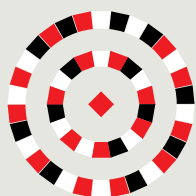


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Liege, Belgium
1/10 - 1/11/2015



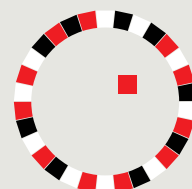
4 Main Exhibitions



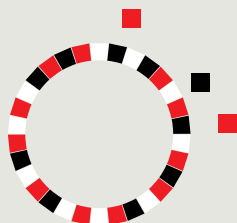
1 Meeting Point



Film Screening



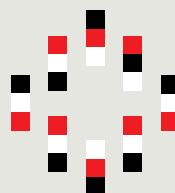
5 Guest
Exhibitions & Events



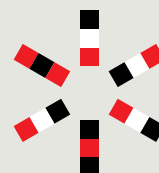
19 Satellite
Exhibitions & Events



14 Workshops



3 Seminars &
Round-tables



8 Extra-muros
Exhibitions & Events

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RECIPROCITY DESIGN LIÈGE 2015

THE FINAL BALANCE

The 2015 edition of **RECIPROCITY design liège** has just come to an end. Over the course of one month, from 1 October – 1 November, an extensive programme of exhibitions, workshops and conferences, all open to the public and free, animated the province of Liege and cities of the surrounding Euregion.

The **exemplary synergy** between the Province of Liege's Culture Department, the general management provided by Wallonie Design and the artistic direction of Giovanna Massoni, once again helped to create an inclusive and participative event, where design is presented as a reflective methodology and action to improve the quality of life throughout our cities.

The **variety of events**, the circuit in the city and beyond the province of Liege, the decision to highlight **key neighbourhoods in Liege and its public spaces**, the **partnerships** with many Walloon, Belgian and Euregional organisations, all allowed us to provide a busy and dynamic calendar with more 55 initiatives under the banner of **design for social change and citizen participation**.

The sectors involved in this process encompassed an **enlarged concept of design** from the practices of reuse within architecture to low-energy product design; from service to graphic design; from visual communication of public actions (posters) to collective food workshops; from strategic design to 3D printing with recycled materials. These theoretical and practical approaches created an immense **interdisciplinary platform**, where freedom of expression, participation and support to imagine a better future became the *leitmotif*.

Liege has established itself as a hub in the international debate on the role of design in sustainable development and social innovation. This has also been thanks to the partnerships forged with the other Belgian and Euregion cities, which have actively contributed to the content of the 2015 edition: Genk (BE), Mons (BE), Maastricht (NL), Kerkrade (Netherlands) and Aachen (DE).

It is an objective that is underlined by the Provincial Deputy in charge of Tourism and Culture, Paul-Émile Mottard: 'The success of this month of exhibitions and events, including the inauguration of the Design Station Wallonia, can only confirm the **leading position of Liege in the Walloon design cluster**. With its **different perspective on design** the Triennial is a unique event in Belgium, one which focuses on citizen participation and the proactive role of public services.'

And in the words of artistic director, Giovanna Massoni: '**The socially oriented and multidisciplinary design** supported by RECIPROCITY not only requires us to meet directly with the people and to get in touch with the network of associations of the region, but especially to establish durable and collaborative spaces with these citizens. The organisation of a puppet show, co-created by local and designers at the Maison des Jeunes d'Ougrée-Bas, tells the story of a neighbourhood (Trasenster), which in conjunction with its infrastructure regeneration is also seeking to be reborn through

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actions that generate social cohesion and local participation. This project is probably emblematic of the 2015 edition: an exercise in imagining future perspectives, it is a creative platform for positive change that has resulted in a collective work that speaks to both children and adults.'

The figures speak...

According to final estimates, the four main exhibitions - *The Taste of Change* at the Espace Saint-Antoine of the Musée de la Vie wallonne, *Welcome to_* at La Cité Miroir, *Deconstruction* at l'Athénée Léonie de Waha and *Printed Commons* at the B9 space of ESA Saint-Luc Liège - were attended by **40,000 visitors**.

The numerous workshops, debates and conferences attracted more than **1200 participants**.

30 schools in the province of Liege, Belgium and the Euregion visited the exhibitions and benefited from educational visits undertaken by RECIPROCITY in collaboration with the Province of Liege's Department of Culture.

Some 200 articles have been published in the local, national and international press and on the internet, along with ten national radio and TV shows.

The website www.reciprocityliege.be, thanks to the dynamic and up-to-date editorial blog linked to social media (Facebook page, Twitter, Instagram), has recorded **20,000 visitors** since early 2015.

While the statistics are reassuring, **testimonials** collected also confirm the positioning of this event at the heart of a cultural, social and economic change of importance. The quality of the projects supported by RECIPROCITY design liège since 2012 and the spirit of continuity which is the basis of the Triennial, ensure a growing public interest and exponential participation. As Virginio Briatore, journalist for the international design magazine *Interni*, wrote: 'It's a great effort and this is in evidence. Exhibitions of a high quality, especially in terms of their content and the questions posed, went beyond the usual chairs and lamps, instead focusing on the complexities of how we live in this society. There's a rich calendar of events that allows everyone to find points of interest, reflection and joy.'

