

The main objective of Vision Plus 2014 is to bring together professionals who represent modern day transformers – those who translate data into facts that their audience can understand.

A conference to examine the role of the Isotype Transformer 90 years on ...

'The transformer is someone who is working on behalf of the audience and intermediary, someone who mediates between the experts and the lay audience you're trying to communicate with.' (Roger Miles 2008).

The graphic language of Isotype with its simple repeated symbols has largely become just one element in the designer's toolbox – as Otto Neurath predicted in International Picture Language in 1936 'dependent on their times like all the old sign languages'. The role of the transformer however, lives on, and this conference aims to show the scope of its use among designers practicing today – some of whom may not even be aware that they are treading in the footsteps of Otto and Marie Neurath.

Marie

This conference is dedicated to Marie Neurath's work as a transformer. She had a very special relationship with The University of Reading, where the Otto and Marie Neurath Isotype Collection is housed. It will be a very unique occasion to be in the place where she did so much of her early work in the Gesellschafts- und Wirtschaftsmuseum to celebrate the legacy of transformation.

Marie



Important dates

Submission of contributions:
June 30, 2014

Notification of acceptance:
July 14, 2014

Conference date:
September 4–5, 2014

Ways to participate

- Presentation (25 minutes)
- Pecha-kucha (20 x 20 seconds)
- Workshop (90 minutes)
- Poster presentation

Registration from June 1 on the event website.

Students can apply to participate for free as volunteers

Contact

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The conference is organised by High Performance Vienna GmbH on behalf of IIID.

About IIID Vision Plus

Since 1995 IIID has staged fourteen international interdisciplinary symposia „Vision Plus“ in Austria, USA, Japan, Great Britain, France and India with local partners such as universities, professional organizations, or the OECD.

Overview of past conferences at www.iiid-visionplus.net

IIID members can download presentations from previous Vision Plus events at www.iiid.eu

About IIID

The International Institute for Information Design (IIID) was founded to develop research and practice in optimizing information and information systems for knowledge transfer in everyday life, business, education and science.

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