

Johanna Seelemann

Biography

Johanna Seelemann (b. 1990) is a German designer, laureate of 2021 Design Parade Hyères Eyes on Talents x Frame Special Mention Prize as well as she was recently forwarded by Formafantasma as one of the creative leaders of the future 'expanding the ways design is practiced today' as part of Wallpaper*'s '5x5' anniversary project. In 2020 she received the Talent Development Grant from the Creative Industries Fund NL. In 2019, Johanna and her part-time collaborator Björn Steinar got selected amongst the 'Icon Design 100 Talents to watch'. In 2017 Johanna was selected as one of '20 young designers to shape the future of design' by Design Indaba, World Design Events and Dutch Design Week.

In her practice Johanna Seelemann explores the mundane objects and materials of our everyday surroundings and learns more about their contexts, journeys and origins. The designer, known for a broad spectrum of projects, has delved deep into everything from cars and aluminium cans to bananas. Her investigations morph into designs developed using the tools of substitution, adaptation, and resiliency. Even if she explores nuanced topics, her results are always formulated as optimistic suggestions and proposals that help us imagine alternative future scenarios.

Seelemann's works were previously exhibited at the Victoria & Albert Museum in London, Villa Noailles in Hyères, MAKK Museum Cologne, Design Museum Helsinki, Vandalorum Sweden, Kunsthalle Zürich, Tønder Art Museum Denmark, Reykjavík Art Museum, TextielMuseum in Tilburg among other.

Johanna developed her fascinations during the Contextual Design master program (2019) at the Design Academy in Eindhoven as well as the bachelor course in Product Design at the Iceland Academy of the Arts in Reykjavík (2016). She previously assisted Studio Formafantasma in their 'Ore Streams' and 'Cambio' projects.

Johanna Seelemann

Curriculum Vitae

1990 born in Leipzig, Germany

Education

2022 Workshop, *Casting Journeys, School of the Untold* curated by Formafantasma, Kunstgewerbemuseum, Dresden

2020-2022 Teaching, *MA Design Explorations and Translations*, Iceland Academy of the Arts

2020-2022 Teaching, *BA Product Design*, Iceland Academy of the Arts

2020-2021 Teaching, *Studio for Immediate Spaces*, Sandberg Instituut

2017-2019 Master Studies of *Contextual Design* at the Design Academy Eindhoven

2015-2016 Studies of *Product Design* at the Iceland Academy of the Arts, Reykjavík

2015 Erasmus at the Iceland Academy of the Arts, Reykjavík

2012-2014 Studies of *Industrial Design* at the Burg Giebichenstein University of Art and Design, Halle

2011-2012 Studies of *Interior Architecture* at the Burg Giebichenstein University of Art and Design, Halle

Exhibitions

2022 *Hortulanus*, solo show, Re:Future Lab, Berlin

2022 *Food in New York: Bigger Than The Plate*, Museum of the City of New York: Banana Story

2022 *Slow Life, Piazza Città di Lombardia*, Salone del Mobile, Milan: Hortulanus

2022 *Intergenerational Graduation Show*, Salone del Mobile, Milan: Terra Incognita

2022 *Escapism*, Curated Section by Berry Dijkstra, Collectible Fair, Brussels: Hortulanus

2022-2023 Regional Museum Skåne: Banana Story

2022 *The Circle Exhibition*, MAKK MUuseum Cologne: Hortulanus Collection

2022 *Travel as a Tool*, Tønder Art Museum, Denmark: Banana Story

2021 *Objects for a New Kind of Society*, Dutch Invertuals, Dutch Design Week, Eindhoven

2021 *Travel as a Tool*, Vandalorum, Sweden: Banana Story

2021 *Travel as a Tool*, Design Museum Helsinki, Finland: Banana Story

2021 *Grand Prix Design Parade 15*, Villa Noailles Hyères: Terra Incognita

2021 *DesignMarch Iceland*, Reykjavík: Disaster Studios

2020 *Zu Tisch*, Vögele Kulturzentrum, Zürich: Banana Story

2020-2022 *Travel as a Tool for Designers*, travelling exhibition, Design Museum Helsinki,

Vandalorum Sweden, Tønder Art Museum Denmark: Banana Story

2020 *Cambio*, Serpentine Galleries, London: freelance work for the project by Studio Formafantasma

2019 *FOOD: Bigger Than The Plate*, Victoria & Albert Museum, London: Banana Story

2019 *GEO—DESIGN: Junk*, Van Abbe Museum, Eindhoven: Fractional Object

2019 *Grad Show 2019*, Design Academy Eindhoven: Terra Incognita

2019 *I am all of Glass*, Marianne Brandt Contest, Industriemuseum Chemnitz: Vitrum

2019 *Bismút*, Design March Iceland, Reykjavík: Banana Story

2019 *Neuni Materio*, Design Shanghai: Willow Project

2018 *The Magic Box*, semi-permanent exhibition, M/S Museet for Søfart, Helsingør: Banana Story

2018 *Skógarnytjar*, by Björn Steinar Blumenstein, Design March Iceland, Reykjavík: Design contribution

