

DESIGN
CITY

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Mudam Luxembourg
Musée d'Art Moderne
Grand-Duc Jean

PRESS KIT

DESIGN CITY LUXEMBOURG
EDITION 0 BY MUDAM
23/04/2010 - 06/06/2010

PRESS KIT
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PRESS RELEASE

DESIGN CITY LUXEMBOURG

EDITION 0 BY MUDAM

23/04/2010 - 06/06/2010

Curator: Anna Loporcaro

Design City Luxembourg – Edition 0 by Mudam is a new event in Luxembourg and the Greater Region. Organised by Mudam Luxembourg in collaboration with the City of Luxembourg, this project aims to explore the influence of design on urban spaces and daily life through a series of events and manifestations taking place **from 23 April to 6 June 2010** in different parts of the capital.

Edition 0 sets the basis for creating awareness of design issues in the development of the city, the aim being to install, in a long term manner, this applied art as a philosophy of living, in which the professionals (creators, editors) may translate the needs of citizens and act in favour of their quality of life.

The programme of Design City Luxembourg offers an open-air circuit with guided visits, projections, conferences, a workshop, a flea market and a creators' market. Certain "off" events are equally presented in places which promote design.

The inauguration of the show is on **Friday 23 March 2010 at 6pm** at the Aldringen Centre (underground level), where the public can see the installation by 3RS (a collective of architects from Strasbourg, France) produced specifically for the underpass area. Along with the installation, on **Saturday 24 and Sunday 25 April 2010** there will be a design flea market, **Designmart**, open from 10am.

The installation by 3RS Ar(t)chitectures at the Aldringen Centre is part of the **Outdoor Design** circuit which features urban furniture by various designers (including Philippe Starck, Ross Lovegrove, Sebastien Wierinck, Lucile Soufflet, Peter Newman, Michael Bihain & Cédric Callewaert) along a pedestrian circuit in the city centre from **23 April to 6 June 2010**.

The Outdoor Design circuit also includes the nocturnal projection of the video *Sweepers Clock* by Dutch designer Maarten Baas on the facade of the Musée national d'histoire et d'art. This video is part of the *Real Time* series which treats the perception of time and can be seen in its entirety at Mudam.

Another "must see" – at Mudam, on **19 May 2010 at 6.30pm**, is the film *Designers' Universe - a private visit in their own world*, directed by Benjamin Loyauté and Marie Farman, which presents an intimate submersion into the world of several designers. The screening will be followed by a **Pecha Kucha Night** at 9.30pm at Exit 07 / Carré Rotondes.

Design City Luxembourg presents a **programme of conferences** on the diversity and methodology of designers' work. They are jointly presented by Mudam, Design Friends, the Chamber of Commerce and the City of Luxembourg.

Conference speakers include "techno designer" Mathieu Lehanneur (28 April at Mudam), exhibition curator and initiator of Human Cities, Lise Coirier (30 April at the Cité of the City of Luxembourg), designer and creator of wind turbines, Nicola Delon (12 May at Mudam), specialist in visual communication, Andreas Uebele (20 May at Mudam) and the design vice-president of Grohe, Paul Flowers (2 June at the Chamber of Commerce, conference preceded by a workshop).

On **29 and 30 May 2010** Mudam is hosting a **creators' market** giving young designers the opportunity to present their work (at Mudam Café).

The complete programme of Design City, guided visits and "off" exhibitions can be consulted at www.designcity.lu and www.mudam.lu. Information by telephone : +352 45 37 85 1.

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23/04/2010 - 06/06/2010

Curator: Anna Loporcaro

WWW.DESIGNCITY.LU / WWW.MUDAM.LU

ADDRESS AND INFORMATION

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OPENING HOURS

Wednesday to Friday, 11am to 8pm.
Saturday to Monday, 11am to 6pm.
Closed Tuesday.

