Dear Masters,

Welcome back from the spring holidays! We are happy to greet you with the new initiative - The Piet, that hopefully will bring us even closer together as a community. We are eagerly waiting for your contributions and suggestions for the next edition of the newspaper. If you'd like to share something with the community, please reach out to us via email pzi-archipelago@hr.nl. Thank you for reading!
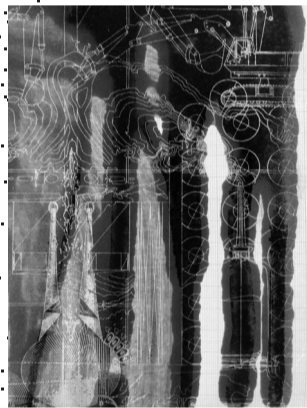
— PZI Archipelago

Opening MyWdka page I breathe in. I know that anger makes me bitter. Breathing out, I smile. I stay with my breathing so I won't lose myself as I find my way through the complex labyrinth of MyWdka. ... (read all prompts on the backside)

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*=*=*=*=*=*=*=*=*=*=*=*=*
*=*=*=*=*=*=*=*=*=*=*=*=*
*                       *
*   GOOD BYE FOR NOW,    *
*      AYMERIC!!         *
*                       *
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150 ml      ORANGE JUICE

1 oz        LEMON JUICE

0.5 oz      AGAVE SIRUP

2 LEAVES    BASIL

1           FLAMINGO


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OPTIONAL:
2 oz        RUM

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        V   o
         V . \o
          V / Y
           Y
          . . .
         .     .


   SEE YOU LATER ALLIGATOR,
   AFTER A WHILE CROCODILE!


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wdka.teachermemes

who are you, really?

