



ECAL Digital Market **formlabs**

In partnership with the 3D printing company Formlabs, ECAL Master Product Design students present a range of innovative everyday life objects, produced through a print farm within the exhibition and sold directly on site. Projects from ECAL faculty and alumni are also available.

ECAL has turned Spazio Orso 16, a 17th century Milanese palazzo, into a contemporary production site and retail shop inspired by a new vision of digital manufacturing. Lately, most of the product design research into 3D printing has been focusing on new technologies and the shapes they can generate. The idea of this project is to present digital manufacturing as an industrial production tool thanks to a print farm composed of numerous machines printing the same pieces simultaneously. "ECAL Digital Market" offers functional and well-designed everyday objects, created by Master Product Design students as well as by a selection of ECAL-related designers (faculty members and alumni).

The project looks into the possibilities of production on demand. It examines the changing environment of manufacturing processes, it emphasizes how fast and transparent today's design industry could become, and experiments with new design details that are too intricate to achieve with traditional manufacturing techniques.

Finally, "ECAL Digital Market" highlights the role of the designer in this new production cycle. Thanks to the 3D printers and know-how provided by Formlabs, a large variety of objects such as combs, tape dispensers, mechanical pencils, shoehorns, coat hooks, scissors, spinning tops, shelves and many more are produced and sold on site by the students. The digital files of the objects can also be purchased online: www.ecal-digital-market.ch

Press preview

Monday 16 April, 4 pm – 6 pm

Opening hours

Tuesday 17 April – Saturday 21 April, 11 am – 8 pm

Sunday 22 April, 11 am – 4 pm

Spazio Orso 16

Via dell'Orso 16

20121 Milano

www.ecal.ch

For further information

ECAL University of Art and Design Lausanne

5, avenue du Temple, CH-1020 Renens

Switzerland

Tel.: +41 (0)21 316 99 33

E-mail: ecal@ecal.ch

www.ecal.ch

High-definition images available on the website www.ecal.ch/en/3720 or by request.

ECAL x Marsotto Lab **Marsotto** LAB

In partnership with the Italian marble furniture manufacturer Marsotto Lab, ECAL Master of Advanced Studies in Design for Luxury & Craftsmanship students present a series of table and wall clocks, created following a workshop led by Jaime Hayon.

Further to the growing success of the Marsotto Edizioni collections, which are collaborations with today's major designers, the Italian marble specialist launched Marsotto Lab. This new platform will enable the work of young and promising designers as well as that of students from art and design schools to be produced. The family business entrusted ECAL, and more specifically its Master of Advanced Studies in Design for Luxury and Craftsmanship students, with the Marsotto Lab's first edition. The students were given the opportunity to highlight the material properties while working on table and wall clocks.

During their visit to the manufacture near Verona, the students discovered the impressive production plant, which has been recently optimised with the acquisition of new, cutting-edge equipment. With an experience in marble handed down from generation to generation, as a company, Marsotto excels at combining technology and artisans' know-how to design ever more innovating and contemporary pieces.

Following their trip, the students were given the opportunity to develop their ideas with the Spanish designer Jaime Hayon, who wished to share his inspiration and his very forward-looking vision of design. This creative exchange resulted in the development of several clock projects.

Opening hours

Tuesday 17 April – Saturday 21 April, 10 am – 9 pm

Wednesday 18 April & Sunday 22 April, 10 am – 5 pm

Spazio Bigli

Via Bigli 11a

20121 Milano

www.lab.marsotto.com

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ECAL + Foscarini **FOSCARINI**

In partnership with the Italian lighting company Foscarini, ECAL Master Product Design students worked on new lamp projects developed around the concept of portable light.

ECAL and Foscarini, an Italian company of reference in the field of decorative design lighting, present an exhibition of projects by students of the second year of the Master Product Design programme at Palazzo Litta. This selection of works was developed at ECAL on the basis of a brief provided by Foscarini, with the aim of stimulating creativity and design thinking. The students were asked to work on new ideas for lamps, starting from concepts of portable light and mobility, imagining how light can accompany our movements through space.

Foscarini has supported the ECAL students throughout the design process: from the understanding of the brief to intermediate reviews, all the way to interventions to address problematic issues and stimulate alternative solutions.

Nine lamps creating nine different moods were finally selected, each with its own features related to its shape and aesthetics as well as to the use of distinctive materials, ranging from cast aluminum to silk, including wood or ripstop nylon.

Opening hours

Tuesday 17 April – Sunday 22 April, 11 am – 9 pm

Palazzo Litta

Corso Magenta, 24
20121 Milano
www.foscarini.com

For further information

ECAL University of Art and Design Lausanne
5, avenue du Temple, CH-1020 Renens
Switzerland
Tel.: +41 (0)21 316 99 33
E-mail: ecal@ecal.ch
www.ecal.ch

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ECAL x Musée national Picasso-Paris x Tectona

In partnership with the Musée national Picasso-Paris, ECAL and the French outdoor furniture company Tectona present a preview of the new benches created by Bachelor Industrial Design student Isabelle Baudraz for the renowned Parisian museum.

Picasso, Giacometti, ECAL. Some projects sometimes give rise to what may first seem to be unlikely associations. In this case, it turned out for the best. The Musée national Picasso-Paris challenged ECAL to create new seats, at once practical and discreet and yet with distinctive character, for the exhibition areas. We rose to the challenge.

In order to best respond to the visitors' needs, ECAL commissioned a group of nine students and graduates to carry out a study on the seats of fifty museums or so in Europe (Germany, England, Spain, France, Italy, the Netherlands and Switzerland). Inspired by this survey, 2nd year Bachelor Industrial Design students worked with materials of their choice under the guidance of designer and professor Chris Kabel. Isabelle Baudraz's 'Tie' bench was selected from the projects put forward before being assessed in situ to make sure it blended with the architecture of the museum and the works of the Spanish genius. The benches were finally produced by the outdoor furniture company Tectona.

All the project participants worked in a concerted manner and the project was a great success. Picasso and Giacometti can definitely sit easy.

Opening hours

Monday 16 April – Saturday 21 April, 10 am – 7 pm

Tectona Showroom

Via della Moscova 47/a
20121 Milano
www.tectona.net
www.museepicassoparis.fr

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