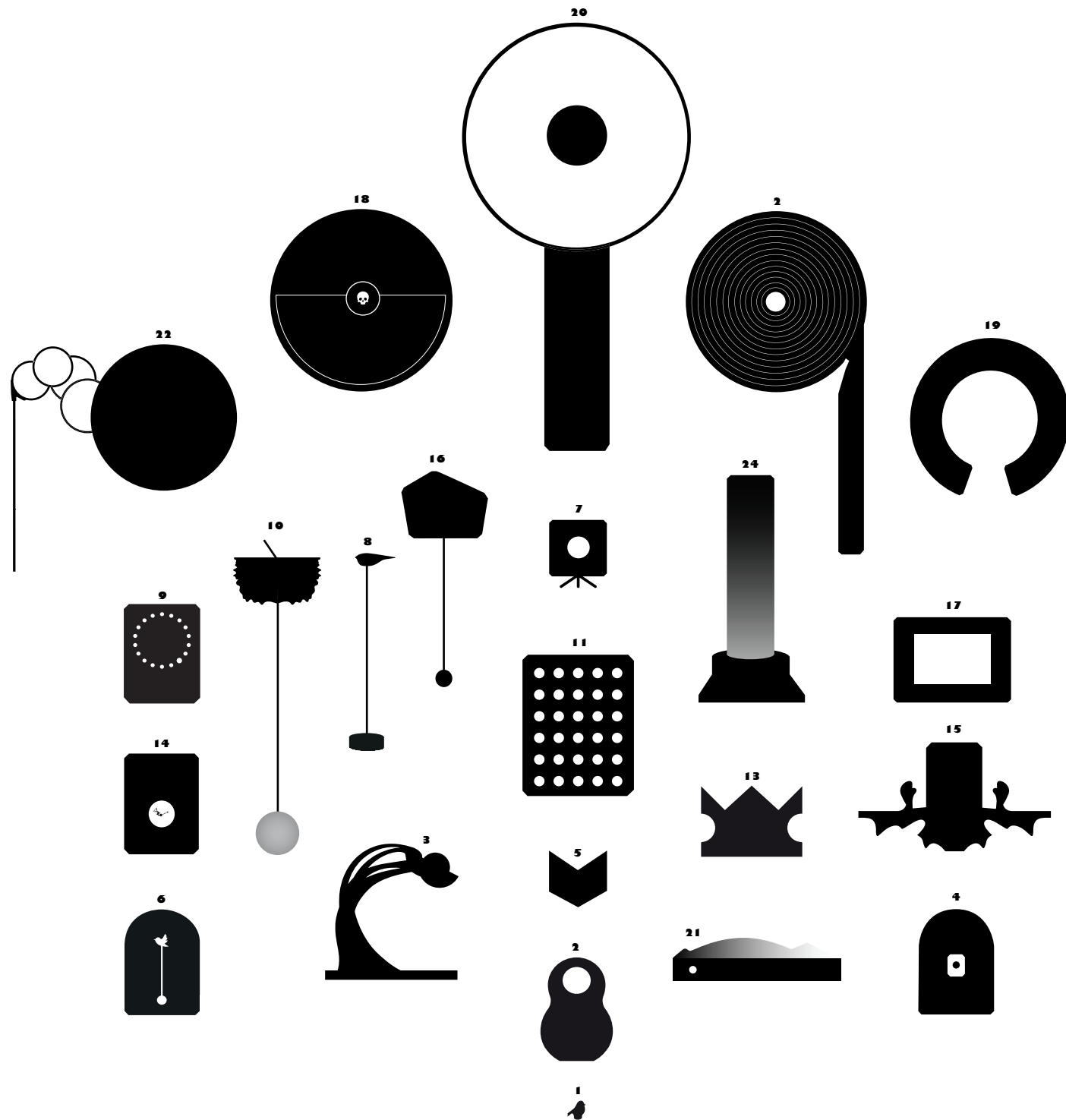


24 HOURS IN THE LIFE OF A SWISS CUCKOO CLOCK

Is the Swiss cuckoo clock an iconic object only good for folklore and tourism? The mechanism and decoration of this small clock have always been emblematic of the precise, meticulous work associated with the image of Swiss savoir-faire. Originally, cuckoo clocks evoked the delightful simplicity of an idealized agrarian way of life in an Alpine setting, safe from the vicissitudes of progress. A Swiss emblem, it's not by chance that Harry Lime, played by Orson Welles in *The Third Man*, refers to the cuckoo clock when he critically comments: "Like the fella says, in Italy for 30 years under the Borgias they had warfare, terror, murder, and bloodshed, but they produced Michelangelo, Leonardo da Vinci, and the Renaissance. In Switzerland they had brotherly love - they had 500 years of democracy and peace, and what did that produce? The cuckoo clock." Today, in a world governed by efficiency and subject to the laws of the market, and in a society in which design is on an equal footing with art, what remains of the Swiss cuckoo clock?



