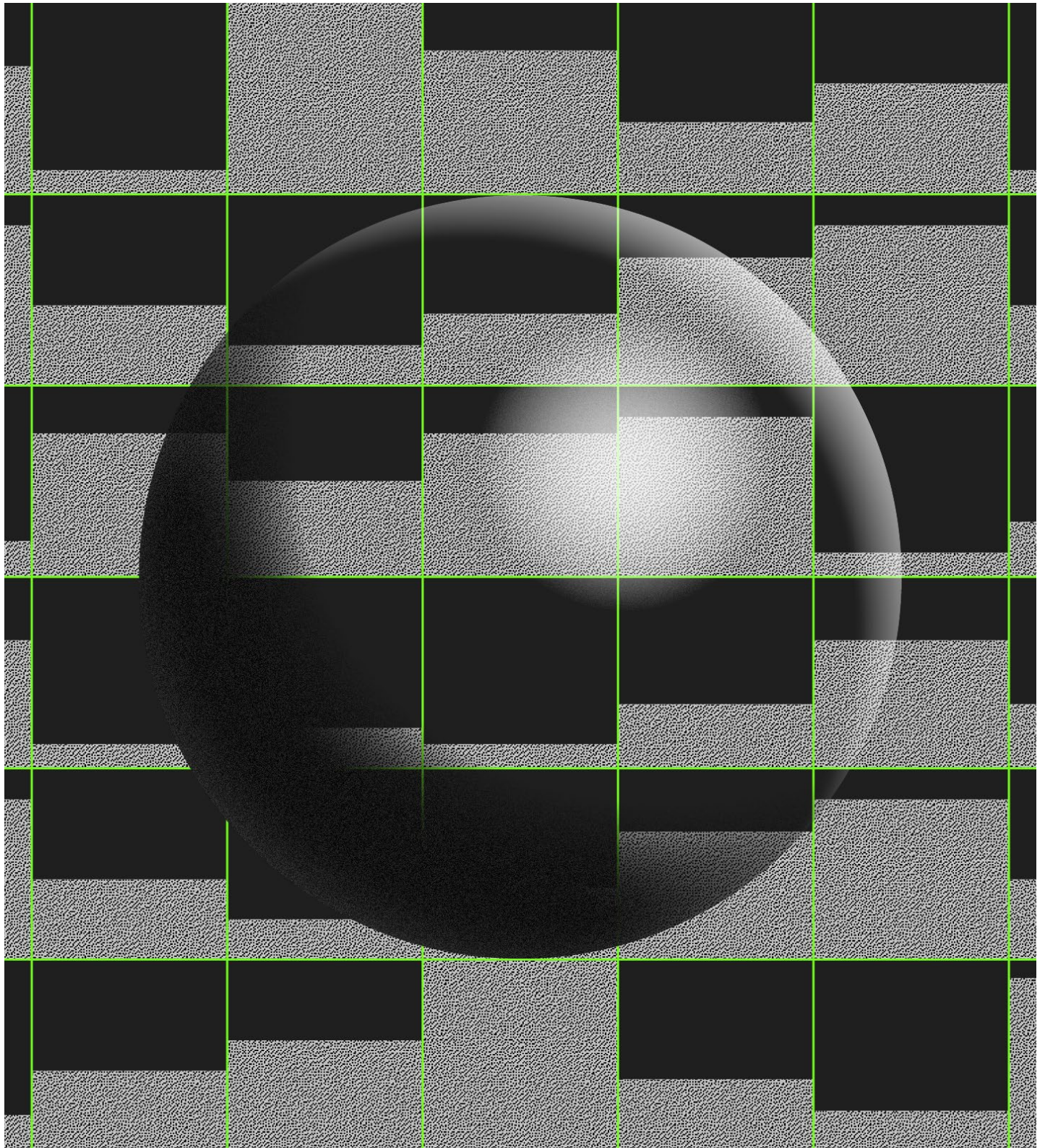


# Mudac – Museum of contemporary Design and Applied Arts, Lausanne at London Design Biennale 2023

Press release  
June 2023





# Mudac at London Design Biennale 2023

## June 1 – 25

**mudac is present at London Design Biennale on the theme of “The Global Game: Remapping Collaborations”. Marking its first participation to the biennale and debuting under the new direction of Beatrice Leanza who took the helm of the institution in January 2023, mudac reveals a glimpse of its upcoming Fall program, fully dedicated to the relation between our planet earth and the cosmos**

