped to foster urban growth, rural and peri-urban growth is going to be built upon new technologies (such as blockchain) new economies (such as the sharing economy) and new ideologies (environmentalism and glocal-ism).

New modes of thinking and new methodologies, breaking away from the condescending and increasingly flawed view of a rural population being a backward third wheel in need of alleviation, are crucial. What if we could have a healthier perspective on a countryside that has, for better or worse, already escaped the nostalgic rural stereotypes and is an extremely diverse, rich, and dynamic place? What if, building upon this reality, we were to consider the *Side* as potentially one of the most progressive territory in the country? What if the *Side is the new Centre*?

The Xian

Towards a New Rural Ecology

The Xian has grown over the past thirty years into a rather ambiguous urban construct. Neither a city in the grandest sense of the term nor a village with its associated qualities of rural life and cultural authenticity, the Xian has been almost entirely left out of the debates and treated as an urban sub-product that simply had to follow the models formulated by its larger metropolitan neighbours. Caught between the two China cultural postcards, the Xian is left... over to itself. A closer look at this unique social and spatial phenomena is warranted.

The Xian has been and continues to be the true locus of the Chinese urban transformation as well as the key actor within rural development. Being physically, and economically, right at the core of the rural realm, it not only offers a potential for the formulation of new urban models but also for the reorganisation of the wider rural commercial, agricultural, financial, manufacturing, and services ecology. How could the Xian become an even more effective driver for the revitalisation of its surrounding territories? How could it become an even more dynamic player within the creation of alternative rural models? What kind of infrastructure would be needed to enact a healthier and more balanced development in the rural city and the rural areas?

The Market + + +

Food markets have always been at the very core of communities all over the world and have been fulfilling a truly central role in Chinese society. They epitomize the very fundamental culture of a people for whom food, commerce, personalized relationships, p2p small-scale shopping, and communal living, are what define their way of life. Markets are interesting not only as intense spaces for localised social interaction but also as open platforms linking together local producers, local vendors, local consumers, manufactured products, distribution chains, local services, and local entrepreneurs. Their sometimes messy hyperactivity makes them by far some of the most exciting places in the Chinese city and the smaller towns (Xian) where they used to thrive. They are also by definition multifunctional: fresh food, processed food, onsite produced food, everyday small scale appliances and products, restaurants and snacks, hardware stores, couturiers, hairdressers, antiques, etc...

What if the Xian market could become more? What if it could act as a new type of rural innovation incubator? What if, instead of simply being a space for commercial exchange, an output for production, it could act as an infrastructure capable of reforming the production and supply chains? What if we consider it as a social enterprise, an expanded service centre, who's goal it is to empower local communities, enable alternative business practices, and support the formation of a more balanced local ecology?

Super(Rural)Market

Reimagining Rural Innovation

LAB's rules of engagement

The Lab takes the wider context of rural revival as a basis and reconsiders the potential role the Xian could have in the reformulation of rural innovation. The idea of the Super(Rural)Market is to create a catalyser, a swissknife amenity, for a simultaneous redefinition of the quality of life in the Xian and a profound reorganization of rural life. It is a speculative exercise on the influence this type of new amenity could have on the wider rural entrepreneurial ecosystem.

Fellows will be grouped in pluridisciplinary teams of 4 (social impact, social entrepreneurship, creatives fields, designers, planners), each focusing on at least one relevant topic/program/subject/product/service that could be plugged-in to the Market and have a larger impact on the rural.

The desired outcome is a twofold speculative project: What type of amenities/services are located within the market itself (i.e how those new programs enable the market to become a much more dynamic urban collective infrastructure for the Xian), and what innovations, new services, new products, transformations of the supply chain, are enabled in the rural collectivities orbiting around the Xian.

Super(Rural)Market formula:

Market + X = ?