1. CUCKOO FAMILY/MARINE SERGENT 2. FATBIRD/MARCO BORRACCINO 3. OBSERVING TIME/NICOLAS LAFARGUE & MIHAELA CIUBOTARU
4. COUCOUBIJOU/MATHILDE PETIT & ROLAND KAWCZYNSKI 5. KOO³/ARNAUD IMOMBERSTEG 6. BIRD CAGE CLOCK/DOROTHÉE LOUSTALOT
7. WATCH THE BIRDIE/CÉLINE MOSSET 8. ENVOL/MATTHIEU PACHE 9. CCTIMER/ALEXANDRE BURDIN
10. BACK TO THE TREES/CLÉMENTINE DESPOCQ 11. SERIAL CUCKOOS/IRÈNE GONET 12. COUCOU GENÈVE/OPHÉLIE SANGA & CLAIRE BOLAY
13. SWISS PARADISE/MARIE IVOL 14. PAPER CLOCK/BENJAMIN BENKEMOUN 15. PEEPING CLOCK/SOLKIN KEIZER
16. COUCOU-NEST/NADÈGE DELL'OMO - SEIGNE & NOËLLIE SALGUERO-HERNANDEZ 17. LE TEMPS D'UN VOL/CAMILLE DOLS
18. VOYAGES EXTRAORDINAIRES/CLAUDIO COLUCCI 19. CUCKOO/JAMES AUGER 20. PAPAGEI CLOCK/MALAK MEBKHOUT & FÉLICIE GOGUEY
21. SÉMAPHORE/WENDY GAZE 22. CUCKOO/NITZAN COHEN 23. FOLLOW THE BIRDS/CAMILLE SCHERRER
24. COUCOU TIME/MATALI CRASSET

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This project was initiated by Jean-Pierre Greff, Director of HEAD – Genève, who invited Claudio Colucci to present students with a challenge: to give the traditional cuckoo clock a contemporary twist while retaining its main characteristics, to tell a story and to strike the hours with its regular cuckoo call. *24 Hours in the Life of a Swiss Cuckoo Clock* is a HEAD – Genève project led by Claudio Colucci and performed by students from the Bachelor and Master in Fashion, Jewellery and Accessories, the Master in Media Design and the Master in Spaces & Communication. In conjunction with the academic staff James Auger, Marco Borraccino, Claudio Colucci, Matali Crasset, Nitzan Cohen and Camille Scherrer. Organized by Mathieu Bassée, Jan Geipel and Fabio Colucci. With the technical support of Frédéric Mino, Xavier Plantevin, Noëlle Salguero, Stefan Sax, Alexandre Simian and Sergio Streun. In an exhibition version curated by Alexandra Midal. And in a cuckoophonic scenography interpreted by Malak Meblkhout & Michaël Mouyal / Alumni of the Master in Spaces & Communication. This project was made possible by Elizabeth Fischer's commitment from its inception.

1
Cuckoo Family
MARINE SERGENT
On its perch, the bird remains silent; once placed on the tactile surface, it starts to sing. Each bird in the *Cuckoo Family* has its own tempo. Together or separately, they compose a new timescale, which adapts to and modulates with the lifestyle of its owner. Minute, half hour or hour, the bird is the witness to the passing of time.

2
Fatbird
MARCO BORRACCINO
How is it possible to retain the functionality of a cuckoo clock while moving away from the typical form of the chalet? By taking up the idea of the occupation of the nest by the “fat” cuckoo eggs imposed on an unsuspecting adoptive mother. So *Fatbird* sits imposingly on the desk to remind us of our most important appointments. It is synchronized to an electronic organizer via Wi-Fi and a simple app. Its various settings can be easily customized on the owner’s mobile phone.

3
Observing Time
NICOLAS LAFARGUE @ MIHAELA CIUBOTARU
This piece highlights the beauty and complexity of the skills required to make the cuckoo clock, initially confined to its chalet. The mechanism hung from a tree awakens with its chime the cuckoo proudly perched on high.

