

PHENOMENA

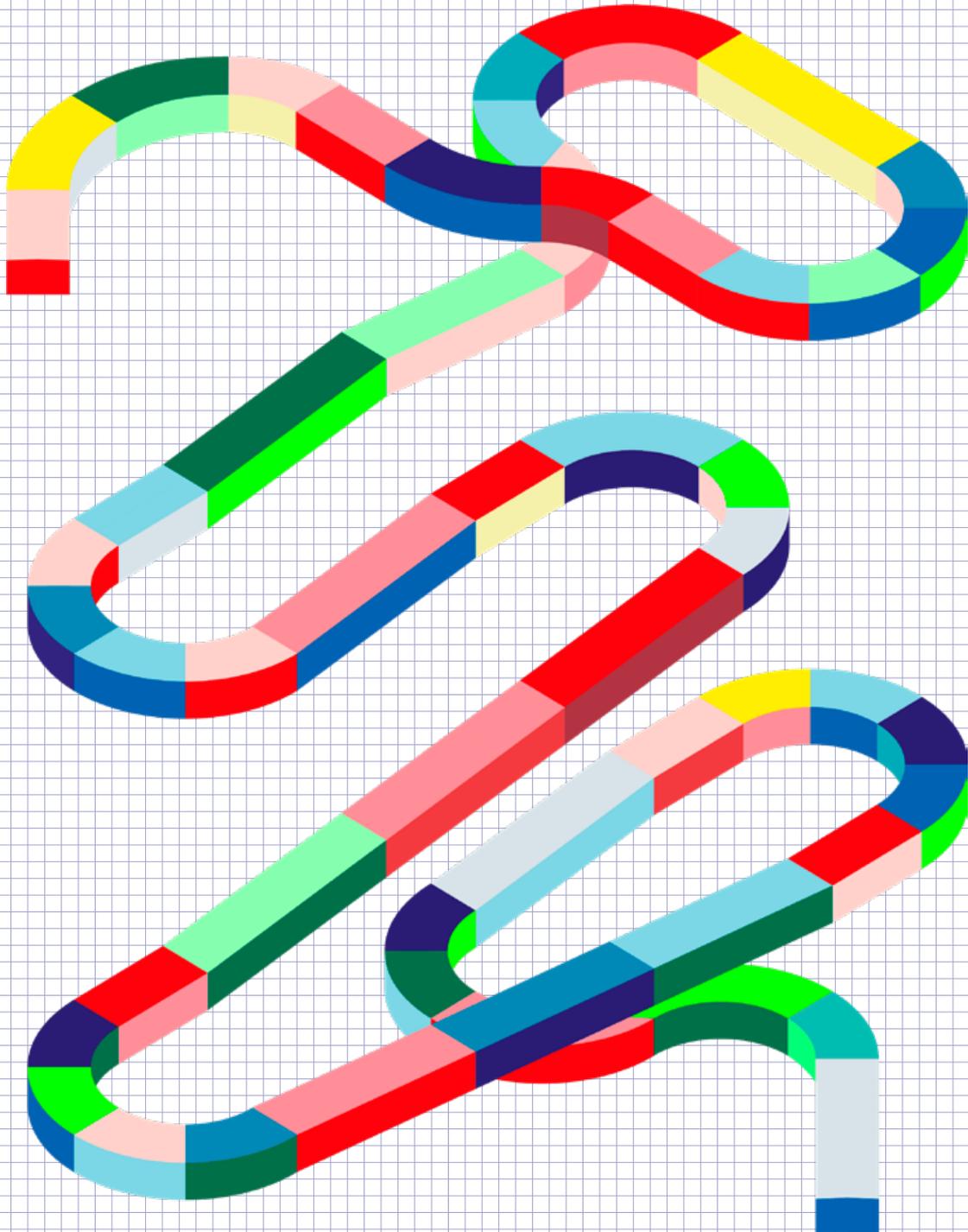
PRESS KIT

DESIGN LIFTS THE VEIL
ON THE INVISIBLE TECHNOLOGIES
OF EVERYDAY LIFE

NOVEMBER 29, 2018 TO
MARCH 3, 2019

MUSÉE DES ARTS DÉCORATIFS
ET DU DESIGN, BORDEAUX

MADD-BORDEAUX.FR



*musée du
design musée
bordeaux des arts
décoratifs*

CHATEAU HAUT-BAILLY
MÉCÈNE D'HONNEUR

Contents

Press release	5
The exhibition	7-9
The launch <i>Papier Machine n°0</i>	11
Around the exhibition	15
Acknowledgement	17
The museum	19
Iconography / practical information / press contact	21

Phenomena

Design lifts the veil on the invisible technologies of everyday life

November 29, 2018 to March 3, 2019

Opening: Thursday, November 29, 7 pm

As part of its series of invitations to young designers, the madd-bordeaux is presenting *Phenomena*, an experimental interactive project created specifically for the museum by Marion Pinaffo and Raphaël Pluvinage.