- **London Design Biennale's fourth edition, “The Global Game: Remapping Collaborations”, will take place this year from 1 to 25 June at Somerset House.**
- **The installation G80 by the Swiss collective Fragmentin will be presented at the mudac pavillon.**

London Design Biennale brings together participants from across the globe, inspiring audiences through world leading design, innovation, and creativity. The theme of this year's Biennale invites participants to imagine and enact new forms of international cooperation through the medium of design. Over 40 exhibitors will showcase world-leading design, confronting global challenges and inspiring audiences with thought-provoking installations. This fourth edition continues the Biennale's mission to demonstrate how design can better the world we inhabit.

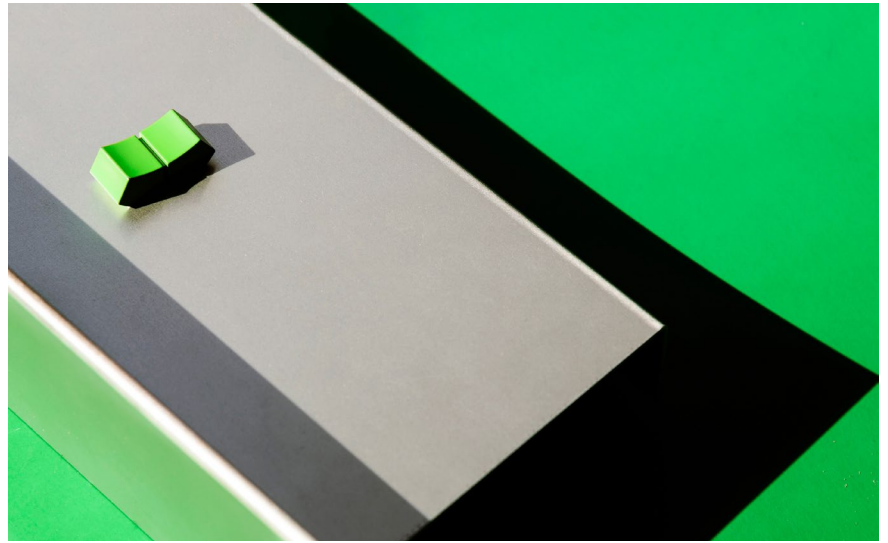
How far are we willing to go to optimise the management of the whole earth? G80 speculates on a global management system for planetary issues by bringing together different types of intelligence around a control console in a contemporary reinterpretation of R. Buckminster Fuller's “World Game”. G80 is an interactive work by the Swiss collective Fragmentin, commissioned by mudac in anticipation of its next program that will start in September in Lausanne and will be entirely dedicated to examining the multifaceted and complex relations between the cosmos and planet Earth.



The Edmond J. Safra Fountain Court, Somerset House, Image © Kevin Meredith

# Installation at the mudac pavillon

## G80



“World Game” (aka World Peace Game) was a strategy simulation tool inspired by war games, but Fuller, visionary, architect and systems theorist, instead aimed to “make the world work for 100% of humanity in the shortest possible time through spontaneous cooperation without ecological damage or disadvantage to anyone,” on a planetary scale through nations co-operating not competing. Created in the early 1960s, in the cybernetics era, the “World Game” embodies the promise of computation and mathematical models for solving socio-political and ecological problems such as overpopulation, energy, consumption, access to services and resources. Today with the arrival of supercomputers, the multiplication of data and the advent of artificial intelligence, the realisation of such a project might be achievable.

Swiss collective Fragmentin's work for G80 consists of a matrix of 80 motorised sliders on a console, reminiscent of a control room. Each slider corresponds to a named variable, with + and - signs measuring their scale. Some variables are directly inspired by those set by Buckminster Fuller and his students, while others have been redefined by Fragmentin to reference the major issues of our time, such as ecology, migration, gender equality or the development of technological innovations. In this device, the sliders act as both inputs and outputs.

