

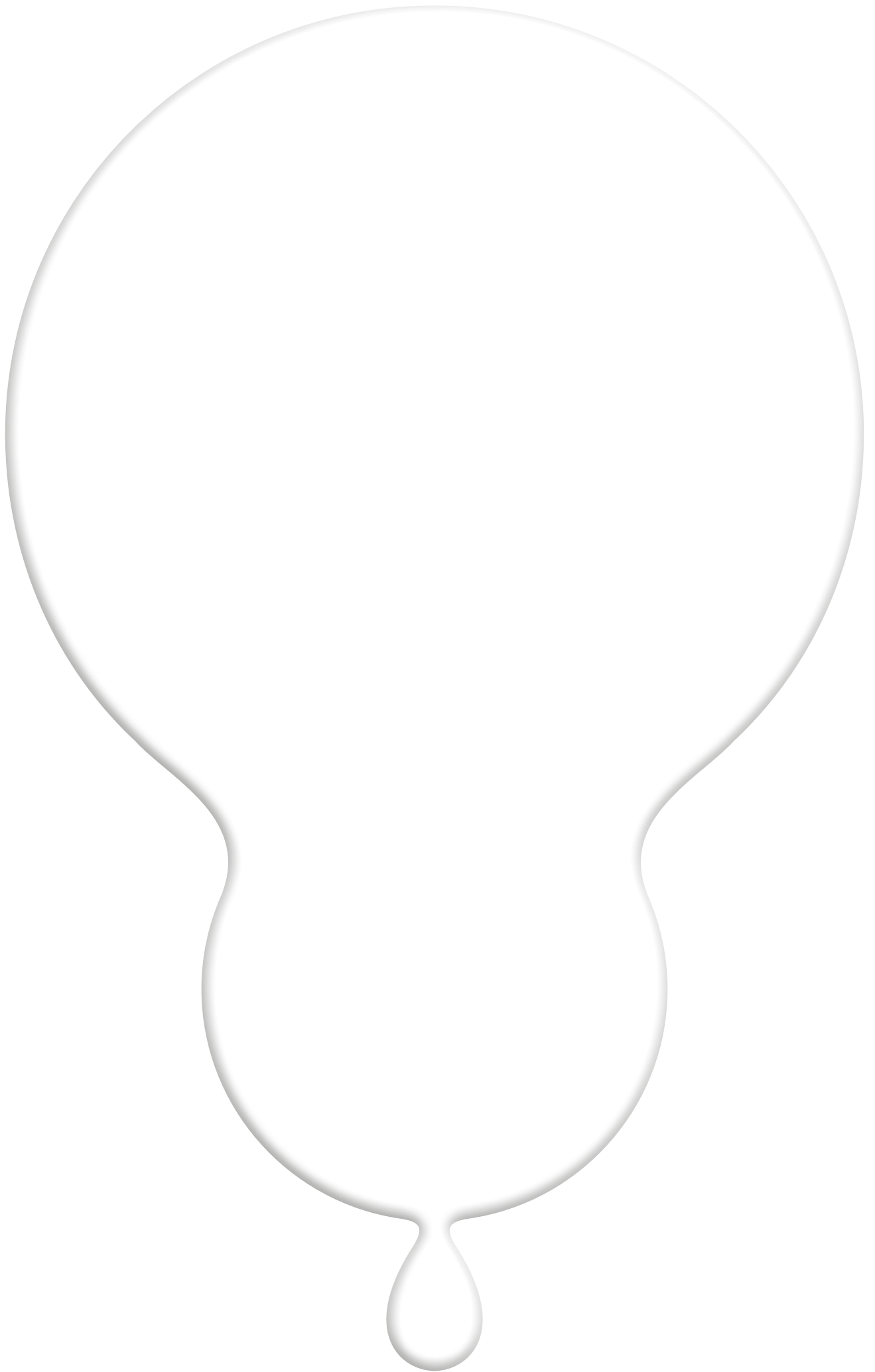
HEAD – Genève  
&  
India Mahdavi  
present:

HERBARIUM  
OF  
INTERIORS

By the students of MAIA,  
Master of Arts  
in Interior Architecture

Case Study #2  
*A Milk Bar*

Alcova  
Salone Internazionale  
del Mobile di Milano  
5-12.09.2021



## HERBARIUM OF INTERIORS Case Study #2: a Milk Bar

A project designed by the  
MA students in Interior  
Architecture | MAIA  
Curated by India Mahdavi

