**PRODUCT TEXTS**

**CVS**

**RESONATE**

The RESPONATE vase’s gentle hues reflect Picasso’s transition from his Blue to his Pink period. The object consists of two elements which, when filled with water and joined together, generate a performative moment, creating an optical illusion that also lends itself as a poetic interpretation of cubism. The glass is mouthblown and each vase is a unique.

**Price:** CHF 325

**by Helena Tapajnova**

Helena Tapajnova (b. 1991 in Slovakia) holds a BA and a MA in glass design from the Thomas Bat’a University in Zlin, Czech Republic. Presently she is studying at the Institute Integrative Design |Masterstudio of FHNW Academy of Art and Design in Basel.

Helena Tapajnova has worked for Matteo Gonet (Münchenstein, Switzerland) and for the art gallery Kabinet T. (Zlin, Czech Republic). She was also a co-founder of the art gallery Garaz (Zlin, Czech Republic).

Among other venues, her works have been shown at the BoBiennale (2017, Bochum, Germany) as well as at the show 1 See/Vidim (2017, Zlin, Czech Republic) and at the Biennale of Glass (2015, Strasbourg, France).

**MIKASSO**

MIKASSO is a re-interpretation of the famous Mikado game of skill. In this case the game is played with variedly coloured wooden sticks whose appearance is inspired by Picasso’s Blue and Pink periods as well as early cubism: angular wooden sticks encounter pink rounded ones, complemented by such featuring deconstructed shapes and colours.

**Price:** CHF 21.80

**by Pablo Odriozola**

Pablo Odriozola was born in San Sebastian, Spain, in 1994. Following a BA degree in Industrial Design and Product Development from Mondragon University in the Basque country, Pablo Odriozola is currently enrolled in the MA programme at the Institute Integrative Design |Masterstudio of FHNW Academy of Art and Design in Basel. He has served as a junior project manager at Antic Pays Basque in France and is currently working as a product designer and scenographer for A-Project Studio in Bienne, Switzerland.

**SOA.PP**

SOA.PP is a soap collection that reflects the atmosphere of selected works by Picasso. Three different colour and fragrance compositions come in two sizes. Each soap represents a specific painting by Picasso and is composed of five of its characteristic colours. Its fragrance conveys the respective work’s emotional message.

The organic soaps were produced in collaboration with the manufactory Seifenmacher in Arosa. Being handcrafted and owing to their marbled look, each soap is unique, representing an artwork in its own right that gradually dissolves through usage, from cubic to organic to a mere idea. In this sense, they retrace Picasso’s individual work phases backwards.

**Price:** CHF 14.80 (small) and 24.80 (large)

**by Charleen Elberskirch**

Charleen Elberskirch (b. 1992 in Neuwied, Germany) grew up in the Cologne area and originally studied fashion design (Akademie für Mode und Design, Düsseldorf) for which she was awarded a BA degree. She has worked as a designer and stylist for various international labels in New York and Berlin, among other places. In the course of her studies, she began focusing strongly on socially and ecologically effective design concepts. With the intention of expanding on this, she moved to Basel in 2017 where she is currently working on her MA thesis at the Institute Integrative Design |Masterstudio of FHNW Academy of Art and Design in Basel.

**Gósol**

Gósol stands for a series of high-quality metal mirrors inspired by the works of the young Picasso in the Spanish village of Gósol. The works’ design reflects this period of experimentation and ingenuity, while the aesthetics convey the classical, not-finished, and archaic aspects of this phase. The mirrors come in two sizes, each with a functional and a deformed side, thus offering an intimate and playful experience at the same time.

**Price:** on request

**by Natalia Blanco**

Natalia Blanco (b. 1993) is a Spanish industrial designer in Basel. Always interested in products from her immediate environment, she studied Industrial Design at the School of Engineering & Architecture in Zaragoza (Spain) and at the University of Jönköping (Sweden). Over the last few years, she has realized various design projects in Spain and Switzerland. She is presently in her final year at the Institute Integrative Design |Masterstudio of FHNW Academy of Art and Design in Basel.

**Find your own stroke**

Find your own stroke is the name of a wax crayon that appeals to all senses. Inspired by Picasso, who himself questioned the prevailing modes of seeing of his time, the crayon’s form invites users to playfully rediscover the act of drawing and find their very own “stroke”.

The crayons are made of high-quality wax with a beeswax share of fifteen per cent.

**Price:** CHF 18.80

**by Jennifer Keusgen**

Jennifer Keusgen studied Fashion Design at Bochum University of Applied Sciences and with a DAAD scholarship at the National Institute of Design in Ahmedabad, India. After graduating, she worked for several years as a men’s fashion designer in Sweden and as a concept designer in Germany. Presently she is completing her MA degree at the Institute Integrative Design | Masterstudio of FHNW Academy of Art and Design in Basel.

**YOU ME HE SHE IT.**

Pablo Picasso’s famous Breton striped sailor shirt served as inspiration for Marie Läuger’s kids’ T-shirt. The special thing about this item: the twenty-one typical stripes are set in motion by a special repeat pattern. The seams at the sides have been shifted to the front and back centre of the shirt to reveal how a person working in clothes production has to work extra diligently so as to make patterns match perfectly. The result is a basic article which bridges the gap between unique and uniform. The T-shirts may look similar but, in actual fact, each item is unique.

YOU ME HE SHE IT. is produced by a family business in Portugal and is made of 100% organic cotton.

**Price:** CHF 36

**by Marie Läuger**

As a fashion designer I have worked in different branches of the textile industry. In this fast-moving business, we tend to forget that most textile items are still produced by hand and require many work steps until they are ready for sale and use. It is time we all bring back into focus the way we create, produce, consume, and, ultimately, reject. That is my credo – an approach which, at the same time, grants space to emotions.

**Package design by Benjamin Kniel**

Benjamin Kniel: Training in graphic arts and design at ECAV in Sierre; founding of the label 2:BE with Bernd Kniel. Work as a graphic designer for id-k and Scarton Stingelin AG in Bern, before joining AAAWESOME VJ Collective and studying Process Design at HyperWerk at the FHNW Academy of Art and Design in Basel. Over the last five years, engagement as a VJ with Klischée. In 2013, six-month studio scholarship in Berlin. As from 2014, work as an art director at CRK, formerly Mésmer Société in Basel. Benjamin Kiel has received various awards, including the Red Dot Award and the German Design Award, for works created at Mésmer Société.

In 2016, start of his own business with Studio Klinch; since 2017, student at the Institute Integrative Design |Masterstudio of FHNW Academy of Art and Design in Basel.

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