

A woman with short dark hair, wearing a black one-piece swimsuit and green high-heeled sandals with white polka dots, is sitting on large, three-dimensional white letters. She is holding the letter 'S' with her right hand and the letter 'A' with her left hand. The letters spell out 'S A' and are placed on a concrete floor. In the background, there are cardboard boxes and a white wall. The text 'ECAL SUMMER ACADEMY OF DESIGN JULY 2009' is overlaid on the image in a large, bold, sans-serif font. The text is colored in shades of pink and orange, with 'ECAL SUMMER ACADEMY OF DESIGN' in pink and 'JULY 2009' in orange.

# ECAL SUMMER ACADEMY OF DESIGN JULY 2009



## ECAL (UNIVERSITY OF ART AND DESIGN LAUSANNE)



Thanks to the dynamism of its director, Pierre Keller, the reputation of the ECAL/Ecole cantonale d'art de Lausanne (ECAL) has continued to grow. The quality of its staff and the renown of its other teaching visiting lecturers (R. Bouroullec, N. Lesueur, J. Armleder, etc.) attract students from all parts of the world: German-speaking Switzerland, Europe, the United States and Asia. This unprecedented enthusiasm can also be explained by the numerous cases of professional success achieved by the "Ecalians" and by their constant representation at workshops, conferences and exhibitions throughout the globe.

From San Francisco to Hong Kong, not to mention Milan, London, Paris or even New York's MoMA, ECAL's ever-increasing influence has propelled this institution into the forefront of the artistic world stage. Proof of this: the multitude of articles published about the school and its students by the press on the other side of the Atlantic (e.g. I.D. Magazine), or, nearer to home, the coverage by well-known media (Frame, Form, Intramuros, Le Monde, Wallpaper or Corriere della Sera...).

## WORKSHOP WITH ALEXIS GEORGACOPOULOS



Alexis Georgacopoulos was born in 1976 in Athens, Greece. He lives and works in Lausanne, Switzerland where he has been Head of industrial design Department from September 2000 until December 2008. During this period, the industrial design Department of the ECAL has become one of the most acclaimed and influential in design education worldwide. In his own work, Alexis Georgacopoulos's epitomizes design that is both functional and amusing, with humour as the counterweight to technology while combining conceptual lightness with simple functions and straight to the point effectiveness.

## DEPARTMENT OF INDUSTRIAL AND PRODUCT DESIGN

The teaching at the Department of Industrial and Product Design is focused on the creativity workshop and learning the profession is mainly based on experimentation at the practical level. In order that this works as well as possible, the student has a certain number of periods during which he carries out projects adapted to his level of skills under the eye of an experienced teacher. These projects generally allow him to experiment with the entire range of the creative process: seeking information and documentation, analysis of the problem, development of concepts, synthesis, refinement of details, production of models or prototypes, making technical drawings, presentation. They are also aimed at helping the student, at each stage in his training, to assimilate the information that he has received during theoretical or practical classes, and also during his exchanges with the teaching staff.

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ECAL/Ecole cantonale d'art de Lausanne  
ECAL/Route école d'art et de design (1855-00)  
ECAL/University of art and design Lausanne

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 **TECNOLÓGICO  
DE MONTERREY.**

**SUMMER  
UNIVERSITY**

## FRIDAY JULY 10

- 14 h 50 Departure from Guadalajara
- 16 h 10 Arrival in Mexico City
- 20 h 20 Departure from Mexico City

## SATURDAY JULY 11

- 13 h 55 Arrival in Paris-Charles de Gaulle
- 16 h 00 Departure from Paris-Charles de Gaulle
- 17 h 10 Arrival in Geneva Airport/Pick-up transfer by bus to Lausanne
- Hôtel de la Navigation (students) and Hôtel du Port (professors)

## SUNDAY JULY 12

- 10 h 00 Breakfast at the Château d'Ouchy
- 11 h 45 Boat trip from Lausanne Ouchy to the "Château de Chillon"
- 14 h 00 Visit of the "Château de Chillon"
- 15 h 30 Walk along the lake to the Montreux Jazz Festival
- Return by train to Lausanne

## MONDAY JULY 13

- 08 h 30 Beginning of the workshop/Lunch at ECAL
- 13 h 30 Workshop
- 17 h 30 Back to the Hotel

## TUESDAY JULY 14

- 08 h 30 Workshop/Lunch at ECAL
- 13 h 30 Workshop
- 17 h 00 Visit of the MUDAC/Musée de design et d'arts appliqués contemporains

## WEDNESDAY JULY 15

- 08 h 30 Workshop/Lunch at ECAL
- 13 h 30 Workshop
- 19 h 00 Concerts at the Montreux Jazz Festival (Transfer by train)

## THURSDAY JULY 16

- 08 h 30 Workshop/Lunch at ECAL
- 13 h 30 Workshop
- 17 h 30 Back to the Hotel

## FRIDAY JULY 17

- 08 h 30 Exhibition of the works/Lunch at ECAL
- 13 h 30 Critics
- 17 h 30 End of the workshop

## SATURDAY JULY 18

- 07 h 00 Departure by bus to Basel
- 10 h 00 Visit to the Vitra Design Museum in Weil am Rhein (exhibition H. & F. Campana)
- 13 h 00 Visit to the Beyeler Foundation in Riehen (exhibition A. Giacometti)
- 16 h 00 Visit to the Paul Klee Centre in Bern
- 19 h 00 Gruyère cheese fondue in Gruyères

## SUNDAY JULY 19

- 08 h 30 Departure with the bus from Lausanne to Geneva Airport
- 11 h 00 Departure from Geneva
- 12 h 10 Arrival in Paris
- 13 h 30 Departure from Paris
- 18 h 05 Arrival in Mexico City
- 22 h 10 Departure from Mexico City
- 23 h 25 Arrival in Guadalajara







**HOTEL DU PORT** [[www.hotel-du-port.ch](http://www.hotel-du-port.ch)]

A charming small family-run hotel, ideally situated on the waterfront of Lake Léman (Geneva) and 7 minutes from the city center. Its warm and modern 22 rooms renovated in 2001 will enhance your stay with us.

