

mudac, Museum of Contemporary Design and Applied Arts, Lausanne at Milan Design Week 2023

Press release

April 2023

- **Marking its first participation to the Milanese kermess and debuting under the new direction of Beatrice Leanza who took the helm of the institution in January 2023, mudac is presenting projects that offer insights into its future programs, research agendas, and collaborations.**
- **Two installations will be presented in the context of Dropcity inside the *Magazzini Raccordati* near the Central Station, and a breakfast conversation will be hosted in the House of Switzerland at *Casa degli Artisti* in the Garibaldi area.**

Inside Tunnel 46 of Dropcity the exhibition ***Prepper's Pantry: Objects that Save Lives***, a project by **Anniina Koivu** is a preamble of future research and an exhibition that will unfold at mudac in 2024. "Preppers" and "survivalists" are terms that tend to evoke extreme, marginalised images: a woodsman in the tinfoil hat, a hoarder of canned beans, a religious doomsdayer. However, this subculture has in fact evolved over the last century, mirroring larger social trends. The Milan installation is a first introduction to a new broad-based research on preparedness, inviting visitors to step into a Prepper's Pantry. A place to store backup supplies, the pantry houses objects, tools, and equipment believed to be essential in case of emergency. In addition to a collection of objects for survival, on show are a series of testimonials from protagonists and experts of various prepping movements; a bibliography of study material; and examples of bunker models and evacuation plans, survival kits, and other curiosities. Taken together, these serve as an introduction to the different research themes that are being developed. The installation is designed by **Camille Blin, Anthony Guex** and **Christian Spiess** with graphic design by **Frederik Mahler-Andersen**.

Accompanying the installation is a second project commissioned to the creative studio **oio**, a collective of designers, technologists and bots working on future products and interactions, co-founded by **Simone Rebaudengo** and **Matteo Loglio**. Titled ***The Last Pencil***, this cunning experiment launches a year-long residency as part of a new program strand exploring processes of collaboration between institutional and artificial intelligence.

The residency, the first of which features oio, will see selected creative practitioners use the museum as a case study and, by entering its operational system, prototype concrete ideas embracing the engagement of non-human agency in its practice. ***The Last Pencil*** is a project exploring the evolution of drawing tools in the age of post-human intelligences. Just like pencils have been a fundamental tool of human creativity throughout history, ***The Last Pencil*** is a provocative depiction of how artificial intelligences could radically change the way we design together, in a not-too-distant future.

Lastly, as part of the program at the House of Switzerland in Corso Garibaldi, mudac is organising a public talk on Tuesday, April 18 at 11am, in anticipation of its playing host to ***muscon***, the international museum conference that will take place in October 2023. ***Making Things Public: The Design of Institutions Now and Then*** is a breakfast conversation moderated by Beatrice Leanza in the company of international curators and directors, around the challenges and opportunities of building future-facing institutions in times when design and its publics are radically transforming.

Speakers will discuss how the tools, methodologies, and missions of public engagement of institutions of culture nowadays can respond to the shifting parameters that define design and its role in our times. Speakers: **Aric Chen** – General and Artistic Director, Nieuwe Instituut (Rotterdam), **Johanna Agerman Ross** – Curator of Twentieth Century and Contemporary Furniture and Product Design, Victoria & Albert Museum (London), and **Ewan McEoin** – Senior Curator, Contemporary Art, Design and Architecture, National Gallery of Victoria (Melbourne).

About

MUDAC

mudac – Museum of Contemporary Design and Applied Arts (Lausanne) is an international institution devoted to researching the transformative nature of design as both a science and poetics of relations, and the ways in which the exploration of hybrids and relationships among disciplines of study, living beings, objects, and technologies, reveals the epochal resolves through which we imagine and shape the world. In June 2022 mudac reopened its doors in a brand-new building designed by the Portuguese architects Francisco and Manuel Aires Mateus within the context of Plateforme 10, the recently inaugurated artistic district near the Lausanne train station covering 34 000sqm and comprising three museums – mudac, Photo Elysée and MCBA (Museum of Fine Arts).



