

# CONGRESS OF SPOONS

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AN EXHIBITION BY HEAD – GENEVE  
AND THE MASTER IN DESIGN SPACE  
AND COMMUNICATION

SALONE  
INTERNAZIONALE  
DEL MOBILE  
DI MILANO  
MMXIX

BRERA DESIGN  
DISTRICT  
C/O MIMMO  
SCOGNAMIGLIO  
GALLERY

EXHIBITION  
09.04 – 14.04.2019  
11:00 – 20:00  
OPENING PARTY  
09.04.2019  
18:00 – 20:00

EXPANDING UPON THE GRADUATION PROJECT OF  
ELEONORA PIZZINI, THE STUDENTS AND ALUMNI OF  
MA SPACE & COMMUNICATION, HEAD - GENÈVE, PRESENT  
CONGRESS OF SPOONS.

*Congress of Spoons* is a demonstration of the narrative power of set design in exhibitions. Through the creation of a series of contextualising cabinets, installations, performances and devices for the very same object, a spoon, the exhibition investigates the obsessive, uncomfortable and shifting role of objects and our relationship with them. By exploring the ways in which different modes of exhibition reveal our agency in these object-human relationships, the Congress addresses our anthropocentric approach and exposes the potential otherness of the object itself.

In this exhibition the spoon stands as the ultimate proxy, a tool able to represent the value of objects in our culture. It appears throughout history and was one of the first tools to be carved by humans. It is ubiquitous and remarkable in its daily use. It was essential to the survival and development of humankind and yet today, it almost goes unnoticed.

Despite its omnipresence in the history of human civilisation, it remains much the same tool as when it was first carved. Everyone has used one. For Congress of Spoons, the spoons have all been gathered in their various cases, playing different roles: the icon, the dangerous threat, the guest, the relic, the collectible, etc. The spoons come alive in their cabinets.

In front of these displays, visitors are faced with the object's equivocal nature. The spoon is observed, dissected, elevated, recorded, melted, filmed, ref rmed, played, mystified and demystified, all this with the aim of laying bare the manner in which we imbue objects with meaning and mythologise them rather than ascertain some ineffable essence of the object itself.

The spoon is the mid-19th century design Baguette, created by Sola, Switzerland, for brasseries and bistros in Paris.



CONGRESS OF SPOONS  
EPISODE 1  
Eleonora Pizzini

An infinite loop of endless spoons, surrounds the viewer in a hypnotic dance.

#congressofspoons #eleonorapizzini  
#storytelling #relic #infinite #totem



STATE OF SPOON  
Chrystel Orsatti

*Object-witness: memories of form, ergonomics, sensations. Design-memories: traces of uses and conditions of materiality. Analysis of the object-matter and its possible otherness. Digital archaeology to seek humanity's traces. Forms, functions, cultures, time, limits, program, subject. Information. Spoon-hint for a possible state of reality. A superimposition of the spoon over a visual database of spoons collected from different sources viewed through a microfilm reader.*

#stateofspoon #chrystelorsatti  
#database #microfilm  
#digitalarchaeology #remnants



SPOON PALACE  
Naoyuki Kiyota

Spoon Palace is an international destination for the jet-set spoon community. It is an imaginary hotel where the guests are spoons rather than humans. It is designed for maximum comfort for the spoon guests rather than optimal utility like a kitchen island.

