



13 January 2015

Rethink the Modular

Ongoing international design and art project by USM.



project50 – rethink the modular – Interview Alexander von Vegesack



From September 14 to 21, 2014, on the initiative of USM, 60 of the most talented students and alumni from some of the world's most prestigious design and architecture schools gathered in the breathtaking setting of the Domaine de Boisbuchet in southwestern France. Together with eight leading design thinkers and tutors, two curators, and one 'Observer', the students were asked to 'rethink the modular'. This workshop was the starting point for an ongoing collaborative project. The students' work will be exhibited during the 2015 Milan Design Week. This anniversary initiative from USM will conclude in the publication of a book. Seven lecturers – all established designers and architects from the disciplines of design, fashion, architecture and art, set up 'USM Masterclasses' approaching the theme of «rethink the modular» from different perspectives. For more than six months, the lecturers supported these USM Masterclasses as they implemented their design ideas.

Section

Design

Author

Published

13 January 2015

Keywords

Domaine de Boisbuchet, USM Modular Furniture, rethink the modular, Thomas Lommée, Salone del Mobile 2015, project50

Creators

collaboration

Url

usm.com
project50.usm.com
project50.usm.com/event/milan-furniture-fair/

DAMn^o Network



Emeco works magic with waste



read all about it in DAMn^o48



7,280 people like DAMn^o magazine.



Facebook social plugin

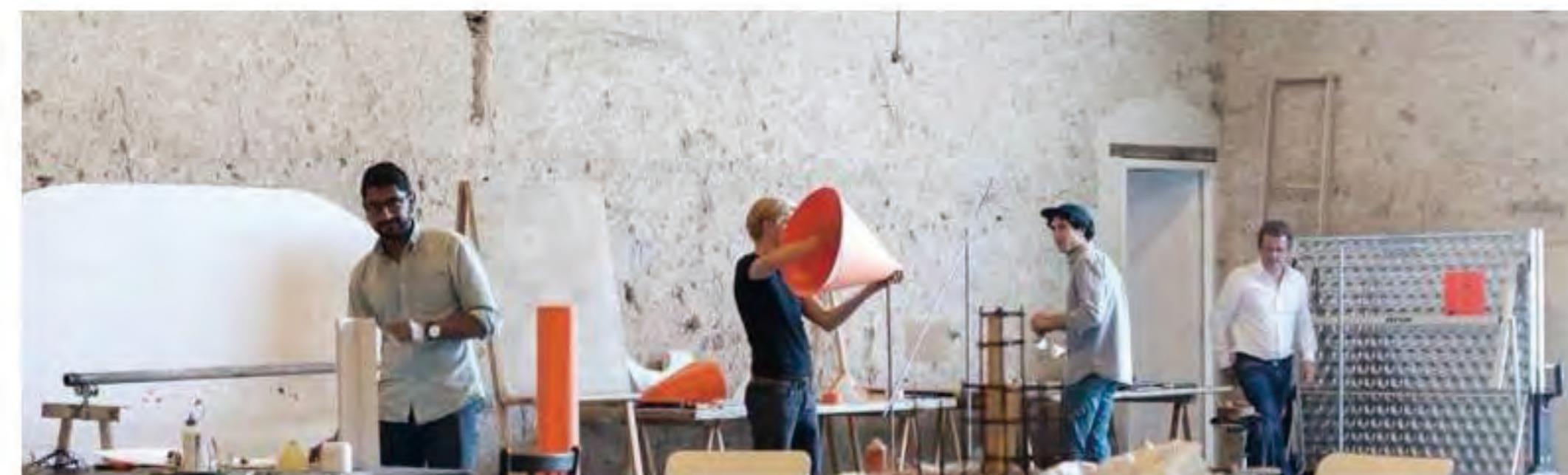
Tweets Follow

DA MN^o DAMn^omagazine 3h @DAMntwice
Why are some of the oldest buildings in #Johannesburg getting PINK washed? weburbanist.com/2015/01/10/pic.twitter.com/TcqKUziQeS



DA MN^o DAMn^omagazine 3h @DAMntwice
Read #DAMn48 on your tablet, €5,49 including 2 free issues
itunes.apple.com/us/app/damn-pic.twitter.com/NjZ9ovJ7FY

Tweet to @DAMntwice



To celebrate 50 years of the USM Modular Furniture Haller, Swiss company USM has launched project50, an initiative that aims to encourage a new generation of creators from various countries to explore the concept of modularity. 'rethink the modular' is the name of the international design and art project. Follow the journey of a new generation of designers, artists, and architects as they 'rethink the modular' at usm.com/project50 #project50