Salone internazionale  
del Mobile di Milano  
ALCOVA  
Via Simone Saint Bon 1,  
20147, Milano

Exhibition from  
Sunday 5.09 to Sunday 12.09  
Opening hours 11am – 7pm  
Press day AlcovA:  
Saturday 04.09 – 10 am to 4 am

Opening Party:  
Sunday 05.09 – 8.30pm to 11pm  
(on invitation only)

Meet with India Mahdavi:  
Sunday 05.09 – 4.30pm to  
6.30pm  
Book launch & signing  
with India Mahdavi\*:  
Sunday 05.09 – 6.30pm to  
8.30pm

\* With an extensive interview  
led by Dr. Javier F. Contreras,  
dean of the Department of  
Interior Architecture at HEAD.

A herbarium is a collection  
of specimens. A specimen  
can be multi-format and lies  
somewhere between object,  
image and 1:1 model. When  
collected, it tends to become  
its own image.

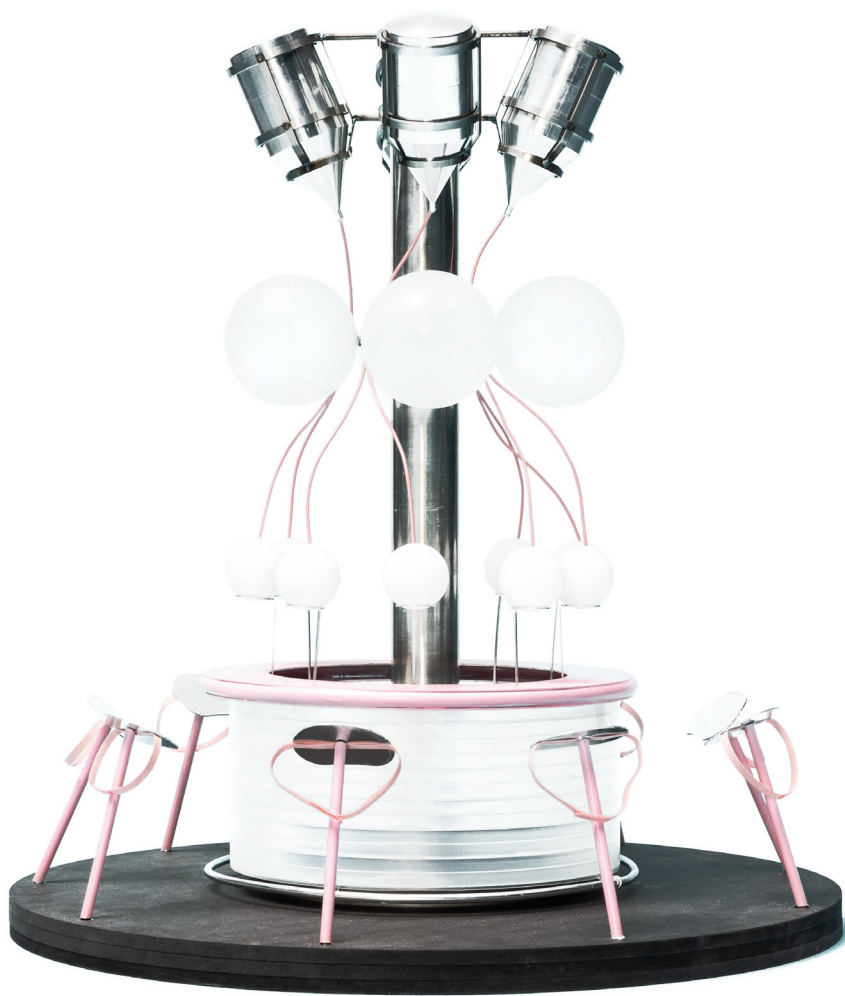
Are contemporary interiors like  
herbarium specimens, spaces  
whose image oscillates between  
fiction and representation?  
For two years, MAIA (Master of  
Arts in Interior Architecture)  
students have been developing  
their own Herbarium of Inte-  
riors, revisiting several iconic  
interiors, institutional or com-  
mercial, real or fictional, under  
the curatorship of Architect and  
Interior Designer India Mahdavi.

