**Institute of Industrial Design of the FHNW Academy of Art and Design in Basel presents at Ventura Future 2019 / Milano Design Week:**

**Making of: Basel Edition**

**An exhibition about how objects come to life  
8. – 14. April 2019**

**Milano Design Week**

“Making Of: Basel Edition” is a visual relief mapping hybrid approaches of making and diverse design processes at the Institute of Industrial Design. The artefacts tell the story of their creation and reflect upon contemporary material culture.

The “Basel Edition” is comprised of a series of different objects. As a collection it explores material development and new production modes on thresholds in between the unknown and the familiar, craft- and hand-production, the common and the unexpected. The selected handful of objects ranges from seemingly everyday objects such as a mocha pot or straw hat to a 3D-printed felt stool or whimsical ceramicware.

**The “Basel Edition” contains among other of**

For the *Sanglier Bag* Benjamin Bichsel uses the leather of wild boars from Swiss forests. Wild boars are usually hunted for their meat and their hides are discarded. This minimalist tote bag puts the precious hide in the centre, emphasizing its unique pattern formed by the wilderness.

With *Mediterraneo* Natalia Blanco Sierra explores shellfish in terms of utensils as well as food. Her series of dishes uses mussel shells as raw material, investigating diverse patterns, textures, and colour schemes to create a new eating experience. The project also tackles such issues as origins, waste, and sustainability.

*Labbra* by Samuel Lodetti was inspired by the kiss. Glass is one of a few objects that users touch with their lips, creating a very sensual moment. This research project uses IKEA glasses and transforms them by heating the edges and bending them to create a gentle surface. Like each kiss, every glass is unique.

*Something Out of Ceramic* by Mélody Schulthess and Stephan Jäger is a whimsical series of ceramicware consisting of different vessels and plates. In their material and formal research, the designers explored diverse possibilities entailed in porcelain slip casting. As a result, they have created homeware questioning familiar typologies of everyday objects.

For *Ava* Roger Zimmermann uses structural aspects of the stool as the main element of his design language.

The employed joints are directly executed by 3D-printing on felt, which not only lends the *Ava* stool an appearance with a strong visual impact, but also gives it surprising functional strength.

*Straw-Gold* by Johanna Dobrusskin explores the craft of making straw hats. The folding hat merges a traditional crafting technique with a new approach towards the form.

Except for its sole, the *Freitag* shoe by Kathrin Blikisdorf is produced entirely using 3D-knitted recycled yarns. Juxtaposed with the lively knit pattern, the minimalist sole is injected directly onto the vamp so that no residual material is produced during the production process.

**Participating Students**

Benjamin Bichsel

Natalia Blanca

Kathrin Blikisdorf

Eva Böhlen

David Bühlmann

Etienne Desaulles

Johanna Dobrusskin

Jann Jon Fadri

Géraldine Heller

Joel Hügli

Stephan Jäger

Samuel Lodetti

Robin Meier

Mélody Schulthess

Florin Stettler

Meret Wacker

Roger Zimmermann

**Ventura Future 2019**

BASE Milano

Via Bergognone, 34, 20144 Milano MI

**Opening Hours**

April 8: Press Preview 10 am – 7 pm

April 9 – 13: 9:30 am – 8 pm

April 14: 9:30 am – 6 pm

**Further information on «Making of: Basel Edition»**

FHNW Academy of Art and Design

Institute of Industrial Design

Prof. Werner Baumhakl

Maya Ober

[maya.ober@fhnw.ch](mailto:maya.ober@fhnw.ch)

Freilager-Platz 1, P.O. Box; CH-4002 Basel

T +41 61 228 40 44

**Contact**

FHNW Academy of Art and Design

Jenni Schmitt, Communications

Freilager-Platz 1, P.O. Box; CH-4002 Basel

T +41 61 228 43 52, jennifer.schmitt@fhnw.ch  
www.fhnw.ch/hgk

www.campusderkuenste.ch