



Replanted Identity

In a world where everyone is in contact with everyone else, having something truly collective often emerges as difficult. In this context of globalisation and migrations, the issue of identity is more and more prevalent. An identity in its original sense means: what is identical to us, keeps us together. Beyond differences, what makes us identical? To explore this question, Ideal Lab' invited artists, designers and the inhabitants of two harbor cities and industrial micropolises: Saint-Nazaire in France and Florø in Norway. After having exchanged and found recurring issues, the Agents have imagined objects and art pieces generating identity. An identity based on what brings people together, local techniques and aesthetics. Three scenarios structure the exhibition: Share, Adapt and Belong.

Exhibition

Opening the 15 October 2015 at 18.00
at Garage Pôle Créatif, Saint-Nazaire, France
Open from 16 October to 8 Novembre 2015

Curated by
Ralston & Bau

Content
Twelve works of art and design

Scenography
Design by Ralston & Bau
Size: 150 m2

14 Agents

David Brognon & Stéphanie Rollin, french artists
Mélanie Buatois, french designer
Laurent Chambon, french sociologist
Pierre Dubourg, french designer
Les M Studio, french designers
Vera & Kyte, norwegian designers
Ralston & Bau, norwegian designers
Margit Seland, norwegian artisan
Signe Solberg, norwegian artisan
Anne Lise Stenseth, norwegian artist
Øyvind Wyller, norwegian designer

Ideal Lab

The Ideal Lab is a program that relocates the meaning of design to a social environment in mutation. In collaboration with research, arts, science, sociology, and industry the Ideal Lab's goal is to define upcoming needs, provide human results and realise future scenarios through tangible products and processes. By themed cycles of one year, selected Agents are invited to exchange visions, thoughts and co-produce meaningful results.

From 2010 to 2014, four themes have been developed in collaboration with 45 creative Agents and eleven public workshops where held. The results have received three international design awards and have been presented at 20 biennale, exhibitions, festivals and conferences around Europe.

Themes

- 2010 Longer Participation
- 2012 Precious Food
- 2013 Empathic Home
- 2014 Replanted Identity



About the curators

Birgitta Ralston and Alexandre Bau met and founded their design studio in Paris in 2001. Two years later they discovered the West coast of Norway through an artist residency, where they imagined and built the design centre Transplant. Located on the shores of the Dalsfjord, it is today the studios creative base. The Swedish-French design duo is dedicated to give each design a sense of meaning and personality for International clients that use design strategically, making environments and objects understandable and desirable. Ralston & Bau founded the Ideal Lab investigative design program with the desire to initiate design that focus on social issues.

The artistic council together with Ralston & Bau choose the four Ideal Lab themes and selected the Agents that where invited to participate in Replanted Identity.

Head of Ideal Lab

Birgitta Ralston - Designer (No)

Artistic Council

- Alexandre Bau - Designer (No)
- Béatrice Josse - Director FRAC Lorraine (Fr)
- Anthony Quinn - Designer (UK)
- Lars Sture - Artist/Curator (No)
- Ambra Trotto - Studio Director ICT Institute Umeå (Se)