For the Salone Internazionale  
del Mobile 2021, HEAD –  
Genève will move to AlcovA for  
the Fuorisalone where the stu-  
dents will reinvent the Korova  
Milk Bar, the iconic bar from  
Stanley Kubrick's 1971 film  
A Clockwork Orange.

Exploring the role of image  
culture in the construction  
of contemporary interiors,  
the project aims to redefine  
the boundaries of interior  
architecture through parallel  
image/space domains and  
envision a new reality that  
bypasses traditional distinctions  
such as interior/exterior, public/  
private, original/copy or real/  
imaginary, with the aim of  
definitively confirming the role  
of interiors in the construction  
of contemporaneity.

Project led by  
Youri Kravtchenko

MAIA students: Blanca Algarra  
Sánchez, Kishan Asensio, Elsa  
Audouin, Sarah Bentivegna,  
Dany-Sarah Champion, Nina  
D'Elia, Robin Delerce, Azadeh  
Djavanrouh, Marina Ezerskaia,  
Lolita Gomez, Camila González  
Tapia, Elizaveta Krikun,  
Thibault Krauer, Nourbonou  
Missidenti, Filza Parmar,  
Patrycja Pawlik, Karen Pisoni,  
Louise Plassard, Léa Rime,  
Patris Sallaku, Marion Vergne,  
Nobuyoshi Yokota





Developed by MAIA students, the Master of Arts in Interior Architecture at HEAD - Genève presents the result of two years of research on iconic interior spaces that have marked history.

Conceived and curated with India Mahdavi, the installation renders diverse iterations influenced by more than 40 specimens studied in the manner of a large three-dimensional herbarium.

From this collection, the mythical Milk Korova Bar seen in Stanley Kubrick's 1971 film «A Clockwork Orange» is being transformed and will be displayed this year in Alcova's spaces during the Salone del Mobile from September 5th to 12th, 2021.

«The true  
paradises are  
the paradises  
that we have  
lost.»

## LE TEMPS RETROUVÉ

lièrement variées. Il est vrai que ces changements nous les avons accomplis insensiblement ; mais entre le souvenir qui nous revient brusquement et notre état actuel, de même qu'entre deux souvenirs d'années, de lieux, d'heures différentes, la distance est telle que cela suffirait, en dehors même d'une originalité spécifique à les rendre incomparables les uns aux autres. Oui, si le souvenir grâce à l'oubli, n'a pu contracter aucun lien, jeter aucun chaînon entre lui et la minute présente, s'il est resté à sa place, à sa date, s'il a gardé ses distances, son isolement dans le creux d'une vallée, où à la pointe d'un sommet, il nous fait tout à coup respirer un air nouveau, précisément parce que c'est un air qu'on a respiré autrefois, cet air plus pur que les poètes ont vainement essayé de faire régner dans le Paradis et qui ne pourrait donner cette sensation profonde de renouvellement que s'il avait été respiré déjà, car les vrais paradis sont les paradis qu'on a perdus. Et au passage, je remarquais qu'il y aurait dans l'œuvre d'art que je me sentais prêt déjà sans m'y être consciemment résolu, à entreprendre, de grandes difficultés. Car j'en devrais exécuter les parties successives dans une matière en quelque sorte différente. Elle serait bien différente, celle qui conviendrait aux souvenirs de matins au bord de la mer, de celle d'après-midis à Venise, une matière distincte, nouvelle, d'une transparence, d'une sonorité spéciale, compacte, fraîchissante et rose, et différente encore si je voulais décrire les soirs de Rivebelle où dans la salle à manger ouverte sur le jardin, la chaleur commençait à se décomposer, à retomber, à se déposer, où une dernière lueur éclairait encore les roses sur les murs du restaurant

From this collection, the Milk Bar is a fictional bar from Stanley Kubrick's 1971 film, *A Clockwork Orange*. Within a dystopian atmosphere, the bar displays a series of naked lying caryatids serving "Moloko-Plus" (milk-plus), i.e. breast milk. Even though the original venue only existed as fiction, its transgressive environment has made the Korova Bar a cult, to the point of providing inspiration for several real places around the world.



# Herbarium of mythic and designed interior spaces





Few formats define more accurately the relationship between presence and obliteration than the herbarium. Deprived of life, the herbarium presents specimens that acquire a new condition in their timelessness. These are species that exist only in the space of representation, simultaneously the content and result of depiction, objects that become their own image.