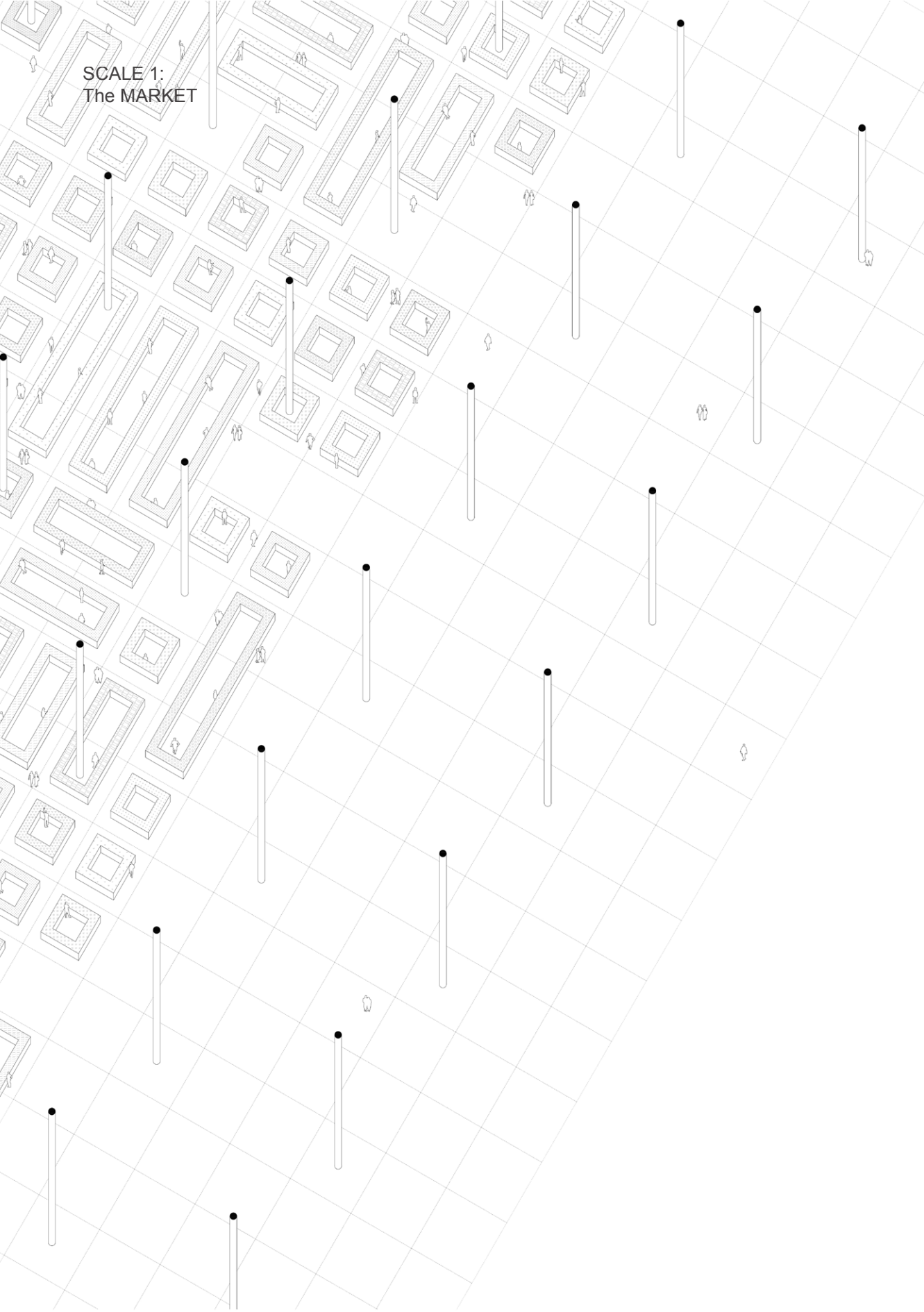
Each group will work on the premise of expanding the typical fresh food market usages with the addition of a new program that would have the capacity of redefining its role in the collectivity as well as supporting a deeper-reaching reform of local rural areas. This programmatic cross-pollination aims at further empowering the rural business and services ecosystem and envisions the market as a social impact incubator for rural innovation. What if for instance the market also became a children activity center capable of not only proposing on-site activities but also creating and coordinating a network of extra school activities in the nearby villages, organising children events or camps, supporting the creation of bottom-up rural micro children center, libraries, sports associations, organizing mobile activities amenities, supporting a tutoring service network, etc...

