



mcb-a
MUSÉE CANTONAL
DES BEAUX-ARTS LAUSANNE

mudac
MUSÉE DE DESIGN
ET D'ARTS APPLIQUÉS
CONTEMPORAINS

Elysée
Lausanne

FONDATION
TOMS PAULI

FV
FONDATION
FELIX VALLOTTON

COMMUNIQUÉ DE PRESSE

A new identity for a project taking shape

After a planning phase to develop a “pôle muséal” or museum hub in the center of the City of Lausanne, capital of the Vaud Canton, the concept has begun to take shape, going by the name of “Plateforme10”. Construction-wise, the advent of this new identity represents the stage where the old buildings have disappeared, leaving only the historical nave that will become part of the mcb-a lobby. A symbol of the future arts platform, it is currently an open terrace, an esplanade revealing the scope of the emerging district devoted to the fine arts, design and photography.

On Monday May 23rd, a flag bearing the colors of Plateforme10 was raised on the site that, by 2020, will house the Cantonal Museum of Fine Arts (mcb-a), the Musée de l'Elysée – the cantonal museum of photography - and the Museum of Contemporary Design and Applied Arts (mudac).

A new identity

Designed by Régis Tosetti, a graphic designer who graduated from the ECAL in 2005 and artistic director who has worked for various international companies, in collaboration with Simon Palmieri, a graphic designer who graduated from the Haute Ecole de design de Bâle (2007), Plateforme10 provides a connection to the past and the vicinity of the train station. It is also an image of the future, weaving links between the institutions that will be established on the site and between their respective artistic fields. The logo is inscribed on the railway turntable that used to turn the locomotives, a heritage element worthy of conservation. The figure 10 refers to Lausanne Station's nine current platforms. These two elements together form a distinctive sign whose physical transcription can be seen by those who discover Lausanne from the sky, for example via Google Earth. As well as being part of rail terminology, the word “plateforme” also refers to the cultural project that aims to develop an indisputable cross-disciplinary artistic platform in Lausanne with an open, global outlook. The three fields of fine arts, design and photography will intensify a dialogue offering a wealth of discoveries to the public, invited to come in large numbers to explore what is to be a major landmark on the European cultural scene.

Gradual deployment

The Plateforme10 flag, symbolizing the deployment of this cultural platform being built, now flies above the construction site of the future arts district. The physical symbol goes hand in hand with its virtual development as the change of identity is also taking place on the internet and social networks. Progress can be followed via a new site, www.plateforme10.ch, which offers an overview of the work in progress like a virtual window onto the construction site. This virtual platform, a link between the institutions, will gradually be enriched with the new developments of Plateforme10 during its construction phase.

PLATEFORME 10

CANTON DE VAUD
DÉPARTEMENT FORMATION, JEUNESSE ET CULTURE
RUE DE LA BARRE 8, CH - 1014 LAUSANNE
T +41 21 316 30 52 F +41 21 316 30 41
plateforme10@vd.ch www.plateforme10.ch

canton de
vaud

L a u s a n n e

A foretaste of Plateforme10

As a foretaste of their merger under Plateforme10, the mcb-a, the mudac and the Musée de l'Elysée wish to propose the diversity of their respective collections from a ground-breaking angle – together they are launching a pioneering project to digitize their collections. Launched by the Engagement Migros development fund, the project aims to test and develop new digitization and interactive presentation solutions along with educational programs, and to actively strengthen collaboration between the three institutions. Engagement Migros is backing the project as an innovation partner by making CHF 900,000 available for its implementation.

What's more, Plateforme10 will also be presented in Venice on May 28th as part of the Architecture Biennale and a partnership with Pro Helvetia with a conference entitled Experiencing The Museum; at the Rencontres de la photographie d'Arles (Arles Photography Festival) in the Présence Suisse's Espace nonante-neuf from July to September; and at the Musée de l'Elysée's Nuit des images on June 25th.

Lausanne, May 23rd 2016

Contact:

Pascal Broulis, Conseiller d'Etat, Président du Comité de pilotage, +41 (0) 21 316 20 01

Anne-Catherine Lyon, Conseillère d'Etat, +41 (0) 21 316 30 01

Daniel Brélaz, Syndic de Lausanne, +41 (0) 21 315 22 00

Chantal Prod'Hom, Présidente du Conseil de direction Pôle muséal, +41 (0) 79 367 19 83

Sylvie Reinhard, Fonds de soutien Engagement Migros, +41 (0) 76 387 31 57, Sylvie.Reinhard@mgb.ch

Régis Tosetti, +39 366 9086763

Annexe:

Engagement Migros : Descriptif du projet de numérisation d'œuvres