The modern world is characterized by an ever-increasing complexity that remains invisible and incomprehensible - a labyrinth of waves, sensors, motherboards, codes, algorithms, LCD screens, cell phones... For more than three years, these two designers, winners of the 2016 *Audi Talents Awards*, have been exploring the laws of physics, digital technology and electronics. At the madd-bordeaux, they offer the public an opportunity to experience these scientific phenomena in a series of intuitive, entertaining, user-friendly installations.

Through these experiments, combining design, technology and pedagogy, visitors of all ages are plunged into an engaging sensory realm as they gain an understanding of these invisible complexities and feel their magic.

The exhibition, presented in the former jail, makes these complex abstract phenomena tangible using simple concrete components like metal balls, cardboard and even drops of water. The result is a panoply of forms, colors and materials to be explored.

Curators of the exhibition

Designers Marion Pinaffo and Raphaël Pluvinage of Studio Pinaffo Pluvinage

Freelance designers Marion Pinaffo (born in 1987) and Raphaël Pluvinage (born in 1986) both studied at ENSCI - Les Ateliers, graduating with honors in 2013 and 2015 respectively. Their eye-catching, upbeat designs take the form of experiments and interactions with the viewer. Marion's work draws inspiration from both the history of design and folk art. She likes to produce intuitive recreational objects that elicit the viewer's involvement and spark the imagination. Raphaël, an engineer by training, develops projects based on new technologies and seeks to reveal the impact that design has on our lives and our relation to the world.

After early professional experience in London working for the Doshi Levien and Superflux studios respectively, Marion and Raphaël joined forces in 2015 for a project entitled *Papier Machine*. They continued their collaboration through the Te Ataata residency offered by the Embassy of France in New Zealand and won the *Audi Talents Awards design prize* in 2016.

Since then they have completed a string of joint projects, including *Île à Gratter* (2015), *Arcade Poster* (2016), *Château d'Eau* (2017, in collaboration with Juliette Gelli), *TamTam* (2017) and *100 Meter Stories* (2018).

<https://pinaffo-pluvinage.com>

Part of the madd-bordeaux's series of invitations to young designers.

This project illustrates the museum's desire to offer a platform for young designers who are pioneering new fields of research in design, graphics, interactivity and digital technology.





The exhibition

The exhibition occupies the right side of the former jail on Rue Boulan, which once housed the male prisoners. The two designers have taken over the courtyard and its six cells, presenting in each space interactive experiments in which the viewers' participation is a key element. Their installations are conceived to reveal the hidden mechanisms of the new objects of everyday life, encouraging us to reflect on how they function and how we relate to them.

The courtyard is transformed into a large playground, inviting us to learn about encryption, how it works and its applications, through a participative installation entitled *Briques de Code* ("Code Bricks"). The set of characters that makes it possible to unlock the code is a series of colors. The visitor creates a circuit using cardboard modules that match the same color sequence. A ball is then released into this assembly of colored shapes, showing the form of the circuit that was contained in the code. In the process of "breaking" the code, visitors learn about famous encoding systems in history: semaphore, sign language, the Navajo "code talkers," Assyrian cylinder seals and the perforated cards that gave rise to the ancestor of the computer.

The sensory adventure continues in the jail cells with *Château d'Eau* and *Noisy Jelly*, two activities that use the senses of sight, hearing and touch to elucidate the technical characteristics of our new everyday objects.

Certain so-called "intelligent materials" have qualities that are invisible to the naked eye, such as superhydrophobia: no amount of water can penetrate the material – the drops remain intact, sliding across the surface. To explain this physical phenomenon, whose technical characteristics can only be perceived on a microscopic scale, Marion and Raphaël, working with the designer Juliette Gelli, created *Château d'Eau* ("Water Tower"). Drops of water flow through a set of circuits made up of plaster blocks covered with a superhydrophobic polymer. The various blocks – zigzags, stripes, loops, etc. – can be configured in infinite combinations, offering a fun way to demonstrate the utility of this kind of material in industrial applications: windshields, solar panels, windows, etc.