PRESS CONTACT

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Design City Luxembourg - Edition 0 by Mudam is a project organised by Mudam Luxembourg with the collaboration of the City of Luxembourg and in partnership with Firstfloor by Prefalux, Burotrend et Mike Koedinger Editions.
Supported by: Association Luxembourgeoise d'Action Culturelle, AudioVision, Design Friends, Fondation de l'Architecture et de l'Ingénierie, Human Cities Festival, Luxinnovation, Ministère de l'Économie et du Commerce extérieur, Serralunga, TF France.



DESIGN CITY CALENDAR

April 2010

23/04/2010

6pm Inauguration at the Aldringen Centre.
7.30pm Outdoor Design visit. Duration: 1 hour.
9pm After Party: DC Night at Exit 07 / Carré Rotondes.

23/04 - 06/06/2010

Outdoor Design circuit.
Venue: City of Luxembourg.

24/04 & 25/04/2010

Designmart - flea market of 20th century furniture design.
Scenography by the 3RS collective of architects.
Saturday 24 April from 10am to 8pm.
Sunday 25 April from 10am to 6pm.
Venue: Aldringen Centre.

28/04/2010

6.30pm Conference by Mathieu Lehanneur.
No inscription. Free entry.
Venue: Mudam Auditorium.
Sponsored by Centre Culturel Français de Luxembourg.

6.30pm Presentation of the object *Andrea* by Mathieu Lehanneur.
Venue: Mudam Boutique.

30/04/2010

7pm Conference by Lise Coirier.
Venue: Cité.
Sponsored by Human Cities Festival, City of Luxembourg.

May 2010

12/05/2010

6.30pm Conference by Nicola Delon.
No inscription. Free entry. In French.
Venue: Mudam Auditorium.

19/05/2010

6.30pm Projection of *Designers' Universe - a private visit in their own world*. 105 min.
Original language version with French subtitles.
Directors: Benjamin Loyauté and Marie Farman / Production: Agence Loya-b.
Venue: Mudam Auditorium.

9.30pm Pecha Kucha Night @ Exit07.
www.pecha-kucha.org/night/luxembourg
Sponsored by Carré Rotondes.

20/05/2010

6.30pm Conference by Andreas Uebele.

Information and inscription : www.designfriends.lu. Free entry. In English.

Venue: Mudam Auditorium.

Sponsored by Design Friends.

29/05 & 30/05/2010

11am - 6pm Creators' Market.

Venue: Mudam Café.

June 2010

02/06/2010

3pm - 6.15pm Workshop and discussion: Design Insight / A Driving force for Innovation.

Information for inscription: jean.schiltz@luxinnovation.lu.

Venue: Chamber of Commerce, Luxembourg.

Sponsored by Luxembourg Chamber of Commerce, Luxinnovation.

6.30pm Conference by Paul Flowers.

No inscription. Free entry. In English.

Location: Luxembourg Chamber of Commerce.

Sponsored by Botschaft der Bundesrepublik Deutschland Luxemburg, Luxembourg Chamber of Commerce.

03/06/2010

7pm Festival of Architecture opening.

Organisation and venue: Fondation de l'Architecture et de l'Ingénierie.

Complete calendar

www.designcity.lu
www.mudam.lu

THE OUTDOOR DESIGN CIRCUIT

23/04/2010 - 06/06/2010

Outdoor Design brings together presentations of urban furniture created by international designers on a circuit through Luxembourg city centre. These presentations are nods and winks to alternatives usually produced by companies that are representative of a style of functional furniture but which are sadly devoid of any originality and are uniform to all cities. All along this walk, the "users" of the city can find playful, poetic and ecological alternatives to the urban objects that furnish their daily life. The circuit also includes an installation at the Aldringen Centre by the architects' collective 3RS and a nocturnal projection of a video by Maarten Baas on the facade of the Musée national d'histoire et d'art.

Designers 3RS Ar(t)chitectures, Maarten Baas, Michael Bihain & Cédric Callewaert, Ross Lovegrove, Peter Newman, Philippe Starck, Lucile Soufflet, Sebastien Wierinck

VISITS

DESIGN CITY ON 2 WHEELS

Guided tour of design pieces installed in public space. Free participation with a Mudam entry ticket. On returning, an ice tea is provided by Mudam Café.

