

Spirits  
Excellent for the head

A tribute project  
to a lineage of female designers  
by HEAD – Genève

April 17-23th 2023  
House of Switzerland  
Milano Design Week 2023

– HEAD  
Genève

Geneva University  
of Art and Design

Hes-so//GENÈVE  
UNIVERSITÉ DE GENÈVE

House of  
Switzerland  
Milano

House of Switzerland, 2<sup>nd</sup> floor  
c/o Casa degli Artisti, Corso Garibaldi 89/A,  
via Tommaso da Cazzaniga 20121, Milano, IT



Spirits

## **Spirits Excellent for the head**

April 17-23th 2023  
from 10am to 8pm

House of Switzerland, 2<sup>nd</sup> floor  
c/o Casa degli Artisti  
Via Tommaso da Cazzaniga  
Angolo Corso Garibaldi 89/A  
Milano (M2 Moscova)

**Press Day organized  
by the House of Switzerland**  
Monday April 17th  
from 11am to 5pm

**Opening**  
Tuesday April 18th  
from 6pm to 8pm

As Milan kicks off its 2023 Design week, the Swiss design community is gearing up for an immersive and thought-provoking group exhibition at the "House of Switzerland." Against the backdrop of the Casa degli Artisti, the theme of "Urgent Legacy" - initiated by the collaborative efforts of *Présence Suisse* and *Pro Helvetia* - sets the stage for the collective exploration of the pressing challenges of our era.

In this dynamic setting, the students of the Master Space & Communication program at HEAD - Geneva proudly present "*Spirits - Excellent for the head*": a life-size exhibition that celebrates the often-ignored contributions of women designers throughout history. With a steadfast commitment to championing the principles of equitable, socially-engaged, and inclusive design, this approach urgently emphasizes the importance of educational institutions transmitting those values.

By associating the terms "spirits," which refers both to alcohol, one's mood, and the soul, and "cocktail," a concoction that was deemed to have curative properties in case of a hangover and thus "excellent for the head," as mentioned for the first time in the editorial of a *Farmer's Digest* from 1803 ("Drank a glass of cocktail - excellent for the head"), HEAD - Genève in turn offers a new look at the benefits of this posology.

Working in pairs, the students have designed seven glasses inspired by designers as diverse as Ray Eames, Daisy Ginsberg, Eileen Gray, Anab Jain, Sophie Taeuber-Arp, Magdalene Odundo and Valentine Schlegel. Each glass comes with an associated cocktail.

HEAD - Genève's custom scenography features a model train, consisting of seven carriages pulled by a locomotive, and a majestic mountain, on which the names of more than 260 women designers are displayed - a small glimpse of the thousands of figures that have been overlooked by history and to whom we owe our heritage. The model train takes seven of these names to their destination, to whom the students pay tribute with seven glasses and associated cocktails which they have designed.

The set design offers a playful and political interpretation of the notion of secrecy. Not only does it revisit the illicit consumption of spirits at the time of the Prohibition through the creation of a cocktail in homage to each of the seven designers, but it also hides a speakeasy that is open by invitation only. Like the designers that these cocktails celebrate and whose recipe cards are offered to the public, the speakeasy is a metaphor for this pseudo-secret: women designers matter!

There is an urgent need for a fairer and more balanced history of design, whether in education, exhibitions or in major trade events like the Milano Design Week. And who better than the students to carry this vibrant homage to past and present women designers?

**Spirits**  
**Excellent for the head**

17 au 23 avril 2023  
De 10h à 20h

House of Switzerland, 2<sup>nd</sup> floor  
c/o Casa degli Artisti  
Via Tommaso da Cazzaniga  
Angolo Corso Garibaldi 89/A  
Milano (M2 Moscova)

**Journée presse organisée  
par la House of Switzerland**  
Lundi 17 avril de 11h à 17h

**Vernissage**  
Mardi 18 avril de 18h à 20h

Cette année, la HEAD enivre les fans de Design à Milan!

À l'occasion du Salon du meuble de Milan 2023, la scène suisse du design se rassemble et se penche sur les défis pressants de notre époque sous la forme d'une exposition collective, au sein de la « House of Switzerland ». Cette plateforme d'échange se déroule à la Casa degli Artisti autour de la thématique Urgent Legacy lancée par Présence Suisse et Pro Helvetia.

Avec « *Spirits - Excellent for the head* », les étudiant-e-x du Master Espace et Communication mettent à l'honneur des femmes designers négligées par les dictionnaires d'Histoire de l'Art. Sept verres inspirés par sept créatrices accompagnent sept cocktails signatures créés pour l'occasion. Les sept verres circuleront dans l'exposition sur un petit train, à la manière des bars à sushis. Une petite locomotive tirant les wagons traversera une imontagne sur laquelle figurent les noms de plus de 260 designeuses aux carrières internationales et à l'oubli non moins international.

