

MUDAC ENHANCED / PRESS KIT, APRIL 2021



PRESS RELEASE

An exhibition space doubled in size, a central cultural outreach area, storage space for the collections increased fourfold, a large bookshop-boutique, a café, a restaurant, a research centre and a library shared with the Musée de l'Elysée (MEL): in the heart of the PLATEFORME 10 arts district, the public will get to discover a genuinely “enhanced” mudac from June 2022. Driven by a new scientific and cultural project, these changes reflect the values on which the emblematic design museum is founded, embodying its boldness, its multiplicity and its deep roots on the historical and contemporary design scene.

For months now, this change has meant intense work for the mudac team. The stimulating objective of familiarising oneself with the new exhibition halls and all the preparations linked to the complex relocation of its collections are keeping the museum's staff busy. The collections will finally be able to be housed in a single venue, in perfectly adapted storage facilities.

A scientific and cultural project is currently being drafted. Looking ahead to the next five years it will present the future mudac with a review of its history and, above all, a description of the goals it is committed to achieving.

As a corollary, mudac's visual identity and website have been completely redesigned to reflect the boldness and multiplicity of the museum as well as its roots in the history of design. They will be unveiled as mudac moves into its new premises in November 2021. The architecture of the building, designed by Portuguese architects Aires Mateus, highlights the strong identity and the complementary nature of the two museums that it will henceforth house, the Musée de l'Elysée and mudac.



EXCEPTIONAL SPACES

The new arts district PLATEFORME 10 will enable mudac to take part in the exceptional dynamic created by the coming together of three museums dedicated to visual creation. Since its creation, mudac has always favoured transdisciplinarity and dynamic exchanges and collaborations with other disciplines and other forms of artistic expression. It thus carries in its genes the “spirit” of PLATEFORME 10. Its location in the heart of this new and ambitious arts district will enable it to further develop its programme of sharing with its colleagues and all the future stakeholders on the site.

The doubling of its exhibition space will enable mudac to carry out projects on a scale that was previously impossible. The promotion of its collections in dynamic, evolving and innovative modes of presentation will allow the creation of cultural outreach projects aimed at different audiences. Indeed, the promotion of the omnipresence of design in everyday life and the social issues raised by the objects on display will constitute strong axes of cultural outreach through creative and demanding formats. The programme will target adults as well as younger people, students, pupils and audiences with specific needs. The connection with the content of the exhibitions will be reinforced by the central positioning of the cultural outreach area, in the middle of the exhibition halls.

An area dedicated to small, specific projects will also be activated as required, in order to respond to current events or to echo an exhibition at the MCBA or the MEL. Lastly, the platform formed by mudac’s overall exhibition area will make it possible to present one or more exhibitions simultaneously. The desire to have only movable picture rails is as much an appreciation of the architecture that houses the museum as it is an affirmation of the almost infinite plasticity of the exhibition halls. The zenithal ceiling will make it possible to illuminate objects with natural light that can be compensated for depending on the weather.



IN FIGURES : FROM THE MAISON GAUDARD TO PLATEFORME 10

Usable area		
1499 m²	→	3056 m²
All exhibition areas		
742 m²	→	1529 m²
Temporary exhibition areas		
481 m²	→	897 m²
Exhibition area for collections		
261 m²	→	632 m²
Cultural outreach, workshop and family area		
33 m²	→	89 m²
Volume of collection reserves		
702,46 m³	→	3162 m³



TOWARDS A NEW DEVELOPMENT OF THE COLLECTIONS

mudac has numerous collections inherited from the Museum of Decorative Arts of the City of Lausanne and, since its opening in 2000, has continued to acquire new works, increasingly clarifying its vision and the criteria that have led to the selection of a particular object. The prospect of the museum's move to its new location in PLATEFORME 10 provides an additional opportunity to redefine the acquisition policy and the meaning of the collections in the museum.

Hitherto oriented towards the documentation of creation in the fields of ceramics, jewellery, prints, textiles and glass, while favouring Swiss creators, mudac now wishes to move towards a methodology that is less oriented towards a particular technique or material and more towards the documentation of all the processes involved in the creation of an object. The aim is therefore no longer to acquire an isolated object but all the elements that go with it: sketches, preparatory drawings, samples or prototypes.