**HOTEL DE LA NAVIGATION** [[www.albatros-navigation.ch](http://www.albatros-navigation.ch)]

Only five minutes from Lausanne city center and overlooking Lake Geneva and the nearby yachting marina, Hotel de la Navigation, with a private bath or shower, direct-dial telephone, safe, hair dryer, radio, colour TV and minibar, can offer a warm and friendly welcome as well as an assurance of continual high standards, expected by a business clientele.

**MUSÉE DE DESIGN ET D'ARTS APPLIQUÉS CONTEMPORAINS (MUDAC)** [[www.mudac.ch](http://www.mudac.ch)]

Situated in the vicinity of Lausanne Cathedral, in the old town, the mudac is a melting pot of exchanges and encounters between the different domains of design, applied arts and contemporary art. Whether organised around a theme, the exhibitions presented by this museum boldly combine objets d'art and contemporary objects in the same space. Astonishing and exciting!

**LAVAUX** [[www.lavaux.ch](http://www.lavaux.ch)]

Lavaux stretches between the town and the countryside, the lake and the mountains. With its vineyard-covered slopes, its agricultural land on the plateau, its hills and dales, it is the epitome of diversity. The inhabitants of this austere region with its land that is hard to cultivate have a history that goes back thousands of years, reflecting its open mindedness and exemplary savoir-vivre. Apart from its winegrowing activity, Lavaux is also home to a number of artists and a haven of peace for tourists.

**MONTREUX** [[www.montreux-vevey.com](http://www.montreux-vevey.com)]

"Pearl of the Riviera", Montreux has the advantage of a particularly mild and pleasant climate due to its privileged location by the lakeside and at the foothills of the Alps. The variety of excursions available, but also sports and local entertainments, means that everyone can enjoy their stay to the utmost. There is always something going on in Montreux: the Jazz Festival, theatre, classical music concerts, plus the Festival du Rire, an event that is full of laughs.

**THE CASTLE OF CHILLON** [[www.chillon.ch](http://www.chillon.ch)]

If there is a Swiss historical monument whose image and silhouette is known the world over, then it is without any doubt the Castle of Chillon. To such an extent that it has become a symbol of Switzerland because of the impression it gives of beauty, harmonious proportions, solidity and balance. This unique stronghold is literally built into the waters of the lake of Geneva, and is characterised both by its aspect of being a fortress built opposite the old route leading to Italy and also that of a princely residence next to the lake!

**MONTREUX JAZZ FESTIVAL** [[www.montreuxjazz.com](http://www.montreuxjazz.com)]

This event, which was created by Claude Nobs in 1967, gradually gained momentum to finally become the most famous festival in the world. From jazz to rock, not to mention rap, each year the best musicians of the planet give exceptional stage performances, thus perpetuating, through the sound of their music, the incredible legend of Montreux Jazz...

**BASEL** [[www.baseltourism.ch](http://www.baseltourism.ch)]

Where the Rhine becomes a true river, where the borders of France, Germany and Switzerland meet, lies a town that is full of surprises. Basel, with its 190,000 or so inhabitants and its 2000 years of history, is situated on the Rhine. It has an extraordinary amount to offer in the art and cultural domains, and possesses one of the most beautiful and well preserved old towns in Europe.

**VITRA DESIGN MUSEUM** [[www.design-museum.de](http://www.design-museum.de), [www.vitra.com](http://www.vitra.com)]

The prestigious Vitra company has furthered the appreciation and understanding of design through the Vitra Design Museum at Weil am Rhein (D), near Basel, which it supports without influencing its artistic activity. Its collection includes over 3000 pieces. The Vitra Design Museum plans and presents travelling exhibitions in museums all over the world and organises workshops for designers, design amateurs and children. It also publishes exhibition catalogues, and commercialises miniature versions of classical furniture.

**BEYELER FOUNDATION** [[www.beyeler.com](http://www.beyeler.com)]

In parallel to their important professional activity as gallery owners, over a period of fifty years or so the art collectors Hildy and Ernst Beyeler gathered together works that were particularly representative of contemporary art. In 1982, this collection became a foundation, and was presented to the public for the first time in its totality in 1989, at the Centro de Arte Reina Sofia in Madrid. Today the collection includes about 200 paintings and sculptures (for instance, works by Picasso, Pollock, Giacometti and Liechtenstein), and displays both a personal preference and a connoisseur's choice and appreciation of the major classics of modern art.

**PAUL KLEE CENTRE** [[www.paulkleezentrum.ch](http://www.paulkleezentrum.ch)]

Located in Bern, this new cultural institution is entirely dedicated to the person, the life and the works of Paul Klee (1879–1940). This man, who was also a musician, teacher and poet, is considered one of the most important artists of the 20th century. The permanent exhibition contains 4000 paintings, watercolours and drawings, as well as archives and biographical documents. The Centre's collection is viewed as one the most significant in the world that is focused on one artist with a global reputation.

**GRUYÈRES** [[www.gruyeres.ch](http://www.gruyeres.ch)]

Gruyères is situated in the lush green countryside at the foothills of the Fribourg Alps. Its castle, which is one of the most prestigious in all of Switzerland, majestically dominates the mediaeval town. This charming commune of around 1500 inhabitants has a cheese dairy that the public can visit, its own airfield, several restaurants, a camping ground, and the HR Giger Museum (the famous creator of Alien).