

**«New Territories», House of Switzerland, Salon del Mobile 2023:
Abstract of all Projects Basel Academy of Art and Design FHNW****Noemi Planzer, Louis Scheurer****Sextoys for Nike.**

Disclaimer: This project is not an official collaboration with Nike.

Sex, sex toys and sexuality - these words are still shame-loaded topics in our society. To make this issue more visible and provoke a discourse, we produced sex toys for Nike, a brand that appeals to many target groups. We translated three sneakers that address diversity, gender neutrality and environmental awareness into three lay-on vibrators with a penetrative element. A bullet vibrator powers the plastic sex toys. The focus of the functions is that sex toys should be designed for a haptic and sensual experience on the whole body and not only suitable for the intimate area.

Sarah Harbarth**KUORI - waste turns material**

The cleantech start-up KUORI develops and sells circular, innovative materials that are produced with the help of food side streams such as banana peel or nutshells. In the spirit of the circular economy, KUORI materials should be both elastic, of biological origin and biodegradable. Unlike traditional plastics that take hundreds of years to break down in nature, KUORI materials are industrially compostable and can break down within 90 days. Their first application is in shoe soles, where they prevent the harmful abrasion of microplastics into soil and water.

Victoria Juretko**IMAGINE IF: Inclusive Medical Design - an inclusive concept of the speculum**

The Imagine If project provided an opportunity to analyze existing approaches in the design process from different perspectives. Based on a study, the speculum, a medical instrument used in gynaecology, was rethought in a design concept. The vagina is a muscle that tightens when it is uncomfortable, and the instruments currently in use tend to resemble butcher's implements which can trigger anxiety in the patients. The metal was replaced with plastic and medical silicone to increase comfort and make the instrument less cold and slippery. The concept of this speculum is inspired by some highly digitalized medical products and the sex toy industry. The fusion of form follows function with refined, joyful ergonomics led to the design.

Adrian Forkin, Nate Blain, Rik Bovens
new territories

Mass deployment of machine learning generates a vast stream of artificial imagery which has the potential to cause tectonic shifts in visual culture. By hallucinating about cultural heritage, artificial intelligence causes this amorphous mass of imagery to erupt in visual streams that form new territories, ready to be explored. By means of mapping, mining and modulating the indefinite topologies of visual streams, „new territories“ creates tangibility by exposing the latent nature of machine learning and making primal sense of artificial intelligence and its disruptive powers.

Lou Gattlen**I am the cow climbing the mountain slopes that hides from human eyes**

An exploration of the materialization of desire in the form of accessories, luxury, and the

aesthetic of the luxurious, and cows: This project results from three years of investigation and research on hats, queerness, horns and cows, focusing on accessories and body extensions. In this project, I deal with the feeling, the longing and the search for belonging; it is an attempt to create my team. Beyond that, it investigates the production and the role of desire in the fashion system and its connection with the hetero-patriarchal society.

Timo Lanz & Joel Friedlin

Sample Sandal

Why a sandal? Good question – because it's fun! Sandals are an underrated yet bold accessory and footwear, opening creative fields beyond Product Design. The Sample Sandal is a VR-generated footwear design concept that expresses unexpected "airiness" in design language and feeling. The design process seamlessly combines analogue, tactile and virtual reality media prototyping, creating a playful yet defined 1:1 prototype.

Jan Raphael Studer

out of place

The localization within a consistent, familiar social structure has become obsolete. A volatile world demands constant confrontation and positioning of one's existence in the face of shifting surroundings. Out of place is a performance that deals with different states of belonging. It explores the tension between connectedness and detachment, belonging and otherness, certainty and fear, and integration and homelessness in a performative act. A rigid, luminous wall intervenes in the dark, organic forest. In this context of darkness, the performance explores the connection and demarcation of these binary worlds of feeling.

Stephan Herger und Helen Grüninger

BE AWARE

Our app conveys complete information and, thus, appropriate transparency to fashion consumers. We developed this concept by replacing the annoying laundry labels on clothes and products with a simple QR code. Consumers often cut off the tags, but a QR code remains, allowing information to stay available. The focus is on the Impact Circle with an individual score, where an exact material composition of the scanned product can be shown with extra information. In addition, there are the usual care instructions with tips on durability, a repair & recycle function and a community platform.

Chris Cong Fässler

imita.

For many years I felt the unstoppable urge to search for my own hybrid third space, a vacuum I created. A space in which the new status quo does not do justice to the opposites, no, but imitates them and presents them in their form, function, and way of being. Deceiving and simultaneously disappointing the critically observing eyes which gaze from afar. To re-imitate imitations in my way and present the act of imitation as a representation. With the help of my personally trained AI, I initiated the design process for a footwear silhouette.

Dalibor Bajunovic

rq3 - Recruiting 3.0

CVs contain information that can trigger conscious and unconscious biases and discrimination resulting in devastating consequences for underrepresented groups. These attributes are difficult to conceal in the physical world but not in the metaverse. Rq3, an applicant management tool, eliminates any biases in the process. Its scenario explores an

alternative for recruiting knowledge workers in big corporations. The AI anonymises the application dossiers. With the help of current technologies, the parties get to know each other as abstract avatars in a virtual environment.

Clara Sollberger

Urban Sound Scenography – Listening to borders

Political borders and cultural, social and personal boundaries all have a specific impact on each individual and are experienced differently by each of us. "Listening to borders" is a concept for a boat tour at Dreiländereck in Basel, Switzerland, where visitors explore different dimensions of borders and boundaries. The journey leads through three countries to various stations where the visitors listen to stories and questions meant to broaden their perception of boundaries and borders.

Charlotte Christen

Das Mädchen mit der zweiten Haut, auf der Suche nach einer dritten.

I see clothes as my second skin, security, safe space, and means of expression. As a third skin in the form of a home that grows out into space. It surrounds, gives me strength, irritates, and fills a room with colour. A protective cover that I can put on myself, it deforms my body and reshapes it so that I don't have to be me but be the me that I want to be. This work is about big gestures and small inconspicuous shifts. Clothes on the body, in space, false clothes, objects, hats and pigtales. It's about hiding and being seen. Occupying space, sharing space and creating spaces. Creating dreams and fulfilling wishes. I dress, I undress. What is underneath? Is there a front and a back, a top and a bottom? I stand on my head. Seeing life upside down, wearing my clothes backwards. A colourful protective cover that envelops and strengthens me.

Andrea Schorro und Nico Schläpfer

EQI - A Playful Composition in Balance

With its architecture visible from afar, the "EQI" pavilion invites visitors to linger, creating a lively meeting place in the middle of the urban Erlenmatt district. Seating is arranged around the central, barrier-free axis that marks the centrepiece of the architecture. The roofs, produced from reused material, rotate around them, playing with light and shadow and allowing different perspectives in and outwards. EQI balances between the most diverse demands of use, offering space for events, corners for personal conversations and niches for solitude. A playful overall composition in balance.

Anastasia Bull

Cassandra's Genesis

Creating her garments is intuitive and follows the flow of Anastasia Bull's thoughts. Pleats, voluminous shapes and colourful fabrics create an ethereal and powerful look that invites you into a utopian world. While preserving and developing the pleating technique is essential to her work, Anastasia Bull has also intensively studied the features, history and meaning of feminist science fiction. The collection welcomes fluidity, represents emancipation and convincingly emphasizes the importance of holistic feminism. This collection is a utopian blueprint, an expression of her imagination, a new human image of a society liberated from normative thinking and acting.