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Erwachsene Stil & Entwicklung

# Conceptual Practice Masterclass Art & Research via 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

Use innovative worldbuilding techniques to develop significant conceptual art projects. This Masterclass guides you through deep artistic research and the construction of complex worlds as a creative foundation for unique artworks. Structured progressively, the program combines individualized project development with critical theory, reflection, and collaborative exchange, allowing you to deepen your work over time according to your needs. **Ideal for experienced artists, students, and educators** seeking to advance their conceptual practice.

## Course Structure & Methodology

The Masterclass unfolds progressively over two interconnected levels, each comprising **7 intensive weekly sessions** (approximately 6 hours each).

- **Level 1 (Development Phase):** New participants typically begin here each semester, focusing on building a strong conceptual foundation through worldbuilding techniques.
- **Level 2 (Production Phase):** Upon completing Level 1, participants can advance to Level 2 in a subsequent semester to concentrate on realizing and refining their artistic project.
- **Dynamic Environment:** Based on enrollment, both levels might run concurrently, fostering cross-level exchange.

## Typical Session Structure:

A typical 6-hour session includes:



- **Hour 1:** Introduction to key concepts & theoretical frameworks relevant to ongoing work.
- **Hours 2–7:** Dedicated project work time, focused discussions, peer feedback, collaborative activities (incl. 1-hour lunch break).

*Active participation and critical engagement with your own work and that of your peers are essential to this dynamic, collaborative learning environment.*

#### **Level 1 Session Overview**

- **Introduction to Worldbuilding:** Explore worldbuilding as a creative/research tool. Construct unique project worlds. Analyze case studies (immersive environments, concept films, art games, curatorial projects).
- **Research as Artistic Practice:** Utilize research methodologies. Engage in an "Inspiration Mapping" workshop (creating contextual maps from images, texts, sounds). Start an inspiration/research journal.
- **Principles of Conceptual Art:** Examine foundational principles to inform your world and artistic vision. Reflect on ideas to convey and analyze conceptual artist influences.
- **Iterative Project Development:** Advance projects iteratively through experimentation with world elements. Use techniques like artistic storyboarding or quick prototyping (sketches/models). Practice critical analysis for giving and receiving constructive feedback.
- **Theoretical Engagement:** Integrate relevant theoretical frameworks (e.g., postmodernism, semiotics) through critical workshops to add depth and context to your project.
- **Interdisciplinary Exploration:** Experiment with diverse artistic media (installation, performance, video, sound, text) in short, focused workshops to expand possibilities.



- **Presentation and Reflection:** Learn to present project concepts effectively. Prepare curatorial notes/descriptions. Receive final professional feedback (e.g., from a guest curator/critic).

### Learning Objectives

This Masterclass empowers you to:

- **Develop** conceptually rich, research-informed projects using worldbuilding as a core methodology.
- **Engage** critically with contemporary artistic research questions and theoretical discourses.
- **Articulate** your project's conceptual basis effectively and explore strategies for securing project support.
- **Present** your conceptual projects clearly and professionally.
- **Foster** your critical thinking, conceptual depth, and individual artistic inquiry.

*While the primary focus is conceptual development, optional workshops can support specific practical skill needs.*

### Our Approach

We utilize diverse **research methods**, from qualitative studies to critical analysis, tailored to your project. We encourage **interdisciplinary thinking**, welcoming influences from technology, science, literature, film, sociology, and beyond to enrich your artistic practice. Collaboration and peer exchange are integral parts of the learning process.

### Expected Outcomes

You will create an **original conceptual artwork** rooted in your unique worldbuilding process and artistic research. Your final project, developed iteratively, can manifest in various forms (physical artifacts, performance, intermedia projects, art film, curatorial concepts, experimental publishing) and will include:



- **The Artwork:** The tangible or performative result, potentially realized with external experts.
- **Detailed Documentation:** Comprehensive records of your creative process, theoretical references, and research journey.
- **Public Presentation:** A final presentation showcasing your work to a broader community.

#### **Organisatorisches**

**Age Group:** Adults

**Target Audience:** This Masterclass is ideal for Artists and Professional Practitioners, Students (Art, Art Education, Cultural Studies), Art Teachers and Educators.

**Participation Requirements:** Intended for participants who identify with the target audience. While prior conceptual art experience is beneficial, the key requirement is a commitment to rigorous artistic research and development. Bringing an initial project idea to explore is strongly encouraged.

**Independent Study:** Expect to dedicate approx. 10–15 hours per week outside sessions for research and project development.

**Language:** Primarily English (with German support available if needed).

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#### **Conceptual Practice Masterclass Art & Research via Worldbuilding**

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

Die angeführten Termine und Preise entsprechen dem aktuellen Planungstand vom 16.05.2025.

Irrtümer und Änderungen vorbehalten.

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