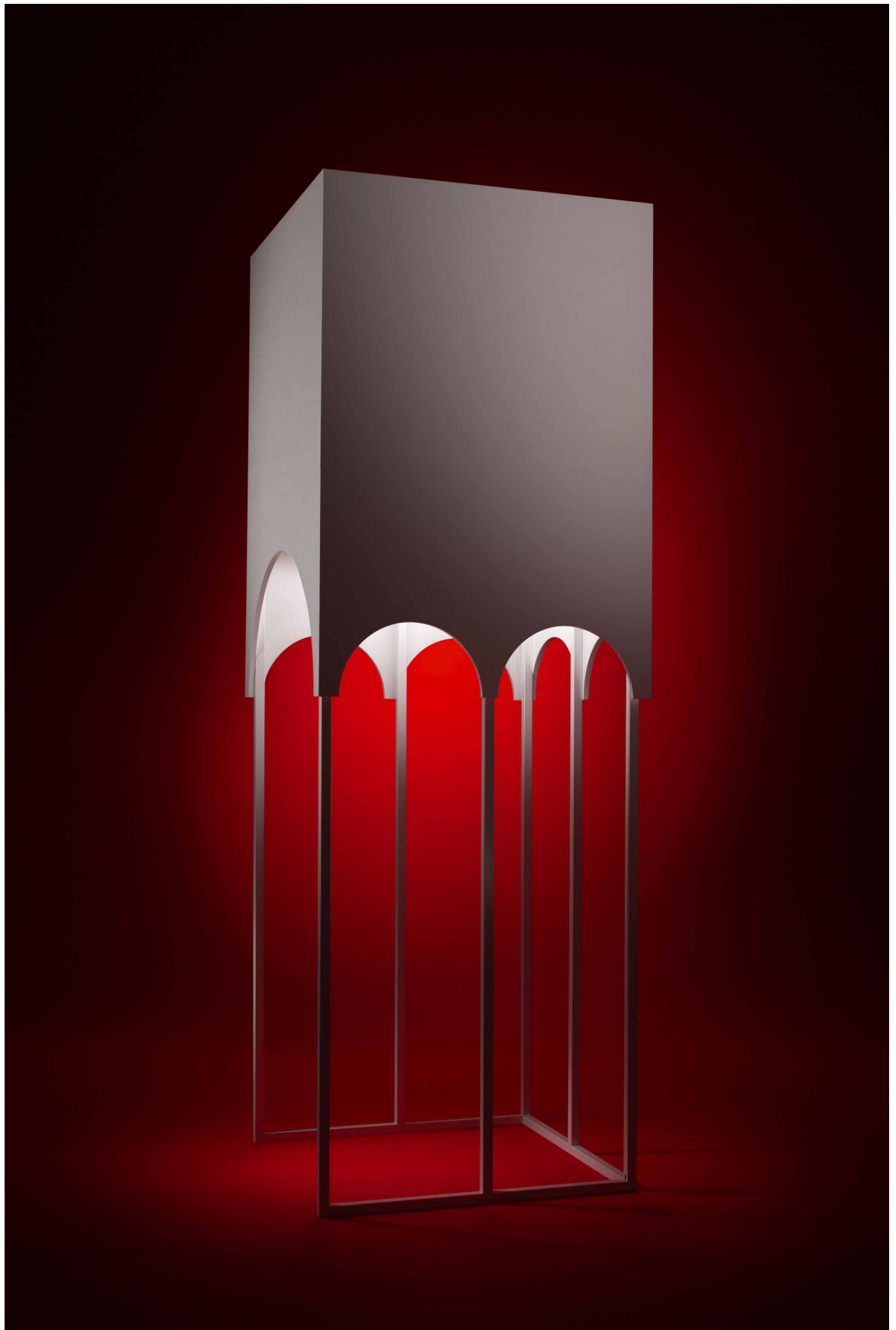
#spoonpalace #naoyukikiyota  
#hotel #narrative #metaphor  
#スプーン #ホテル #スプーン建築  
#隠喩 #collage  
#monument #scale



DISTORT RECIPROCITY  
PHENOMENA  
Maia Vaillant

A spoon spins slowly in a glass bubble, deformed and distorted through the warped glass. The effect of the glass and the perpetual motion of the spoon do not interfere with our perception of the spoon's presence despite rendering an exact perception of its appearance impossible

#distortreciprocityphenomena  
#maïavaillant #deformation  
#distortion #reflection #perception



CONGRESS OF SPOONS  
EPISODE 3  
ELEONORA PIZZINI

An indirect light invites the viewer to peek under  
and regard the spoon above with reverence.