The first day of the workshop will be a brainstorming session where each group will be able to speculate on those scenarios and choose at least one topic, program/subject/product/service that they wish to develop during the whole duration of the workshop.

Potential areas of speculation:

++
Local independent news
Agriculture (organic) fresh products ++
Sustainability centre Natural resources derivatives
Local hospitality ++
Tourism & leisure activities Plants and flowers ++
Rural real estate ++ Xiaomaibu network
++ Sports activities ++ Local cultural life
Agriculture (organic) by-products ++ ++
Extra school activities Local Art life ++
++ Local Music "Flea market"
Rural startups incubator Local small manufacturing and crafts
++ Mobility ++ Libraries

SCALE 1:
The MARKET



XIAN

SCALE 2:
The Rural ecosystem

AGRICULTURAL LANDS
+
SMALL INDUSTRIES



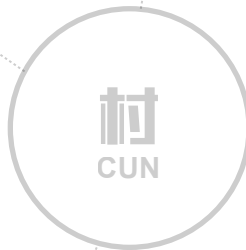
EDGE



AGRIC
SMAL



AGRICULTURAL LANDS
+
SMALL INDUSTRIES



EDGE

NATURAL LANDS

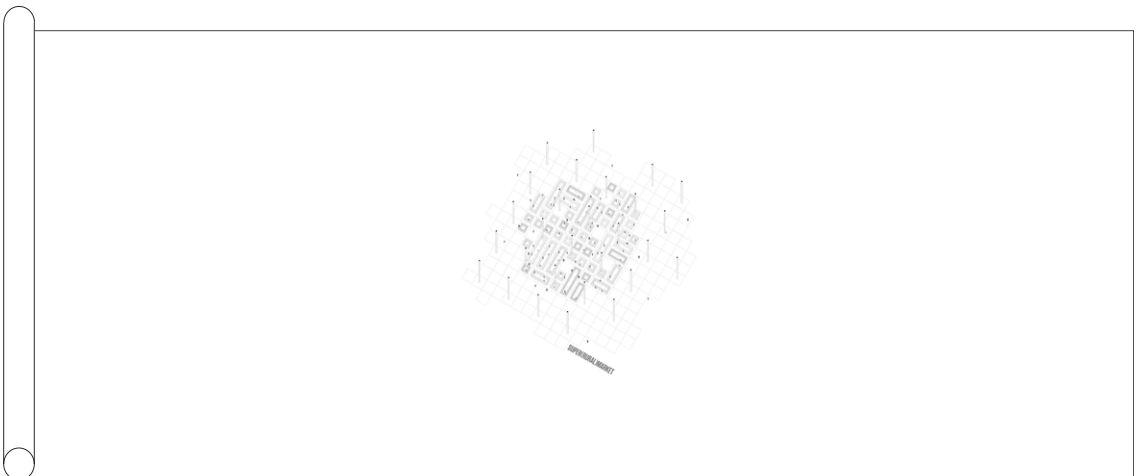


LAB's Toolbox and deliverables

Fellows will work on a multiscale system: the market's in-house amenities and the larger rural network of practices/services/activities it enables/supports in the Xian, the peri-urban, the villages, the cultivated lands and the natural environments. An "ideas scroll" with on one side a zoom-in on the market and on the other the rural territories it might influence will be given to each team to start mapping-out their thoughts, write, draw, diagram, collage references, and express their ideas in any form they wish.

+ + + The scroll will be photographed and re-pieced by the fellows to create a short 20 slides/10 minutes presentation story/pitch that they will share and discuss with a panel of experts on the Sunday event day.

+ + + The scrolls will also be exhibited during the Saturday and Sunday events days.



LAB's Schedule

The Lab will take place from Wednesday June 20 to Sunday June 24. The breakdown is as follows:

Wednesday June 20 - Friday June 22: LAB

The lab is organized as a mix of focused teamwork moments where each of the 4 groups brainstorm on the ideas they wish to develop for the Super(Rural)Market and moments of presentation/discussions with invited external experts and practitioners that will share their experience on rural innovation and hopefully further feed the thinking process of the fellows.

