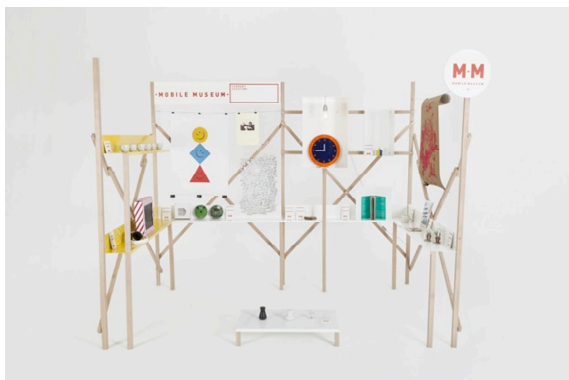


08/09>25/09
NEXT CABANE
ARCHITECTURE MUSEUM – LA LOGE

Next Cabane is a project of Fabrica, the Benetton's communication research centre. It is a story in the form of a foldable wooden cabin. Small, temporary spaces where we can set our boundaries, seek shelter or simply live a different life rediscovering the quality and simplicity of things. Personal, intimate havens in harmony with their surroundings; they reflect on subjects like work, pop-up culture, loneliness, games. Alternative settings where one can live in a better way with more awareness, where design is at the service of research into materials, forms and structures.



The Next Cabane concept has its origins in a found object with very particular properties. It is a foldable wooden structure, found in the darkest corner of an antique market in the north of Scotland. The origin of this structure is unknown, but we are guessing that it had a previous life as fishing tent. Perhaps it was set up on a riverbank and, with the addition of a canvas, it would shelter fisherman from the elements. Whether this speculation is true or not, we know it is now out of use. Fabrica's Designers were inspired to re-vive this amazing structure, examining its particular qualities and re-interpreting them for contemporary contexts. Essentially the structure is a movable room that can be carried from place to place.

ROD by AMAURY POUDRAY & BRIAN WOOD

The simple folded structure has been deconstructed to create new functional objects and sculptural elements. Each component has been coloured to be recognized and to highlight its value. The transformation pays homage to the pureness of the initial volume.

SOFT FOLD by MARIE DESSUANT & MARGAUX KELLER

Soft Fold is a temporary space which invites the users to take time out of their day. Duvets, a reading table, a low bench and a lamp compose this hybrid furniture/space. The harmony of colors emphasizes this soft and quiet atmosphere.

MOBILE MUSEUM by PHILIP BONE & DEAN BROWN

The Mobile Museum is a traveling Museum, with contents contributed by people from all over the world. Unlike a conventional Museum the collection is always changing, evolving depending on its location, with every new location dictating a new curatorial theme. The materiality of the system is carefully detailed to accommodate its traveling nature. It speaks about lightness, mobility and openness - welcoming its new contents, whatever they may be. MM welcomes contributions from different backgrounds - whether you're an artist, designer, illustrator, photographer or other practitioner, we want to hear from you. The Mobile Museum was presented at the 2011 Milan Furniture Fair and at the Victoria and Albert Museum as part of the Friday Late Summer Camp programme (July 2011).
<http://www.themobilemuseum.net>

WEATHERING THE STORM by VALENTINA CARRETTA (designer) and GUSTAVO MILLON (photographer)

A space to relax, surrounded by a landscape recently shaped by a violent storm. A space where you can enjoy rain puddles reflections and light a bonfire, without the risk of getting wet or burned. An ironic statement showing how man will never control nature...

CAVERN by CATARINA CARREIRAS

A poetic interpretation of a bottle cellar, as a kind of cave for storing precious bottles. Special significance is given to the labeling of the bottles, conceived as an alphabetic system, spelling out the Spritz recipe. The type itself is a cocktail of inspirations - Bauhaus, baroque and thirties, brought together in a clean contemporary manner. The eclectic mix of nostalgia speaks about time passing, yet the memorable signs staying, characterized by the best wines that we keep for the best occasions.

FULL MOON by SAM BARON, JASON KRUGMAN, AMAURY POUDRAY

The full moon creates a gravity that effects us. Its circular form moves oceans, exerting its pull upon us and our environment. FULL MOON is a space inspired by this constant pull. We become emotionally alive in the moon's light.

MAZE by CATARINA CARREIRAS

A typographic maze is the perfect excuse to hide away from the rest of the world and be embraced by the wisdom of words. A typeface was made so that each letter tells its own secret, in a story of shapes, volumes, lines and colors. With walls made of paper, "Maze" is a cabane that can shift from time to time, depending on what you want to say.

Fabrica is a communication research centre financed by the Benetton Group. It was created in 1994 with the aim of combining culture with industry and offering young people from around the world an opportunity for creative growth and multicultural interchange. Fabrica is based in Treviso, in a complex restored and enlarged by Tadao Ando. Fabrica invites young artists/designers to its centre, offering them a one-year study grant and providing them with a professional training opportunity and a wealth of resources and relations. The young resident artists develop cultural and social communication projects in the areas of design, visual communication, photography, interaction, video, music and publishing under the guidance of experts. www.fabrica.it

During September, la Fabrica has also a project "Objet préféré" in Grand-Hornu.

Exposition « NEXT CABANE »

09 > 25/09

Open from Wed to Sun from 13 :00 to 18 :00

Architecture Museum - La Loge

rue de l'Ermitage 86, 1050 Brussels.

Infos: +32 (0) 2 649 86 65

www.aam.be - www.fabrica.it - www.fondationpourelarchitecture.be

With the support of :