L'exposition joue avec les mots, Spirits signifiant en anglais alcool, esprit et âmes. La scénographie revisite quant à elle la consommation illicite des spiritueux au temps de la Prohibition, en dissimulant un speakeasy, une sorte de bar clandestin caché derrière la montagne, ouvert uniquement sur invitation. Il y a urgence à porter une histoire du design plus juste et équilibrée partout, dans l'éducation, les expositions et jusque dans les grands événements marchands comme le Salon du meuble de Milan. Et qui mieux que les étudiante-x pour porter ce vibrant hommage aux créatrices du passé et d'aujourd'hui.

Les noms de ces designeuses oubliées?

Ray Eames, Daisy Ginsberg, Eileen Gray, Anab Jain, Sophie Taeuber-Arp, Magdalene Odundo et Valentine Schlegel.

Et si nous levions nos verres à leur santé?

**February 1943,  
A Tribute to Ray Eames**

**by Chiara Kocis  
& Chirine Samii**

MA students  
in Space and Communication,  
HEAD - Genève

Photo © Raphaël Lugassy

**Ray Kaiser-Eames** designed numerous covers for John Entenza's Arts & Architecture magazine, including the February and May 1943 issues. The iconic organic forms on these covers inspired this glass, which plays with two elements that wrap around each other. *February 1943* is a tribute to the formal vocabulary and colours that Kaiser-Eames often used in her artistic, graphic and design work.

**Ray Kaiser-Eames** a réalisé de nombreuses couvertures pour le magazine Arts & Architecture de John Entenza, parmi lesquelles les numéros de février et de mai 1943. Emblématiques, les formes organiques qui y figurent ont inspiré ce verre qui joue avec deux éléments s'enroulant l'un sur l'autre. *February 1943* est un hommage au vocabulaire formel et aux couleurs que Ray utilisa souvent dans ses oeuvres d'art, ses œuvres graphiques et son design.



**E-1027,  
A Tribute to Eileen Gray**

**by Emile Demerliac  
& Victoria Jospin**

MA students  
in Space and Communication,  
HEAD - Genève

Photo © Raphaël Lugassy

A curved glass straw prevents a reddish-orange ice cube from rising to the surface in a formal interplay that recalls the functionalist poetry of **Eileen Gray**. The straw's nod to metal tubulars, a standard of interwar industrial construction and furniture, is combined with a sprig of rosemary to evoke the designer's visit to the Mediterranean for the construction of her modernist villa, *E-1027*.

Une paille en verre cintrée empêche un glaçon rouge-orangé de remonter à la surface en un jeu formel qui rappelle la poésie fonctionnaliste d'**Eileen Gray**. Le clin d'oeil de la paille aux tubulaires métalliques, un standard de la construction industrielle et du mobilier de l'entre-deux guerre, s'allie à une branche de romarin afin d'évoquer la rencontre entre la designer et la Méditerranée pour la réalisation de la *E-1027*, sa villa moderniste.



**Who Manipulates Who?  
A Tribute to Daisy Ginsberg**

**by Camilla Hoffmeister  
& Hannah Mackaness**

MA students  
in Space and Communication,  
HEAD - Genève

Photo © Raphaël Lugassy

**Daisy Ginsberg's** work offers non-human perspectives that question the relationship between the environment and the impact of human beings. Integrated into the material, the convex lens of a magnifying glass exposes the contents of the glass to a new scale, inviting a closer and more precise look at the interior, in a game of *Who Manipulates Who?*

Le travail de **Daisy Ginsberg** propose de nouvelles perspectives non humaines interrogeant les relations entre l'environnement et l'influence des êtres humains. Insérée dans la matière, la lentille convexe d'une loupe expose le contenu du verre à une nouvelle échelle invitant à observer de plus près et avec précision l'intérieur de *Who Manipulates Who?*



**Hopeful Future,  
A Tribute to Anab Jain**

by **Joseph Curle  
& Constance Thiessoz**

MA students  
in Space and Communication,  
HEAD - Genève

Photo © Raphaël Lugassy

*Hopeful Future* features a glass from a possible future and an experimental object that has passed through time. Like **Anab Jain's** method, we identify signs in our present that enable us to envisage the future.

*Hopeful Future* est un verre qui provient d'un futur possible et un objet expérimental ayant traversé le temps. A l'instar de la méthode d'**Anab Jain**, nous avons repéré des signes dans notre temps présent qui nous permettent d'envisager ce futur.



