

# Sound & Vision > Hands on Vision

## Digital Immersion Takes on a Nomadic and Social Dimension



Scene-o-scope and Nina  
Photo: Daniela & Tonatiuh / EPFL+ECAL Lab

EPFL+ECAL LAB

**This year, the design research centre EPFL+ECAL Lab unveils a new vision for immersion, at the occasion of the *Sound & Vision* exhibition, presented in collaboration with ECAL/University of Art and Design Lausanne. Headsets in noble materials, interactive landscapes and a concert hall car, transform the relationship between humans and virtual content. The immersive experience becomes a source of encounters, exchange and credibility.**

At the 2019 Milan International Furniture Fair, the EPFL+ECAL Lab demonstrates the impact of design research on innovation. The *Hands on Vision* exhibition brings together for the first time six of the EPFL+ECAL Lab's immersive installations, currently operational in museums, cultural events and manufactures. The show allows visitors to explore several virtual universes. But it also lets them into some of the findings emerging from this research: how to overcome technology-induced stress, how to strengthen the impact of content, how to take on a social dimension.

Virtual Reality headsets emancipate themselves from their techy and industrial look. Leather, colours and craftsmanship reconnect with our senses, our everyday life and our perception of objects. No more straps and ties: the device comes back into your hands, passes from one user to another, generating dialogue and preserving freedom. The content in 3D is devoid of menus so as to place you at the very heart of the heritage, which forms new landscapes.

Visitors delve into exciting journeys – such as the history of watchmaking with the 264-year-old archives of Vacheron Constantin, the hidden treasures of the Musée des Arts Décoratifs in Paris with famous designer Roger Tallon – or discover how the Montreux Jazz Festival played a major cultural role with contributions by Max Bill, Keith Haring and Andy Warhol.

Immersion takes you one step further as you board *Nina*: the heritage of the Montreux Jazz Festival, now listed in the UNESCO Memory of the World Register, comes back to life. Deep Purple, Nina Simone and Miles Davis brighten up the cockpit of a hacked car. Sounds permeate space thanks to new acoustic technologies. Images inhabit the architectural structure created by the space conception laboratory ALICE. The image activates a surface which envelops passengers. The light, sound and materiality of this mobile device bring out a vision: driving from A to B will amount to time travel.

The exhibition shows how the EPFL+ECAL Lab is developing design research to focus on sustainable innovation in the service of humankind. Digital immersion can thus be a long-term communication channel to convey meaning and emotion. It serves to reach new audiences and new content. It leads to an unexpected scenario, whereby self-driving cars are able to take us back into history, to meet distant cultural landscapes and to reconnect us with iconic content.

### CONTACT

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High-definition images available on the website or by request.  
[www.epfl-ecal-lab.ch](http://www.epfl-ecal-lab.ch)

EPFL+ECAL LAB

[ALICE]  
Atelier de la Conception de l'Espace

*The EPFL+ECAL Lab is the design research centre of the Ecole polytechnique fédérale de Lausanne (EPFL), created in collaboration with ECAL/University of Art and Design Lausanne. It explores emerging technologies and gives them a new role in responding to societal challenges.*

# Sound & Vision > Ring my Bell

The Beat of Everyday Life



*Dong*, ECAL / Marine Fondin and *Trrrrrr*, ECAL / Théo Blanchard & Noémie Soriano  
Photos: ECAL / Calypso Mahieu & Bilal Sebei

In the *Sound & Vision* exhibition, ECAL/University of Art and Design Lausanne presents *Ring my Bell*, an offbeat collection of interactive doorbells developed by 1st year students in Bachelor Industrial Design.

## CONTACT

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The students take a fresh look at this everyday object, while thinking about related gestures and the interactive aspect. Whether mechanical or electric, the bells invented offer a unique and thunderous sound experience.

## Sound & Vision Useful Information

ECAL/University of Art and Design Lausanne and the design research centre EPFL+ECAL Lab awaken your senses with *Sound & Vision*.

ECAL showcases *Ring my Bell*, an offbeat collection of interactive doorbells, while the EPFL+ECAL Lab unleashes the potential of Virtual Reality with *Hands on Vision*.

Spazio Orso 16 - Via dell'Orso 16 - 20121 Milano

Press preview: Monday 8 April, 4pm-6pm

Horaires: Tuesday 9 April - Saturday 13 April, 11am-8pm

Sunday 14 April, 11am-4pm

[www.epfl-ecal-lab.ch](http://www.epfl-ecal-lab.ch)

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