

A STORY

FRAME

IN A

Press kit
Milan 2019

SINGLE

A STORY IN A SINGLE FRAME
Salone internazionale del Mobile di Milano
2019

From 9 to 14 April 2019
from 11:00 to 19:00

C/o The JoAnn Tan Studio
Via G. Paisiello 18
20131 Milano

A project by the Department of
Interior Architecture at HEAD–Genève

In association
with JoAnn Tan Studio

Students:

Interior Architecture:

Bernardes Da Silva Rui Filipe
Ducrey Mélanie
Lancian Shanna
Losey Clara
Reeb Julie
Ferrara Mélissa
Khurewathanakul Kanya-on
Sanmartin Rébecca
Dias Paulo Jorge
Drege Roméo
Nager Jérôme
Suner Julie

Visual Communication:

Saccardi Julietta
Vogelsperger Clément

Product/Jewellery & Accessory Design:

Bernardo Eva
Belkaied Somaya
Mallet Tanguy
Manser Morris

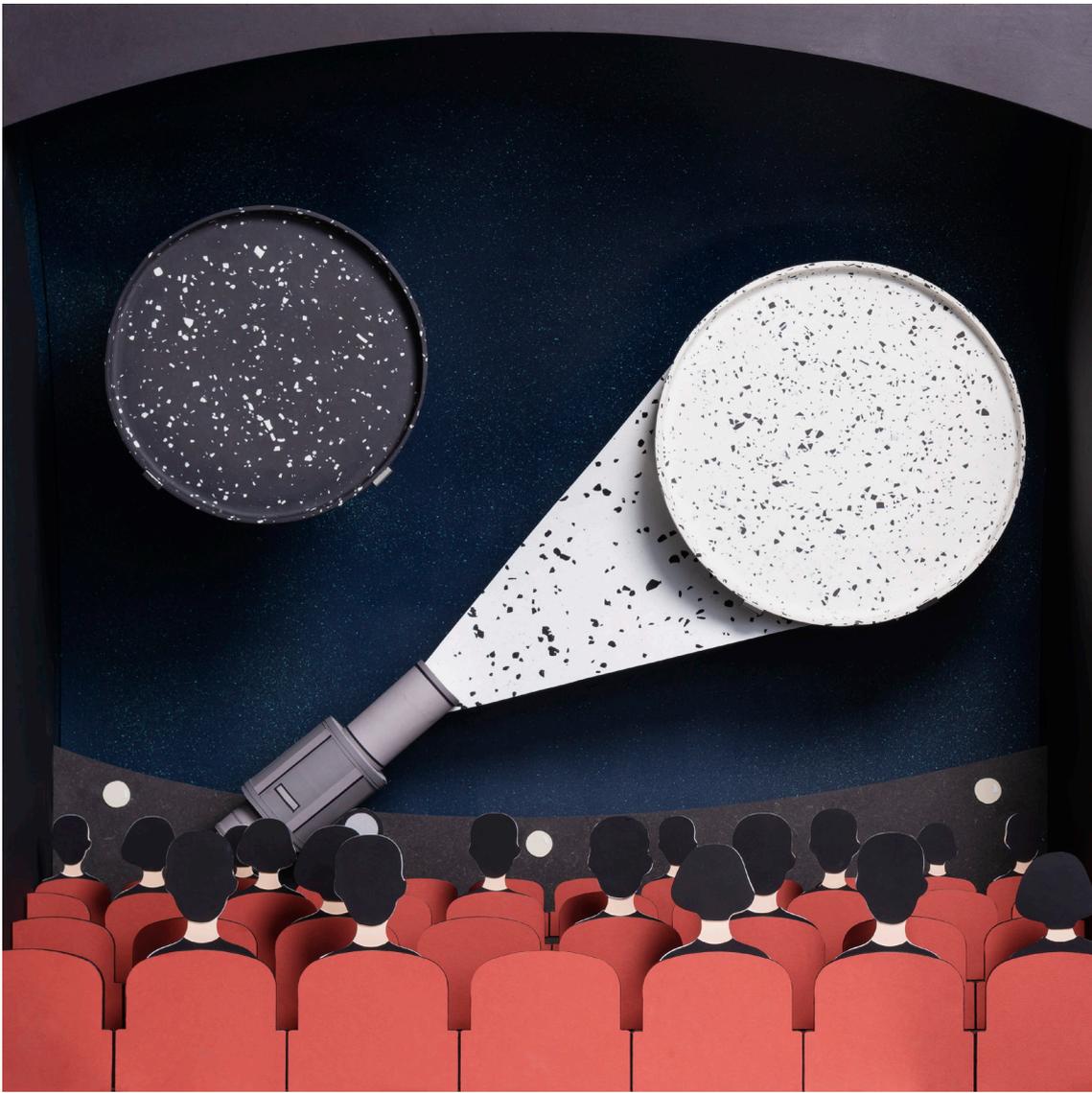
Workshop under the direction of Valentin
Dubois and Lara Grandchamp, HEAD–Genève
And Valentina Valcic, The Joann Tan Studio
Deputy:
Valentina De Luigi

Students in Interior Architecture,
Visual Communication and Product Design/
Jewellery and Accessory designed and
produced the display cases in association
with JoAnn Tan Studio.