- www.mudac.ch
- @ mudaclausanne
- #mudaclausanne
- #mudacINmilano23

DROPCITY

Dropcity is a new centre for Architecture and Design that will be developed along Via Sammartini in Milan. Located inside the Magazzini Raccordati in the Central Station, this project is an initiative conceived by architect Andrea Caputo back in 2018 with the aim of establishing a place for people to meet and discuss about architecture, design and the contemporary city. It is scheduled to open to the city, in spring 2024. Dropcity will create an urban model unseen before in Europe with over 10,000 square metres, divided across 28 tunnels, hosting: exhibition galleries, production workshops, carpentry, robotics and advanced prototyping laboratories. In addition, a large area will be dedicated to research, teaching and office space for industry professionals. A materials library and a public library, focusing on architecture and design topics, will complete the program.

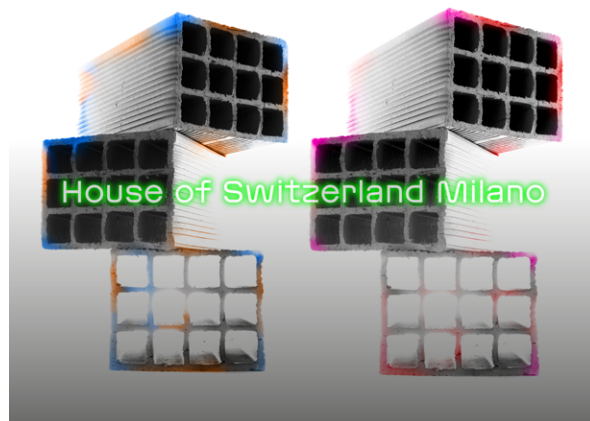


- www.dropcity.org
- @ dropcity_org

About

HOUSE OF SWITZERLAND

The House of Switzerland Milano presents *Urgent Legacy* : a collective show raising awareness about the power of innovation and legacy of Swiss design and how it inhabits the spaces of contemporary debate. Seven exhibitions by emerging design studios, brands, schools and professionals engage with our society pressing needs: from local production to new materials, from reusing waste to upcycling, from promoting inclusivity to tackling the climate emergency. The House of Switzerland is presented by Presence Switzerland and the Swiss Arts Council Pro Helvetia.



→ www.design.swiss
→ @designswitzerland

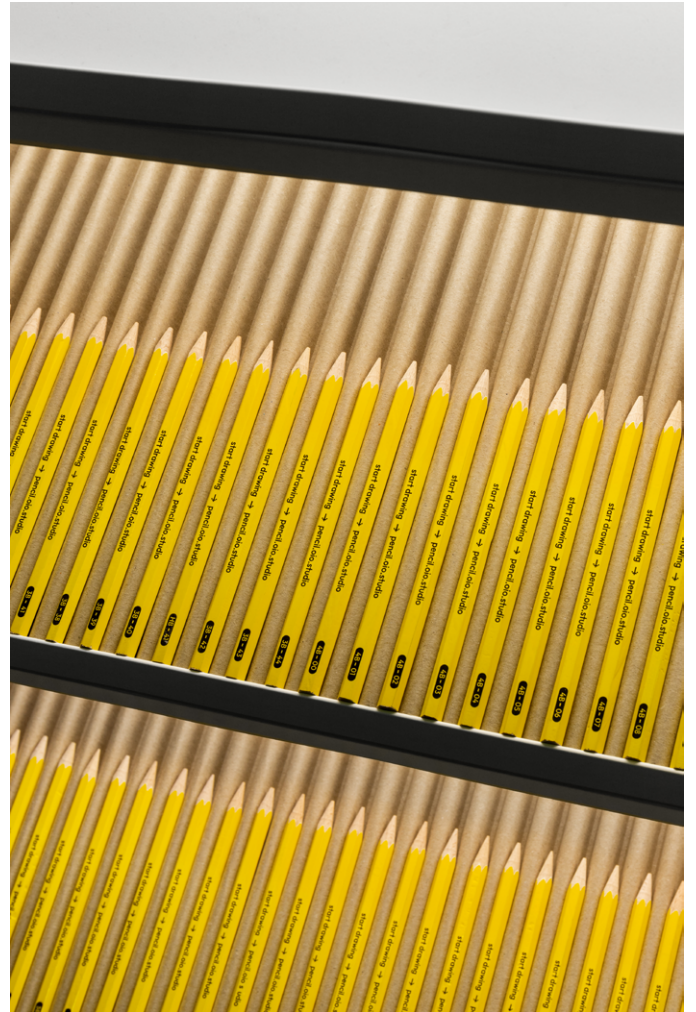
A SPECIAL COLLABORATION WITH IULM UNIVERSITY