A look at productions from outside Europe is also necessary in order to consider design as a discursive element of culture in the broad sense. A different definition, reason or meaning of design depending on the geographical area from which it originates is an important indicator of plurality, to which a museum like mudac must therefore bear witness.



DESIGN IN ALL LATITUDES

The only institution entirely dedicated to this discipline in Western Switzerland, mudac's programme includes the discovery of designers and graphic artists through monographic exhibitions or exhibitions that challenge the public on the themes of contemporary society. This demonstrates mudac's interest in the world and in the wide scope that the term design itself can encompass.

The diversity of the points of view of each project has enabled mudac to assert itself both on the national and international scenes by offering its exhibitions to its counterparts. Europe and Asia have thus been able to discover mudac exhibitions on numerous occasions. Open to collaborations of all kinds, mudac regularly works with universities in Western Switzerland. It likes to publish its research through its own catalogues, in which numerous invitations are extended to researchers from all disciplines. RADDAR, the first Swiss design research review, is also a tool for mudac to disseminate major questions raised by this rich medium.



MORE THAN 120 EXHIBITIONS IN 20 YEARS

In 1967 the Museum of Decorative Arts of the City of Lausanne opened on Avenue Villamont. Its director, Rosmarie Lippuner, immediately focused the programme on contemporary Swiss and international design in all its forms. More than 250 exhibitions were curated until 2000 when the museum was transferred to the cathedral under its new name, mudac. The 20 years spent in the shadow of the city's most prestigious monument have enabled the museum to continue and develop this dynamic by offering the public more than 120 exhibitions.

MUDAC'S DNA

All of the actions carried out by mudac, whether in terms of exhibitions, publications, cultural outreach or event programming, are guided by the values that are dear to the museum.

BOLDNESS

Whether they are destined to the general public or more avant-garde, whether they give carte blanche to a designer or a historical look at a specific production, each exhibition offers an original perspective, providing everyone with the opportunity to question the world around them.

COMMITMENT

Recognised in Switzerland and internationally, mudac takes its collections and exhibitions around the world and demonstrates its unwavering commitment to all the players in the sector. It tirelessly echoes the questions raised by our contemporary societies.

AMBITION

Exhibitions and acquisitions must meet the criteria of quality and exemplarity in order to be able to convey to the public discourse on design. mudac is also open to ambitious projects such as the archiving of prototypes by contemporary designers or the use of new technologies.

INTERDISCIPLINARITY

The links forged with contemporary art have become a hallmark of mudac. In order to promote interdisciplinarity, the museum opens its doors to live arts and to other contemporary disciplines: dancers, directors, photographers and musicians. mudac thus provides a free forum for various Swiss and international forms of artistic expression, in addition to collaborating with a wide range of festivals, institutions and brands.

PASSION

mudac is made up of a passionate team. From administration to conservation, communication, cultural outreach and technology, all staff share mudac's values and ambitions and work to represent the museum in their daily work.

ACCESSIBILITY

mudac is committed to making each project accessible to all. A wide range of cultural outreach activities (guided tours, workshops for the general public, creative workshops for children and lectures) is developed, adapted and renewed for each exhibition.



EXIBITIONS TO COME



LET'S MEET AT THE STATION (working title)
Inaugural exhibition PLATEFORME 10
17/6 – 26/9/2022

Symbols of industrial development and urbanism in the 19th century, stations and trains soon became meeting points and inspiring places. This union between reality and fiction, reinforced by the appearance of a number of objects linked to the world of the railway, is at the heart of the reflection carried out by mudac for its project for the inaugural exhibition of the new arts district in Lausanne, PLATEFORME 10.



A CHAIR AND YOU
10/2022 – 1/2023

A Chair and You presents the collection of chairs assembled by Geneva private collector Thierry Barbier-Mueller: a unique and exceptional collection of nearly 600 pieces that has never before been shown to the public. Thanks to immersive scenography designed by the renowned American artist and director Bob Wilson, the lighting, sound and décor give the ensemble an original look and a new way of discovering the iconic object of design that is the chair and its many variations.