Are contemporary interiors like herbariums, spaces whose image oscillates between content and representation?

When India Mahdavi designed the temporary restaurant The Gallery at Sketch in London in 2014, she created one of the most Instagrammed spaces in the history of images. In a unique collaboration, the Department of Interior Architecture at HEAD – Genève revisits with her a collection of mythical interior spaces that have been sampled and iterated endlessly thanks to their existence as image, appearing successively in different locations and temporalities while existing in the form of photographic, audio-visual or textual production.

Reloaded as a magnificent Herbarium of Interiors, these spaces no longer replicate their original images but their mythologies, experiences, and associated cultures.

This is the hypothesis that defines us today: to reframe the boundaries of interior architecture through parallel space-image domains. To understand that contemporary interiors simultaneously belong to different places and temporalities, whether physical



or virtual, close or distant. And to envision a new reality that bypasses traditional distinctions such as inside/outside, public/private, past/present, autonomous/iterated, or tangible/mediatisedmediatized, ultimately reasserting the role of interior architecture in the construction of contemporaneity.

A herbarium is a specimen that becomes its own image. Halfway between picture, I:I model and object, it is sequential. Contemporary interiors are expanded herbariums. They are manifold, working in multiple directions, from object to image, from media to space. While existing in diverse media forms and formats, spaces become physical in varying instances and iterations.

Interior designer India Mahdavi keeps a graphic library of all the photographs she has taken throughout her life. They are printed, indexed, and accumulated as a massive encyclopedia at her office at Rue Las Cases, Paris. Her way of thinking of about space is informed by visual culture, halfway between places she has been to and places she will never be to, as she proudly claims when referring to her young habit as a teenager of watching three films a day.

1850

Interior Space

Hand drawing	Painting	Theatre	Conversation	Exhibition
Technical drawing	Illustration		Music	
Model / Mock-up	Diagram		Literature	Direct experience

Perception – Thinking

In less than 200 years systems of space production have doubled

2020

Interior Space

Hand drawing	Painting	Theatre	Conversation	Exhibition
Technical drawing	Photography	Cinema	Radio	Installation
Software 2/3D	Illustration	Video / TV	Music	Performance
Model / Mock-up	Collage	Cartoon	Literature	
VR/AR	Diagram	Videogame	Comic	Direct experience
	Instagram	Youtube		

Perception – Thinking

Direct experience of space is a piece in a larger whole

The reference to Mahdavi's quote is revealing in a world such as the contemporary, where contact with interior spaces is less produced less through direct experience, having been progressively replaced by "mediatisedmediatized experience".

Which media construct the relationship between interiors and their perception, between physical reality and the thought we articulate of it?

To raise this question interrogates the nature of the format of representation itself: ultimately, what is the format (or formats) of interior architecture today? The question is epistemological and affects how the discipline is envisioned.

This diagram means essentially three things: 1) direct experience of space is a fragment in a larger whole; 2) the articulation between physical and mediatisedmediatized spaces defines contemporary interiors; 3) internet and online platforms multiply the complexity of this diagram n-fold.

Herbarium of Interiors critically re-centrescenters the role of representation and media in the construction of interior architecture as episteme, discourse, and practice. Developed by MAIA, Master of Arts in Interior Architecture at HEAD – Genève, the project should not be seen as a historiographic excursus, but rather as an exercise on instantaneity, a you-might-also-like from online search engines where space-images are freely articulated with their re-enactment through different copies,

instances, iterations, samples, and collages.

Sampling as a methodology to take a fragment from an existing source, manipulate and incorporate it into a new original work, is seen here as a clear redefinition of the profession of interior designer: a producer, an « Ensemblier » capable of collecting and modifying these new raw materials, whose vocation is to be continually transformed in order to create endless new relationships.

HEAD – Genève is as much a school of Art and Design as it is a school of transversal thought. Students naturally navigate between different departments, from cinema to fashion design, from, media to space to media design. This matters, because contemporary thinking about space is relational. When envisioning, talking, and thinking about space, society does not discriminate between different disciplines. Designers, artists, filmmakers, or publicists, they all inform the agency of contemporary interiors through multiple formats, temporalities, and intersections. So does our vision.