On the occasion of its presence at this year's Fuorisalone, mudac has launched a collaboration with the University IULM in Milan. The university is characterised by an academic programme that takes an integrated approach to its students, combining solid academic training with practical experience through encounters, workshops, partnerships and real-life experiences. In a one-month workshop, students of the two Bachelor's programmes *Fashion and Creative Industries* and *Arts and Cultural Events* at the Faculty of Arts and Tourism will accompany, critically analyse and even partly shape this complex presentation of a cultural institution in the real-life context of Milan Design Week. Coordination and supervision: Matteo Pirola (IULM).

→ www.iulm.it
→ @iulm_university

Collaborators

The Last Pencil



The Last Pencil, Dropcity, Milano, April 2023
photo © Melania Dalle Grave, DSL Studio

OIO is a creative company on a quest to turn emerging technologies into an approachable, everyday and sustainable reality. It's a small team of humans and machines pushing for an impact that outweighs their footprint, shaping future products and narratives for what could be our future. They just launched their first product, designed in collaboration with an AI in a new process they coined as "Artisanal Intelligence". Constantly pushing the boundaries of post-human collaborations, oio works with big companies, small start-ups, and cultural institutions to shape products and tools for a less-boring future. Some of their collaborations include IKEA, Google, SPACE10, FABRICA, the Museum of the Future, Arduino, and Samsung among others.

→ www.oio.studio
→ @oio.studio

Collaborators

The Last Pencil

SIMONE REBAUDENGO is a co-founder and Futures Director at oio - a creative company on a quest to turn emerging technologies into an approachable, everyday and sustainable reality for humans and beyond. Previously he designed future scenarios and products for The Museum of the Future in Dubai, founded a design fiction practice called automato.farm and he was lead designer at BMW Designworks and frog. His work focuses on building experiential visions of the future and exploring the implications of living and interacting with networked, smart, and not-so-human things. His projects have been awarded by Red Dot Design Award, Core77, and Interaction Awards and exhibited in galleries and museums such as Vitra Design Museum, Triennial Museum in Milan, and MAK Vienna.

MATTEO LOGLIO is a co-founder and Design Director at oio - a creative company on a quest to turn emerging technologies into an approachable, everyday and sustainable reality for humans and beyond. Previously at Google Creative Lab, Arduino, lead designer and founder of the ed-tech company Primo Toys, Matteo talks and lectures about design and creativity in universities, museums, and conferences all around the world. His work is featured in TIME Magazine, The New York Times, Wallpaper*, The Guardian, Domus, and Wired among many others, and exhibited in galleries and museums such as MoMA in New York, V&A in London, or Triennale Museum in Milan. Matteo's products have been awarded multiple D&AD Pencils, Red Dot Design Awards, IXDA Awards and Cannes Lions among others.

Collaborators

Prepper's Pantry



Prepper's Pantry: Objects that Save Lives, Dropcity, Milano, April 2023
photo © Melania Dalle Grave, DSL Studio