The use of pushbuttons has evolved considerably in recent years since the invention of the touchscreen. This "capacitive technology" uses a conductive grid covered by a sheet of glass. The human body, made up largely of water, is also conductive. A fingertip held over the grid attracts its charge, modifying the electrical field at the point of pressure and generating a signal. *Noisy Jelly* operates as a proposal for perceiving the range of physical possibilities that can now supplement the functioning of a simple pushbutton. Wet, soft and sticky, *Noisy Jelly* is a sonic "chemistry set" offering an experience that's the opposite of using a smartphone. Colorful gelatin shapes are placed on metal points connected to an electrical current. Upon contact with the body, they produce different sounds. The use of a soft, perishable material as a control tool is an intriguing, disconcerting experience.

This exhibition marks the launch of *Papier Machine n°0* (published by Panoplie), the first in a collection of books for exploring the invisible mechanisms of the world of electronics. This issue contains six electronic games in pre-cut paper, screen printed with an ink that conducts electricity. The exhibition offers viewers access to three of the six games. All of them produce sounds and each one illustrates a different physical principle. The book, which contains all the necessary components, will be available for sale in the museum's shop.

The exhibition continues with an examination of data storage. *Histoires de 100 Mètres* ("100 Meter Stories"), a device created in cooperation with the Israeli artist Tamara Efrat, encourages us to rethink the link between content and storage space. Unlike a data center, whose storage capacity is infinite but which does not show any aspect of its content, this device – a display screen comprising a moving strip that recounts a story – offers limited space and shows everything it contains.



The exhibition

In the city we see screens everywhere, all day long. These displays tend to become standardized: screens have replaced store signs, split-flap departure boards in train stations, trivision billboards and other ads. The resolution of the screens has been improved to the point that their pixels are no longer visible to the naked eye. In the next cell, the designers take the opposite approach from these perfect images with *Ecran Liquide*. In the form of a scrolling screen made up of droplets circulating in a pipe, their "Liquid Screen" transmits information while revealing its mode of functioning.



The launch of *Papier Machine n°0*

Papier Machine was born of the desire to make the functioning of the different sensors in our cell phones easily understandable. This research resulted in the creation of a dozen toys made of paper printed with inks that have various electrical properties.

The adventure began in early 2015 at ENSCI–Les Ateliers (Ecole Nationale Supérieure de Création Industrielle). It reached fruition during Raphaël and Marion's Te Ataata residency for creative technologies in New Zealand, and its development was made possible when the duo won the 2016 *Audi Talents Awards* design prize.

The production of the first volume, *Papier Machine n°0*, was financed by a crowd-funding drive that ended in February 2018 after gaining the backing of more than 1,800 donors.

Published in 2018 by Panoplie, an independent publishing house, the Issue *n°0* is a book of six electronic objects in pre-cut paper to be assembled as kits that produce sound.

The paper is printed with a silver ink that conducts electricity, and all the components needed for the games are provided: button cell battery, buzzer, electronic card and metal balls.

This book is being unveiled for the first time as part of the exhibition *Phenomena*, and three of its six games will be made available to the public.

Papier Machine n°0 will also be on sale in the museum's shop.

B4 format

Six games to be assembled

Batteries and components included

Exclusive price for the exhibition: 45 €

www.panoplie.co





Family

A series of interactive devices accessible to all

The exhibition proposes to test several devices to better understand the functioning new technologies around us: sensors, touch screens, components electronic, storage, etc.

Young visitors / school groups / students

Junior opening (6-11 years old) for the *Team junior du madd**

Wednesday, November 28 at 2 pm

Preview of the exhibition with the designers followed by a snack

Christmas Holidays - Cryptography Workshops (6-11 years old) for the *Team junior du madd**

Thursdays December 27 and January 3 from 10:30 am to 12 pm

Fridays December 28 and January 4 from 10:30 am to 12 pm

After testing devices presented in the exhibition, the kids are invited to participate in this new workshop designed with Marion Pinaffo and Raphaël Pluinage.

* Free for members of the *Team junior du madd*, the young friends club of the museum (membership fee for the the year: 10 €). Organized by *The Friends of the museum* association.

Only on registration at 05 56 10 14 05 / artdeco.publics@mairie-bordeaux.fr

Custom tours and activities for school and student groups

Information and registration at +33 (0)5 56 10 14 05 / artdeco.publics@mairie-bordeaux.fr

Mediation

Mediators are present in the exhibition to help you experiment with the devices. From 11 am to 6 pm during the week except Tuesday, closing day, and from 2 pm to 6 pm during the weekend. In partnership with the students of the ICART Bordeaux.

Guide booklets in English

Thursdays of the museum

A theme, a meeting, a drink.

As part of the *Thursdays of the museum*, the madd-bordeaux invites the public to listen to the intervention of a well-known personality from the world of design or decorative arts in connection with the exhibition. This hour long meeting is followed by a friendly discussion over a drink hosted by the Alliance des Crus Bourgeois du Médoc, partner of the *Thursdays of the museum*.