#congressofspoons #eleonorapizzini  
#storytelling #relic #infinite #totem





HIDE-OUT  
Capucine Bily

The more valuable an object is, the more likely it is that we will keep it secreted away from prying eyes. The inherent contradiction in this impulse is that we must deprive ourselves of the experience of using and enjoying the object to keep it safe. Such guarded objects however lose their utility and are only contemplated, never used.

#hideout #capucinebily #obsession  
#preciousness #surveillance #security



THE CLOUD SPLITTER  
Salômé Guillemin-Poeuf

The Cloud Splitter is an obelisk, an uncanny monument or a communication device that question people's ability to communicate, as well as their reaction in the face of the unknown.

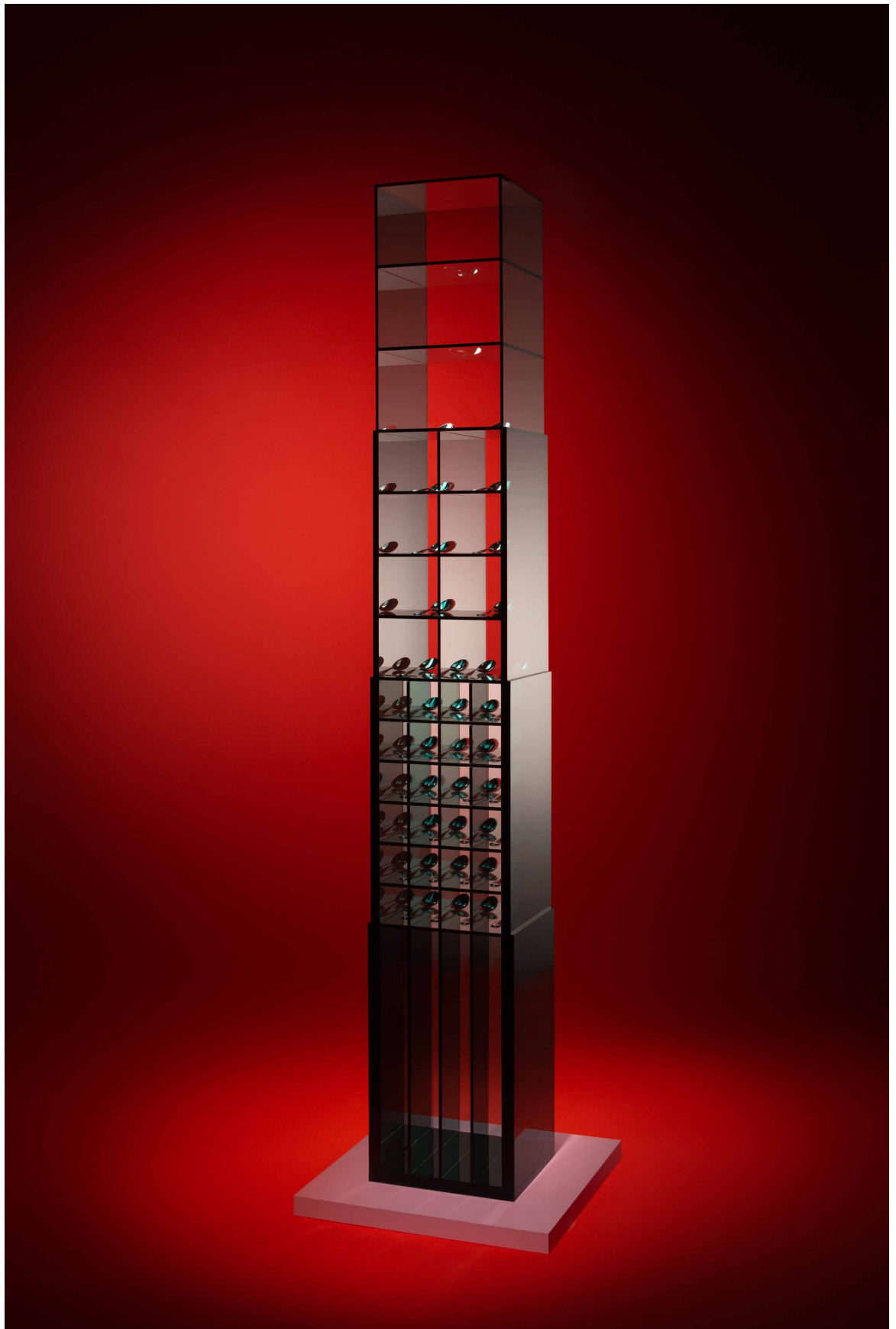
#thecloudsplitter #salomeguilleminpoeuf #obelisk #archeologyoffuturepast #deepsound #drone