Departure and arrival: Mudam Luxembourg.

Maximum number of participants: 12.

In Luxembourgish and German at 11am.

25/04, 09/05, 23/05, 06/06/2010

In English and French at 11am.

02/05, 16/05, 30/05/2010

Information and reservations: visites@mudam.lu, tel. +352 45 37 85 522

3RS AR(T)CHITECTURES

Venue: Place Hamilius and Aldringen Centre

For the Designmart (24 and 25 April), a flea market with 20th century furniture and jewelry design, the collective of architects 3RS are creating an installation at Place Hamilius and the Aldringen Centre. Every entrance leading from Place Hamilius to the underground gallery of the Aldringen Centre will be demarcated both by visuals and sound to arouse the curiosity of passers-by and suggest the idea of a new event.

Below ground, in a place of passage which is opposed to the logic of stopping people, 3RS are creating an installation with modules (specifically conceived for the occasion) which enables the raising of the stallholders' furniture in order to show it to all while facilitating circulation. This recycling of the space is completed by the use of sound and light.

After the weekend of the Designmart, the various modules will be reconfigured and left at the disposition of the public in the form of urban reappropriation furniture.

With ten young architects concerned with constructing interdisciplinary bridges, 3RS Ar(t)chitectures approaches construction, the city and public areas as spaces to be reconquered. From Strasbourg to Barcelona, from Bucharest to Bourges, from Cluj to Metz, they carry out wide-ranging experiments on a life-size scale by reconfiguring and inhabiting intervention spaces through their architecture.



3RS Ar(t)chitectures
Centre Aldringen - Exhibition design
Production Mudam Luxembourg and Ville de Luxembourg
With the support of Prefalux
© 3RS Ar(t)chitectures

MAARTEN BAAS

Venue: Musée national d'histoire et d'art & Mudam Medialab

For Design City Luxembourg, Maarten Baas presents the project *Real Time*, a series of videos on the theme of time and its declension through all types of watches. All the videos are presented at Mudam during opening hours. In the evening, a projection of the video *Sweepers Clock* on the facade of the Musée national d'histoire et d'art takes over. This video, from 2009, shows people "sweeping" the hands of a watch over a period of 24 hours.

Dutch designer Maarten Baas was named "designer of the year" during the Design Miami 2009 fair. He is the 5th designer to receive this honour after other big names from design including the Campana brothers in 2008, Tokujin Yoshioka in 2007, Marc Newson in 2006 and Zaha Hadid in 2005. This award recognizes a designer who, at the age of 31, marked the world of design with his inimitable style.



Maarten Baas
Sweepers Clock, 2009, (detail)
Real Time Project
24h video filmed in Eindhoven
Courtesy Studio Maarten Baas
and Mudam Luxembourg
© Photo: Ricardo sà da Costa
Night screening on the facade of the MNHA



Maarten Baas
Analog digital clock, 2009
Real Time Project
Courtesy Studio Maarten Baas
and Mudam Luxembourg
© Photo: Ricardo sà da Costa
Presentation at Mudam Medialab

MICHAEL BIHAIN & CÉDRIC CALLEWAERT

Venue: Kinnekswiss (Park of the City of Luxembourg)

Conceived by the designer Michael Bihain and the architect Cédric Callewaert, *Ondine* is a modular sculpture which might create confusion. The interest of *Ondine* resides precisely in its plurality of readings: it is at once a piece of furniture with multiple seating, a sculpture and a multi-combination modular structure.

The Belgian designer Michael Bihain was nominated for the Design Report Award in Milan in 2007. He won the prize Help for Creation and Innovation and was commissioned to design furniture for the British Council in Paris. His work is regularly presented in Paris, London and Milan and some of these pieces are part of the permanent collection of the Seoul Design Museum.