Javier Fernández Contreras  
Youri Kravtchenko  
July 2021



# An anthology from interior designs to objects







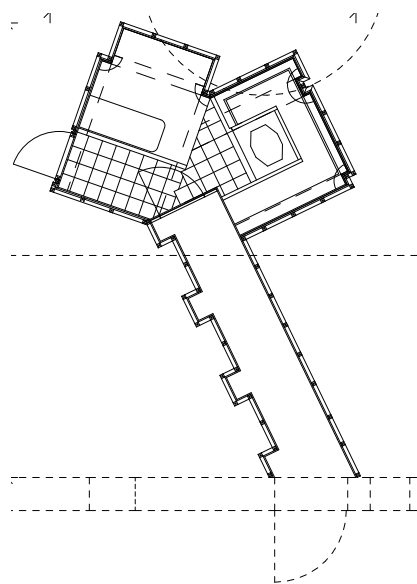
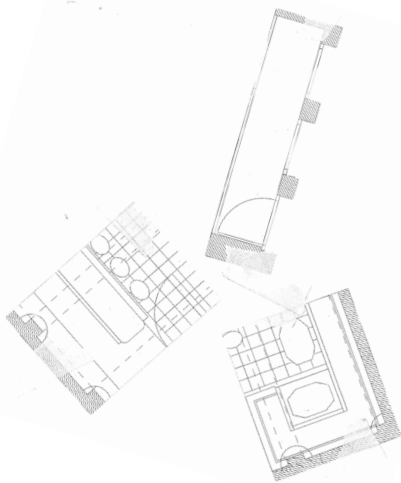
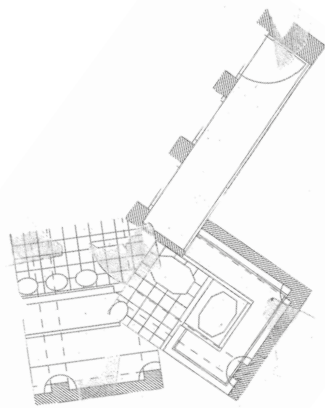
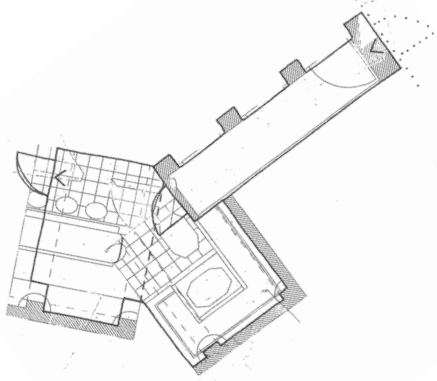
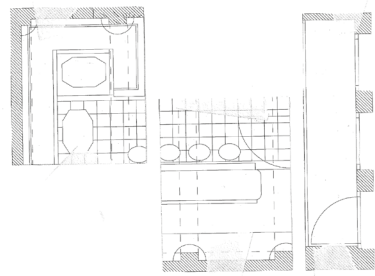
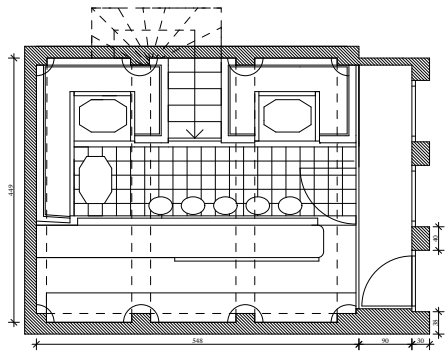
Mythic,  
generational,  
public,  
interior,  
& designed

Scenes

*[New],*  
mythic,  
generational,  
public,  
interior,  
& *[re]*designed

Scenes





# Through three operations:

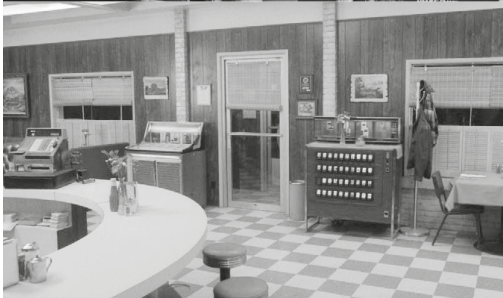
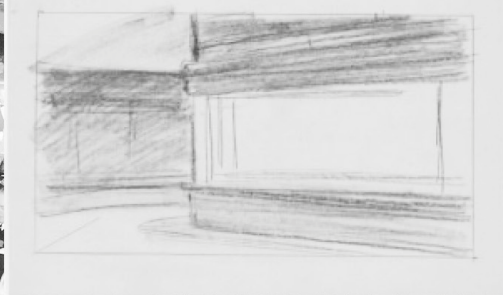
Load  
Reload  
Unload