2017 *Element*, curated by Garðar Eyjólfsson, Alcoa aluminium smelter, Reyðarfjörður: Cargo

2017 *Earth Matters*, curated by Lidewij Edelkoort and Philip Fimmano, Textiel Museum, Tilburg: Willow Project

2017 Design March Iceland, Reykjavík: Cargo

2016 Dutch Design Week, Eindhoven: Willow Project

2016 Skriðuklaustur, Egilsstaðir: Willow Project

2016 Design March Iceland, Reykjavík: Willow Project

2015 Iceland Academy of the Arts, Reykjavík: Willow Project

2015 *LungA School* and Festival, Seyðisfjörður: *Circular Gifts* Workshop Assistant

2014 Burg Giebichenstein, Dutch Design Week, Eindhoven: Materials and Making at the Burg

Prizes

2022 *Green Concept Award Winner*, Category Interior & Lifestyle, Hortulanus

2021 *Eyes on Talents x Frame Special Mention Prize*, Design Parade 15, Villa Noailles Hyères

Selected Publications

2022 *Hortulanus*, Damn° Magazine
2022 *The No_Code New Visionaries*, Rizzoli New York
2021 *Claysecrets*, (ed.) Staedtler and Jürgen Heint
2022 *Johanna Seelemann, Alternative Scenarios with Local Materials*, Plural Magazine
2022 *Formafantasma goes Bananas for Johanna Seelemann*, Design Portrait, Wallpaper* Magazine
2021 *5x5 creative leaders of the future*, selected by Formafantasma, Wallpaper* Magazine Feature
2021 *The 4 Designers to watch from design parade 15*, Feature, Frame Magazine
2021 *Embark!*, Magazine Interview, by Madeleine Schwinge, Re_Future Lab
2019 *New Talents Graduating From The Design Academy Make Their Mark*, Elle Decor: Terra Incognita
2019 *Finding a New Use for Car Modeling Clay: Adaptable Furniture*, Core77: Terra Incognita
2019 'FOOD: Bigger than the Plate' leaves you wanting more, The Economist: Banana Story
2019 Elle Decor: Banana Story
2019 Visir og Fréttablaðið: Banana Story
2019 *Waste Lines*, The Times Literary Supplement: Banana Story
2019 HA Magazine: Banana Story
2019 *100 Talents of 2019*, ICON Design Magazine, Mondadori and New York Times: Banana Story
2018 *Why Materials Matter*, Prestel Publishing, Seetal Solanki: Willow Project
2018 *Radical Matter*, Thames & Hudson, (ed.) Kate Franklin / Caroline Till: Willow Project
2018 *Banana passport explores issues surrounding food exportation*, Dezeen: Banana Story
2018 art4d: Banana Passport
2018 Cargo, interview with Design Indaba
2016 Willow Project, published in Frame #111
2016 Willow Project, published on Dezeen
2016 Sulphur Archive, published on Dezeen
2016 Willow Project Book, published by Partus Press

Writings

2022 *Hortulanus*, writing for the Research & Realities section of DAMN° Magazine No.82
2022 *Redesign the Ordinary*, Essay, Digitalreihe Design, blog-entry for Haus am Waldsee
2018 *Distilling Waste, Revising Wood*, writing for DAMN° Magazine No.68
2018 *No Strange Fruit*, writing for DAMN° Magazine Online

Talks

2022 *Practising Design*, Symposium, in the context of *New Normals* by Konstantin Grcic, Haus am Waldsee, Berlin
2019 *Serious Aesthetics*, The Arena, Grad Show 2019, Design Academy Eindhoven: Terra Incognita
2018 Guest at *Halfway Points*, Thursday Night Life, Het Nieuwe Instituut, Rotterdam: Banana Story
2018 *Design Talks: Design For A World At A Crossroad*, Design March Iceland, Reykjavík: Cargo
2017 *Antenna*, curated by Design Indaba, Dutch Design Week and World Design Event, Eindhoven: Cargo

Experience

2020-2021 Grant Programme for *Talent Development*, Recipient, Creative Industries Fund NL
2019-2020 Freelance works, *Cambio* by Studio Formafantasma, Amsterdam
2019 Freelance filmworks, *Ore Streams* by Studio Formafantasma, Amsterdam
2019 *Conflicted Matter*, workshop with Garðar Eyjólfsson, Burg Giebichenstein University of Art and Design, Halle
2017 Assistant for Formafantasma, *Ore Streams project*, Amsterdam
2016-2017 Internship at Studio Formafantasma, Amsterdam
2016 Work for Bui Bjarmar Aðalsteinsson, designers investigating local food systems, Icelandic Research Fund
2016 Organization team, *Travelling Embassy of Rockall*, collective of desirable futures, hosting events, Reykjavík
2015-2016 Assistant for Garðar Eyjólfsson, head of visual communication, material research, prototyping, Reykjavík
2015 Contextual Design internship with Garðar Eyjólfsson and Thomas Pausz, Reykjavík
2014 Carpentry internship at Joël Pinard, Cognac
2013 Internship at Smow Furniture Store, Leipzig
2011 Internship in Carpentry and Design at Deutsche Werkstätten Hellerau, Dresden