Anything for the next edition? Send it to pzi-archipelago@hr.nl

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Project: **Past Petrol Present**
Student: Agnes Tatzber, MIARD
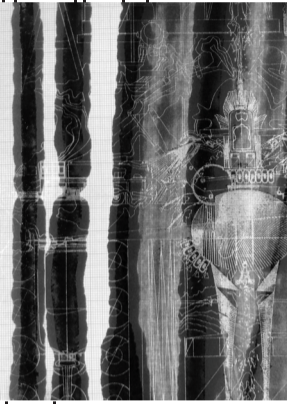
From 1930 onwards, the character of the landscape of Neusiedl an der Zaya was significantly reshaped by one base matter: Petroleum. After the easy oil was running out in the 80s, the visible indications of the history disappeared little by little. Without making much noise, a few remaining pumps move slowly up and down. In an oil ritual, visible and invisible structures created by petroleum are made evident. The elevation contours known from maps merge with tracked old photographs, representations of technical equipment and infrastructure drawing an alternative map of the former oil village in Lower Austria.
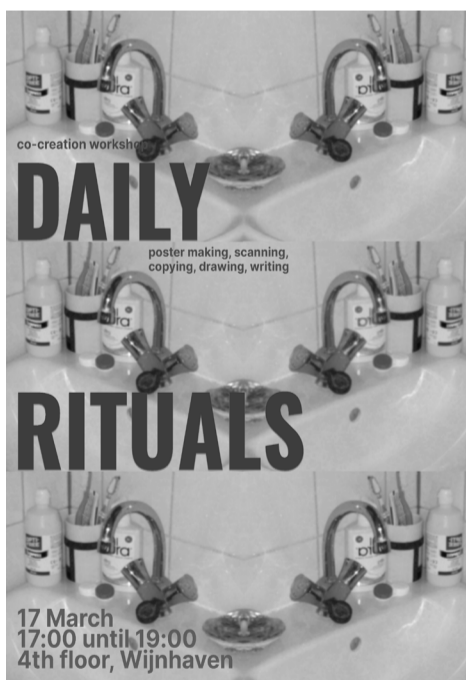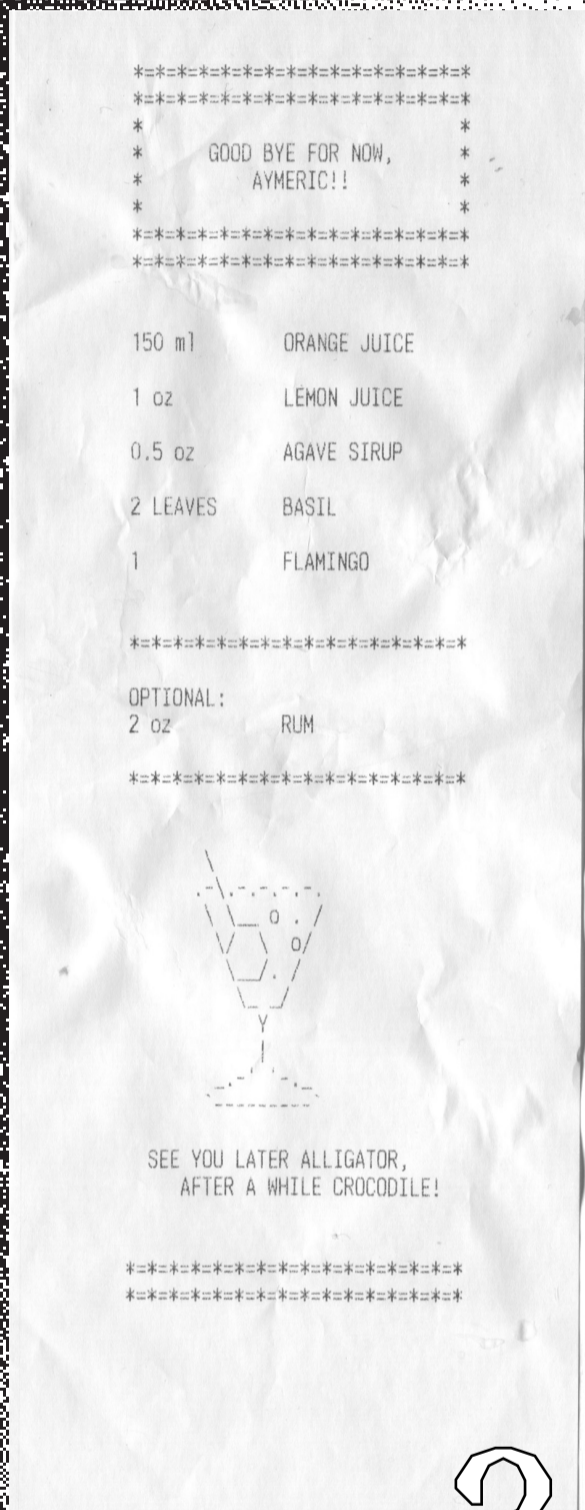
W O R K S H O P :

"Marisol was listening to the lively conversation around the table. Silent as a statue, she sat totally still for at least two hours. At one point I turned toward her and noticed, to my astonishment, that a spider had spun a complete web, filling the triangle formed by her bare upper arm, her torso, and her armpit. When I pointed this out to her - and to the rest of the company - Marisol calmy glanced at the spider and its work, saying, "The same thing happened to me once in Venezuela. It's nothing new to me. I'm used to it."

— Mason Currey, Daily Rituals: Woman at Work

co-creation workshop

DAILY

poster making, scanning, copying, drawing, writing

RITUALS

17 March
17:00 until 19:00
4th floor, Wijnhaven

On the **17th of March**, the Archipelago team will be hosting their first co-creation workshop entitled "Daily Rituals". All masters students are welcome to come join us in exploring some rituals and strategies to co-create some great content. We will be playing around with different forms of image making and text to produce posters for our next Issue of The Piet and of course for yourselves!