Visitors are invited to interact with the work and playfully stabilise the world by changing the value of each variable. While making an initial change, they soon realise that all the sliders correlate with each other and that the variables are forming changing patterns without the players' intervention, suggesting the interference of other agencies.

In resonance with the installation, the pavilion also features a chronological presentation of Total design projects – designed by Notter+Vigne – placing G80 within a historical trajectory, where design reveals its political ambitions.

### Commissioned and produced by

mudac

- Jolanthe Kugler, curator
- Scott Longfellow, curator

### Graphic design

Notter + Vigne

- Julien Notter
- Sébastien Vigne

### Artists

Fragmentin

- Laura Nieder
- David Colombini
- Marc Dubois



# 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](http://www.mudac.ch)
- @mudaclausanne
- #mudaclausanne
- #mudacLDB23

## LONDON DESIGN BIENNALE

Established in 2016 by Sir John Sorrell CBE and Ben Evans CBE, London Design Biennale promotes international collaboration and the global role of design. Since its inception the Biennale welcomes the world's most exciting and ambitious designers, innovators and cultural bodies to the capital.

The fourth edition of London Design Biennale will take place from 1 to 25 June 2023, artistically directed by the Nieuwe Instituut – the Dutch national museum and institute for architecture, design and digital culture. Taking over the entirety of Somerset House, including the Edmond J. Safra Fountain Court and River Terrace, participants from across the globe will be invited to imagine and enact new forms of international cooperation and participation—including with each other—through the medium of design.

London Design Biennale's International Advisory Committee and Jury includes: Paola Antonelli, Victoria Broackes, Aric Chen, Es Devlin OBE, Nipa Doshi, Ben Evans CBE, Marva Griffin Willshire, Suhair Khan, James Lingwood MBE, Prof. Jeremy Myerson, Tosin Oshinowo, Jonathan Reekie CBE, Rashid and Ahmed bin Shabib, Sir John Sorrell CBE, Dr. Christopher Turner.



- [www.londondesignbiennale.com](http://www.londondesignbiennale.com)
- @londondesignbiennale
- #LDB23

# Collaborators

## FRAGMENTIN

Fragmentin is an artist collective based in Lausanne, Switzerland, founded in 2014 and composed by three ECAL (Lausanne University of Art and Design) alumni: Laura Nieder (\*1991, Lausanne), David Colombini (\*1989, Lausanne) and Marc Dubois (\*1985, Basel).

At the crossroads of art and engineering, Fragmentin's work questions the impact of the digital on everyday life by investigating these technologies' disposition towards control and opacity. Fragmentin's works are often conceived as spaces for discussion on crucial contemporary themes and issues such as climate change.



© Charlotte Krieger

→ [www..fragment.in](http://www..fragment.in)

→ @ fragment.in

## NOTTER+VIGNE

Julien Notter and Sébastien Vigne both studied graphic design at eracom Lausanne. They started their collaboration in 2002 and set their first office in Geneva before moving to Lausanne and founding Notter+Vigne in 2011.

They mostly work in the fields of editorial design, architecture and cultural communication and love finding simple solutions to complicated problems.

→ [www.notter-vigne.ch](http://www.notter-vigne.ch)

# Practical Info

## MUDAC AT LONDON DESIGN BIENNALE 2023

→ 1 - 25 June 2023  
From 11 am to 7 am

→ **Somerset House**  
Strand, London WC2R 1LA

**The mudac pavillon**  
East Wing, Room 23

To request a press accreditation for  
London Design Biennale please fill in the following form:  
[tinyurl.com/LDB23-press-accreditation](https://tinyurl.com/LDB23-press-accreditation)

### Contact & Info

**mudac**  
Musée cantonal de design et d'arts  
appliqués contemporains  
Place de la Gare 17  
CH - 1003 Lausanne  
+41 21 318 44 00  
sylvie.rottmeier@plateforme10.ch

Please contact us for any further information.

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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.