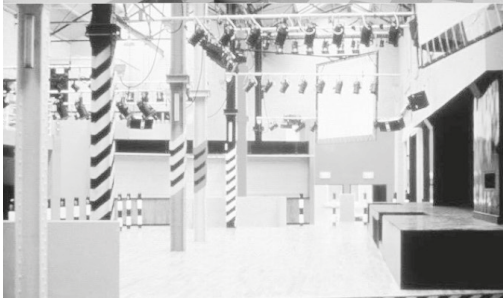
# Load

take a sample  
from an existing  
source





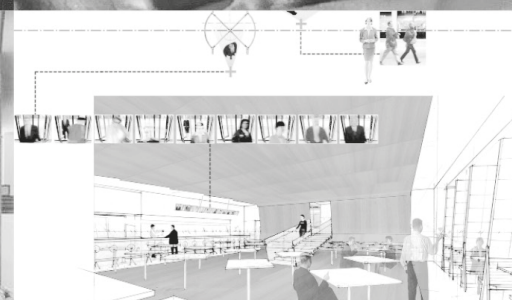
40 iconic pl







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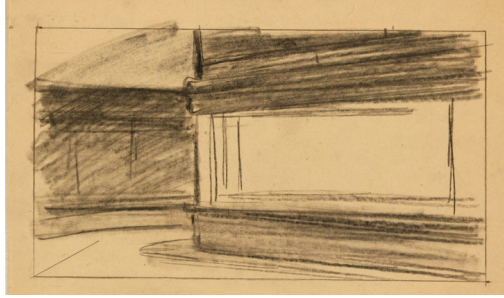


# Reload

manipulate the  
extracted sample



# 8 study cases reloaded







# Unload

# Build on site



## Curated by India Mahdavi

Since the opening of her studio in 2000, india mahdavi develops through her creations a certain vision of happiness and colour, in which she never ceases to sustain.

In 2003, she launches her first furniture collection and inaugurates her showroom at 3 rue las cases.

In 2011, she opens her 'petits objets' boutique at 19 rue las cases, as a place to promote a range of crafts and ancestral techniques as well as her signature colour palette.

In 2020, she opens a third space at 29 rue de bellechasse (at the end of the rue las cases) which is halfway between a window and a gallery. Unique pieces, limited editions, cartes blanches, exclusive collaborations... the programme will evolve with the space, crossing lines and perspectives — in a tribute to craftsmanship.

India mahdavi has conceived many places, bars, restaurants, retail concepts, clubs and hotels from the hotel du cloître in arles or monte carlo beach hotel in monaco, to the gallery at sketch in london or ladurée in los angeles and tokyo. An architect and designer, she imposes herself on the contemporary scene in a singular, eclectic and nomadic manner, celebrating an oriental pop in the west.

'to conceive a space, i listen to it, i analyse its constraints, its needs, and its context. This is how my studio functions; the human scale prevails. I often compare places to faces. I like providing a solution in order to define, with the client, how to work with all the energy that the space inspires.'



## Javier Fernandez Contreras

Dr. Javier F. Contreras is a graduate from the Madrid School of Architecture, ETSAM (Master, 2006; PhD, 2013), dean of the Department of Interior Architecture at HEAD-Genève. His professional career combines architectural practice with university lecturing and research.



## Youri Kravtchenko

Youri Kravchenko is a graduate from the École Polytechnique de Lausanne. Since 2012, he has designed construction projects, transformations, decoration, stage design, conceptualization and manufacture of new furniture and objects in Switzerland and abroad. He is currently professor at HEAD-Genève.





## Ciszak Dalmas

Ciszak Dalmas is a Madrid based design studio founded in 2009 by Alberto Gobbino Ciszak and Andrea Caruso Dalmas. The studio works across a range of disciplines including architecture, interior, product design and art direction, and has collaborated in the past years with different realities



## Manon Portera

Interior architect Manon Portera graduated from HEAD-Geneva with a Bachelor of Interior Architecture. She obtained a Master of Spatial Design from Konstfack university college of Arts Crafts and Design.



