

Press release

**The ECAL Manual of Style
How to best teach design today?**

15 October 2022 to 16 April 2023, Vitra Design Museum Gallery

An exhibition by ECAL/University of Art and Design Lausanne

»How to best teach design today?« – The ECAL/University of Art and Design Lausanne has pondered the question of teaching methods for future designers. Widely considered to be among the leading art and design institutions themselves, the ECAL discussed this issue with internationally renowned designers, critics, and writers. Their answers reveal the school's unique approach to teaching, in which individual style is not only encouraged, but rigorously pushed to develop into its most coherent professional form.

Curated by designer Jonathan Olivares and ECAL Director Alexis Georgacopoulos, the exhibition surveys a selection of twenty groundbreaking and defining projects by students and their tutors. Based on unconventional teaching methods, they produce objects that reveal creative methodology in action and can be readily molded to the needs of the future.

The exhibition retraces the design process of these iconic projects through a historical context. In other words, it challenges the question »How to best teach design today?«. A question that Max Bill and Ettore Sottsass tried to answer in 1983 in the context of the »Design Since 1945« exhibition at the Philadelphia Museum of Art. Their answer? Each gave a response that reflected his own image: the first emphasized the pragmatism and practicality of design. The second, its utopian and metaphorical character. These two lines of thought are found at the heart of the exhibition through its scenography. From the eccentric and colorful glass material to the functional and straightforward wooden structure, the exhibition answers the question in itself: there is not one but many best ways to teach design today.

Luminaries

Johanna Agerman Ross, Yves Béhar, Camille Blin, Erwan Bouroullec, Ronan Bouroullec, Pierre Charpin, Kim Colin, Alexandra Cunningham Cameron, Konstantin Grcic, Marva Griffin, Stéphane Halmaï-Voisard, Mette Hay, Jaime Hayon, Anniina Koivu, Nicolas Le Moigne, Sabine Marcelis, Ravi Naidoo, Hans Ulrich Obrist, Eugenio Perazza, Alice Rawsthorn, Deyan Sudjic, Patricia Urquiola

ECAL Alumni

Ini Archibong, Thilo Alex Brunner, BIG-GAME, Michel Charlot, Jung-You Choi, Christophe Guberan, Moisés Hernández, Maria Jeglinska-Adamczewska, Fiona Krüger, Carolien Niebling, Léa Pereyre, Julie Richoz, Adrien Rovero, Brynjar Sigurðarson, Francisco Torres, Alexis Tourron & Stefano Panterotto, Hongchao Wang, Giorgia Zanellato & Daniele Bortotto

General information

Exhibition title:	»The ECAL Manual of Style: How to best teach design today?«
Duration:	15 October 2022 to 16 April 2023
Curators:	Jonathan Olivares and Alexis Georgacopoulos
Exhibition design:	The concept was developed by Maxine Granzin, Paula Mühlener, and Yohanna Rieckhoff (ECAL Master Product Design students), following a one-week workshop led by Jonathan Olivares, in close collaboration with Glas Italia.
Hashtags:	#VDMECAL #ECAL #VitraDesignMuseum
Contact:	www.design-museum.de T +49.7621.702.3200 E info@design-museum.de
Press images:	www.design-museum.de/press_images
Press contact:	Vitra Design Museum Johanna Hunder Head of Communications T +49.7621.702.3153 E communications@design-museum.de ECAL/Ecole cantonale d'art de Lausanne University of Art and Design Lausanne Marielle Sperandio T +41.21.316.99.64 E marielle.sperandio@ecal.ch

The exhibition is accompanied by the book »The ECAL Manual of Style« (2022), published by Phaidon and edited by Jonathan Olivares and Alexis Georgacopoulos. Hardcover, 27.5 × 21 × 2 cm, 204 pages, approx. 300 images, ISBN 9781838665173 (English), EUR 39.95

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is an exhibition by ECAL/University of Art and Design Lausanne**

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