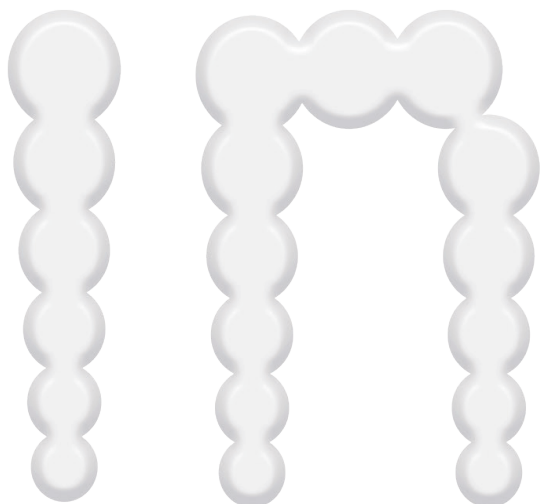
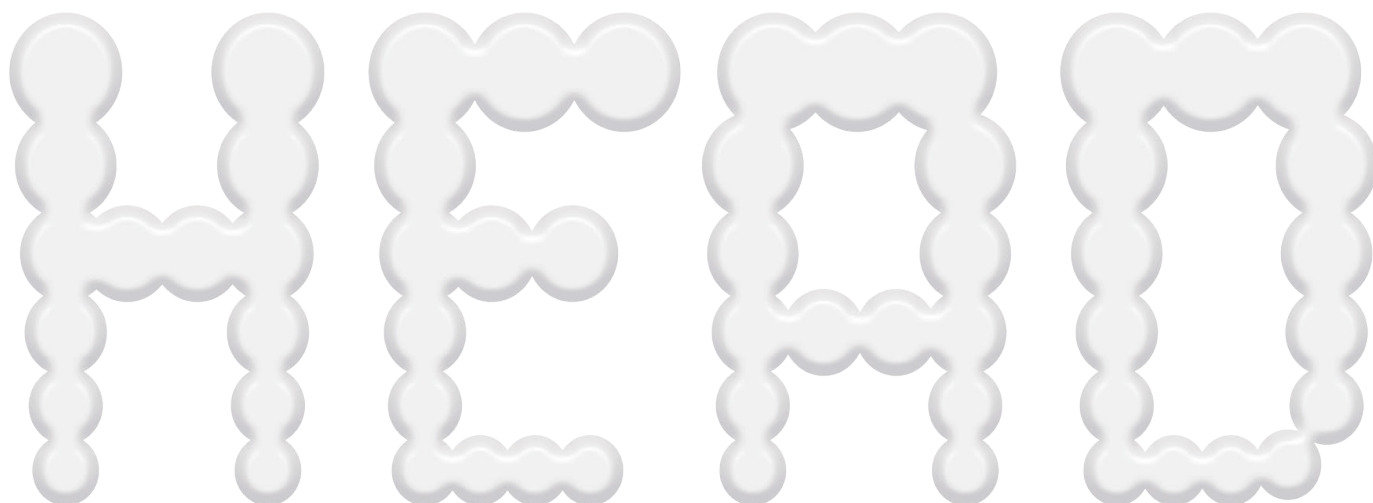
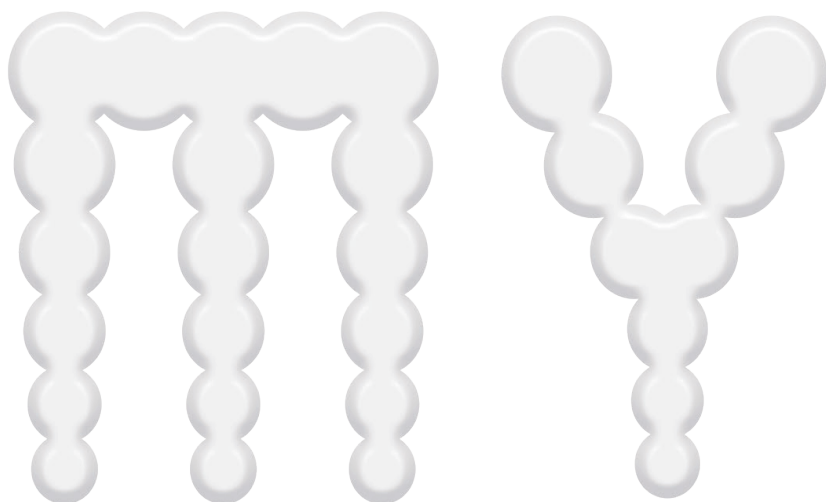




— **HEAD**  
**Genève**

SALONE  
INTERNAZIONALE  
DEL MOBILE  
DI MILANO 2018



BRERA DESIGN  
DISTRICT

17.04.2018 —  
22.04.2018



*James and Mini James*, by Marine Evvard and Morgane Roth  
In collaboration with Kishan Asensio and Oriane Rajaonarivo  
© photo : HEAD - Genève, Baptiste Coulon

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The IN MY HEAD exhibition invites the audience into a 250-square metre wonderland entirely dedicated to HEAD – Genève, providing insight into the world of the people who work and study at the Geneva School of Art and Design through an immersive maze of rooms. The heart of the exhibition features the personal perspectives of twenty students from the Department of Interior Architecture. These are displayed in individual spaces and expressed through installations. What does HEAD mean to them? What experiences, dreams and aspirations do they seek to share?

