



Zeichenfabrik GmbH
Flachgasse 35-37, 1150 Wien
E-Mail: buero@zeichenfabrik.at
Web: www.zeichenfabrik.at

Erwachsene Meisterklasse

Masterclass Conceptual Art and Artistic Research through Worldbuilding

mit **Pawel Mendrek**

Termine

18.10.2025 - 24.01.2026

Level 1

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 designed for artists, students, and educators who want to push the boundaries of conceptual art through innovative worldbuilding techniques. Over two consecutive semesters, you will engage in individualized research and develop independent artistic projects by constructing complex, multi-dimensional worlds as the basis for your work. The course emphasizes critical reflection, theoretical engagement, and collaborative exploration of process-driven art.

Course Structure

The Masterclass is divided into two progressive levels with continuous enrollment each semester:

■ Level 1: Development Phase

Focus on generating ideas and concepts using worldbuilding techniques. Through activities such as mind mapping, research, and gathering visual and conceptual inspirations, you'll build a strong foundation for your project.

■ Level 2: Production Phase

Advance your project into its final form. In this phase, you refine your work through technical adjustments, collaborative input with external experts, and advanced theoretical engagement. Details for Level 2 will be provided during Level 1.

Each level consists of **7 intensive sessions** (approximately 6 hours each). The typical session includes:



- **Hour 1:** An introduction to key concepts and theoretical frameworks.
- **Hours 2–7:** Dedicated time for individual project work, discussions and collaborative activities (including a 1-hour lunch break).

Active participation in both your own and your peers' discussions is essential for a collaborative, reflective learning environment.

Level 1 Session Overview

- **Introduction to Worldbuilding:**
Discover worldbuilding as a creative and research tool. Begin constructing your project's world by analyzing case studies—from immersive environments to concept-driven films.
- **Research as Artistic Practice:**
Dive into research methodologies and participate in an Inspiration Mapping workshop. Start an inspiration journal to document observations and shape your project's narrative.
- **Principles of Conceptual Art:**
Examine the foundational principles of conceptual art. Reflect on the ideas you wish to convey and how leading conceptual artists influence your process.
- **Iterative Project Development:**
Advance your project through iterative methods such as storyboarding and prototyping. Engage in critical feedback to refine your work continuously.
- **Theoretical Engagement and Critical Analysis:**
Integrate theoretical frameworks—such as postmodernism or semiotics—to deepen the conceptual basis of your project.
- **Interdisciplinary Exploration:**
Experiment with various artistic media, including



installation, performance, video, sound, and text, to broaden your creative perspective.

■ **Presentation and Reflection:**

Present your project, prepare curatorial notes, and reflect on your creative process. Receive professional feedback from guest curators or art critics.

Educational and Research Objectives

This Masterclass combines worldbuilding with conceptual art practices to foster individual artistic inquiry and engagement with contemporary research issues. You will develop a project that is both theoretically informed and creatively expansive, with guidance on strategies for securing additional project funding. The primary focus is on conceptual development, critical thinking, and theoretical reflection.

Additional Information

■ **Research Methodology and Tools:**

Utilize qualitative research, field studies, critical analysis, and worldbuilding techniques. Select methods that best align with your project objectives.

■ **Collaboration and Interdisciplinarity:**

Integrate elements from various fields—technology, science, literature, sociology, and more—to enrich your project.

■ **Optional Workshops:**

Optional sessions are available for those who wish to enhance specific practical skills.

Expected Outcomes

By the end of the Masterclass, you will have created an original conceptual artwork that reflects your engagement with worldbuilding and artistic research. Your final project may take many forms (physical artifacts, performative works, intermedia projects, art films, curatorial projects, experimental publishing) and will include:



- **The Artwork:**
Developed iteratively (and, if applicable, in collaboration with external experts).
- **Detailed Documentation:**
A comprehensive record of your creative process and theoretical references.
- **Public Presentation:**
A final public presentation that fosters community engagement and provides constructive feedback.

Target Audience

This Masterclass is ideal for:

- **Artists and Professional Practitioners:**
Enhance your projects with research-based methods and critical reflection.
- **Students of Art, Art Education, and Cultural Studies:**
Deepen your understanding of conceptual art and build a compelling portfolio.
- **Art Teachers and Educators:**
Integrate conceptual approaches and artistic research into your teaching practice.

Organizational Details

- **Age Group:** Adults
- **Participation Requirements:**
Everyone who identifies with the target audience is welcome to register. We encourage participants to come with an initial project idea they would like to explore and develop during the Masterclass.
- **Independent Study:**
Plan for approximately 10–15 hours per week outside of class.
- **Language of Instruction:**



English (with German support available if needed).

This Masterclass offers you a unique opportunity to develop conceptually rigorous, research-informed artistic projects. Through individualized research, iterative development, collaborative engagement, and critical reflection, you will deepen your understanding of contemporary art practices and bring complex artistic concepts to life.



Masterclass Conceptual Art and Artistic Research through Worldbuilding

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

Die angeführten Termine und Preise entsprechen dem aktuellen Planungangstand vom 21.02.2025.

Irrtümer und Änderungen vorbehalten.

Copyright © 2025 Zeichenfabrik GmbH. Alle Rechte vorbehalten.