Each display case tells the story of an object
selected among four accessory brands
developed by HEAD–Genève graduates:

Ambroise Degenève Jewellery
Laurin Schaub Ceramics
Eva Gaumé Eyewear Emmanuelle Khanh
WoRN Handbags

The display cases are exhibited during
the Milan Furniture Fair 2019 in the studio
of JoAnn Tan.



Planetarium
Kanya-On Khurewathanakul & Romeo Drege

Ceramics Public Places
Laurin Schaub
laurinschaub.ch

Literally putting the spotlight on Laurin Schaub's work, the students aim to highlight the use of ancestral techniques for the creation of a series of porcelain-spangled plates that invite contemplation.



Lunar Landscape
Rebecca Sanmartin & Mélissa Ferrara

Ceramics Bushes and Trees
Laurin Schaub
laurinschaub.ch

This lunar, fantastic scenery echoes the traditional processes used by ceramicists and stages the unique world of Laurin Schaub. Lost in a timeless and far-away landscape, the vases merge with imaginary mountains.



Anachronisme
Morris Manser & Paulo Jorge Dias

Ring Anachronisme
Ambroise Degenève
ambroisedegeneve.com

Directly inspired by the collection *Anachronism*, in which the daintiness of metal interweaves with precious materials, the students have staged a post-apocalyptic urban scenery. A timeless place that echoes Ambroise's work: are these old ruins or traces of a distant future?



The Ring in the Stone
Rui Da Silva, Mélanie Ducrey & Julie Reeb

Ring Sand casting
Ambroise Degenève
ambroisedegeneve.com

Inspired by the organic and archaic shapes of Ambroise Degenève's collections, the students have staged his ring like a precious stone hatching out of an astral rock. The impact of this birth makes the whole display case vibrate, revealing the manufacturing process and the sensitivity of the artist's work.



Glam
Somaya Balkaid & Jérôme Nager

Eyewear
Emmanuelle Khanh
Designed by Eva Gaumé
ek.fr

The display case is an allegory that refers to Emmanuelle Khanh's female universe. A feminine, glamorous and luxurious world, from which emanates an indomitable spirit combined with a touch of eccentricity.



Relaxing in the shade
Clara Losey, Tanguy Mallet
& Julietta Saccardi

Eyewear
Emmanuelle Khanh
Designed by Eva Gaumé
ek.fr

It is by staging the gentle idleness of summer beaches that the students have chosen to showcase, not without humour, the strengths of the brand: freedom, femininity and elegance.



L'envol
Eva Bernardo & Julie Suner

Handbag *Hybrid triangle clutch*
WoRN
wornofficial.com

Based on the triangular shape of the bag, the kite constitutes the aerial metaphor of the launch of the brand's new collection and online shop. Inspired by the very contemporary universe of the creators, the display case cleverly diverts the "handbag" item to turn it into an object destined for new horizons.



Bento
Shanna Lancian & Clément Vogelsperger

Handbag *Round hybrid bag*
WoRN
wornofficial.com

This display case highlights the product in a unique and amusing way. The Japanese universe is a nod to the technique used for the bag's design. A funny and quirky evocation of a world in which the bag is the object of all desires.

HEAD–Genève

With its BA and MA programmes in Fine Arts, Cinema, Space Design and Interior Architecture, Visual Communication, Media & Interaction Design, and Fashion, 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 Interior Architecture Department

Nowadays, interior spaces are laboratories of modernity. Whether through renovation projects, temporary scenography or artistic installations, interior spaces have become an endless arena for the exploration of cultural, political and social agendas which transform contemporary living.

The BA in Interior Architecture is a three-year undergraduate programme which prepares students for a professional career in Interior Architecture. The courses give expression to the diversity of spaces, objects and people who configure contemporary interiors in all fields and on all scales, from private to public, local to global. Studies combine project workshops focused on the various aspects of the discipline (accommodation, renovation of heritage, scenography, social practices, office space) with theoretical (History and Theory of Architecture and Design) and technical teaching modules (construction and materials, energy and sustainability, analogue and digital representation, knowledge of the industry, etc.). Students in the BA programme are thus made to progress in all aspects of the Interior Architecture trade while learning to position themselves on contemporary social issues.

Based in Geneva and driven by international ambitions, the MA in Interior Architecture (M A I A) is a two-year professional programme that helps students master the gradual diversification of interior spaces in the contemporary world. It is characterised by an interdisciplinary approach, from design to fine arts, audiovisual culture to digital reality. The programme considers Interior Architecture as a point of intersection between objects, spaces and fields that make up contemporary societies, addressing urgent issues such as environmental impact, renovation of existing heritage, economic areas based on sharing and the construction of inclusive communities. By reasserting the central role of physical spaces, M A I A addresses the way in which Interior Architecture works at the intersection of physical interiors and the parallel narratives of media interiors such as advertisement, cinema and online media.

Director

Jean-Pierre Greff

Head of Department

Javier Fernandez Contreras

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