THE MONUMENT  
Sofie Lutgart Deckers

Through a window into another world, you see a familiar shape yet something is different. The dislocation and disproportionate scale of what you see provoke an unsettling feeling and an awareness of insignificance in the face of this giant object: is it a relic of the past or rather a sign of the future? An object of worship or a monument to dictatorial repression?

#themonument  
#sofielutgartdeckers  
#diorama #collage  
#monument #scale



HIGHRISE  
Malak Mebkhout

A staging of J.G. Ballard's 1975 science fiction novel, *High Rise*, with spoons portraying every character in the dystopian thriller.

#highrise #malakmebkhout #fictiondesign #objetsirene  
#mermaidobject #mlkmbkht  
#countachstudio

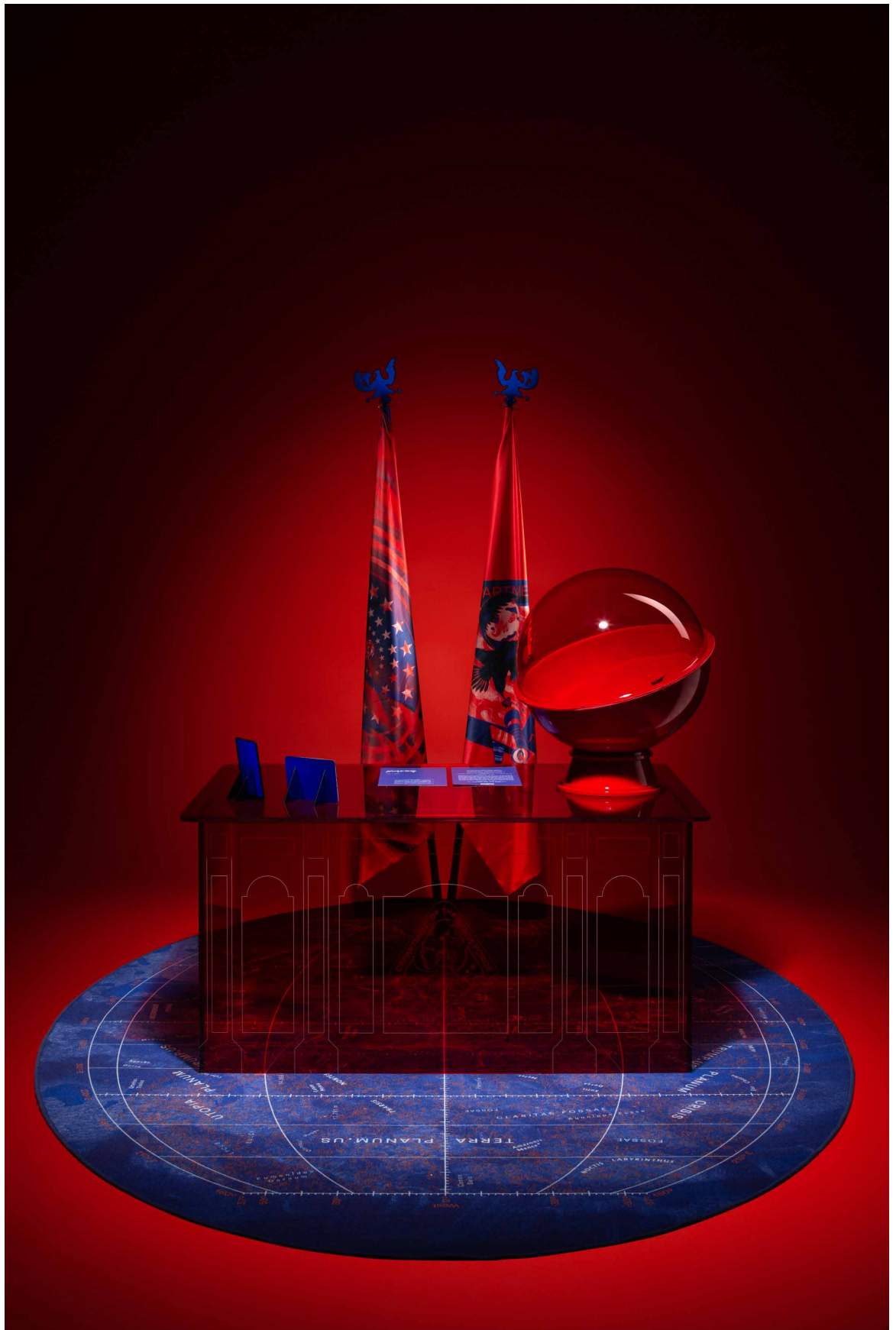


THE MOST DANGEROUS  
SPOON ON EARTH  
Jeanne Pasquet and Netillo Rojas

Inside a hermetically sealed chamber rests what appears to be an ordinary spoon, but what seems like fun may in fact be far more sinister. Put your hands in the gloves and take a chance with *The Most Dangerous Spoon on Earth*.

#themostdangerousspoononearth  
#jeannepasquet #netillorijas  
#danger #freak #attraction  
#glovebox #science #smoke





SPOON ON MARS  
Emma Pflieger and Océane Izard

The United States Space Force has successfully manned a mission to Mars. As the Americans explore the Red Planet and claim it as their own in their endless imperialist expansion across the cosmos, we ask ourselves: what exactly will they find? The discovery of the first Martian spoon changes everything back on Earth, even the very systems of government that enabled the mission of its discovery.

#spoononmars #emmapflieger  
#oceaneizard #martian #spaceforce  
#redplanet #mars



**SUPER NAUGHTY**  
Julien Baiamonte

An exceptional bundle of items is proposed to the public: the famous spoons touched and used by celebrity guests from the Surrealist Dinner party of the Baroness Rothschild (1972). These spoons are the only physical testament to the heyday of the Elite balls of the 1970s, and it is now offered here as part of the «Celebrities Items Collection».

#supernaughty #julianbaiamonte  
#auction #fetishism  
#celebrityitemscollection  
#paraphernalia



PEEP O-SCOPE  
Beatriz Granado and Helena Bosch  
Vidal

Rock back and forth and use one's own movements to create an arousing personal visual experience. Peep o-scope proposes a kinetic representation of the spoon animated through individual interplay.

#peepo-scope #beatrizgranado  
#helenaboschvidal #peepshow  
#kaleidoscope #kinetic #animation

