

Training to Research

26 & 27 November 2024, ECAL

Where & When	Tuesday 26 November 2024 (MA1 only), 10.15 – 17.00 Wednesday 27 November 2023 (MA1 & MA2), 09.15 – 17.00 ECAL, Avenue du Temple 5, 1020 Renens
About	<p>The module “Training to Research” conveys the nature and stakes of design research to students through an approach linking theory and practice. Differentiating between “design practice” and “design research practice”, the module introduces the epistemology of research. Several examples allow students to apprehend the various approaches.</p> <p>The participants are students in the seven design Masters’ degrees from ECAL/Ecole cantonale d’art de Lausanne and HEAD – Genève: Fashion design and accessories, Interior architecture, Media design, Photography, Product design, Space and communication, and Type design.</p>
Assessment and validation	<p>The module is worth two ECTS credits. The module is validated by attending the full duration of the module. A failure to attend will lead the module to be marked as insufficient (failed). If you fail the module, you will need to undertake a remedial course or will not be able to continue with your studies.</p> <p>Moreover, second year students are marked on their master thesis presentations. The criteria consider the contents as well as the form of their presentations.</p> <p>Students must have a minimum grade of 4 to obtain credits. A remedial course may be taken by students with slightly insufficient grades (3.5), under the conditions agreed with the head of the module, within 3 to 4 weeks after the assessment.</p>
Coordinators/ Professors	<p>Coordinator Training to Research: Dr Jonas Berthod, deputy R&D, ECAL</p> <p>Prof. Dr Davide Fornari, full professor and head of the R&D sector, ECAL</p> <p>Prof. Dr Anthony Masure, associate professor and head of Research, Institut de recherche en art et en design (IRAD), HEAD – Genève</p>

Tuesday 26 November

MA1 only

Module kick-off, ECAL, IKEA Auditorium, ground floor, 10:15 – 12:00

Presentations by designers and researchers shed practical light on research in design.

10.15 – 10.30 <i>Introduction</i> Jonas Berthod	<p>Introduction of the module Training to Research and overview of research conducted at ECAL.</p> <p>Jonas Berthod is a postdoctoral researcher and deputy to the R&D department at ECAL. jonasberthod.ch</p>
10.30 – 12.00 <i>S, M, L, XL. On the scalability and circularity of research – a proposal</i> Roland Früh	<p>Research projects tend to start small, with a personal fascination for a subject, with a naïve or critical inquiry of some little-known territory. Only later the process is being scaled up, contextualised, and shared with other researchers and the public. But where and when are these decisions made? How can research be scaled, from private to public, and how could it accompany a designers practice in a productive way? The lecture presents a range of research projects in design and architecture, as an attempt of an overview of how research can be scaled organically and how it can productively generate further research itself, in circularity, without being repetitive but with rigour and continuity.</p> <p>Roland Früh studied art history, media sciences and social pedagogy at the University of Zurich. He has worked for the Federal Office of Culture, the publishing house Hyphen Press (London), the Werkplaats Typografie (Arnhem), the University of Bern, the art library Sitterwerk in St. Gallen and the library of the Swiss Institute for Art Research (SIK-ISEA). Since 2009 he serves as visiting Lecturer for Design Theory and Research at the MA Type Design, ECAL/ University of Art and Design Lausanne. He was awarded the Swiss Federal Prize for Design in the category of design mediation.</p>
12.00 – 13.30	Lunch break

Interdisciplinary workshop, ECAL, Cinema studio, ground floor, 13:30 – 17:00

13.30 – 17.00

Chew on it!

Chiara Torterolo

Meet for an introduction at the IKEA auditorium at 13:30

Sweet, fruity, spicy, or savoury: chewing gum comes in countless varieties of flavours, shapes, and sizes. It is something kids blow and pop, as well as the secret weapon against bad breath we keep stashed in our purses. Neatly arranged on supermarket shelves, all wrapped up in glossy and colourful packaging, these highly desired sticky sweets have been known for thousands of years as the only confectionery/food products on the market designed to be chewed but not eaten, focusing the attention on pure experience.

What will the chewing gum of the future look or taste like? In this applied research workshop, we will use chewing gum as a creative medium for exploration, turning experiences, functions, desires, and personal inspirations into bold new forms, flavours, textures that will redefine the way we enjoy it.

Chiara Torterolo is an Italian product designer based in Lausanne, Switzerland. Chiara graduated with with an MA in Product Design from ECAL in 2023 and a BA in Industrial Design from NABA in 2020. In her practice, she tries to translate her observing attitude in a witty and playful approach to design, investigating the language of objects from a different point of view: her works are simple and optimistic, always defined by triggers, analogies and reminders, to rework and nudge the ordinary boundaries of the everyday surrounding. [@chiaratorterolo](#)

Wednesday 27 November

MA1 & MA2

Case studies, ECAL, IKEA Auditorium, ground floor, 09:15 – 12:00

Two invited lecturers share their experiences and practices as designers and researchers. This short cycle of lectures exposes students to other disciplines, which are close to their future practice, to enrich their field of reference and to stimulate an interdisciplinary work approach.

09.15 – 10.30

The past through the binoculars

Sarah Klein

Three projects with visual approaches on graphic design history. The presentation focuses on frameworks, keys and methods.

Sarah Klein studied visual communication in Basel and Berlin and graduated from ECAL with an MA in art direction / type design. Since 2014 she has been researching the history of graphic design with a focus on its education. She lectured at the Bern University of the Arts (HKB), in the BA Data Design + Art (HSLU) and at the Zurich School of Art and Design (F+F). Since 2024 she is co-head of the BA Graphic Design at HSLU Lucerne. [sarahklein.ch](#)

10.30 – 10.45

Break

10.45 – 12.00

Blueprint for a "black methodology"

Joël Vacheron

In *Dear Science and Other Stories* (2021), McKittrick proposes that the experiences of artists or intellectuals from the African diaspora make up a vast corpus of "rebel" methodologies which, in various ways, have in common to refer to music – rhythms, sounds, improvisation, remixing, etc. – to stimulate new ways of thinking and creating. Based on my personal research and contemporary projects, this presentation sketches out the contours of a "black methodology" (McKittrick) that aims to help unleash creative processes from coloniality.

Joël Vacheron works as an educator, writer and researcher in the fields of culture, media and visual anthropology. [joel-vacheron.net](#)

12.00 – 13.30

Lunch break

Student pitches

Second-year students present the topic of their thesis to their first-year colleagues. For second-year students, this is the occasion to sum up the statements of their research projects, whereas for first-year students it represents an introduction to practices and stakes of academic and design research. Detailed information on the afternoon's program will be shared by the assistants of respective MA programs.

13.30 – 17.00

HEAD / Architecture d'intérieur: Vautier classroom (1st floor)

HEAD / Design Mode et accessoires: M/M classroom (2nd floor) and Campana classroom (1st floor)

HEAD / Espaces et Communication: Tschumi classroom (1st floor)

HEAD / Media Design: Nussbaumer auditorium (ground floor)

ECAL / Photography: Campana classroom (1st floor) and M/M classroom (2nd floor)

ECAL / Product design: Armleder classroom (2nd floor)

ECAL / Type Design: Shore classroom (2nd floor)
