

**Press Release**

**Date: Shanghai, February 1, 2010**

**ECAL Luxury & Design Exhibition in Shanghai (1-12 February 2010)**

swissnex Shanghai kicked off the ECAL Luxury & Design Exhibition in Shanghai. ECAL (University of Art and Design Lausanne) presents projects carried out within the Master of Advanced Studies in Luxury & Design (MAS-Luxury). Furthermore, the university's director, Pierre Keller, gave a lecture talk about 'ECAL: A Success Story in Art & Design'.

Pierre Keller, Director of ECAL, is proud to present in Shanghai new projects by the first-year students in the Master of Advanced Studies in Luxury & Design launched in autumn 2008 and supervised by Augustin Scott de Martinville. Under the guidance of world-renowned designers such as Edward Barber and Jay Osgerby, Ronan Bouroullec, BIG-GAME and Alexis Georgacopoulos, students from all around the world (Swiss, American, Slovak, Mexican, French etc.) were able to produce objects in close collaboration with the main sponsors (Audemars Piguet, Hublot, Nespresso) and partners (Christofle, Tag Aviation, Wenger) of this programme.

The results are outstanding, including modular jewels for Audemars Piguet, variation on the famous Big-Bang watch for Hublot, cups and other utensils for Nespresso, various objects for Christofle, as well as corporate gifts for Tag Aviation. This is also the opportunity to (re)discover some projects carried out within the Industrial Design Department a few years ago with Bernardaud, Christofle, Nidecker and Swarovski, as well as the Emile Hermès Prize 2008.

The Exhibition aims to attract students and people related to design and art as well as the broad interested public. The director of ECAL, Pierre Keller, gave a lecture on "ECAL: A success story in art & design", aiming to explore possible student and project exchange between China and Switzerland in the field of design & art. The exhibition was already shown in Singapore and will move on to Beijing afterwards.

These events could be realized thanks to the collaboration between swissnex Shanghai and ECAL and thanks to the generous contribution of the private bank Lombard Odier Darier Hentsch, allowing the exhibition to move from the previous location in Singapore to Shanghai.

**Schedule of Events**

**1 – 12 February 2010**

ECAL Luxury & Design Exhibition  
10:00am - 6:00pm daily  
Free of charge

**1 February 2010**

**OPENING PROGRAMME**

3.30pm – 5pm Lecture by Prof. Pierre Keller  
'ECAL: A Success Story in Art & Design'  
Conference Room

**5.30pm – 6pm Press Meeting, Conference Room**

6pm – 8pm Official Exhibition Opening Reception

**Location:** 800 Show Creative Center, West Hall, 1st Floor, 9th Bld, Nr. 800 Changde Lu, Shanghai



**Contact:**

ECAL/Ecole cantonale d'art de Lausanne  
ECAL/Haute école d'art et de design (HES-SO)  
ECAL/University of Art and Design Lausanne  
Directeur Pierre Keller  
5, avenue du Temple, Renens  
Case postale 555, 1001 Lausanne  
t: +41 (0)21 316 99 33  
f: + 41 (0)21 316 92 66  
pierre.keller@ecal.ch  
[www.ecal.ch](http://www.ecal.ch)

For enquiries in English:  
swissnex Shanghai  
Eveline Winiger, PR- and Event Manager  
22F, Building A, Far East International Plaza  
319 XianXia Road, Shanghai 200051, China  
t: 0086 21 6235 1889 (ext. 109)  
f: 0086 21 6235 1365  
[eveline.winiger@swissnexchina.org](mailto:eveline.winiger@swissnexchina.org)  
[www.swissnexchina.org](http://www.swissnexchina.org)



For enquiries in Chinese:  
swissnex Shanghai  
Cissy Sun  
孫逸雯, Program Assistant  
22F, Building A, Far East International Plaza  
319 XianXia Road, Shanghai 200051, China  
t: 0086 21 6235 1889 (ext.110)  
f: 0086 21 6235 1365  
[yiwen.sun@swissnexchina.org](mailto:yiwen.sun@swissnexchina.org)  
[www.swissnexchina.org](http://www.swissnexchina.org)