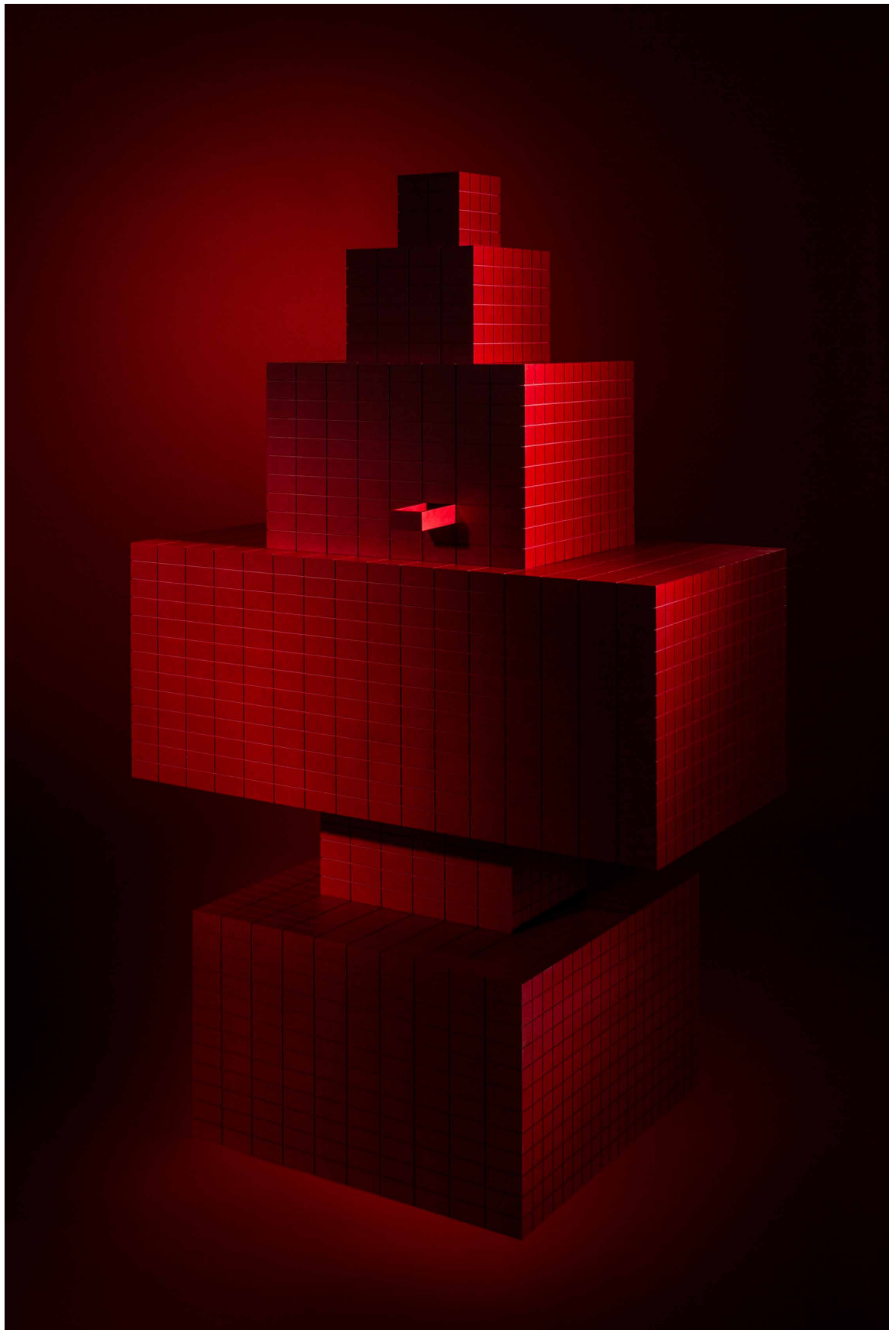




THE DISAPPEARING SPOON  
Lucile Burnier and Maëva Dubrez

It is a spoon that slips away every hour during the Congress. It evaporates, or rather, it melts down, drop by drop.

#thedisappearingspoon #lucileburnier  
#maëvadubrez. #magic #disappear  
#mysterious #liquid



CONGRESS OF SPOONS  
EPISODE 2  
Eleonora Pizzini

A brilliant red totem, seemingly impenetrable, keeps  
hidden inside one precious spoon.

