**YOUNG DESIGNERS CREATE HIGH-QUALITY PRODUCTS FOR THE PICASSO SHOP AT FONDATION BEYELER**

For the major exhibition The Young Picasso – Blue and Rose Periods at Fondation Beyeler, the FHNW Academy of Art and Design and Fondation Beyeler have, for the first time, realized a joint project: prompted by Picasso’s paintings from the Blue and Rose periods, students of the Institute Integrative Design | Masterstudio were asked to come up with product ideas for the gallery’s Picasso shop, a task they worked on for two semesters. In the context of the trainee programme Swiss Cultural Entrepreneurship, students were thus given the opportunity to go through the whole design process, from sketch to finished product, under real conditions.

In the draft stage, the students first explored the formal, motivic, and conceptual characteristics of Picasso’s work during the Blue and Rose periods as a basis for reinterpreting them. Setting out from their sketches they went on to deal with aesthetic and functional concerns, find the right production partners, define target groups and price ranges, create designs for packaging, and select the appropriate modes of presentation and sale. In the process the students went through all the stages of product development, enabling them to gather vital experience with regard to design practice.

In autumn 2018, a five-member jury selected the designs it believed were worth realizing. Since then, six different products have been produced which will now go on sale at Fondation Beyeler’s Picasso shop as from now, most of them handcrafted uniques. On offer are mouth-blown vases, golden handheld mirrors, coloured soaps and wax crayons, a special Mikado set, and T-shirts for kids – all come in a limited edition and a specially designed packaging.

As from March 2019 Interviews with the students and videos showing the production of the various items are to be found on the respective social media channels of the FHNW Academy of Art and Design and Fondation Beyeler.

**The Young PICASSO – Blue and Rose Periods   
February 3 – May 26, 2019**  
This exhibition, the most ambitious ever staged by the Fondation Beyeler, is devoted to the paintings and sculptures of the young Pablo Picasso from the so-called Blue and Rose periods, between 1901 and 1906. For the first time in Europe, the masterpieces of these crucial years, most of them a milestone on Picasso’s path to preeminence as the twentieth century’s most famous artist, are presented together, in a concentration and quality that are unparalleled. Picasso’s pictures from this phase of creative ferment are some of the finest and most emotionally compelling examples of modern painting, and are counted among the most valuable and sought-after works in the entire history of art. It is unlikely that they will be seen again in such a selection in a single place.

**Persons involved**

**Jury panel:**

Raphaël Bouvier (Curator, Fondation Beyeler)

Ulrike Erbslöh (Business director, Fondation Beyeler)

Andreas Widmer (Shop manager, Fondation Beyeler)

Jana Eske (Head of Swiss Cultural Entrepreneurship, FHNW Academy of Art and Design)

Kirsten Langkilde (Director, FHNW Academy of Art and Design)

**Project management Fondation Beyeler**Andreas Widmer (Shop manager)

**Project management FHNW Academy of Art and Design**

Jana Eske

**Institute Integrative Design | Masterstudio**

Prof. Armin Blasbichler   
Prof. Werner Baumhakl   
Alfredo Häberli  
Nicole Schneider   
Prof. Dr. Ralf Trachte

**Participant students:**

Natalia Blanco  
Charleen Elberskirch  
Jennifer Keusgen  
Robin Kirsch  
Benjamin Kniel  
Marie Läuger

Fischesser Mathieu  
Moritz Meier  
Marko Peric  
Lyne Revaz  
Norman Ries

Helena Tapajnova

Dan Tan  
Cheryl Tron

Pablo Odriozola  
Nini Zhang

**Social Media**

Instagram: @hgk\_fhnw, #BeyelerPicasso

Facebook: @hgk\_fhnw, @FondationBeyeler

**For further information**

University of Applied Sciences and Arts Northwestern Switzerland (FHNW)

Academy of Art and Design

Jenni Schmitt, Communications

T +41 61 228 43 52, [jennifer.schmitt@fhnw.ch](mailto:jennifer.schmitt@fhnw.ch)

Freilager-Platz 1, 4002 Basel

Fondation Beyeler

Silke Kellner-Mergenthaler, Head of Communications

T + 41 061 645 99 02, [presse@fondationbeyeler.ch](mailto:presse@fondationbeyeler.ch)

Baselstrasse 77, 4125 Riehen