The themes addressed during the International Triennial and **the different formats** (exhibitions, workshops, round tables, conferences), met the interests of a diverse public. The level of the proposals carried out by curators, designers, organisers of the major exhibitions, and the guest, satellite and extra-muros events reached an exceptional quality. In addition, the choice of prestigious locations that were highlighted by the programming of the Triennial, emphasise the event management's willingness to involve RECIPROCITY in the discovery or rediscovery of the cultural and architectural heritage of the city.

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The national and international press celebrated RECIPROCITY significantly, greatly contributing to the success of the event. The collaboration with Wallonia-Brussels International (WBI), Wallonia-Brussels Tourism (WBT) and the Liège Tourism Federation and its Oufiti programme (FTPL) was an indispensable engine in maintaining the international flow of information and by accompanying the foreign press in their discovery of a city and its identity in transformation.

Schools in the province of Liege and further afield in Wallonia, Belgium and the Euregion Meuse-Rhine, all benefited from the services put in place by Wallonie Design and Department of Culture of the Province of Liege. The quality of the educational tours and/or guided visits was assured by the high-degree of professionalism of the managers of each venue, guaranteeing the efficient and effective transmission of content.

Partners, be they institutional, sponsors or organisations that have supported us, all have contributed to a network that is growing with each edition, providing a strong and proactive collaboration.

Toolkit. In order to make the RECIPROCITY website a real educational and informative tool, we have decided to create a toolkit section in which we will soon share texts and images, PPT and videos from each of the main exhibitions and the international conference Construction Deconstruction Reconstruction.

The follow-up. While the 2015 edition of RECIPROCITY may have come to a calendar end, RECIPROCITY design liège continues its research work with schools as part of Welcome to__ project. It will also organise and participate in other events and above all, prepare to embark on the next edition, that of 2018, and therefore new projects that embody an even deeper understanding of the spirit of social innovation that has characterised the Triennial since 2012.

www.reciprocityliege.be will continue its activities and be aimed at informing the public on the follow-up to RECIPROCITY - exhibition tours (Welcome to_ will arrive in Seraing in 2016), events and partnerships with other organisations.

For now, if you want to browse or discover the key moments of the Triennial, you can download images of the major exhibitions at

www.reciprocityliege.be/presse > dossier RECIPROCITY_INSTALLATIONS and follow us on Facebook, Twitter or Instagram.

Stay tuned and see you at the next edition in October 2018!

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© The Taste of Change (scenography: Atelier Blink)
Espace Saint-Antoine, Musée de la Vie wallonne – photo: Germain Ozer

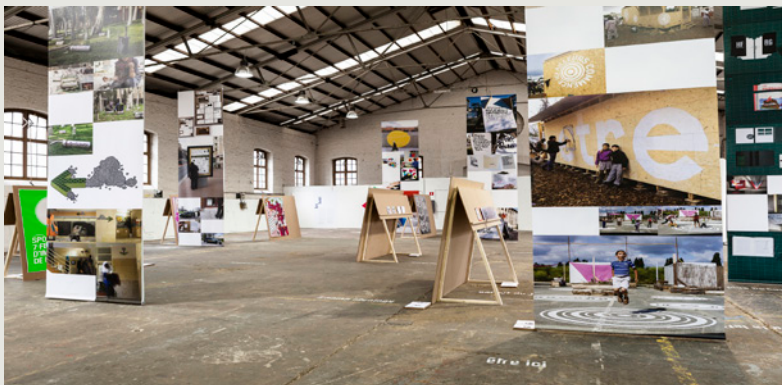


© Deconstruction (curator: Rotor)
Theatre hall, Athénée Léonie de Waha – photo: Germain Ozer

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© Welcome to__ (curators: Nik Baerten & Virginia Tassinari / La Cité Miroir
photo: Germain Ozer



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B9, ESA Saint-Luc Liège - photo : Germain Ozer

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PRACTICAL INFORMATION

RECIPROCITY design liège
Rue des Croisiers, 15
4000 Liege – Belgium
+32 (0)4 237 97 46

info@reciprocityliege.be
www.reciprocityliege.be

General management:

Wallonie Design – Clio Brzakala – www.walloniedesign.be

Artistic direction:

Giovanna Massoni – g.massoni@reciprocityliege.be

General coordination:

Stéphanie Vessière – s.vessiere@reciprocityliege.be

Project Assistant:

Véronique Closon – v.closon@reciprocityliege.be

Communication & editing:

Emma Firmin, Rosanna Gangemi, Stefan Pollak

Translations:

Aurélien Moussiaux, Gabriele Kremer, Hélène Schade – Province of Liege / Culture

RECIPROCITY logo:

Naos design – www.naosdesign.com

RECIPROCITY 2015 visual communication:

NNstudio – www.nnstudio.be

Website & blog media team:

Phlegmatics – www.phlegmatics.com

Main exhibitions set up technical coordinator:

Luigi Baldassi – Province of Liege/Culture

Secretariat:

OPMA – Province of Liege – Culture – www.provincedeliege.be

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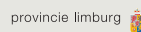
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PRESS SERVICE

BELGIUM

Giovanna Massoni

M. +32 (0)476 349 594

Stéphanie Koch

T. +32 (0)4 237 97 36

press@reciprocityliege.be

INTERNATIONAL

Nicoletta Murialdo – COMUNICO, Milan

M. +39 339 531 8579

nicoletta.murialdo@comu-nico.it

To download the press kit and high resolution images:

www.reciprocityliege.be/press-en/

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