Ondine, the winning project of the Parckdesign 2007 competition, is the fruit of close collaboration between Michael Bihain and the Belgian architect Cédric Callewaert.



Michael Bihain & Cédric Callewaert
Ondine, 2007
245 x 125 x 57 cm
Steel, primary zinc, epoxy powder coating
Courtesy and © Tôlerie Forézienne

ROSS LOVEGROVE

Venue: Place des Martyrs (Rousegärtchen)

At Place des Martyrs, which is known in Luxembourg as Rousegärtchen, Ross Lovegrove presents two of his *BD Love Lamps*. These pieces are sculptures that serve both as lamps and seats. They can be exhibited inside or in public space and they work well in places of passage. To ensure good stability, they can be filled with water or sand and are made of plastic resin, which makes them completely watertight. They can seat four people.

Ross Lovegrove was born in 1958 in Cardiff, Wales, and has worked for companies such as British Airways, Kartell, Cappellini, Phillips and Olympia. His creations have been exhibited in numerous museums, including MoMA, the Guggenheim in New York, the Awis Centre in Japan, the Pompidou Centre in Paris and the London Design Museum (where a section is devoted to him). He has received a number of prizes for his work, most notably the Royal Designer for Industry Award in 2004.



Ross Lovegrove
Bd Love Lamp, 2003
Rotomolded polyethylene
300 x 141 x 120 cm
© BD Editions

PETER NEWMAN AND FUTURECITY

Venue: Boulevard Roosevelt (opposite Casino Luxembourg - Forum d'art contemporain)

Skystation is a public seat which refers to Le Corbusier and his chaise longue *LC4*. By reclining on *Skystation*, the point of view of the city and the surroundings changes. One particularly notices the sky, which lends its name to this futurist object. Like the chaise longue by Le Corbusier, it has an ergonomic shape which perfectly adapts itself to the user's back. It is a public seat designed for groups and invites contemplation and looking up, a gesture the artist regards as being profoundly optimistic. Originally produced for outside the Hayward Gallery in London, this project was initiated by Futurecity, a cultural agency that collaborates with artists on urban regeneration projects.

Peter Newman was born in 1969. He lives and works in London. A graduate of Goldsmith's College, in the last ten years he has exhibited worldwide and has been the subject of several international solo exhibitions. Painting, photography and video installations are all part of his artistic approach.



Peter Newman in collaboration with Futurecity

Skystation, 2009

Outdoor sculpture and seating project in fiberglass (prototype)

680 x 424 cm

Production Mudam Luxembourg

Courtesy Futurecity

© Ron Bambridge

LUCILE SOUFFLET

Venue: Grand-Rue (Roude Petz)

Soft Bench takes as its starting point the classic shape of the public bench, a recognizable and familiar object. By redirecting this urban furniture, Lucile Soufflet retains its original function while injecting a playful aspect and an enlarged usage. The user can choose between sitting and reclining. He/she can relax and appropriate the bench. The object attracts the gaze of the passer-by and provokes thought about its utility.

Lucile Soufflet was born in Charleroi in 1975. She lives and works in Belgium and has won several prizes including the Grand Prix for Young artists in Belgium, the Discovery Award and the Innovation Award for House and Objects in Paris. She creates objects for manufacturers such as Fermob, Royal Boch and Urbastyle. One of her creations, the public bench *In&Out – Circular bench*, can be found on Boulevard de la Pétrusse in Luxembourg



Lucile Soufflet
Soft Bench, 2009
Steel, primary zinc, epoxy powder coating
275 x 49 x 38 cm
Courtesy and © Tôlerie Forézienne

PHILIPPE STARCK

Venue: Grand-Rue

In 2008, at the Milan furniture salon, the editor Serralunga presented Philippe Starck's *Holly All*, which is far more than a mere vase: installed in public space, it invites the passer-by to sit in its central orifice, which doubles as a source of light when nobody is sitting in it. Vacillating between sculpture, decorative object and public utility object, Starck's "vase" questions the single definition of the object and, on the contrary, proposes a multiple reading of his creation.

