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Erwachsene Meisterklasse

# Masterclass: Conceptual Art and Artistic Research through Worldbuilding

## A research-oriented, project-based exploration of process-driven art

mit Pawel Mendrek

### Termine

**01.03.2025 - 14.06.2025**

Level 1

Samstags 10.00-17.00 Uhr (1 Std. Mittagspause)

€ 714 exkl. Kursmaterial

**18.10.2025 - 24.01.2026**

Level 1+2

Samstags 10.00-17.00 Uhr (1 Std. Mittagspause)

€ 714 exkl. Kursmaterial

### Kursort

Zeichenfabrik  
OG 1, Kursraum 5  
Flachgasse 35-37  
1150 Wien

### Kursleitung

PhD Pawel Mendrek

This **Masterclass** is dedicated to conceptual art and artistic research, uniquely integrating Worldbuilding techniques to foster profound artistic exploration. Participants engage in individualized research, developing independent artistic projects by constructing complex, multi-dimensional worlds as foundations for their work. The course emphasizes critical reflection and theoretical engagement, offering a distinctive opportunity to delve deeply into process-driven art.

### Course Structure

The Masterclass is structured over two consecutive semesters, divided into two levels that build upon each other for cumulative learning and development.

#### ■ Level 1: Development Phase

#### ■ Level 2: Production Phase

**Ongoing Offering:** The course allows for continuous enrollment. Each semester, new participants begin at Level 1, while continuing participants advance to Level 2.

### Class Schedule

The Masterclass comprises **7 intensive sessions per level**, each lasting approximately **6 hours**.



### **Session Structure:**

- **Hour 1:** Introduction to key concepts and theoretical frameworks.
- **Hours 2–7:** Individual project discussions and collaborative activities (including a 1-hour lunch break).

*All participants are expected to attend and actively engage in both their own project discussions and those of their peers, fostering a collaborative and reflective environment.*

### **Level 1 Session Schedule**

#### **Session 1: Introduction to Worldbuilding**

Explore worldbuilding as a creative and research tool. Begin constructing unique worlds for your projects and analyze case studies where worldbuilding plays a central role, including immersive environments, concept-driven films, artistic games, or curatorial projects.

#### **Session 2: Research as Artistic Practice**

Delve into research methodologies to deepen your understanding of your world's components. Participate in an "Inspiration Mapping" workshop to create contextual maps using collected images, texts, and sounds. Start an inspiration journal to document observations and research materials, aiding in your project's narrative development.

#### **Session 3: Principles of Conceptual Art**

Examine the foundational principles of conceptual art to inform your world and artistic vision. Reflect on the ideas you wish to convey and consider how conceptual artists influence your creative process.

#### **Session 4: Iterative Project Development**

Advance your project through iterative development, experimenting with various world elements. Utilize techniques like artistic storyboarding or quick prototyping with sketches or models to facilitate reflection and further iteration. Learn critical analysis methods to provide and



receive constructive feedback.

#### **Session 5: Theoretical Engagement and Critical Analysis**

Integrate theoretical frameworks to enrich and contextualize your project. Participate in a critical workshop analyzing theories such as postmodernism or semiotics, incorporating these insights into your world's elements to add depth to your work.

#### **Session 6: Interdisciplinary Exploration**

Experiment with diverse artistic media and techniques to expand your world. Engage in short workshops on different forms of expression—installation art, performance, video, sound, text—to explore and innovate freely.

#### **Session 7: Presentation and Reflection**

Present your project and reflect on the creative process. Prepare curatorial notes and work descriptions to effectively communicate your project as a potential exhibition, film, or installation. Receive professional insights during final feedback sessions from a guest curator or art critic.

#### **Level 2 Session Schedule**

Details for Level 2 will be provided during Level 1 or upon request. Level 2 will build upon the foundations established, focusing on project realization and advanced theoretical engagement.

#### **Educational and Research Objectives**

The Masterclass focuses on combining Worldbuilding techniques with conceptual art practices. Participants are encouraged to pursue their individual artistic inquiries and engage with contemporary research issues in art, contributing to broader artistic dialogues. The program provides foundational support and guidance on strategies for securing additional project funding.

#### **Emphasis on Conceptual Development and Theoretical Reflection**



The Masterclass primarily focuses on conceptual development, critical thinking, and theoretical engagement. Practical artistic skills are not the main focus, given the emphasis on conceptual exploration within the available class time.

#### **Additional Information**

**Research Methodology and Tools:** The Masterclass utilizes various research methods, including qualitative research, field studies, critical analysis, and Worldbuilding techniques. Participants select methods that align with their project's objectives.

**Collaboration and Interdisciplinarity:** The course encourages interdisciplinarity without limiting specific disciplines. Participants may integrate elements from fields such as technology, science, literature, sociology, and more, depending on their project's needs.

**Optional Workshops for Practical Skills:** Recognizing that participants may wish to develop practical artistic skills, the Masterclass offers optional workshops to support these needs. Participation in these workshops is not required but may be beneficial for those seeking to enhance specific practical aspects of their work.

#### **Expected Outcomes**

Participants will create an original conceptual artwork that reflects their engagement with the Worldbuilding approach and artistic research. The final project can take various forms, such as physical artifacts, performative works, intermedia projects, art films, curatorial projects, or experimental publishing projects.

The final work will include:

- **The Artwork Itself:** Realized through iterative development and, if applicable, collaboration with external experts. Demonstrates a deep engagement with conceptual art practices and Worldbuilding techniques.
- **Detailed Documentation:** A key element of the final project is detailed documentation of the creative process,



including theoretical references. Documentation should reflect the research-oriented nature of the work and consider contemporary artistic contexts influencing the project.

- **Public Presentation:** Each level concludes with a public presentation, allowing participants to showcase their work to a broader audience. These events foster community engagement and provide valuable exposure and constructive feedback for participants.

#### **Target Audience**

This Masterclass is aimed at:

- **Artists and Professional Practitioners**  
Enhance your projects through research-based methods and critical reflection, developing conceptual approaches and theoretical foundations for your work.
- **Students of Art, Art Education, and Cultural Studies**  
Support in creating portfolios and deepening the understanding of conceptual art.
- **Art Teachers and Educators**  
Integrate conceptual approaches and artistic research into teaching.

#### **Organizational Details**

- **Age Group:** Adults
- **Participation Requirements:** Interested applicants should submit a motivation letter and a brief portfolio or initial project idea. Applications will be evaluated by the course management. Upon approval, we will send an invoice and confirmation of participation. See Application Process.
- **Independent Study Hours:** Participants should expect to dedicate approximately **10–15 hours per week** outside of class, depending on individual needs.
- **Language of Instruction:** English (with German support)



available if needed).

#### **Format and Evaluation Criteria**

To receive a certificate of completion, participants must:

- Attend at least 80% of the classes.
- Actively participate in class discussions and peer feedback sessions.
- Complete and present their final project, including the artwork and detailed documentation.

This **Masterclass** offers a unique opportunity to develop profound artistic projects that are both theoretically informed and creatively expansive. Through individualized research, iterative development, collaborative engagement, and critical reflection, participants will enhance their understanding of contemporary art practices and their ability to realize complex artistic concepts.

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<https://www.zeichenfabrik.at/kurse/masterclass-conceptual-art-artistic-research-worldbuilding>

Die angeführten Termine und Preise entsprechen dem aktuellen Planungangstand vom 22.12.2024.

Irrtümer und Änderungen vorbehalten.

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