The workshop will be hosted in the open area on the 4th floor at Wijnhaven, from 17:00 until 19:00. We will provide the materials for you to get creative with, but please bring along something to drink and to snack on! If you are interested RSVP to our email and save the date so that we can make sure to send you a reminder and more detailed information closer to the time. ----------------------->pzi-archipelago@hr.nl

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police report: 124AM

in the cascading spool of fraying fingers the jump became a structureless dream.
this dream: a dance for the hypnotic sense of replication. an essay for clowning.
if this homicide was not a jugular promise then all timepieces would be the jump as well. as with every morning, knives were squeezed from the sun and hurled towards earth on a broken carousel of fire, like clockwork. starting there where the thoughts coagulate and grip, ventilation of the cars that whistle through the buzzing margins of facial gods, we could begin to investigate. this is where the many tracks of charcoal are a circular terrorism. this mirror-specific yolk of darkness split by ghosts raging the inferno and who wade through the sickly sweet song of vehicles and melting horses - we came to the fog of holes. in the engineering of sleep, the jump is integral, it is the carousel. but sleep is just the beginning, and death is of course too far. the jump is the silent hurricane of butterflies, an adhesive vision under which the tar of the mind becomes a digestive sensation. it then became clear that the murder occured around the corner from the cafe on cochlear street at 119AM. not too far from the provincial zone of the carousel. carrying 7 billion sleeps, the carousel began to shoot off mutated fruit, banapples and papayngerines sprouting teeth, according to an ear witness. ascension to a greater realm of sleep was prescribed at 111AM to the victim and therefore the carousel was aroused sufficiently. a three word poem was also found at the scene in a pool of blood. if one were to psychoanalyze the blood then perhaps one could glean that ghosts were already present, the cloaked figure standing in the eye of the churchyard is also under investigation. since hearing of the timeplace of the carousel that day and it's oneiric connection to the jump, it would be rational to discern that the victim's dizzying attempt at the jump and subsequent death is down to an overdose of sleep. but when is it ever that simple?

Ollie Paterson

Excerpt of: Make Inclusive Websites
by Max Lehmann, 2021
Master Thesis for Experimental Publishing

Robson Square waterfall 2018 - Wikimedia Commons, 2018

**Read the full Thesis at: https://lehmannmax.de/Thesis/Thesis.html
See the project at: https://lehmannmax.de/home**
[…]

Mechanisms of exclusion

Still, large parts of the Internet seem to consider it sufficient to be accessible only to "average" users. But, as we have established, an "average" user is an unrealistic construct that does not stand up to real life. I will get into that in more detail later.

There are always many options for how a website functions and how it looks. The way it does function and look is the result of countless decisions. These decisions are made by people: The creators of websites. Way too often these creators of websites put the idea of an "average" user at the centre of decision-making. Even more often, they unconsciously assume themselves to be "the norm" and make decisions on that basis. They might assume: What works for me, will work for everyone else.
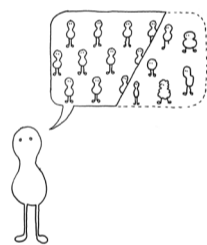
Such websites will not be accessible to everyone. At best the result can be made accessible in hindsight, by considering certain groups of people. The group of "deviant" individuals have to compensate for their disadvantaged position themselves. If they don't, they will be excluded.

"A new study on Website accessibility found that 97.8% of 1 million homepages tested had detectable WCAG 2 failures. A user with a disability can expect to encounter detectable errors on 1 in every 13 elements with which they engage(...)."Taylor, 2019
[…]

Mechanisms of inclusion

There are different concepts on how to include human diversity in website creation. I will focus on inclusive web design, which puts user diversity at the centre of decision making.
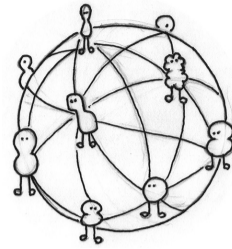
It considers all users with a wide variety of individual characteristics, needs and preferences. This can significantly increase the participation of users online. If users struggle to use a website, the website should change. In the best case, no one has to change themselves to be able to participate or to avoid exclusion.

No "one-fits-all" solution

I assume that creating solutions that work equally well for everybody can quickly reach its limit. There might be no "one-fits-all" interface if you want to consider everybody equally. For product design, the concept of ergonomics has been around for a while.