DIALOGUE BETWEEN AN OCTOPUS AND A JUICER
A Look at the Collections (working subtitle)
3/2023 – for a period of approximately 3 years

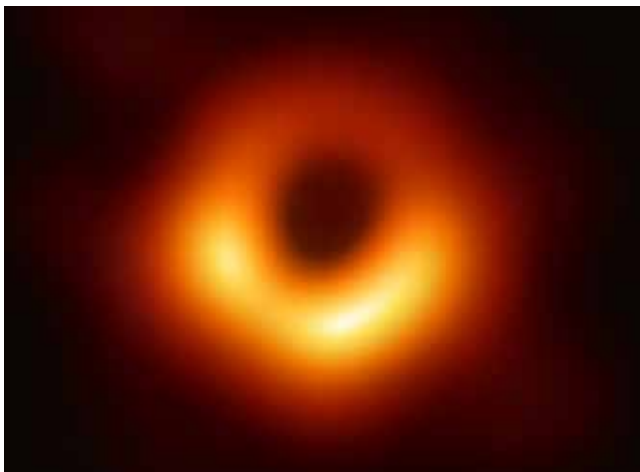
For the first time, mudac will bring together its contemporary collections of design, glass art, jewellery, ceramics and printed works in a single exhibition. Through bold scenography on the theme of the maze, the different works will be juxtaposed by formal, informal and even unusual affinities. The idea is to develop a path that leaves the field of possibilities open, thus allowing for unexpected encounters, hybridisation and bridges built between artistic disciplines. This exhibition will also help develop a rich programme of cultural outreach over time and will act as a real educational tool for the public.

EXIBITIONS TO COME


BEIRUT. THE TIMES OF DESIGN
 3/2023 – 6/2023

A city at the crossroads of East and West, Beirut has been in artistic turmoil since the early 2000s. Design too has enjoyed this dynamic and is even one of its most significant indicators.

In order to grasp the dynamic lines that have enabled design to develop in Lebanon, *Beirut. The Times of Design*, produced jointly with the CID in Grand-Hornu, is structured in three sets. The first one on the beginnings of the discipline in Lebanon between 1950 and 1970, the second from 2000 until today and finally, the third dedicated to the *Minjara* project and its philosophy. These three different perspectives offer visitors a look at a city that is constantly changing and of which design has now become a privileged witness.


COSMOS
 7/2023 – 10/2023

The *Cosmos* exhibition, designed by the CID in Grand-Hornu and adapted for mudac, aims to show the beauty and elegance of the Universe. To do this, it reveals the work of designers who have, in a conceptual, technical or poetic way, questioned the architecture of the Universe and the hidden laws of physics that govern it.

From Einstein's general theory of relativity to quantum theory, from gravity to the nature of space and time, from the micro to the macro, the modern image of the cosmos is embodied in various design and architectural projects that take us far beyond these scientific roots.


SOLASTALGIA, SAMI ART AND DESIGN
 11/2023 – 3/2024

The word "solastalgia" was coined in 2005 by Australian environmental philosopher Glenn Albrecht. Solastalgia, or eco-anxiety, is a form of existential suffering caused by environmental change. *Solastalgia* thematises and analyses contemporary questions about the future of humanity through the works of Sámi artists and designers. It presents the particular situation of indigenous populations and analyses their history, culture and production of goods.

EXIBITIONS TO COME



FROM THE CLOSET, WHEN BRANDS DO THEIR COMING-OUT
3/2024 – 6/2024

From the Closet explores how Western society's view of issues relating to sexual orientation and gender identity has evolved through pieces from the collections of the most iconic commercial brands of our time.



MEDIA CONTACT

Sylvie Rottmeier
Head of Communications
mudacpresse@lausanne.ch
+41 21 315 25 27
+41 78 687 05 49

CONTACT

mudac
musée de design et d'arts appliqués contemporains
Place de la Cathédrale 6
CH-1005 Lausanne
Switzerland
t +41 315 25 30
info@mudac.ch

#mudaclausanne
mudac.ch
plateforme10.ch

 @mudac.design.museum
 @mudaclausanne

HD VISUALS

mudac.ch/presse/
Password: presse2021

Principal partner

Julius Bär

