



PRESS RELEASE

From 14 to 19 April 2015, ECAL/University of Art and Design Lausanne is holding the following exhibitions on the occasion of the Salone Internazionale del Mobile in Milan



#ECAL #PhotoBooth

On the occasion of the Milan International Furniture Fair 2015, from 14th to 19th April, the ECAL/University of Art And Design Lausanne presents "#ECAL #PhotoBooth". The ECAL students of the Bachelor Photography and Master Product Design present a series of interactive installations showing how mobile phone cameras and the selfie phenomenon changed the way we look at ourselves.

How can one create objects and installations around the portrait theme in this digital age? What means are available to disseminate these? How can one make visitors interact with the exhibits and turn viewers into the main actors in the exhibition?

Over a semester, 1st year Master Product Design students and 2nd year Bachelor Photography students from ECAL/University of Art and Design Lausanne worked on these issues with the aim to present their findings as part of an exhibition.

Under the watchful eye of Vincent Jacquier, Head of the Visual Communication Department, of designer Camille Blin and photographer Nicolas Haeni, the students were able to understand, using various approaches, how current – material or virtual – technology alters our traditional relationship with portraits, be they selfies or pictures of others.

Using modern media as well as more run-of-the-mill devices, exhibition visitors are invited to directly experiment the processes imagined by the students, allowing them to discover new interactive and fun ways of having their picture taken 3.0 style.

Based on this principle, the exhibition stages an installation playing with the visitor's shadow; the combination of a mirror and scanner to create realistic or distorted self-portraits; an image which is altered through song; a tribute to famous departed designers through a system of filters placed in front of a smartphone; analogically merged faces; a 180° portrait produced by a range of reflective surfaces; a trompe-l'œil projection on a mask; a family of objects able to hijack the smartphone camera function to create original images; a poetic reinterpretation Instagram; and finally, self-portraits captured by the photo itself.

Cocktail Tuesday 14 April, 6.30pm to 9pm
Exhibition Tuesday to Sunday, 11am to 8pm
Spazio Orso 16
Via dell'Orso 16
20121 Milan
www.ecal.ch

Images available on the USB key and on www.ecal.ch/en/2772

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ECAL • Vacheron Constantin Arts & Crafts & Design: Time according to ECAL & Swiss Craftsmen

Swiss watchmaking manufacture Vacheron Constantin, Fondazione Cologni dei Mestieri d'Arte and ECAL students of the Master of Advanced Studies in Design for Luxury and Craftsmanship present 12 objects developed with Swiss craftsmen, under the guidance of Studio Formafantasma.

Exhibition Tuesday to Sunday, 10am to 7pm
Museo Bagatti Valsecchi
Via Gesù 5
20121 Milano
www.vacheron-constantin.com

Luceplan × ECAL

Luceplan presents a series of lamps using LED sources developed in collaboration with ECAL students of the Bachelor Industrial Design, following a workshop guided by Swiss designer Michel Charlot.

Cocktail Tuesday 14 April, 7 pm to 10 pm
Exhibition Tuesday to Sunday, 10am to 8 pm
Showroom Luceplan
Corso Monforte 7
20122 Milano
www.luceplan.com

Axor WaterDream: a Conceptual Study of Glass Spouts

In a one-of-a-kind collaboration, Axor, the design brand of Hansgrohe, has given the ECAL Bachelor Industrial Design and Master Product Design students the opportunity to design a series of interchangeable glass spouts for the bathroom using the innovative U-Base system.

Tuesday to Sunday, 10 am to 7 pm
Axor Duriniquindici
Via Durini 15
20122 Milano
www.axor-design.com

Rethink the Modular

USM has invited seven international schools to celebrate the 50th anniversary of USM Modular Furniture Haller. Following a workshop in Boisbucet with Swiss designer Dimitri Bähler, a team of ECAL graduates focuses on the active moment of modularity and the relation between man and machine.

Opening Monday 13 April, 6 pm to 8 pm
Exhibition Tuesday to Sunday, 10am to 8pm
Salone dei Tessuti
Via San Gregorio 29
20124 Milano
usm.com/project50

Images and press releases available on the USB key