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## PRESS RELEASE

# D. DAY DESIGN TODAY

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*D.DAY, Design today*, which is being presented at the Centre Pompidou from 29 June to 17 October 2005, is a major presentation exploring the vitality of design in a wide variety of fields. It deals with subjects as varied as human welfare, sustainable development, eco-design, communication, consumption, biotechnologies, digital technologies, wellbeing and personal growth.

It brings together a number of projects, for the most part never shown before, conceived by designers representing more than 15 different nationalities.

The exhibition, which stretches over 1,200 m<sup>2</sup>, is split into three acts: political engagements and critical scenarios, experiences of the senses and flavors, and finally, technological imaginings and contemporary transformations.

## PRACTICAL INFORMATION

### Centre Pompidou

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Tel:

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Metro

Hôtel de Ville, Rambuteau

### Admission hours:

The exhibition is open to the public  
from 29 June to 17 October 2005

Daily, except Tuesdays,

From 11:00 AM to 9:00 PM

(ticket-offices close at 8:00 PM)

### Admission:

“Un jour au Centre”

10 euros,

reduced admission: 8 euros

Good the same day for the Musée

National d'Art Moderne

and all temporary exhibitions.

Ticket printable at home, at

[www.centrepompidou.fr](http://www.centrepompidou.fr)

### Exhibition only

7 euros,

reduced admission: 5 euros

### Free access

for members  
of the Centre Pompidou (holders  
of an annual “laissez-passer”)

Information at 01 44 78 14 63

For more information:

[www.centrepompidou.fr](http://www.centrepompidou.fr)

## ACT 1: ENGAGEMENTS

### IN THE FIELD

Sensitive to the problems relating to the environment and economic and social inequalities, today's designers confront the most diverse fields of activity.

Non-governmental organizations (NGO) and associative structures, in close dialogue with local participants, develop new design concepts concerning water (*Watercone* water distiller by Stephan Augustin), solar energy (*CooKits* and *SK14* solar cookers; *Lifeline* radios from the Freeplay Foundation), or the reprocessing of human and animal feces (*Superflex*).

### POLITICAL STAKES

The designers are not indifferent to questions of globalization, and become involved in the political and social field. The exhibition includes a number of examples, such as a medical care structure (*Nomadic Clinic* by Gaston Tolila and Nicholas Gilliland), redesigning a housing project (*Kit of Parts*, New York, by Lifeform), simplifying voter access (the Design for Democracy association, United States). It also includes design of every day utensils, usable by all.

### SUSTAINABLE DEVELOPMENT

Sustainable development preoccupies designers and companies. Lafuma, for example, has become involved in eco-design (the *Sablier* chair conceived for the exhibition), and Map3 designed a communications tower that respects the criteria of High Environmental Quality (HQE).

### CRITICAL SCENARIOS

Pushing forward the frontiers of design, creators often play with hypothetical scenarios. D. Day reveals Olivier Peyricot's survival platform, *Ground 01*, while Anthony Dunne and Fiona Raby push back the limits of the human species with *Evidence Dolls*, dolls which store the memories of women's observations on their sexual partners.

## ACT 2: EXPERIENCES OF THE SENSES AND OF FLAVORS

In act two, D. Day shows how contemporary designers reflect upon what is perceptible by the senses. Ferran Adrià and Luki Huber, interested in food mutations, invent new textures, consistencies and taste sensations. Gwenaël Nicolas presents four mobiles made from perfume bottles, which generate olfactory impressions. With *Light objects*, Carlotta de Bevilacqua transcribes the visitor's emotions thanks to a luminous and colored space.

## **ACT 3: TECHNOLOGICAL IMAGININGS AND CONTEMPORARY TRANSFORMATIONS**

### TECHNOLOGICAL IMAGININGS

Designers often imagine new functions for the technological objects in our daily lives. Some are modified or diverted from their original function in an ironic way (one of Markus Bader and Max Wolf's *Bootleg Objects* is a record player transformed into a Radio Frequency ID (RFID) reader, and one of Roger Ibar's *Hardwired Devices* is a radio alarm clock connected to two joysticks). Others respond to new practices, as, for example, in Noam Toran's films in which an armchair's footrest is equipped with a keyboard, or to new rituals like those photographed by Kyoichi Tsuzuki. Traditional Chinese votive objects are replaced by telephones or televisions made out of paper.

### GRAPHIC TRANSFORMATIONS

Graphics, another significant field of design, is revisited with the independent American magazine *Emigre*. Born some 20 years ago, at the same time as the first microcomputers, *Emigre* brought together the talents of typographers and graphic designers from around the world. Recent digital developments in graphics in relation to music, allow, for example, creative interactivity between image and sound, as in the case of the "visual music", presented in the exhibition by the Dalbin label.

### IMAGINARY PORTABLES

The portable telephone became an essential item in very little time. A means of communication, it has deeply changed our perception of the world. The object finds itself to some extent overtaken by its success, the subject of two films made in India and Senegal by anthropologist Franco La Cecla. The cell phone also generated the Japanese culture of *keitai* (literally portable telephone), presented by the Delaware collective.