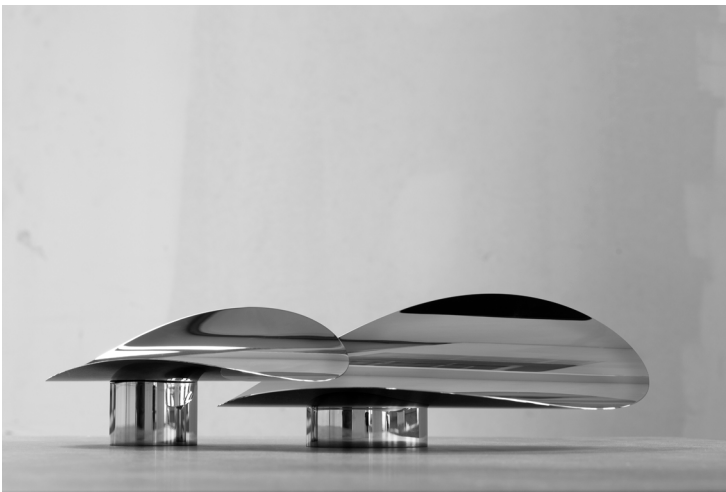
Scenario Share / Partager / Dele

Identity “having something identical” can only be created through the act of sharing. That said, sharing is not always easy when natives already have their habits and social networks, while the newcomers do not know all the rules. Successful sharing is preceded by a personal selection of what is really important, like a chef selecting ingredients or a DJ, songs. Sharing becomes a way to progress and improve when it goes both ways. Each one thinks about what is important to them, share it, and enjoys the experience and the selection of others. In Florø like in Saint-Nazaire, sharing seems to be a delicate operation, even though the Agents realised that, in the good conditions, everyone is eager to contribute. This inspired the Agents to create inviting objets to share teatime, a simple moment when it is unimportant if one master the others language.



Subsea Coffee

by Vera & Kyte
Coffee set, 2015
Material: Metal + 3D print



Svele

by Ralston & Bau
Serving plates, 2015
Material: Stainless steel
Produced by: Norblikk



Float

by Margit Seland
Tea set and cabinet, 2015
Material: Ceramics + wood
+ various

Scenario Adapt / Adapter / Tilpasse

Integration is a process in which one keeps being oneself, while adapting to stay relevant and alive. In the case of migration, it is to make space for the new without losing yourself, both for the welcoming society as well as for the migrant. For cities, it means becoming more attractive while staying unique. Adaptation is a dialectic movement between transformation and conservation. To keep being desirable in the eyes of the ones who have this know-how, Florø and Saint-Nazaire need to adapt while being faithful to what makes them unique. In both cities, the adaptation is not only human and economic, it is also essential to their geographical features, the essential role of the ocean, the tide, the ever changing weather, the uninterrupted movement of people, objects, and elements.



Tideograph

by Les M Studio
Urban installation, 2015
Material: Composite + water + pump
Produced by: Polyecim

Marançoire

by Mélanie Buatois
Urban installation, 2015
Material: Composite
Produced by: Polyecim

Storm

by Ralston & Bau
Flower vases, 2015
Material: Glass

How to spend eternity wisely

by David Brognon &
Stéphanie Rollin
Video, 2014
Duration: 20 min
Without Sound

Scenario Belong / Appartenir / Tilhøre

Belonging is a feeling based on the collective identity, shared rituals and a collective imagination. The common identity shows what people really share, the rituals make everyone feel physically and emotionally connected. The collective imagination is filled with events, artistic expressions and traditions touching everyone. Ideal Lab's Agents were fascinated by the significance of manual traditions in both cities - creating, fixing, making, restoring - and their absence in the public space. The collective transformation process, through work and reclaiming public space, are the main themes of this scenario. A video artwork describes the life of the cornerstone company of Florø, the shipyard where workers are connected by oxygen supply, like parts in an enormous machine.



Les Lamaneurs

by Ralston & Bau
Urban furniture, 2015
Material: Acacia wood
and painted sheet metal
Produced by:
Les Ateliers du Marais



FL 1014 T and FL 1014 B

by Pierre Dubourg
Furniture, 2015
Material:
Painted sheet metal
and pine wood

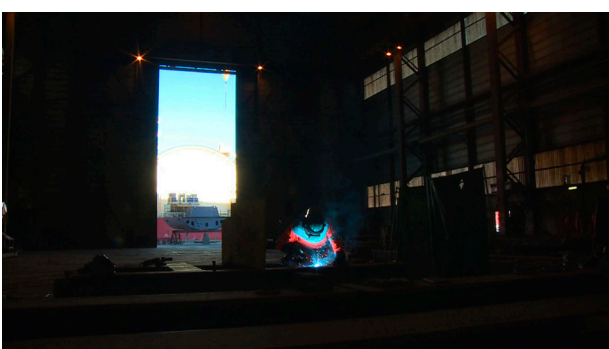
Moor

by Øyvind Wyller
Urban installation, 2014
Material: Forged
and painted metal
Produced by:
Thierry Loevy



The Wrestler

by Signe Solberg
Sculpture, 2015
Material: Oxidized metal



Gleam of Light

by Anne Lise Stenseth
Video, 2014
Duration: 20 min
Norwegian sound
+ English & French subtitles

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NORSKE KUNSTHÅNDVERKERE

 Ralston & Bau

Exhibition supported by



Partners

Armtop
Les Ateliers du Marais
Norblikk
Polyecim
Thierry Loeve
Westcon

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