ANNIINA KOIVU is a design writer, curator, consultant and teacher. Drawing on her experience in publishing, product development and exhibition curation, she develops design strategies and solutions. These range from editorial and research projects to art direction for new concepts and products. Her clients include Kvadrat, Vitra, Iittala, Camper, Arita 2016, Helsinki Design Week, MAAT Lisbon, Fiskars Design Village, Salone del Mobile, Phi Foundation for Contemporary Art Montreal and Shorefast Foundation of Fogo Island, for whom she is design director of the Smaller House Furniture collection. Part of the curatorial team of the 2021 Supersalone, she created The Lost Graduation Show, in which more than 170 international graduates showcased their final projects at Milan's Salone del Mobile. Koivu is the co-founder of U-Joints, a research project and exhibition series exploring the details of the human-made world. U-Joints – A taxonomy of connections was published in 2022. She is co-curator of Plastic – Remaking Our World (Vitra Design Museum/V&A Dundee/maat Lisbon, 2022-23). She has written and edited numerous publications, including the comprehensive monograph *Ronan and Erwan Bouroullec: Works* (Phaidon, 2011) and more recently *Vico Magistretti: Stories of Objects* (ECAL/Triest, 2020), an investigation into the little-considered moment in the lifespan of design products when production stops. She is founder of Koivu, the Finnish-Italian knitwear brand, and Head of Master Theory at ECAL in Lausanne.

- anniinakoivu.com
- @ anniina.koivu
- @ preppers_project

Collaborators

Prepper's Pantry

FREDERIK MAHLER-ANDERSEN is a Danish graphic designer and developer based in Lausanne (CH) since 2012. He works with both printed and digital matter for cultural, institutional and commercial clients. Often in close collaboration with fellow designers and art directors. Graduated from ECAL/University of Art and Design Lausanne, he currently teaches graphic design and web development at ERACOM.

→ www.fm-a.dk

→ @f_mahler

CAMILLE BLIN is a product and furniture designer based in Lausanne, Switzerland. In parallel to his practice as a freelance designer working for companies such as Gallery Kreo, Tectona, Sicpa, Zii Home, since 2017, he is leading the Master in Product Design at ECAL/University of Art and Design in Lausanne.

→ www.camilleblin.com

→ @camillebien

ANTHONY GUEX is a Swiss product and interior designer based in Lausanne with a focus on product, furniture, and interior design. With over seven years of experience as a cabinetmaker and foreman in the wood industry, he studied interior design at the HEAD-Genève and earned a Master degree in product design from ECAL / University of Art and Design Lausanne in 2015. Anthony divides his time between his design studio and his role as Artistic Deputy at ECAL. He collaborates with national and international brands such as New Tendency, Okro, Tectona, Ecal, and Fogo Island Workshops of the Shorefast Foundation in Newfoundland, Canada.

→ www.anthonyguex.ch

→ @anthonyguex

CHRISTIAN SPIESS studied product design at ECAL after gaining experience in carpentry and as a decorator. He then worked with Ronan and Erwan Bouroullec in Paris before opening his own product design studio in Zürich, Switzerland. Today, he designs and develops straightforward objects, furniture, and scenography with intelligent details. He also teaches at ECAL/University of Art and Design in Lausanne.

→ www.christian-spiess.com

→ @christian.spiess

Practical Info

MUDAC AT DROPCITY

Prepper's Pantry: Objects that Save Lives

Curation : Anniina Koivu

Curatorial assistant : Lukas Lüttgen

Installation design : Camille Blin, Anthony Gueux
and Christian Spiess

Graphic design : Frederik Mahler-Andersen

The Last Pencil

A project designed and developed

by oio (Simone Rebaudengo, Matteo Loglio)

Dropcity

Magazzini Raccordati, Tunnel #46

Via Giovanni Battista Sammartini

20125 Milano

April 17 – 23 from 10am to 6pm

MUDAC TALK AT THE HOUSE OF SWITZERLAND

Making Things Public: The Design of Institutions Now and Then

Conversation moderated by Beatrice Leanza
with Aric Chen, Johanna Agerman Ross and
Ewan McEoin.

House of Switzerland

Casa degli Artisti

Corso Garibaldi 89/A

20121 Milano

Tuesday April 18, 11am

Contact & Info

mudac

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appliqués contemporains

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Partners

Main partner

Julius Bär

mudac, museum of Contemporary Design and Applied Arts, is
a Museum of the Canton of Vaud managed by the Foundation
Plateforme 10.