"Ergonomics (...) is a branch of science that aims to learn about human abilities and limitations, and then apply this learning to improve people's interaction with products, systems and environments." What is Ergonomics?, 2014

It was developed first in World War 2. The US military had built airplane cockpits based on the calculated measurements of an "average" pilot. They had measured many people for this. Then, from the measurement results, the respective averages were calculated. With the resulting airplanes, there were more accidents than usual. They realized that less than five percent of their pilots would fit these cockpits. They were not average. Rose, 2016

Since then, many studies have proven: No one is average

"(...) there is no such thing as an average person, and we can see the flaw in the equal access approach to opportunity: if there is no such thing as an average person, then there can never be equal opportunity on average. Only equal fit creates equal opportunity." Rose, 2016

Ever since World War 2 ergonomics has found its way into most areas of product development. Still, there are mostly limits on how many people a product can fit. To be profitable they can only include so many different people. For example, most people can find clothes their size in most shops, but some have to go to special stores.

These limitations luckily do not apply in the digital realm. Here it is much easier to provide multiple solutions or give options for adjustment.
[…]

What is inclusive in relation to websites?

Most described existing customizations on the software level are not inclusive in my opinion. They are comparable to a portable ramp for a wheelchair user. Some buildings might have ramps, but most do not. Let's imagine a wheelchair user wants to enter a building with only stairs and no elevator. Either there is a portable ramp in the building or she/he has to bring it her-/himself.

This example reflects an integrative approach because it creates a two-class system. Most people can use all buildings at all times, so nothing is changed about the buildings. The wheelchair user can only take part, but only if she/he adapts to the given circumstances.

Wheelchair users have to accept an extra effort from the beginning to be able to participate equally. They might permanently dependent on the help of others. That is not fair.

With website adaptations, it is kind of the same thing. The majority of users have to take a minimum effort. They can use all websites without any restrictions. The users that need support are responsible for providing it themselves.

This would be different in an inclusive society. Here, all buildings would be prepared for this at all times, so that they are accessible to everyone. In the best case, the wheelchair user could use the same entrance as everyone else, without any extra effort.

However, this approach reaches its limits very quickly. Often, adjustments for a certain group of people are made at the expense of other people with different needs. Compromises can result in a situation that is not ideal for anyone.

The example of Robson Square tells this story. Its image is often used to show a particularly good implementation of inclusive design. It is undeniable that it has a wonderful symbolic effect and is well suited to illustrate inclusive approaches. However, "Arnold Cheng doesn't like it." Johnston, 2019

He has pointed out some of the problems that the building brings with it. He says: "it's dangerous to travel down the steep ramp in his wheelchair." Johnston, 2019 But it is not only for wheelchair users that this combination of stairs and ramps poses dangers. "That's how people start tripping, (...) it's quite a hazard." Johnston, 2019

"The stairs are all the same colour, which he says can make it difficult for a visually impaired person to tell where one step begins and the next one ends." Johnston, 2019

This example shows that, when reducing one barrier, a new one may emerge.

Bibliography:
Taylor, J., 2019. 97% of Top Websites Fail The Test For ADA Web Accessibility, New Study Finds. [online] Blog.usablenet.com. Available at: [Accessed 20 April 2021].

Dohrmann Consulting. 2014. What is Ergonomics? | Dohrmann Consulting. [online] Available at: [Accessed 21 April 2021].

Rose, T., 2016. The end of average: How to succeed in a world that values sameness. Penguin UK, p.73.

Rose, T., 2016. The end of average: How to succeed in a world that values sameness. Penguin UK, p.158.

Johnston, J., 2019. The Robson Square steps are beautiful but are they safe? | CBC News. [online] CBC. Available at: [Accessed 21 April 2021].

Elina Charinti, Meia II

Where can you read all Thesis & other texts from PzW Alumni?