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An unusual gate will adorn the front façade of the beautiful palazzo that will host IN MY HEAD in the heart of the Brera district from 17 to 21 April 2018 during the Salone internazionale del Mobile di Milano. The gate, a small-scale model of the door of HEAD's most emblematic building in Geneva, gives Milan's visitors a first taste of the school and signifies its "landing" in the city.

Introducing the school in fun and intriguing ways, eleven installations take visitors through the creative world of students from various departments of HEAD – Genève. Creativity is a complex and multi-faceted thing which is expressed in a variety of ways. It actually becomes tangible and showcases the ingredients that helped turn an idea into a live project.

Visitors will also walk through a sort of wonder cabinet representing the school in its broad diversity through a collection of objects that display sculptural treasures captured during the creativity process in the school's life.

HEAD is a school that helps define and assert students' identity in the world of art and design. In a first room a sound installation aims to reproduce the atmosphere of the institution through the daily sounds of its workshops and various departments. HEAD is also a place where students confront their fears, doubts and difficulties, where they are judged, where they open themselves to the criticism of others. How does one feel about this judgement? How does one deal with one's fears and doubts? How does one manage these emotions? One of the installations shows this reality of art schools through the emotions of students.

Another room shows you HEAD through the eyes of an exchange student from Quebec. The immersive video installation presents a personal reflection on the student's stay in Switzerland over a period of six months.

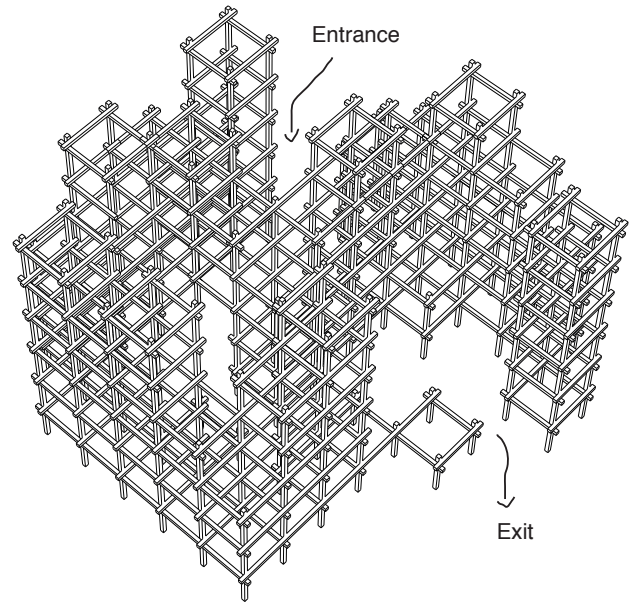
Further on, an installation explores the collaboration between different departments, with another project resulting from the joint effort of HEAD's fashion designers and interior architects. Indeed, through notions of "protective layers", envelopes, geometric forms and textures, and even of general aesthetics, one can establish a functional link between fashion design and architecture: both create space and volume.

With the IN MY HEAD exhibition, Interior Architecture students take visitors on a journey, showcasing how encounters with other students and experienced designers fuel their inspiration and how the school's exciting environment pushes their imagination to the limits, and beyond.