Philippe Starck was born in Paris in 1949. He lives and works in Ile-de-France. He has been at the cutting edge of the object design scene since the 1980s. Between interior design projects (restaurants, hotels, François Mitterrand's private apartments, etc.), he is above all to be found in numerous collaborations with names currently connected to the production of everyday objects, furniture, sanitary items, appliances, etc. A designer who is into everything, in 1994 he even created an entire house to be sold in kit form for the mail-order catalogue Les 3 Suisses. Philippe Starck is known for having made design accessible and popular.



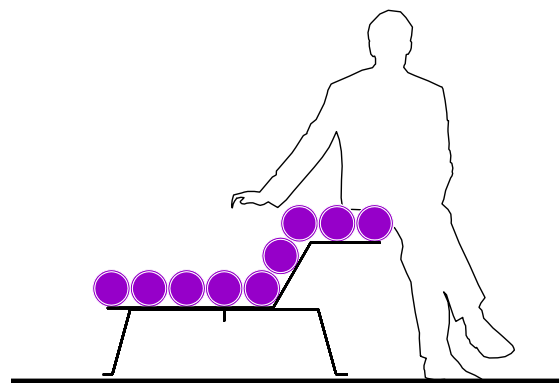
Philippe Starck
Holly All, 2008
Polyethylene, brushed steel base
200 x 89 x 92 cm
Courtesy Serralunga
© Photo : Federica Moglia

SEBASTIEN WIERINCK

Venue: City of Luxembourg

For Design City Luxembourg Sebastien Wierinck proposes a circuit involving public furniture that creates a link between the station, the city centre and Mudam. His project consists of a series of seats produced using a unique material, the PE rigid tube, and is constructed/deconstructed around the theme of event-related public furniture. The propositions are defined by three types of intervention : functional furniture, signs and landscape intervention. Altogether, nine types of seating are presented, from the classic bench to new propositions of diverse usage – such as the chaise longue and the picnic table.

Since 2002, the Belgian designer Sebastien Wierinck, founder of OnSite Studio in Marseille, has created installations of sculptural furniture produced using polyethylene tubes. His pieces, which include public furniture, interior design projects and temporary installations, constantly test the way in which people see and interact with their environment.



Sebastien Wierinck
OS18, 2010
Metallic structure covered with PE pipes
Variable dimension
Production Mudam Luxembourg
© Sebastien Wierinck

CONFERENCES

Mathieu Lehanneur

28/04/2010 - 6.30pm

By mixing cutting edge technology with natural elements, Mathieu Lehanneur develops exploratory design projects in the pharmaceutical, biological and astrophysical domains. His projects are included in the collections of MoMA (New York), FRAC (Île-de-France), the Musée des Arts décoratifs in Paris and SFMoMA (San Francisco). Lehanneur was the exhibition designer for *Tomorrow Now* at Mudam in 2007.

No inscription. Free entry. In French. Venue: Mudam.

Sponsored by Centre Culturel Français de Luxembourg.

Lise Coirier . Human Cities: Celebrate public space and design in the city

30/04/2010 - 7pm

Lise Coirier, along with her association Pro Materia, is specialized in the promotion of design and contemporary art professions. She was the curator of the exhibition Label-Design.be, Design in Belgium after 2000, and also initiated the project Human Cities, the first urban festival in Brussels (06.05-16.05.2010) which presented a wide range of events aimed at celebrating public space. In French. Venue: Cité.

Sponsored by: Human Cities Festival, City of Luxembourg.

Nicola Delon

12/05/2010 - 6.30pm

Nicola Delon set up the collective "Encore heureux" with Julien Choppin in 2001. The two architects first produced ephemeral installations for festivals, by integrating small budgets and big constraints. In 2009, they won the competition for the construction of the municipal museum for the city of Suresnes, participated in the Ordos 100 project, an experimental housing estate in Inner Mongolia, and were invited by the National Art Museum of China to create a prototype for emergency habitation. No inscription. Free entry. In French.

Venue: Mudam.