Fine Art
http://bindermfa.pzwart.nl/
& Archive at Kareldoormanhof

Interior Architecture: Research + Design
http://miard.pzwart.nl/
http://miard.pzwart.nl/writings

Experimental Publishing
https://project.xpub.nl/

Lens-Based
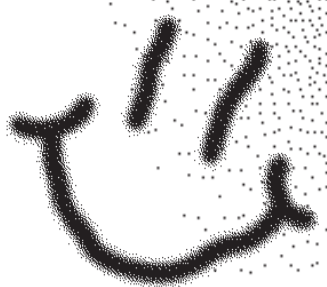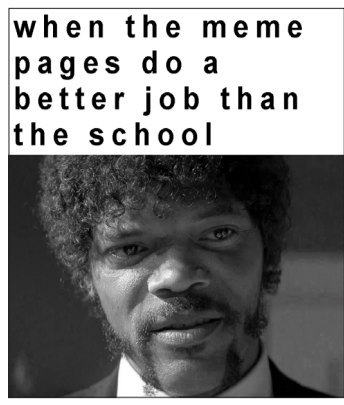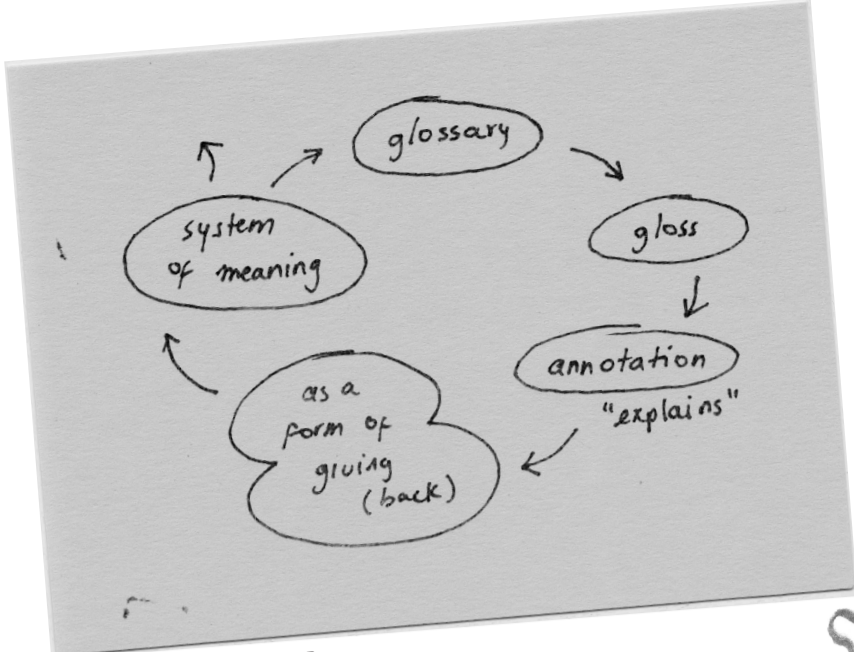Bootleg library
Deep dive into the wiki, find the students page, scroll down to alumni or search for the word "thesis" to excavate:
https://pzwiki.wdka.nl/mediadesign/Main_Page
... maybe better ask Leslie

Education in Arts
http://meia.pzwart.nl/
http://meia.mywdka.nl (research proposals)

Master Design
https://masterdesign.wdka.nl/

Camilo Garcia Á, XPUB II

when the meme
pages do a
better job than
the school

Random collection

WDKA
WDKA.TEACHERMEMES

EVERYTHING CHANGES!

THE SCHOOL
MEME PAGE

THE
BACHELORS
PROGRAM

THE
MASTERS
PROGRAM

POSITIVE MIND, POSITIVE
ENERGY THEY SAY.

TAKE LEGS IN HAND.

Paulina Sycha, MIARD I

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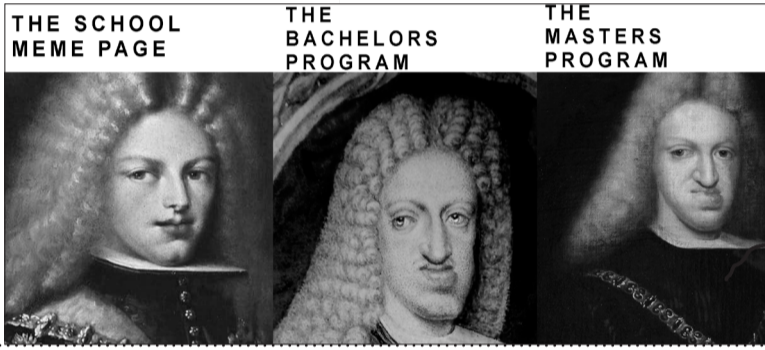
The GLOSSARY of PRODUCTIVE PLAY
By Emma Prato, XPUB I