#### SOUTH AFRICA

- Roundabout Playpump Ltd (web site)

#### GERMANY

- Bader & Wolf
- Dieter Seifert / EG Solar
- Label Dalbin: Pfadfinderei\*
- Stephan Augustin / Watercone

#### CANADA

- Label Dalbin\*: Skoltz\_Kolgen

#### DENMARK

- Aida: universal design
- Eva Solo: universal design
- Superflex

#### SPAIN

- Luki Huber / Ferran Adria\*
- Roger Ibars (Great Britain)

#### UNITED STATES

- AIGA/Design for Democracy - Marcia Lausen
- Apple
- Architecture for Humanity\*: project by Gaston Tolila and Nicholas Gilliland (France)
- Common Ground Community \*: Lifeform / Rafi Elbaz
- DeepLabs
- Emigre, Rudy VanderLans & Zuzanna Licko\*
- Motorola
- OXO: universal design
- Solar Cookers International SCI / Roger Bernard (France) – Barbara Kerr: the solar cooker
- SST (Simple Solutions Technologies): "Crystalmini" customized iPods

#### FINLAND

- Iittala (Kaj Franck): universal design

#### FRANCE

- Andrea Bergala
- Arik Lévy-L Design\*
- Association Envie (web site)
- Mobile Clinic by Gaston Tolila and Nicholas Gilliland: Architecture for Humanity (Great Britain, United States)
- France Télécom R&D, Exhalia smells peripheral
- Gwenaël Nicolas - Curiosity (Japan)\*
- H5\*
- Jean-Louis Fréchin, NoDesign\*
- Eric Dalbin Label\*: Bowling Club?\*
- Lafuma\*

- Malte Martin\*, graphic designer
- Map3
- Matali Crasset\*
- Nodesign
- Olivier Peyricot\*
- Peugeot
- Pleix

#### INDIA

- The Hole in the Wall (web site)

#### ITALY

- Andrea Cera and Gérard Chiron (France)
- Carlotta de Bevilacqua-Artemide \* ("also: airlightsoundotherobjects" Workshop)
- Ezio Manzini and François Jégou (Belgium)
- Franco La Cecla, anthropologist
- Pininfarina

#### JAPAN

- Kyoichi Tsuzuki
- Dalbin Label: Jin\*
- The Delaware graphic designers\*

#### MALI

- AFIMA (Association des femmes ingénieurs du Mali)

#### UNITED KINGDOM

- Anthony Dunne and Fiona Raby\*
- DigitLondon, Motoglyph installation
- FreePlay Foundation
- Noam Toran

#### NORWAY

- Design Without Borders / Norsk Form

#### NETHERLANDS

- Amefa: universal design
- Jurgen Bey\*
- KOZON: solar cooker

#### SWEDEN

- BabyBjörn: universal design
- Ebba von Wachenfeldt: universal design
- Ergonomi Design: universal design

#### SWITZERLAND

- Dalbin Label: François Chalet\*

## PUBLICATION

### **D.DAY. Le design aujourd'hui**

Publishing date: June 2005. 240 pages, 22 x 28 cm., 270 color illustrations, 39.90 euros  
Under the direction of Valérie Guillaume.

This work addresses the subjects, theses and patterns in contemporary design – from the common references created in the globalized environment to the invention of domestic universes, both private and unique. It includes a comic book, called *Supercampagne*, conceived by designer Olivier Peyricot, as well as a new text by writer Olivier Cadiot. Included are numerous contributions by historians, anthropologists and philosophers who provide a progress report on the theoretical debates going on around contemporary design, with special emphasis on sustainable development, cultural practices and contemporary graphic and sound aesthetics. Place is also given to several participants in the field of design, with testimonies and analyses.

## AROUND THE EXHIBITION

### • **Guided tours, general public** SATURDAYS AT 4:30 PM

Fee: 4.50 euros / Reduced fee: 3.50 euros (+ exhibition admission). Members: 3.50 euros.  
Rendezvous at the entrance to the exhibition

### • **Avant-premiere screening of Andréa Bergala's *L'Empire des sons***

WEDNESDAY 29 JUNE, 7:30 PM, PETITE SALLE, LEVEL -1

The screening will be followed by a panel discussion with Andréa Bergala, Bernard Delage, Joël Desgrippes and Valérie Guillaume.

Before the industrial revolution, people found their daily markers in natural sounds. They got up when the cock crowed and ate after the church bell had rung the Angelus. In the intervening years, the sound environment of people has become richer, more diversified, and more amplified, arriving at the cacophony present in today's cities. But for a number of years we have been witnessing a new evolution, the birth of a new profession: a sound designer whose goal is to make the objects that surround us "talk" nicely and intelligently – giving sense to our sound environment by creating sounds that are both beautiful and useful. Along with industrial designers, sound designers participate now in the global design of automobiles, refrigerators, telephones or powder compacts, contributing to the construction of a specific brand image. The automobile and agribusiness industries have been at the vanguard in this field, having become aware very early of the importance of sound to their products. Acousticians and psycho-acousticians measure scientifically the intensity of crunch of cereals, while

others study the slamming of doors of compact cars so that they will sound “robust” or else create the right snapping sound for a lipstick tube. This film will help us discover who, and how, conceives and “builds” the sounds of our daily life. To be broadcast by ARTE on Friday July 1st, at 7:00 PM.

• **Design with the family: Soft matter for transformation**

3 JULY 2005. For ages 2 to 16. Continuous access between 3:00 and 6:00 PM . Free

In conjunction with the exhibition *D. DAY, le design aujourd'hui*, designer Sophie Larger proposes to approach the subject of daily life objects, via a huge modeling-clay game. Families are invited to participate in a spontaneous and playful creative process, whose result will be the realization of an ephemeral and unique piece of furniture, created around the notions of instability, “live” matter, design and chance.

• **Symposium: Towards an alter-design?**

SATURDAY 17 SEPTEMBER, FROM 11:00 AM TO 7:00 PM,

PETITE SALLE. LEVEL -1. Admission: free and limited to the number of seats

In response to the exhibition *D. DAY, Design today*, the Forums de Société have organized a conference on today’s design, imagined in terms of its relationship with sustainable development. In three parts

- Design considered as a social laboratory,
- Critique and theory of design,
- The new responsibilities of the graphic arts.

Based on a proposal by Valérie Guillaume.