

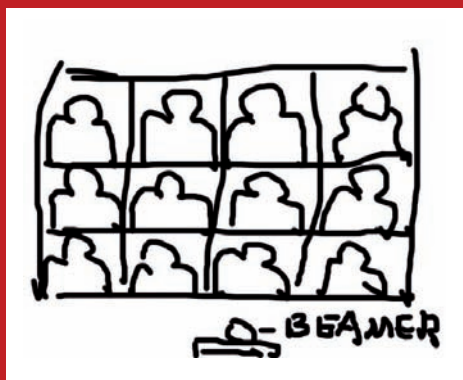
Changing ideas, new technologies and increasing global exchange of products and thoughts have brought up new dimensions of intercultural dialogue.

In autumn 2005, an official agreement of cooperation was signed between the College of Communication & Art at Tongji University Shanghai and the department of Visual Communication at the Hochschule für Gestaltung Offenbach am Main. With this, the door is pushed open for a direct exchange between creative media workers from the Rhine Main Area on the one, and the Huang Pu|Yangtze estuary on the other side of the world. A first manifestation of this cooperation is marked by the participation of students from Tongji University Shanghai in the Festival of Young Talents 2006 in Offenbach.

Trans-global cooperation, however, is not a pioneering deed anymore, but rather a typical movement of our time. Commerce and business are increasing the continuous exchange between continents and systems ever so rapidly. And the cultural exchange of orchestras and dancers goes along as one more aspect of economic exploration of new markets. But in Art and Media the exchange is different: Not only does it instigate communication between differing systems in the planetary language of art, it also has to introduce NEW means and ways of communication – and so develop new tools that instill dialogues far beyond the borders of Eurocentric preoccupation.

This is not about „cross-culture“ anymore. The intermingling and crossing of media is much more the habit of our times than all intercultural affairs. Today intermedial communication replaces the cross-cultural efforts, and tears down all boundaries of the numbered worlds – the First World, the Third World and even Space, all become one location of intermedial confrontation or discourse.

Communication, as signification in this borderless iconosphere of modernity – expanding beyond nationalistic ideas – becomes global, and yet remains bound to local and very personal resources, abilities and values. The works of our students presented in Offenbach reflect this in more or less direct or ironic ways.



Gui Jiangqi | Liao Jingyi | Fan Shengkun |
Zhang Xian Magic Photo

Experimental Video Projection. Shanghai,
2006 | 5:00 min (loop)



Infoscreen on Tongji campus Shanghai

Bai Xue | Su Li | Wu Yixiang | Xu Jun
Direct Way | Shanghai 2006

„Direct Way“ announces with hearts full of happy pride the arrival of our great pipe in Germany. The ambitious aim could be reached thanks to our innovative technology and the borderless commitment of our workers. After years of enthusiastic drilling through stone, water, magma and earth, finally Chinas unfaked reality reaches the west on the Direct Way.

Come to dialogue! Feel free to ask us anything. Tell us about your family, your job, your hobbies ... Or just watch! Let's make friends!