ACROSS: 1.A form of government in which the people govern themselves, usually by electing bodies of representatives 9.The quality of being made or produced by human beings rather than occurring naturally 10.A business model that is used also in videogames to ensure that microtransactions are turned from an occasional event into a rooted habit for gamers 11.A non-market exchange of goods or labour ranging from immediate exchange to forms of gift 14.A set of the practices, beliefs, and objects that are dominant or prevalent in a society at a given point in time 16.When you are working but it feels like fun 17.Light-hearted pleasure, enjoyment, or amusement 19.The effectiveness of an effort, especially in industry, as measured in terms of the rate of output per unit of input 20.A range of intrinsically motivated activities done for recreational pleasure and enjoyment 21.The prevalent current thought that is widespread 23.A cognitive bias whereby an individual's decisions are influenced by a particular point of reference 26.A society or belief based on common ownership of the means of production, cooperative labour, and freely associated producers 27.Profitable, economic, efficient 28.The various institutional, physical, and administrative mechanisms and knowledge structures which enhance and maintain the exercise of power within the social body 29.Intended for the taste, understanding, or means of the general public rather than specialists or intellectuals 31.The transfer of power from higher authorities to communities or individuals who are then called on to take an active role in resolving their own problems 32. It can also purposefully present itself as disturbance of defiance of any current stream as way to protest, as emancipation or contestation 33.An ideology which presents "the people" as a morally good force and contrasts them against "the elite," who are portrayed as corrupt and self-serving 34.The surprise, the promise, the reward, the unknown.

DOWN: 2.Compulsive engagement in a rewarding experience despite serious repercussions 3.A cognitive bias in which consumers place a disproportionately high value on products they partially created 4.A large group of low-paid workers are hired to click on paid advertising links 5.The prolongation of work under late capitalism 6.The process of converting something into money 7.A business model where users can purchase virtual items for small amounts of money 8.Something for you to consider to be of no worth, value, or serious interest 12.Society's other relationships and ideas not directly relating to production 13.A set of the practices, beliefs, and objects that are dominant or prevalent in a society at a given point in time 15.A moment when people were able to reflect on the condition of their own thought 18.Application of game-design elements and principles to non-game contexts 22.Physical or mental effort 24.A feeling of fear, dread, and uneasiness 25.The set of ideas that naturalise social-constructed beliefs 30.The space in which the normal rules and reality of the world are suspended and replaced by the artificial reality of a game world.

THE
GLOSSARY
OF
PRODUCTIVE
PLAY

How to become closer to nature?

Nature activities & illustration by Fransica Ponta, II year MEiA.

Nature is everywhere. But sometimes it can be difficult to connect. This guidebook shows small actions that can be done throughout the year, to feel closer to Nature.

In Nature, everything is changing and everything occurs in cycles. The seasons, the moon phases, day and night. To be born, to grow, reproduce and die. We are all part of the cycle of life. To be aware of this, one has to be present in nature.

Spring. Awake for action?

Yes. Get ready for the next season by making all the necessary arrengments to take the most out of it.

1. Prepare your soil by stirring the soil and mixing with your compost from the bucket.
2. Sow your favorites plants and food into the soil.
3. Make new seedlings from existing ones.
4. Check your shed for tools and accessories to use in your garden. If necessary, fix them!

No. This is a good time to learn from nature how to wake up from the cold season.

