

MISSION STATEMENT OF THE O.K. DESIGN UNIVERSITY PÖCHLARN

No supposition seems to me more natural than that there is no process in the brain correlated with associating or with thinking; so that it would be impossible to read off thought-processes from brain-processes. I mean this: if I talk or write there is, I assume, a system of impulses going out from my brain and correlated with my spoken or written thoughts. But why should the system continue further in the direction of the centre? Why should this order not proceed, so to speak, out of chaos? The case would be like the following - certain kinds of plants multiply by seed, so that a seed always produces a plant of the same kind as that from which it was produced - but nothing in the seed corresponds to the plant which comes from it; so that it is impossible to infer the properties of structure of the plant from those of the seed that comes out of it - this can only be done from the history of the seed. So an organism might come into being even out of something quite amorphous, as it were causelessly; and there is no reason why this should not really hold for our thoughts, and hence for our talking or writing etc.

LUDWIG WITTGENSTEIN

(ZETTEL, edited by G.E.M. Anscombe
UNIVERSITY OF CALIFORNIA PRESS 1967)

The O.K. Design University Pöchlarn is an institution of the City of Pöchlarn dedicated to higher learning and research. She upholds her autonomy and identity on the basis of the O.K. University Codex's and in the full awareness of her cultural, social and economic responsibility.

Commitment

In education, research, and services the O.K. Design University measures herself against the highest recognized international standards. She promotes arts, science and scientific activity for their own sakes, as well as for their importance to the near and distant context.

The O.K. University consciously directs her activities to the needs of human beings, society and nature. She is aware that knowledge and skills must be grounded in a fundamentally open and dynamic attitude if they are to be truly useful in practical life and capable of growth.

With her focus on the conservation of the Earth's ecosystem, she endeavors to apply her knowledge and skills to her utmost, aware that voluntary economies can also be creative.

Solutions of the threat to our very existence due to the spread of human civilization demand a finding of new approaches to knowledge and skills. She believes that a network of knowledge and skills acquired in an interdisciplinary environment best respond to the natural and cultural interdependencies of life.

By integrating art, natural sciences, technology, the humanities and social sciences, we can devise innovative concepts of education and research which will allow us to tackle the enormous challenges facing mankind, and help lay a path for a meaningful and sustainable development of present and future civilizations.

Mission

The O.K: Design University imparts to her students the highest state of knowledge and practical skills. She seeks to enable young people to find their orientation in a complex and rapidly changing world. Moreover she attempts to stimulate an understanding of ethical and cultural values, so that, upon completing their studies, they will not be only highly qualified artists and designers but also highly responsible members of society.

The O.K. University is not content with mere participation in solving already known problems. In the context of global civilization, she must respond to changing conditions, identify new problems as a kind of early warning system, and assume a leading role in seeking solutions. In doing so, she depends on the spirit of discovery, innovative force, and flexibility of her members.

As a small unit, O.K. University can only compete with the worlds best by offering unique “niche studies”, by establishing international links, by recruiting her academic and research staff worldwide and by remaining attractive to students from abroad.

In our view, the special atmosphere of Pöchlarn, birth city of the famous artist Oskar Kokoschka, situated in the centre of Europe, provides a strong base for this purpose.

Education

The University is subdivided into two departments, offering highly divergent studying directions. In addition to the “classic” courses of applied arts, jewellery and, due to the location in Pöchlarn, glass art / design - also the new, particularly, future orientated studies Sustainable Landscape-Architecture, Ecofuture Design and Future Transportation Design could be offered.

The goal of instruction is to enable the students to acquire solid artistic and scientific knowledge, practical skills, and the ability to take part in interdisciplinary activities. Relying on an atmosphere of a mutual trust among teachers and students, and a reciprocal awareness of social and ethical concerns, the O.K. Design University encourages in her students both individual creativity and the ability to reflect on and evaluate

their own actions, with the aim of achieving a comprehensive outlook and a responsible mode of artistic behavior.

Considering the need for a new approach to knowledge and technology and a better understanding of the nature of man, she treats the humanities and social sciences as integral parts of her educational profile.

Further education

The O.K. University takes into account the fact that learning is seen more and more as a life-long process.

Correspondingly, the basic curriculum is kept relatively short and is later supplemented by postgraduate and further education courses. This is to promote a more rapid transfer of knowledge and technology between the university and the world outside.

Research

At the O.K. Design University teaching and research are closely linked. Equal standing is assigned to knowledge-oriented basic research and to problem-solving research. Both areas are dedicated to fulfilling the highest standards, and are long-term oriented. The University is specially committed to the continuous development of that innovative potential within society and industry.

International links

As an institute of higher learning and research, the O.K. University cultivates an international standing. She is aware that her scientific contribution has to be confirmed by the international research community. Thus she strongly

supports international co-operation in all fields of research and education. As a long-term strategy, she also devotes special attention to structurally and economically less developed countries.

Co-operation

The O.K. University encourages partnerships and interdisciplinary co-operation among members of her community, with other educational and research institutions, with industry, and with the public administration. Furthermore it believes in keeping the public informed regarding these activities. The sustainable development of human society depends on our efforts both to create and support a strong and innovative economy.

These premises shall serve to orientate the O.K. Design University Pöchlarn in her activities, and act as standards against which she can be measured.

Wolf-Peter Miksch

© Mag.art. Wolf-Peter Miksch
Barawitzkagasse 13A
A-1190 Vienna / Austria
Tel. + Fax.: +43 1 368 93 85
Mobil: +43 664 402 28 22
wolf-peter@miksch.co.at