The objective of the lab is not to enter into a production frenzy but to enable meaningful discussions between practitioners, fellows, and tutors that will uncover immediate points of convergence or divergence on the issues, challenges, and possibilities for the Rural.

Saturday June 23: CONFERENCE

This is a specifically curated session where we invite key stakeholders and professionals, both local and international, to join a high-level conversation covering the three core themes of the festival.

The conference will be attended by fellows and directors. Fellows are expected to take notes and reflect on their own responses from the previous three days of LAB, and possibly incorporating new learnings into their final presentations.

Sunday June 24: REVIEW

On the afternoon of Sunday 3 labs consisting of 12 groups will present the results of the previous 4 days thought and exploration. This should be a sharing session between labs in the format of a short pitch and critique of the work. LAB01's pitch will consist of 4 iterations of "Super(Rural)Markets" presented in the form of a 20 slides/10 minutes presentation depicting the "ideas scroll" (as previously used to map Wednesday, Thursday and Fridays discussions.) This will be accompanied by a verbal presentation and any extra media deemed necessary by the individual group.

Super(Rural)Market LAB timetable

		Wednesday 20	Thursday 21	Friday 22	Saturday	Sunday	
SESSION_01	9:30	Casual Meeting/Arrival	Questions re: Day 01	Questions re: Day 02	Conference: Morning Session	Self directed development	
	10:00	LAB Introduction	Director 3 presentation	Mingyang CHE 车明阳 presentation			
	10:30	LAB work - Teaming	Fang ZHONG 钟芳 presentation	Discussion & Response			
	11:00	Lab work	Discussion & Response	Discussion & Response / Lab work			
	11:30	Director 1 presentation	Discussion & Response / Lab work	Lab work			
	12:00	Discussion & Response	Lab work	Lab work			
LUNCH	12:30						
	13:00						
SESSION_02	13:30	Director 2 Presentation	Jiao Kunfang Presentation	Chen Haoru Presentation	Conference: Afternoon Session	Pitch Session and roundtable LAB01	
	14:00	He Wei Studio Presentation	Discussion & Response	Discussion & Response			
	14:30	Discussion & Response	Lab work	Lab work			
	15:00	Discussion & Response / Lab work					
15:30	Lab work						
BREAK	16:00						Pitch Session and roundtable LAB02
SESSION_03	16:30	Superimpose Presentation	Land + Civilization Composition Jason Hilgefert & Merve bedir Presentation	Ou Ning Presentation			
	17:00	PENDA Sun Dayong Presentation	PAO Zang Feng Presentation	Discussion & Response			
	17:30	Discussion & Response	Discussion & Response	Lab work		Pitch Session and roundtable LAB03	
	18:00						
	18:30	Lab work	Lab work				
SPILL OVER	19:00						
EVENING	--	Self directed development	Self directed development	Self directed development	DINNER		

LAB TEAM



Neill McLean Gaddes

Neill is a design-trained practitioners whose work is focused on designing processes that from ideation to implementation ensure the sustained relevance of place through the positive interdependence of political, economic, and social forces. Rather than simplifying conditions to a question of commercial or touristic renewal, the practice Neill leads attempts to impact social, cultural, commercial and environmental conditions simultaneously, to suggest and empower, rather than dictate, a community.



Benjamin Beller

Ben is a French architect whose decade long commitment in China emerges from a fundamental desire to embrace the current globalization momentum and celebrate cultural heterogeneity as an opportunity for cross-fertilization. Working in both urban and rural contexts, Ben's design approach incorporates programs, narratives, tactics and strategies. as a way to advocate a critical repositioning and expansion of the role of the architect in the current dynamics of the city.



Chao Zhang

Chao is the Executive Director of the Microfinance Division in Le Ping Foundation. He has more than 10-year experience in the non-profit sector for the development of economic services to marginalized rural residents and urban migrants in China. He graduated from China Agricultural University and worked for four years in a state-owned company which served breeding farms.