**Kaffa,  
A Tribute to Magdalene Odundo**

**by Adèle Guilbault  
& Lovena Vedrine**

MA students  
in Space and Communication,  
HEAD - Genève

Photo © Raphaël Lugassy

*Kaffa* plays with the essential dimension of apparent simplicity that characterises **Magdalene Odundo's** work. This tribute combines respect for materials and the fragility of her creations with decorative ornaments in the form of rings that are directly inspired by her vases.

*Kaffa* joue avec la dimension essentielle d'apparente simplicité qui caractérise les réalisations de **Magdalene Odundo**. Notre hommage associe le respect des matériaux, la fragilité de ses créations avec des ornements décoratifs en forme d'anneaux qui sont directement inspirés de ses vases.





**Else,  
A Tribute to Valentine Schlegel**

**by Chiara Kocis  
& Chirine Samii**

MA students  
in Space and Communication,  
HEAD - Genève

Photo © Raphaël Lugassy

*Else* pays tribute to **Valentine Schlegel's** fiery personality, combining work with daily life without hierarchy. Her artisanal approach and the diversity of her projects and the mediums she explores have led to the design of this series of ten hand-carved glasses.

*Else* rend hommage à la personnalité incandescente de **Valentine Schlegel** associant travail et vie quotidienne sans poser aucune hiérarchie. Son approche artisanale et la diversité de ses projets et des médiums qu'elle explore nous ont poussés à concevoir et à sculpter à la main une série de dix verres différents.



**Bizarrerie délirante,  
A Tribute to Sophie Taeuber-Arp**

by **Luna Deleani  
& Zorana Mitrovic**

MA students  
in Space and Communication,  
HEAD - Genève

Photo © Raphaël Lugassy

*Bizarrerie Délirante* is a tribute to **Sophie Taeuber-Arp's** sophisticated, multidisciplinary practice. Set in motion, almost dancing, this glass combines the proportions of the designers' art work *Dada Kopf* with her dedication to the performing arts.

*Bizarrerie Délirante* est un hommage à la pratique multidisciplinaire et sophistiquée de **Sophie Taeuber-Arp**. Mis en mouvement, presque dansant, ce verre est une combinaison des proportions de son oeuvre d'art *Dada Kopf* et de son dévouement aux arts de la scène.



**HEAD - Genève,  
Geneva University  
of Art and Design**

A leading school of art and design in Europe, HEAD features BA and MA degrees in Fine Arts, Film Studies, Interior Architecture, Space & Communication, Visual Communication, Media and Interaction Design, Fashion Design, and Product Design (Jewellery, Accessories & Watch Design).

The School welcomes more than 800 students hailing from 40 countries. Its new international campus, which was completed in 2022 in the heart of the city, fosters interdisciplinary exchanges and collaborations.

**HEAD - Genève,  
Haute Ecole d'Art et de Design**

Ecole d'art et de design de premier plan en Europe, la HEAD propose des programmes de baccalauréat et de master en Art Visuel, Cinéma, Architecture Intérieure, Espace et Communication, Communication Visuelle, Médias et Design d'interaction, Design de mode et Design de produit (Bijoux, Accessoires et Design de montres).

L'école accueille plus de 800 étudiants provenant de 40 pays différents. Son nouveau campus international, achevé en 2022 au cœur de la ville, favorise les échanges interdisciplinaires et les collaborations.

**Spirits**  
**Excellent for the head**

The project is run by Alexandra Midal along with Antoine Føeglé,  
Emma Pflieger, Mathias Zieba and Jonathan Bornand.

MA students in Design – Space & Communication

Assisted by Margaux Janin:

Joseph Curle  
Luna Deleani  
Emile Demerliac  
Adèle Guilbault  
Camilla Hoffmeister  
Victoria Jospin  
Chiara Kocis  
Hannah Mackaness  
Zorana Mitrovic  
Chirine Samii  
Carla-Marie Savaris  
Constance Thiessoz  
Lovena Vedrine  
Noee Zahavy

All glasses have been realized at ARCAM Glass

Tous les verres ont été réalisés à l'atelier de verrerie ARCAM Glass

The graphic design of the show is led by

Anette Lenz, with Damian Conrad and Xavier Erni.

BA students in Visual Communication

Loan Bontron  
Léa Delescluse  
Eva Meylan

**HEAD – Genève**

Geneva University of Art and Design  
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MA students in Space & Communication

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**Genève**

Geneva University  
of Art and Design

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Haute école spécialisée  
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