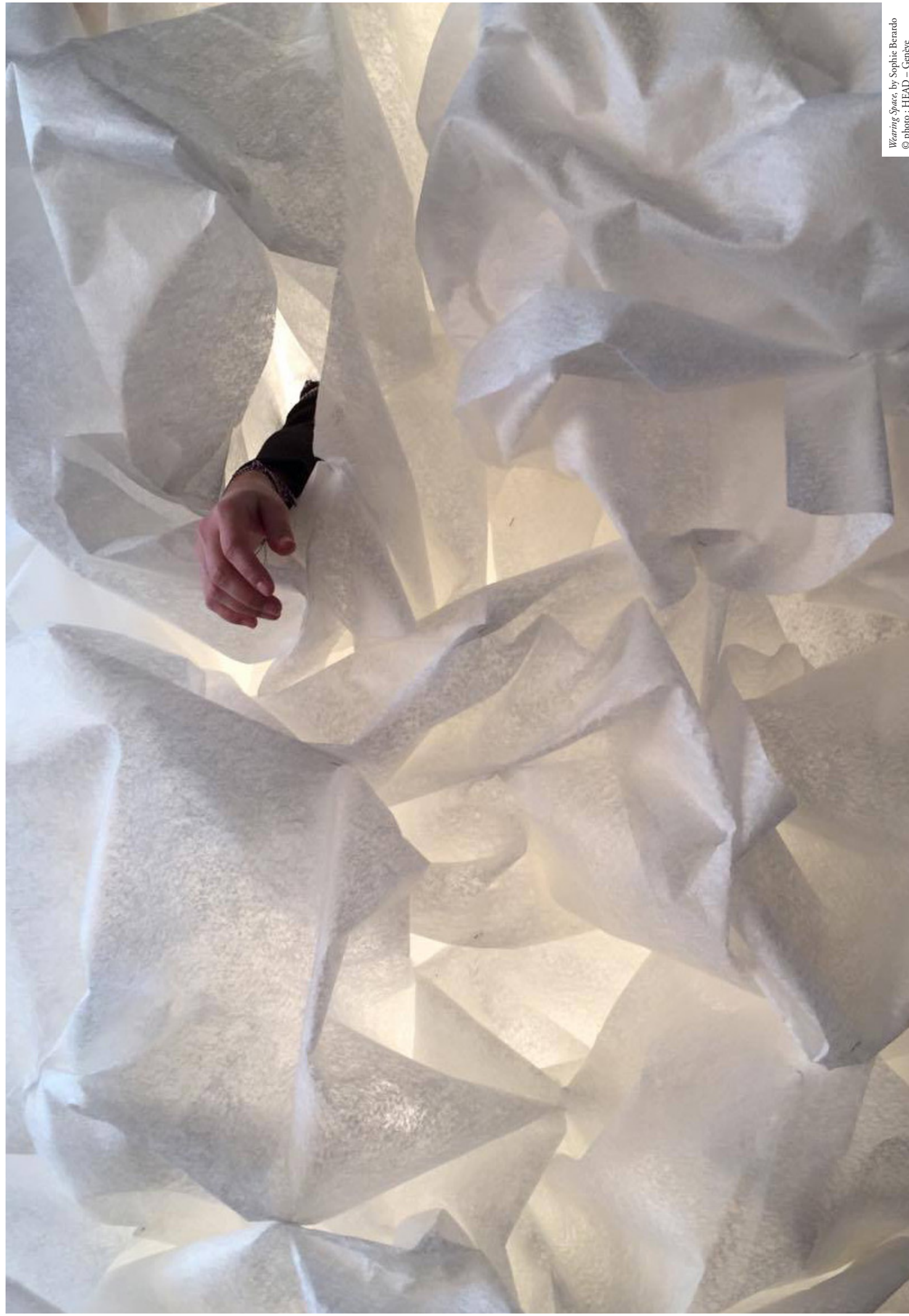


*Out of Frame*, by Sara Karvonen  
© photo : HEAD – Genève, Yvan Alvarez



*Wearing Space*, by Sophie Berardo  
© photo : HEAD – Genève, Yvan Alvarez









This exhibition was produced by the Department of Interior Architecture under the direction of Simon Husslein, with the assistance of Wendy Gaze and Aurélie Monet Kasisi.

Students of the Bachelor in Interior Architecture taking part in the exhibition: Marine Evrard, Morgane Roth, Kishan Asensio, Oriane Rajaonarivo, Laure Christinat, Thalia De Monte, Sara Cooper, Mark Viray, Saara Karvonen, Gabrielle Marois, Sophie Berardo, Cloé Gyssler, Manon Le Pezennec, Victor Duterme, Marie Torriane, Roxana Cucu, Dylan Peruffo, Clara Souche, Deborah Zancanaro, Mounira Mokhtar

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#### *HEAD – Genève, Geneva School of Art and Design*

HEAD – Genève welcomes over 700 students from 40 different countries and offers Bachelor's and Master's degree programs in fine arts, cinema, interior and space design, visual communication, media and interactive design, fashion, jewelry and accessory design, including Watch Design. During their studies, students are confronted with real projects through public and private mandates regularly handled by the school.

Engaged in an ongoing dialogue with the art scene and the regional and international industry, HEAD – Genève is strongly contributing to Geneva's cultural life. The teaching staff, artists, designers, filmmakers and many international guests form the basis of the students' future professional network. HEAD – Genève is considered as one of the foremost art and design schools in Europe.

#### *Bachelor of Arts in Interior Architecture*

HEAD Geneva's Interior Architecture department encourages its students to sharpen their analytical skills, awakens their curiosity and gives them constant new stimuli while training them in the technical and administrative aspects of their chosen field (such as site supervision, drawing up permits and knowledge of specialized trades) – and so move beyond the notion of a profession whose sole task is to decorate buildings.

The department responds reactively to public and private enterprises that commission work from its students. During their training, students are also invited to attend debates and workshops in which international experts share their experience and encourage those taking part to approach their future careers in a professional manner.

IN MY HEAD

SALONE  
INTERNAZIONALE  
DEL MOBILE  
DI MILANO

2018

BRERA  
DESIGN DISTRICT

17 – 22 April 2018  
From 11 am to 8 pm  
Opening Tuesday 17 April 2018,  
6 to 8 pm  
Press Preview Tuesday 17 April,  
4 to 6 pm

c/o Mimmo Scognamiglio  
Artecontemporanea  
Via Goito 7, 20121 Milan  
M2 Moscova/Lanza M3 Turati  
Bus 43, 61, 94

— **HEAD**  
**Genève**

Haute école d'art  
et de design – Genève

**Hes-so** GENÈVE  
Haute Ecole Spécialisée  
de Suisse occidentale

[www.head-geneve.ch](http://www.head-geneve.ch)

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