

Andrea Karch
German
2nd Year
Design Department

Andrea Karch is a multidisciplinary designer, researcher and writer. She graduated with a BA in Integrated Design at the University of the Arts Bremen, Germany. She lived and worked in New York, Cairo and Amsterdam and is currently based in Amsterdam, finishing her MA-degree at the Sandberg Instituut, Design Department. Her graduation work is in search of a generation's Zeitgeist, one that is mythicised as Generation-Y. Her current project studies extreme cases of radicalized youth as an attempt to mirror the urgency of our times. Andrea's interest lies in the uprising "subcultures" such as the right wing "Nipster" movement, the wave of european Jihadi youth or the phenomenon of self-declared Darwinian mass murderers. Is it a reaction to what has become the new normal? A liquid world in which borders dissolve, abstraction is bliss, reality is fiction, crisis prevails and warfare is inconspicuous. In the realm of feeling world forelorn, seeking authority and recognition, finding certainty in fanaticism, the aim of the work of Andrea Karch is to make tangible what is the blackbox between "normality" and "the dreadful extreme". Investigating what might be commonalities between the two, her project puts emphasis on the psychology of a generation that turns towards brutal extremism as their dernier ressort to protest and self-identification.