1. Lay down on the grass and watch the clouds in the sky, maybe you'll find some nice shapes on it.
2. Observe the little sprouts everywhere around you.
3. Make a 'ecological map' with information about trees, birds, water, sun rotation etc.
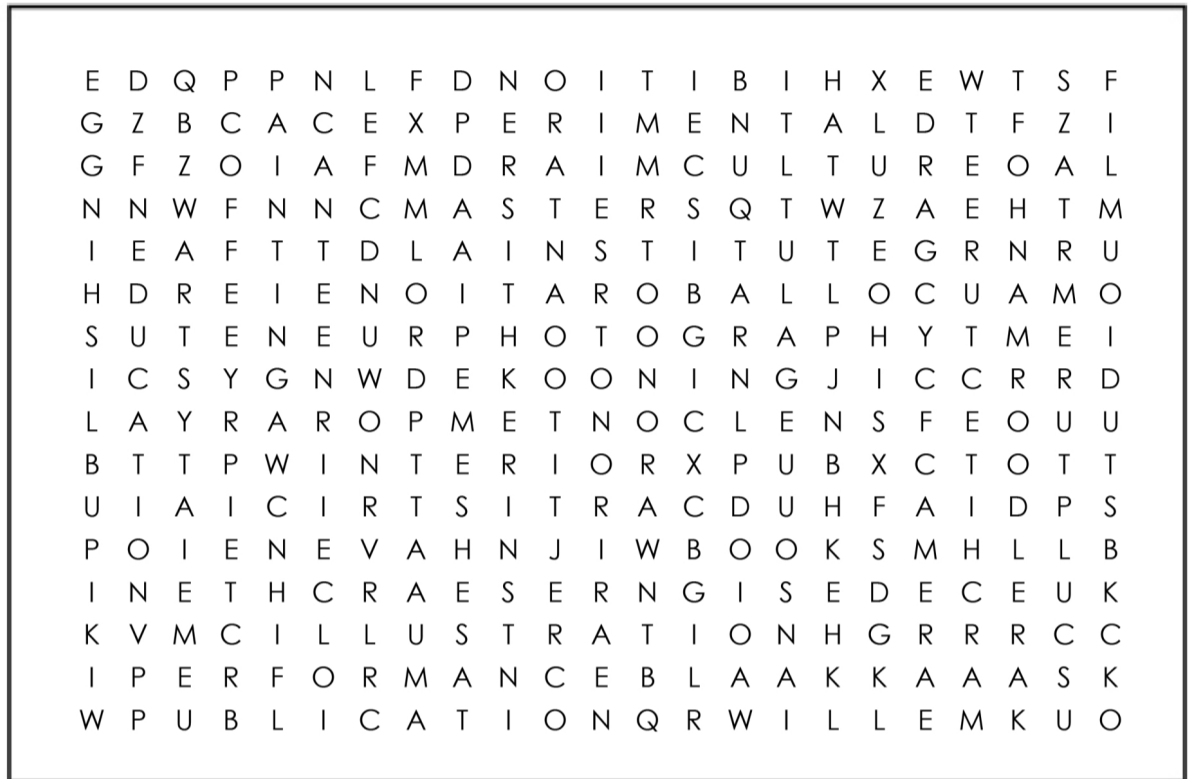**4.** Invite friends for a picnic in the park.

Illustration by Katrien Slee, 1 Year MDesign

The Piet Word Search!

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E D Q P P N L F D N O I T I B I H X E W T S F
G Z B C A C E X P E R I M E N T A L D T F Z I
G F Z O I A F M D R A I M C U L T U R E O A L
N N W F N N C M A S T E R S Q T W Z A E H T M
I E A F T T D L A I N S T I T U T E G R N R U
H D R E I E N O I T A R O B A L L O C U A M O
S U T E N E U R P H O T O G R A P H Y T M E I
I C S Y G N W D E K O O N I N G J I C C R R D
L A Y R A R O P M E T N O C L E N S F E O U U
B T T P W I N T E R I O R X P U B X C T O T T
U I A I C I R T S I T R A C D U H F A I D P S
P O I E N E V A H N J I W B O O K S M H L L B
I N E T H C R A E S E R N G I S E D E C E U K
K V M C I L L U S T R A T I O N H G R R R C C
I P E R F O R M A N C E B L A A K K A A A S K
W P U B L I C A T I O N Q R W I L L E M K U O
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Find the following words in the puzzle.
Words are hidden ↑ ↓ → ← and ↘ .

