

Vitra Design Museum

MyHome: Seven experiments for contemporary living

Interventions by Jurgen Bey, Ronan & Erwan Bouroullec, Fernando & Humberto Campana, Hella Jongerius, Greg Lynn, Jürgen Mayer H., and Jerszy Seymour

An exhibition at Vitra Design Museum, 14 June – 16 September 2007

A different kind of museum experience: In the exhibition *MyHome*, Vitra Design Museum gives internationally renowned designers of a younger generation the opportunity to realise their individual visions. They occupy the museum with future-oriented installations that simultaneously furnish a set of unique statements on current-day design. Created especially for the exhibition and tailored in response to the existing space of the museum, the environments can be utilised by exhibition visitors and thus be directly experienced and perceived.

Kicking off the exhibition and marking its entrance is the sensual and exotic-seeming presentation by the brothers **Fernando and Humberto Campana** from Brazil. In front of the museum, they are creating a new space made from natural and recycled materials as a smooth transition between interior and exterior.

In the interior of the building, **Jurgen Bey** of the Netherlands is fashioning a fragile paper structure to create a room within a room. A poetic environment for living and working that investigates the boundaries between the individual private sphere and public space and for which Bey specially designed a series of new furniture pieces.

In the preparatory phase leading up to the exhibition, the designer **Jerszy Seymour** set up a laboratory in Berlin where he has been experimenting with bioplastics and using these materials to create his furniture objects. The results of his multi-week Berlin experiment have been documented on film and will be shown together at Vitra Design Museum with the testing lab, which will be transferred in its entirety to Weil am Rhein for the opening.

Vitra Design Museum

The installation by **Hella Jongerius**, like Jurgen Bey also based in Rotterdam, issues a provocative plea for a more deliberate approach to the use of colour. She creates a three-dimensional colour palette that explores the impact of colours and probes the possibilities that result from designing with colours. Coloured textiles – continually in motion – create new and ever-changing constellations of colours.

The new temporary museum cafe is staged by the Berlin architect **Jürgen Mayer H.** for the duration of the exhibition. For this space, he takes up the deconstructivist formal language of Frank O. Gehry and carries it forward in the interior with built-in constructions and graphic elements across the floors and walls. Tables and benches that grow out of the ground in crystalline form are painted with heat-sensitive paints so that each user leaves behind traces of his or her presence.

The Los Angeles-based architect **Greg Lynn** has designed a futuristic interior landscape with seating and wall modules whose forms were generated on the computer. It is inhabited by robots whose fictive life in the interior landscape on display is documented by an animated film.

An entirely different approach, in turn, is taken by the project from the brothers **Erwan and Ronan Bouroullec**. With modular textile walls, they form a mobile and temporary space for relaxation and retreat, a place of reflection and regeneration.

The exhibition assembles seven atmospherically dense and sensorially appealing projects by important contemporary designers in which the boundaries between design, art and architecture become blurred. MyHome does not merely offer interior decoration tips, but rather puts forward inspiring installations that invite the viewer to contemplate domestic habits and needs as well as current strategies for sketching out ideas and production in present-day design.

Hours: Mon – Sun: 10 a.m. to 6 p.m., Wed: 10 a.m. to 8 p.m.

Guided tours of the exhibition: Sat and Sun at 11 a.m.