#congressofspoons #eleonorapizzini  
#storytelling #relic #infinite #totem



THE DISAPPEARING SPOON  
Samy Bouard-Cart, Jozef Eduard  
Masarik, Pau Saiz  
and Claire Terraillon FILM

Film created for the original concept of  
The Disappearing Spoon by Lucile Burnier  
and Maëva Dubrez

#thedisappearingspoon #lucileburnier  
#maëvadubrez. #magic #disappear  
#mysterious #liquid

With its BA and MA programmes in Fine Arts, Cinema, Space Design and Interior Architecture, Visual Communication, Media and Interaction Design, and Fashion, Product Design/ Jewellery, Watch and Accessory Design, HEAD – Genève, Geneva School of Art and Design, is recognised as one of the best Art and Design schools in Europe. As an academic and cultural institution, HEAD – Genève maintains close links with the local and international artistic scene and economic fabric. By setting up its new campus in the heart of the city, the school asserts its will to establish a centre of excellence for Art and Design in Geneva. Fostering international and cross-disciplinary exchanges, this new creative hub also benefits from the development of the Research Institute for Art and Design (IRAD).

The MA in Space and Communication draws from a variety of creative contexts with the ambition of establishing an expanded field of design free from traditional disciplinary restrictions, which allows for experimentation and interaction between space, performance, installation, film, media and communication. The work of our students epitomizes the programme's mission to chart new territories in the practice of design.

The MA in Space and Communication enables students to develop their own distinctive design practices, whilst pushing against the boundaries of what design is or could be.

Our student's works defy our very definition of design. Calling on design skills from a broad spectrum of disciplines, our students are able to present alternative approaches to the received wisdom of traditional design disciplines or practices.

Our teaching team consists of professionals whose contributions have been instrumental in the definition of new territories for design and whose attitude towards practice sets them apart from the rest: El Ultimo Grito, Metahaven, Matali Crasset, Tristan Koble, Ruedi Baur, Alexandra Midal, Arno Mathies, Conny Freyer (Troika), Maarten Gielen (ROTOR), Alexandre Humbert, Noam Toran, Dominic Robson (Harmonic Kinetic), Yarza Twins, David Roux-Fouillet, Enrique Corrales, Oscar Lhermitte, Malak Mebkhout, Joseph Popper, Sebastien Quéquet, Damien Delille, Sonia de Puineuf, Pierre Vonnet, Nick Williamson, Mathias Zieba.

DIRECTOR  
HEAD – GENÈVE  
Jean-Pierre Greff

HEADS OF  
THE MA PROGRAMME  
Rosario Hurtado  
Arno Mathies

#### MASTER SPACE AND COMMUNICATION, HEAD – GENÈVE

DIRECTORS  
ROSARIO HURTADO  
(EL ULTIMO GRITO)  
AND ARNO MATHIES

COLLABORATORS  
MALAK MEBKHOUT,  
ELEONORA PIZZINI,  
DOMINIC ROBSON AND  
NICK WILLIAMSON

TEAM  
PASCAL BERGER, OLIVER  
GRANEY,  
EMMA PFIEGER AND  
MATHIAS ZIEBA

#### GRAPHIC DESIGN NEO NEO

INTRO FILM  
HELENA BOSCH VIDAL,  
JEANNE PASQUET,  
AND SEDA TÜRK

PHOTOGRAPHY  
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AND BAPTISTE COULON

THANKS TO  
JEAN-PIERRE GREFF  
AND ALEXANDRA MIDAL

THANKS TO  
SOLA,  
SWITZERLAND,  
FOR DONATING THE  
SPOONS

#### PARTICIPATING STUDENTS

HELENA BOSCH VIDAL  
SAMY BOUARD-CART  
LUCILE BURNIER  
MAËVA DUBREZ  
BEATRIZ GRANADO  
SOFIE LUTGART DECKERS  
JOZEF EDUARD MASARIK  
JEANNE PASQUET  
NETILLO ROJAS  
PAU SAIZ  
CLAIRE TERRAILLON  
SEDA TÜRK

#### PARTICIPATING ALUMNI

CAPUCINE BILY 2018  
NAOYUKI KIYOTA 2018  
ELEONORA PIZZINI 2018  
MAÏA VAILLANT 2018  
SALÔMÉ  
GUILLEMIN-POEUF 2017  
OCÉANE IZARD 2017  
JULIEN BAIAMONTE 2016  
EMMA PFLIEGER 2016  
MALAK MEBKHOUT 2013  
CHRYSTEL ORSATTI 2013