

HEAD – Genève

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DuPont™ Corian®

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Rexa Design

Press release



DuPont™ Corian®, HEAD – Genève and Rexa Design

HEAD – Genève, Geneva University of Art and Design, students re-think rituals and needs to inspire new solutions for luxury bath systems. Presentation of the workshop results at Milan Design Week 2014, at Rexa Design booth, Salone del Mobile, Rhò, Hall 22, stand G32/G36.

April 2014 – Innovation for the world of spa and wellness, stemming from a partnership between DuPont™ Corian®, HEAD – Genève (Geneva University of Art and Design) and Rexa Design will be highlighted by Rexa Design during Milan Design Week 2014.

DuPont™ Corian® and HEAD – Genève initiated in 2013 a program of workshops aimed at developing ideas and projects using DuPont™ Corian® techno-surface for the world of wellness and body-care accessories. While exploring the characteristics of this versatile, high-tech material and new applications, the educational goal of the collaboration is to focus on the industrial aspect.

For the workshops, DuPont design and technical specialists has trained a group of approximately 20 HEAD students led by Professor and designer Marco Borraccino, teaching them how to use the potential of DuPont™ Corian®. The second edition of the workshop challenged students to explore the material features and push the limits of DuPont™ Corian®. The partner for the second workshop, providing commercial experience for luxury bath systems, was Rexa Design.

Starting from this iconic theme, students searched, identified and analyzed the actions, habits, rituals and necessities which can influence and inspire new items, accessories and products available in a luxury bath system. Their task was to design objects and accessories, made entirely or partly in DuPont™ Corian®, which could become real products. The prototypes had to be achievable by using typical techno-surface fabrication techniques; they also had to highlight and take into account the specificities of the material.

Students were divided into pairs which developed and came up with a minimum of four ideas. From each pair, DuPont™ Corian® and Rexa Design have chosen a project that has been further developed by HEAD upon aesthetic and technical feedback by Rexa Design and DuPont™ Corian® respectively. The selected projects will be on display during Milan Design Week 2014 in the Rexa Design stand (hall 22, stand G32/G36), and the company may decide to produce the prototypes after having tested public appreciation.



Geneva, Switzerland: workshop organized by DuPont™ Corian, HEAD – Genève and Rexa Design. Marco Diana (Rexa Design sales manager) in the first picture, and Corrado Tibaldi (DuPont Architecture & Design Specialist Surfaces & Building Innovations Europe, Middle East & Africa) in the second picture on the left, examine the students' prototypes

About HEAD – Genève
www.head-geneve.ch
www.facebook.com/head.geneve
<https://twitter.com/HEADGENEVE>
<http://pinterest.com/headgeneve/>

Located in the heart of Geneva, HEAD – Genève is one of the major art and design training institutions in Switzerland. HEAD – Genève offers a wide range of BA and MA courses in Visual Arts, Cinema, Graphic Design, Interior Architecture, Fashion, Jewelry and Accessories Design, Media Design and Spaces and Communication.

Workshop projects, lectures and seminars, commissioned work in close collaboration with industry professionals, workshops led by international artists and designers, contribute to the dynamics of a pedagogical environment and allow the students to develop their own future professional network.

About Rexa Design
www.rexadesign.it
www.facebook.com/rexadesign
www.pinterest.com/rexadesign/
<http://instagram.com/rexadesign/>
www.youtube.com/user/rexadesign

100% Made In Italy

A can-do ethic, social accountability, sustainability, quality, research, innovation, customization, design, identity, cooperation: these are the core values at Rexa. New materials, stringent design criteria, and fine workmanship leaving space for product customization, and a fully in-house manufacturing process.

The approximately 6000 square meters plant of Rexa, inaugurated in 2012, is located in the mountainous, green Friuli region: a natural backdrop representing an inexhaustible source of inspiration and an “autobiographical” reference for the company. The facility employs eco-technologies for clean-energy manufacturing, and a 1300 m2 solar-panel installation generates 206,000 kWh annually to satisfy all Rexa energy needs.

