MUSÉE DE DESIGN ET D’ARTS APPLIQUÉS CONTEMPORAINS

Place de la Cathédrale 6
CH-1005 Lausanne
www.mudac.ch
Mardi–dimanche : 11h–18h
Lundi : Fermé
The radio station Couleur 3 was first aired on February 24th, 1982. Today, in 2012, after a number of ups and a few downs, this French-speaking broadcaster celebrates its 30th anniversary. The mudac takes pleasure in welcoming Couleur 3 to its premises, for an exhibition that looks back at this now legendary radio station’s production. To be featured are abundant sounds, communication supports, and original productions designed specially for the show and, live from the mudac every Thursday, the «El Blablo» programme.

Couleur 3 chose to celebrate its 10th and 20th anniversaries in music. For this, the station’s 30th, the mudac has decided to take up an exciting idea put forward by Couleur 3’s current Programming Director, Yves Demay: that of mounting a show presenting a selection of best-ofs from the station’s archives. The event will enable a wide range of broadcasts, talk shows, jingles, and special interviews aired during the station’s 30 years of existence to be heard anew. The station’s popular programme hosts will also resurface including Jean-François Acker, Noël Noël, Mermet-Monney, Lolita, Blaise Angel, Yves Blanc, Martine Galland, Mme Ming, Just One, Mr. Mike, Djaimin and Willow, M. Pain, Valérie Paccaud, Vincent Kucholl, Stéphane Laurenceau, Professeur Y., Vincent Veillon and, of course, Duja. The Geneva illustrator and comic strip artist Tom Tirabosco has been commissioned to design the exhibition decor.

Early on, Couleur 3 decided on a strong visual identity, starting with eye-catching stickers applied to every nook and cranny of public space, to bags, cars, lampposts, etc. Then came a number of poster campaigns to jolt viewers into recognition. With its unflinching interest in graphic design and communication, the mudac could hardly fail to notice such off-beat and trailblazing promotional material.

For this show, the mudac enjoyed sorting out the various posters, flyers, programmes, T-shirts and myriad gadgets that convey the spirit of Couleur 3. Also on display will be a selection of comic-strip treasures to which both the mudac and Couleur 3 have resorted upon occasion: Tom Tirabosco’s original storyboard on Couleur 3’s attendance at Paléo 2011, dedications by various authors invited to comic-strip programmes on Couleur 3, etc. And, lastly, any radio station that dares to go on display necessarily ends up having to disclose what goes on backstage: in our case, it is the El Blablo team that will be broadcasting live from the mudac every Thursday from 4 to 7 pm a welcome turn of events given the mudac’s taste for the art of spectacle and live performance!

Couleur 3 has always kept abreast of the news, and has freely commented on certain political issues or various national or international associations. They tend to adopt an irreverent tone, in a quirky or even brazen vein. In a nutshell, we hope that this show will inspire visitors to re-examine this French-Swiss radio’s early history and, by the same token, to reconsider certain recent events marking our shared history.
What a weird idea: Jean-François Acker* would have laughed his head off.

Yet Couleur 3 at a museum isn’t all that incongruous. Over the many years on its staff, I’ve come to realise that «la 3» belongs to French-speaking Switzerland’s heritage, as corroborated in no small measure by the thousands of testimonials culled for this show.

Everyone has their own story with Couleur 3 a sticker on their scooter, a first concert, an unforgettable evening, the discovery of a piece of music, a laughing spell, an encounter, a human pixel in the logo…

Couleur 3 has insinuated itself into our everyday life through sound, through its mode of at times provocative yet forever avant-gardist communication, through its gadgets (a solar radio cap), and by being present at everything that is of its time… in totally timely fashion!

As for the mudac, again it impresses with its open-mindedness. The idea itself, crazy as it is, came to Chantal Prod’Hom and myself when we met during an exhibition; the result will have to pass the test of our joint viewer and listener public/audience.

In all modesty, my only wish is that this exhibition will encourage people to visit museums and listen to the radio (preferably Couleur 3, what else?)!

Yves Demay
Couleur 3 Programme director

*Founder of Couleur 3 (+2001)
1982 At noon on February 24, 1982, launching by the RTSR (French-speaking Switzerland’s radio and television broadcasting corporation) of a third station, Couleur 3, under the tripartite direction of Jean Charles, Jean-François Acker and Frank Musy. 18% of the market rapidly attained.

1983 Acker appointed sole director. Since then, a number of hosts have joined the station, including Monney-Mermet-Lolita, Mme. Ming, Martine Galland, Nancy Ypsilantis, Noël Noël (since 1993), Dominique Willemin (since 1985). 1983 also marks the initial broadcast of «Les Répéragers de Couleur 3» (compilations). Short of funding for its promotion, the station resorted to widely distributed stickers.