4
Coucou Bijou
MATHILDE PETIT @ ROLAND KAWCZYNSKI
A pendant inspired by the Swiss tradition of transhumance, *Coucou Bijou* has been created using the sophisticated engineering of the CNC cutting system, making it possible to revisit the typically Swiss craft of découpage or cut-out silhouettes. *Coucou Bijou* combines three very Swiss qualities, the exquisiteness of fine jewellery making, the precision of clock-making and bucolic imagery. Fitting closely around the neck in the morning, it moves down the chain as the hours pass to become a long pendant in the evening.

5
Koo³
ARNAUD IMOBERSTEG
The Swiss cuckoo clock is a souvenir much prized by tourists. Although today’s travellers go from monuments to museums and from city to city, the classic cuckoo clock, for its part, remains bulky and fragile. *Koo³* combines modernity and tradition. It reveals a cuckoo attached to its Alpine environment while its Pop-up packaging allows it to be flown without being damaged in the mail.

6
Bird Cage Clock
DOROTHÉE LOUSTALOT
A free-standing cuckoo clock that is just asking to be tamed, like a pet but to read the exact time, you still have to domesticate it! The twelve metal bars of the cage stand for the hours; the gold one for midday serves as a reference point. A swinging canary that constantly marks the seconds acts as a pendulum. Every half hour, it begins to sing, a poetic refrain on the passage of time.

7
Watch the Birdie
CÉLINE MOSSET PROGRAMMATION : ANDREA ROVESCALLI @ CAMILLE MORIZOT
“Watch the Birdie!” This expression refers to a figurine in the form of a bird, held next to the camera by photographers in the 19th century to retain the attention of their models during the long exposure times then required. *Watch the Birdie* takes one photograph an hour, and another each time anyone passes in front of the device. These images are recorded and compiled to produce a slideshow that disappears once viewed. Photographic memory is mirrored by the single value of the present moment.

8
En Vol
MATTHIEU PACHE
Imagine the song of a barely perceptible bird that can be heard even in your office! Suddenly, for a brief moment, the chirping intensifies, bringing you back to reality, and then immediately stops, as though emanating from the tree you can see through the window. You look at your smartphone; it’s 15:30.

9
CC Timer
ALEXANDRE BURDIN
Although the traditional cuckoo clock strikes the hours and half hours, *CC Timer* echoes the ambient background noise that constantly haunts our daily lives through its selection of sound recurrences ranging from one second to 24 hours. This contemporary version adapts and revisits the codes of electronic musical instruments by making it possible to modulate the sound emitted. Welcome to a time when minutes are more important markers than hours!

10
Back to the Trees
CLÉMENTINE DESPOCC
A return to origins: a fragile, delicate nest houses the beating of time, allowing its own rhythm to hatch out.

11
Serial Cuckoos
IRÈNE GONET
The mountain chalet has made way for a new contemporary style of decoration to produce what has become a city cuckoo clock. Multiplying in number, it now occupies a whole building whose codes revisit Surrealist architecture.

12
Coucou Genève
OPHÉLIE SANGA @ CLAIRE BOLAY
Conventionally, the scene portrayed on a cuckoo clock is of an immutable, bucolic time. *Coucou Genève* has adapted the visual markers emblematic of the contemporary topography of Geneva, now essentially urban, to create scenes of our time. The brass decorative elements come out of the box in succession as the hours pass.

13
Swiss Paradise
MARIE IVOL
Not without irony, *Swiss Paradise* highlights the financial issues of a golden retirement in Switzerland and the extensive debate concerning its banks. Money laundering, banking secrecy, tax evasion...*Swiss Paradise* is a cuckoo clock that conceals a bank safe, into which money can be placed via a credit card linked to a Swiss bank account. In this instance, the cuckoo clock becomes the vector of saving money, and plays with the idea of a projected, inevitably comfortable, future in Switzerland.

14
Paper Clock
BENJAMIN BEN KEMOUN
Every day of the year, you can flick through the block of paper to find the daily page of a story told by the cuckoo clock. *Paper Clock* thus escapes the monotony of its two models, the original cuckoo clock and the almanac. Day after day, the torn-out pages are arranged in the “book-box” provided for this purpose. The tale is told on one side and recomposes itself on the other. At the end of the year, the completed work allows you to re-read the story at your own pace, while a new block of sheets on the wall begins another narrative without words.