Thursday, December 6 at 7 pm - private exhibition viewing with Marion Pinaffo and Raphaël Pluinage

These events are proposed by the *Friends of the museum*.

The *Thursdays of the museum* are organized with the support of *Galleries Lafayette*.

Price: 8 € - Free for students, the *Friends* and the *cercle of the museum*.

Guided tours in English on demand

Groups

All year round: On demand more than 11 people

Prices: 50 € + 3 € per person during the week / 65 € + 3 € per person during the week-end

Registration: +33 (0)5 56 10 14 05 / artdeco.publics@mairie-bordeaux.fr

Acknowledgements

Curator, scenography and graphic design

Studio Pinaffo Pluvinage

The museum would like to thank

**Château Haut-Bailly,
mécène d'honneur**

This exhibition benefits from the mediation support of the ICART Bordeaux students.

For their fidelity, the museum would also like to thank

The Friends and the circle of the madd
Le Chapon Fin
Château Nairac
Les Crus Bourgeois du Médoc
Les Galeries Lafayette
La Société de négoce DIVA

The musée des Arts décoratifs et du Design

The Museum is installed in a private residence, the hôtel de Lalande, built in Bordeaux between 1775 and 1779 for the parliamentary councillor Pierre de Raymond de Lalande. This house would change its statuses over the years. In 1880 it was purchased by the City, which first of all installed its police departments in it, and built a prison behind it, where the garden used to be. Then the City established a first Museum of Ancient Art in it, in 1924, which would be turned into a Museum of Decorative Arts in 1955.

In 1984, the museum was converted to evoke a wealthy aristocratic residence, typical of the Enlightenment in Bordeaux and its reserves are located in the former prison.

Recently, in 2013, the institution was renamed the Musée des Arts décoratifs et du Design on Constance Rubini's initiative, thus indicating the wish to turn it into a major place for disseminating the culture of design.

In 2016, the museum's reserves, located in the former prison, are outsourced to extend the exhibition space open to the public. This new space gives a dynamic and a good visibility to the institution. Are presented the exhibitions *Oh couleurs ! Le design au prisme de la couleur* in 2017 (record attendance with 43,239 visitors), and *Construction - Martin Szekely* in 2018.

In 2018, both buildings of the museum are classified as historical monuments.

www.madd-bordeaux.fr





Iconography / practical information / press contact

Iconography

All the images and credits will be available on DropBox following this link:

https://www.dropbox.com/sh/ylz9saisnk5odx2/AABhmRfYD_uC2PN6SPcGewGza?dl=o

and on demand via WeTransfer.

Practical information

Musée des Arts décoratifs et du Design

39 rue Bouffard

33 000 Bordeaux

+33 (0)5 56 10 14 00

madd@mairie-bordeaux.fr

www.madd-bordeaux.fr

Opening hours

11 am - 6 pm

Closed on Tuesdays and on holidays (open on July 14 and August 15)

Admission fees

Full rate 5 € / reduced 3 €*

Musées Bordeaux pass: Single 25 € / Double 37.50 €

** for jobseekers, students (other than those in the sectors mentioned below), holders of the Large Family Card, annual subscribers to the Cité du Vin, in the event of partial closure of the establishment, and groups of more than 11 people.*

Access for person with reduced mobility in the former prison and only on the 1st floor of the hôtel de Lalande.

Free admission: on the first Sunday of the month (except in July and August), for the Friends of the Musée des Arts décoratifs et du Design, for those under 18, for holders of the Carte Jeune (under 16) and the person accompanying them, for handicapped persons and the person accompanying them, for those receiving minimal allowances (RSA, ASS, ATS, ASPA and ATA), for journalists, for holders of the Musées Bordeaux Pass, a Pass Pro issued by the City of Bordeaux, or of a Bordeaux Métropole City Pass, for employees of the City of Bordeaux and Bordeaux Métropole, for art students at universities and public art schools: architecture, art history, archaeology, visual arts, graphic arts, design and industrial creation, crafts, photography, fashion and fashion design, patrimony and landscape, holders of the Grand Donateur card, and holders of the ICOM card or Icomos, and Opération Sentinelle.

All the latest news about the madd-bordeaux can be followed on:

[Facebook](#) - [Twitter](#) - [Instagram](#)

[@madd_bordeaux](#) [#madd_bordeaux](#)

Press contact

Musée des Arts décoratifs et du Design

Carine Dall'Agnol

c.dallagnol@mairie-bordeaux.fr

+33 (0)5 56 10 14 30

+33 (0)6 07 75 89 94