1987 François Benedetti appointed Couleur 3’s new director. The station’s new programming schedule publicised in a campaign entitled «Au nom de la 3, je vous arrête!» (in the name of Station 3, you are arrested). Initial broadcast of Blaise Angel’s «Les Nuits Q» programme (sex talk show, from 1987–1992), and creation of a second logo (1986–1995):

At the turn of the century, Couleur 3’s audience ratings began to fall abruptly, plummeting to 3%. Growing competition from a number of independent local stations threatened to bring its broadcasts to an end. 2000 Initial broadcast of the «Krakoukass» (rock, hard rock and metal) programme hosted by Duja and Frankfrançois. 2002 Couleur 3’s 20th anniversary. Creation of its fourth logo (2003–2012):

2003 Initial broadcast of the «Que de la radio» programme (music and interviews) hosted by Duja and Catherine Fattebert (until 2009). 2003–2009 Jean-Luc Lehmann appointed station director. 2006 «GVA-BKO» special programme from December 11th to 17th: live from Bamako, the capital of Mali, jointly with the Mali radio Station 2. 2010 «The Saperlipopette» programme replaced by «El Blablo» hosted by Valérie Paccaud. 2011 Proposal by Yves Demay (Professor Y), appointed Director of Programming, to commemorate the station’s 30th anniversary with an exhibition. Initial broadcast of the «120 Seconds» feature stories (fake interviews on recent news items) hosted by Vincent Kucholl and Vincent Veillon. Launching of Couleur 3’s highly successful Smartphone application.

2012 Celebration of Couleur 3’s 30th anniversary.

Couleur 3
30 ans

1982
2012
A few snatches of Couleur 3 in its wild youth, over the air waves and on the web!

What painstaking archaeological digging has been accomplished! The station’s research department has unearthed, dusted off and shined up some of Couleur 3’s particularly offbeat editions over the last thirty years. Not only is its «photos and sounds» album on display on the web, but several of its feature stories and other crazy bla-bla sessions will be back on the air (temporarily) from time to time. The gems available to the public will include:

The fabulous story of Couleur 3 as narrated to children by Tonton (uncle) Pierrick in «Lève-toi et marche» (rise-and-shine) from 6 to 9 am; Media culpa (compilation of programmes): Every Sunday, from 6 to 8 pm, Michael Marquet will wind back Couleur 3’s archives and air sundry spaced-out feature stories shows, collections of howlers, trash programmes and offbeat interviews for all those in the know. And that includes YOU! From February 27th on, Couleur 3 will be broadcasting one Couleur 3 archive after another, in time slots throughout the day («Lève-toi et marche; «Que de la radio»; «El Blablo»). And from March 8th on, every Thursday until June 7th, El Blablo will be hosting directly from the mudac, happy to welcome guests and fabled groups.

Meanwhile, on the web, viewers will be able to cast a nostalgically teary eye at the 700 sounds, 300 photos and 12 videos to be found at www.couleur30.ch 30 years’ worth of highly unique best-ofs.

Press contact for Couleur 3 +41 58 236 89 03, catherine.saidah@rts.ch

Photos:
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Couleur 3

**Practical information**

**Press conference** Tuesday March 6, at 10 am. With Yves Demay (Professor Y), Couleur 3 Programming Director, in attendance. **Opening reception** Tuesday March 6, from 6 pm, with Gilles Marchand, Director of RTS, in attendance, as well as a good share of the Couleur 3 team!

**Couleur 3 Catalogue** A **USB keylogger** with a generous selection of Couleur 3’s sound and visual archives has been created upon the occasion of this show and the station’s 30th anniversary. Price: Frs. 20.–

**Couleur 3 – 30 ans** A **book** covering Couleur 3’s thirty years of existence, specially published upon the occasion of this show: Couleur 3 – 30 ans. Texts by Elisabeth Stoudmann. A Glénat-RTS co-publication. 200 pages. Price: Frs. 35.–

**Public guided tours** Thursdays March 15, April 26 and May 10, at quarter past noon. Visitors will be guided by Yves Demay, Programming Director with Couleur 3. **The El Blablo programme** will be broadcast live from the mudac every Thursday beginning on March 8th, from 4 to 7 pm (no entry charge). **Workshops for teenagers** Ages 14 –18, on Saturday March 10, from 2 to 5:30 pm; Saturday May 12, from 2 to 5:30 pm. Visit of the show and the Couleur 3 premises, including a «sound» workshop with a radio technician in attendance. Price: Frs. 10.– per participant. Advanced booking required at +41 21 313 25 30. **Events for children** An activities album for children ages about 6 to 10 will be available at the reception desk.

**Couleur 3 – 30 ans** At the mudac, Lausanne, from March 7 to June 10, 2012. Showing in parallel The **Flavia Cocchi** exhibition on the first floor of the mudac.

**Opening hours** Tuesdays –Sundays, 11 am to 6 pm. Closed on Mondays. Holidays (including Mondays) – open from 11 am to 6 pm / and from 11 am to 7 pm on Thursdays (for the «El Blablo» programme). Entrance charge On Thursdays, no entry charge as of 4 pm.

**Illustrations** A **CD-Rom** with pictures of the exhibition is available upon request. These pictures can also be downloaded from our [Internet site](http://www.mudac.ch/press). Login: «presse2012»; password: «images2012».

**Press contacts**

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**Coordonnées mudac**

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