15
Peeping Clock
SOLKIN KEIZER
This reinterpretation of the cuckoo clock combines a classic element with a technological object: the carved wood decorating the traditional clock is used here as the charging cradle for a smartphone or tablet. *Peeping Clock* is an app that permits live retransmission of life in a real Swiss chalet. Streamed live, the neo-pastoral way of life linked to variations in light and the weather is disrupted every hour by the intrusions of a giant bird from an imaginary world.

16
Coucou-Nest
NADÈGE DELL’OMO SEIGNE @ NOËLLIE SALGUERO - HERNANDEZ
A clock-nest box for a small city-dwelling bird, this external, solar-powered cuckoo clock can be strapped to a tree or hung on a wall. The mechanical bird of the traditional cuckoo clock is here replaced by a real bird, which can choose to shelter here at its leisure. The birdseed ball that serves as a pendulum attracts the birds and provides them with food. Their comings and goings set it in motion.

17
Le Temps d’un Vol
CAMILLE DOLS
Added to the main timekeeping function of the cuckoo clock is an invitation to contemplate the beauty of birds in flight. The aerial ballet comes to life and then freezes for the length of time it takes to form a flock depicting each hour. In this prototype, only some of the hours in the day are represented.

18
Voyages Extraordinaires
CLAUDIO COLUCCI
Reinterpreting codes, such is Claudio Colucci’s principle that he applies here to the legendary cuckoo clock by paying tribute to Jules Verne’s *Extraordinary Voyages*. A homage to Swiss origins and to HEAD – Genève, where he studied Visual Communication, this cuckoo clock is composed of concentric, superimposed discs, each of which provides a form of information: hours; minutes; seconds; astrological signs; holidays; seasons; moons. Although the traditional elements of the cuckoo clock are present, for example, the chalet and scenes of everyday life, the numerous figures create different narratives as they become superimposed, evoking, in the manner of a never-ending story, both a vanitas and an allegory of life.

19
Cuckoo
JAMES AUGER
At the top of the hour, the bird can be seen to rotate by 360° only when it enters the open section of the ring. There’s no warning, no cuckoo call.

20
Papagei Clock
MALAK MEBKHOUT @ FÉLICIEN GOGUEY
Today, cuckoo clocks have quartz movements and electronic chimes that use synthetic or digital sounds to reproduce natural sound effects. Certain species of birds, such as the parrot or the mynah bird, have long been known for their ability to imitate the human voice. *Papagei Clock* is a system that re-enacts this aptitude for mimicry, but between people. It functions as a speaking clock in the public space. Every 15 minutes, a message asks passers-by the time; anyone who happens to be near it is invited to reply. The answer is repeated and broadcast all around.

21
Sémaphore
WENDY GAZE
The roll of paper measures out an entire year. It is printed as it unrolls. The ribbon of paper that spreads out over the floor represents the time that has passed in material form, while at a glance we can weigh up the time that remains.

22
Cuckoo
NITZAN COHEN
Found on a mobile phone or an electric coffee machine, time is the most common digital function. And yet, in our world obsessed with technology, designing an object that is content to tell the time with the aid of gravity rather than electricity, and with mechanisms rather than electronic circuits, remains a fascinating and valid option. So *Cuckoo* is a clock with mechanical counterweights. The iconic door through which the cuckoo appears here covers the clock entirely. Every hour, it rotates once to reveal the mechanism and to show the time.

23
Follow the Birds
CAMILLE SCHERRER
A digital platform, *Follow the Birds* allows birds in the Swiss Alps to tweet in real time. A sensor and photo booth/seed distributor is lodged in a pine tree in a Pays-d’Enhaut forest. When a bird lands on it, its portrait is sent directly to the cuckoo clock that you can see, which then prints it and publishes it online. The cuckoo clock is symbolized here by a wooden nest box from which appears a heap of portraits of forest birds. They accumulate over time like so many dead leaves in the cemetery of tweets.

24
Coucou Time
MATALI CRASSET
It’s *Coucou Time*, time to celebrate the arrival of spring but also to interpret it in this small preparatory ritual. The essential oil in the flask has been produced from plants gathered by matali crasset in the forests of La Loge Boursault in the Department of Vienne in late April, a period when the Primevères officinales or cowslips (known as coucous in French) appear... *Coucou Time* is an ode to the time of experience and to the quality of the duration.