Rexa Design creates products as they should be created: designed to enhance the essence of the bath, a space where fine materials and scrupulous workmanship ensure maximum comfort and incomparable beauty. Entirely Made in Italy, Rexa’s products match all the care that goes into the finest artisan creations with high-technology, numerical-control machinery, for finished products of superb overall quality incorporating advanced materials such as DuPont™ Corian®.

About DuPont™ Corian®
www.corian.fr
www.facebook.com/coriandesign

The continuous efforts, the investment and the creativity of DuPont in research and technology, product innovation, new applications development and marketing have made DuPont™ Corian® high-tech surface a design tool offering exceptional versatility and almost limitless possibilities for producing high quality, effective, functional and reliable solutions addressed to residential, public and commercial environments, both indoor and outdoor. From kitchens to lamps, from bathrooms to the skin of buildings, from seating solutions to home automation systems, from radiators to touch control surfaces, from tables to furnishing and fashion accessories, to mention just a few: the “magic” of DuPont™ Corian® can be found today in an extremely wide variety of products, systems and objects that everyone uses or experiences in daily life.

DuPont™ Corian® (the whole range or specific types) has received important independent certifications for its environmental performance (like GreenGuard®, NAHB North American Builders Association, U.S. Green Building Council’s LEED® Green Building Rating System, Scientific Certification Systems, Ecospecifier). Its hygienic performance has also been certified by prestigious independent institutions (for example, by NSF International, The Royal Institute of Public Health and LGA QualiTest). The environmental management systems of all the plants of DuPont that produce DuPont™ Corian® have been certified according to ISO 14001. Moreover, as a result of a multi-year improvement program, all the plants of DuPont that manufacture DuPont™ Corian® have reduced to zero their impact on landfill by reducing, reusing and recycling manufacturing byproducts and waste.

To know more about DuPont™ Corian®, to stay in touch with DuPont™ Corian®:
www.corian.com
www.corian.co.uk
www.endlessevolution.corian.com
[Facebook.com/CorianDesign](https://www.facebook.com/CorianDesign)
[Twitter.com/CorianDesign](https://twitter.com/CorianDesign)
[Youtube.com/CorianDesign](https://www.youtube.com/CorianDesign)
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About DuPont
www.dupont.com

DuPont has been bringing world-class science and engineering to the global marketplace in the form of innovative products, materials, and services since 1802. The company believes that by collaborating with customers, governments, NGOs, and thought leaders we can help find solutions to such global challenges as providing enough healthy food for people everywhere, decreasing dependence on fossil fuels, and protecting life and the environment. For additional information about DuPont and its commitment to inclusive innovation, please visit www.dupont.com.



Wall storage, design Helen Rosset and Sandra Plisson. Seamless integration in Rexa Design's minimalist collections, this item made in DuPont™ Corian® allows you to store useful everyday objects out of sight, such as a hair dryer or shaver.



Sound box, design Jennifer Berger and Johann Metral. Shelf made in DuPont™ Corian® that incorporates a slot for smart phones. The highly minimalist external shape incorporates a specific device that allows you to amplify the sound from your phone.



Bento, design Aline Sansonnens and Emma Bertrand. Inspired by the Japanese tradition, Bento is proposed as a useful item that integrates the minimalist aesthetics of Rexa Design. Thanks to the opening on its side, it can rest on the edge of basins and bathtubs in DuPont™ Corian® of the Rexa Design *Fonte* collection.



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Bathtub tablet, design Marie Eve Brunner and Roland Kawczynski-Pillonel. Inspired by the *Ergo_nomic* collection by Rexa Design, this object integrates a bookstand and amplifier functions for tablets and smart phones.

Photos © HEAD – Genève, Baptiste Coulon

Salone Internazionale del Mobile
Rhò Fiera Milano
Rexa Design
Hall 22, Stand G32/G36
9:30 am - 6:30 pm



Wall clock, design Eva Gaumé and Marthe Cresson. Sculptural object which diffuses a soft and pleasant light, while elegantly and discreetly combining the functionality of a wall clock.

— HEAD
GENÈVE


corian.

REXA
DESIGN

Hes·SO GENÈVE
Haute Ecole Spécialisée
de Suisse occidentale