Andreas Uebele

20/05/2010 - 6.30pm

Andreas Uebele was born in 1960 and studied architecture and urban planning at the University of Stuttgart and graphics at the Stuttgart Fine Art Academy. In 1995, he opened his own communication agency "büro". His work has since been awarded with more than 250 international prizes and is represented in international collections and museums.

Information and inscription: www.designfriends.lu. Free entry. In English. Venue: Mudam.

Sponsored by Design Friends.

Paul Flowers

02/06/2010 - 6.30pm

Paul Flowers is design vice president of Grohe AG. Since 2006, every year he has received the red dot design award, one of the most prestigious design prizes, and in 2009 the 40 under 40® award, which recognizes the new generation of European designers every year.

No inscription. Free entry. In English.

This conference is preceded by a workshop: Design Insight / A driving force for innovation (3pm-6.15pm). Information for enrolment: jean.schiltz@luxinnovation.lu.

Venue: Chamber of Commerce, Luxembourg.

Sponsored by Botschaft der Bundesrepublik Deutschland Luxembourg, Luxembourg Chamber of Commerce, Luxinnovation.

EVENTS

Flea Market - Designmart

24/04/2010 from 10am to 8pm

25/04/2010 from 10am to 6pm

A flea market with an interesting and surprising selection of 20th century furniture design will take place at the Aldringen Centre for a whole week-end. This "urban" space is staged by the 3RS collective of architects.

Venue: Aldringen Centre.

Presentation of Andrea by Mathieu Lehanneur

28/04/2010 - 6.30PM

Andrea is a vegetal air filter which uses the power of nature to purify the interior atmosphere. Through its silent ventilation system, *Andrea* draws the gaseous pollutants into the air regeneration system of which the plant consists, thus ensuring continual purification and oxygenation of the atmosphere. The first prototype, named *Bel Air*, was voted Innovation of the Year by the respected magazine *Popular Science* in May 2008.

Meanwhile, the LaboGroup research and development teams improved the *Bel Air* process in order to develop a product of ecological design for sale to the general public. *Andrea* came into being in 2009 and won the Best Invention Award from the magazine *Popular Science*.

Venue : Mudam Shop.



Mathieu Lehanneur and David Edwards

Andrea, 2009

Living Air Purifier

45 x 32 cm

Courtesy Le Laboratoire

© Photo : Véronique Huygue

Designers' universe - a private visit in their own world

19/05/2010 - 6.30PM - 105 MIN

Several designers selected by Benjamin Loyauté and Marie Farman were invited to film their universe by being lent, during a 2 to 3 week period, a camera in front of which they found themselves alone, without instructions. They all gave their time and a part of themselves, the sequences of which can be seen in this film which is at once personal and intimate and conceptual and theoretical.

Directors: Benjamin Loyauté & Marie Farman / Production: Agence Loya-b

With the participation of: François Azembourg, Maarten Baas, Tord Bontje, Florence Doléac, Frederikson Stallard, Gitta Gschwendtner, Richard Hutten, Chris Kabel & Wieki Somers, Joris Laarman & Demakersvan, Julia Lohman, Lucas Maassen, Wouter Scheublin, Robert Stadler, Ezri Tarazi, Frank Tjepkema, Niels Van Eijk & Miriam Van der Lubbe.

Original language version with French subtitles. Venue: Mudam Auditorium.



Designers' universe - a private visit in their own world

2007 France, 105mn

Directors: Benjamin Loyauté & Marie Farman

Production: Agence Loya-b

Pecha Kucha Night @ Exit 07

19/05/2010 - 9.30PM

20 images x 20 seconds / MC Philippe Schlessler.

With the support of Carré Rotondes.

www.pecha-kucha.org/night/luxembourg. Venue: Exit 07.

Sponsored by Carré Rotondes.

Creators' Market

29/05 & 30/05/2010 FROM 11AM TO 6PM

Young creators present their collections of original objects and jewelry for one weekend at Mudam. Venue: Mudam Café.