## Lilet Breddels

Lilet Breddels is an art historian living and working in Amsterdam. She is director of the Archis Foundation, a cultural think tank promoting debate on spatial and urban urgencies and publisher of Volume Magazine.



## Arjen Oosterman

Arjen Oosterman is a critic, curator, architecture historian, and educator. He is editor-in-chief and publisher of Volume Magazine.

## Bachelor of Arts in Interior Architecture

Interior spaces are nowadays laboratories of modernity. Whether it is through renovation projects, temporary scenography or artistic installations, the interiors have become an endless arena for the exploration of cultural, environmental and social agendas that transform the contemporary condition from within.

The BA in Interior Architecture is a three-year undergraduate programme that prepares its students for a professional career in interior design. The curriculum focuses on the variety of spaces, objects and societies that configure contemporary interiors in every domain and on every scale, from private to public, local to global. The courses combine studio projects on different aspects of the discipline (private/public interiors, heritage renovation, scenography, object design) with theory modules (history/theory of architecture and design) and technical modules (construction and materiality, energy and sustainability, analogue and digital representation, professional practice). Students in the BA programme are thus led to master every aspect of the profession, while learning to position themselves on contemporary issues.

## MAIA, Master of Arts in Interior Architecture

Based in Geneva and driven by global ambitions, M A I A prepares its students to intervene in a human-centered reality with advanced technical training, extensive design practice and a humanistic education that helps them develop their critical thinking and engage in a profession that, through individual creativity, is always aware of its collective implications.

The Master in Interior Architecture M A I A is a 2-year professional programme that prepares its students to master the progressive diversification of interiors in the contemporary world, characterized by cross-disciplinary approaches, from design to visual art, from audio-visual culture to digital reality. The programme envisions Interior Architecture as the crossing point between the spaces, objects, and media that construct contemporary societies, addressing urgent issues such as environmental impact, renovation of existing heritage, spaces of shared economy and construction of inclusive communities. In reaffirming the central role of physical spaces, M A I A explores how Interior Architecture operates at the intersection between physical interiors and the parallel narratives of mediated interiors, such as those of publicity, cinema or online media.

## HEAD – Genève, Haute école d'art et de design

HEAD – Genève, Geneva University of Art and Design, is considered as one of the leading schools of art and design in Europe. HEAD features bachelor's and master's degrees in Fine Arts, Cinema, Interior Architecture, Space & Communication, Visual Communication, Illustration, Media and Interaction Design, as well as Fashion Design and Product Design / Jewelry, Watch and Accessory Design. Created in 2006 from the merger of two two-centuries-old universities, the École Supérieure des Beaux-Arts and the Haute École d'Arts Appliqués, HEAD – Genève draws on a rich cultural and artistic heritage to nurture young creative talent nationally and internationally. Welcoming more than 700 students from 40 different nationalities, its new campus in the heart of an international city fosters interdisciplinary exchanges and collaborations.



HERBARIUM OF INTERIORS  
With India Mahdavi  
Study case # 2: A Milk Bar

MAIA – Master of Arts in Interior  
Architecture  
Team

Curated by:  
India Mahdavi  
*Architect, interior designer*

A workshop conducted by:  
Youri Kravtchenko,  
*Studio professor*  
&  
Javier Fernández Contreras,  
*Head of Interior  
Architecture department*

Manon Portera  
Alice Proux  
*Assistants*

Valentina de Luigi  
*Deputy Head of Interior  
Architecture department*

Andrea Dalmas  
*Product design*

Lilet Breddels  
Arjen Oosterman  
*Theory/Research*

Neo Neo  
*Graphic design*

Fabrice Ottié  
atelier288.fr  
*Manufacturing*

Special Thanks to:  
Jean-Pierre Greff  
*Director HEAD – Genève*

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[@head\\_maia](https://www.instagram.com/head_maia)

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Dany-Sarah Champion  
Nina D'Elia  
Lolita Gomez  
Camila González Tapia  
Elizaveta Krikun  
Filza Parmar  
Karen Pisoni  
Léa Rime  
Marion Vergne

Audouin Elsa  
Bentivegna Sarah  
Delerce Robin  
Djavanrouh Azadeh  
Ezerskaia Marina  
Krauer Thibault  
Missidenti Nourbonou  
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