ARCHITECTURE	CONTEMPORARY	ILLUSTRATION	MIARD	SCULPTURE
ARTIST	CULTURE	INSTITUTE	PAINTING	STUDIO
BLAAK	DEKOONING	INTERIOR	PERFORMANCE	WIJNHAVEN
BOOKS	DESIGN	KARELDOORMANHOF	PHOTOGRAPHY	WIKI
CAMERA	EDUCATION	LENS	PIET	WILLEM
CANTEEN	EXHIBITION	MASTER	PUBLICATION	XPUB
COFFEE	EXPERIMENTAL	MEIA	PUBLISHING	ZWART
COLLABORATION	FILM	MFA	RESEARCH	

Puzzle by Oliver Doe, II Year MFA

Reuse The Piet

Are you done reading The Piet? Don't just throw it out! How about making a bag out of it. Here's how it goes:

1. Lay a piece of newspaper out flat and opened up. Then fold down about 5cm on the top.
2. Flip the piece over. Now fold one side in about a third.
3. Then fold the other side in about a third.
4. Now reposition that last fold so that it is tucked under the folded cuff at the top.
5. Flip the piece over again. Now fold the piece in half toward the top.
6. Finally, reposition this last fold so that it is tucked under the folded cuff at the top.
7. Your folded bag is complete! Now you can store your small prints, sketches or maybe use the bag as a patat holder.

Thank you for reusing The Piet!
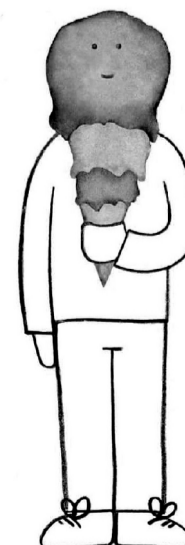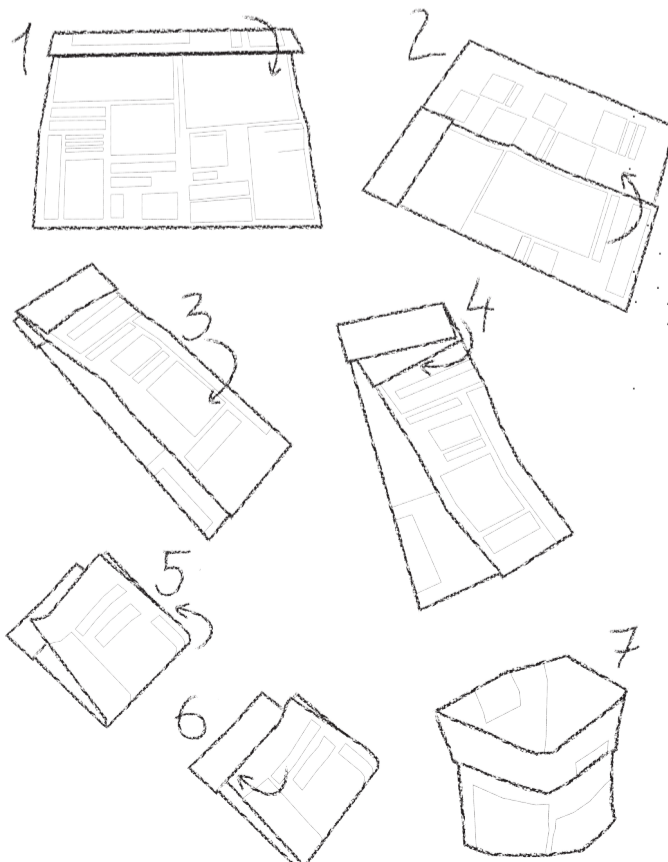*Illustrated by Urte Baranauskaite, II year MEiA.*

Illustration by Elina Charinti, II year MEiA.

Why Times New Roman?
Every typeface has its unique properties. Being fancy, funky, easy to read, "special" or just simple. But which typeface uses the least ink to print? When doing research on Duck Duck Go some websites pop-up telling which font saves the content of your inkdrum. All websites say something different, but Times New Roman is in every list!