



## Sound & Vision

On the occasion of the “Sound & Vision” exhibition, ECAL and the design research centre EPFL+ECAL Lab awaken your senses through a range of immersive experiences, from surprising ringing bells to audiovisual music recordings. ECAL showcases “Ring my Bell”, an offbeat collection of interactive doorbells, while the EPFL+ECAL Lab unleashes the potential of Virtual Reality with “Hands on Vision”.

### Ring my Bell

DONG! TRRRRRR! Or maybe even GLING! Or BLING!, MHHHH! And sometimes even BRAOUM! ECAL/University of Art and Design Lausanne presents an offbeat collection of interactive doorbells developed by first-year Bachelor Industrial Design students, under the joint guidance of Stéphane Halmaï-Voisard, Head of Bachelor Industrial Design, and Mathieu Rivier, a Bachelor Media & Interaction Design graduate. This project is part of the “Sound & Vision” exhibition, shown for the first time, in collaboration with the EPFL+ECAL Lab, at the 2019 Milan International Furniture Fair.

Sound and object design are two notions that industrial designers rarely have the opportunity to combine. Nevertheless, most everyday objects potentially produce sounds. Just pull up a chair, open or close a drawer or even flip a switch and you will create sound. What do all these actions have in common? Movement, friction and interaction which draw on the basic laws of physics to create tones. With this in mind, the students have offered a fresh and original take on an everyday object, one that is unremarkable yet never silent—the doorbell.

They have designed a range of mechanical and electrical doorbells that offer a unique, sometimes even thunderous, sound experience. Well-known chimes step aside and are replaced by a curious metallophone triggered by a punch card reminiscent of traditional mechanical music boxes. The former door knocker is now amplified by a vibrant dong! The familiar buzzer has been replaced by an energetic drum roll. The everyday doorbell has been replaced by a curious device that makes a sound like thunder. At last, where you might expect a ding-dong, there is now a stertorous mooring mhhhh! These are just some of the contraptions displayed.

Come in and ring!

[www.ecal-ringmybell.ch](http://www.ecal-ringmybell.ch)



### Hands on Vision

In the “Sound & Vision” exhibition, the EPFL+ECAL Lab takes you to other worlds with “Hands on Vision”. The immersion turns into a sensory, social and nomadic experience. The design research shapes a new future for immersion and mobility. Six installations demonstrate how objects bring new life to virtual content, – in the company of celebrities such as singer, Nina Simone, and designer, Roger Tallon.

For “Hands on Vision, information directly from the EPFL+ECAL Lab: [geraldine.morand@epfl.ch](mailto:geraldine.morand@epfl.ch)

**Press preview:** Monday 8 April, 4 pm - 6 pm

**Opening hours:** Tuesday 9 April – Saturday 13 April, 11am – 8pm  
Sunday 14 April, 11am – 4pm

**Spazio Orso 16**

Via dell’Orso 16

20121 Milano

[www.ecal.ch](http://www.ecal.ch)

[www.epfl-ecal-lab.ch](http://www.epfl-ecal-lab.ch)

### For further information

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High-definition images available on the website  
[www.ecal.ch/en/4080](http://www.ecal.ch/en/4080) or by request.

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## ECAL x Marsotto LAB

**Marsotto**  
LAB

In partnership with the Italian marble manufacturer Marsotto LAB, ECAL Master of Advanced Studies in Design for Luxury & Craftsmanship students present a series of home accessories devised during a workshop with French designer Pierre Charpin.

The Italian marble manufacturer that entrusted the project development to ECAL Master of Advanced Studies in Design for Luxury and Craftsmanship with a clock collection for last year's Milan Design Week, chose to repeat the collaboration to create home accessories for this year's edition.

Marsotto LAB, the new laboratory of the family business founded in 2018 for which the students had worked before, gives talented young aspiring designers an opportunity to present simple yet functional objects while learning about the specific properties of marble, namely its weight, hardness and aesthetics.

A tour of the factory in the outskirts of Verona provided the students with a unique opportunity to discover the Marsotto manufacturing plant as well as the leading-edge machines that enable them to optimise production while maintaining the level of handcrafted quality to which the Marsotto brand has been equating for six generations now.

After their trip, the students were able to develop their ideas alongside Pierre Charpin, the French designer who shared with them his enthusiasm for perfect and well-balanced shapes.

The result is an original and surprising collection of kitchenware (a champagne bucket, containers, trays and other accessories) vases and incense burners, all these objects form a fresh yet useful range that aims to complement the marble furniture collections created by renowned designers for Marsotto edizioni, a brand that has been internationally successful for a number of years.

### Opening hours:

Tuesday 9 April & Sunday 14 April, 10 am – 5 pm  
Wednesday 10 April – Saturday 13 April, 10 am – 8.30 pm  
**Corso Garibaldi 50**  
20121 Milano  
[www.ecal.ch](http://www.ecal.ch)  
[www.lab.marsotto.com](http://www.lab.marsotto.com)

### For further information

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## Objects for Nomadic Life

SaloneSatellite

Sebastian Maluska, ECAL Master Product Design graduate (2018), presents three outdoor projects related to a nomadic lifestyle, including camping and travelling.

“Nest” is a low-profile car volume extension, acting as a tent and storage space. Inspired by the sailing world and its technology, it is made up of two frames covered with waterproof sailing fabric. Once it opens up, “Nest” provides sheltered sleeping space for two people. While driving, sport equipment, such as surfboards or skis, can be stored on top or inside of “Nest” between the two fabric layers.

Modern mountaineers travel as fast and light as possible, trying out new routes and pushing the boundaries of distance and time. They are never assured of being able to make it home before dark or of getting to the next safe spot before the weather changes. Naturally, a backup option becomes an essential part of your kit. This backup comes in the shape of an “Odon” backpack, essentially a hyper-light shelter solution. This shelter is so light that it can always remain attached to your daypack.

“TRS 1” is a trail running shoe with a replaceable outsole. This lets users personalise their own trail running shoes. The inner shoe can be changed to adapt to colder or warmer temperatures or even for washing when needed. An added advantage is that certain parts of the shoe can be easily repaired or replaced when worn or damaged.

### Opening hours:

Tuesday 9 April – Sunday 14 April, 9.30 am – 6.30 pm  
**SaloneSatellite**  
Hall 22 – 24, Stand S18  
Fiera Milano  
20017 Rho  
[www.ecal.ch](http://www.ecal.ch)  
[www.salonemilano.it](http://www.salonemilano.it)  
[www.sebastianmaluska.com](http://www.sebastianmaluska.com)

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