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Press  
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**ULTRA ORDINAIRE**

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Presentation  
Ultra ordinaire

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Ultra Ordinaire is the name of a research group, an offshoot from studio Duffau&Associés. Its mission is to contribute to a community of knowledge/information sharing; members of the community are invited to reflections on the ethical and community distinction between invention and knowledge, a distinction that safeguards the creativity component of human knowledge. It also means contributing to the definition of knowledge for the common good. In a democratic process, this contribution is made through research, experimentation, trial and error.

Consequently, the practises of Ultra Ordinaire are based on an analysis of the use of merchandise and location, and on the impact that their production and consumption have on the ecosystem as opposed to an analysis of the potential economic profitability. These practises integrate the opinions of the community in the creation process.

The operations of Ultra Ordinaire focus on use of everyday articles. Computer components, craftwork, associated logic, designs: these elements are purely commercial because they involve a form of human work that does not actually produce knowledge. Moreover, the designs contribute to the definition of a community based on brainstorming exchange geared to the construction and the use of these materials (program codes, software, shapes, functions...) and ensures that this knowledge remains as an open-source with free access.

The price of the material therefore does not include the price of the ideas, but only the cost of the equipment, the logistics and the work necessary for the installation and the activation. The standard is open-sourced and this implies that it can be re-organized according to the applications selected by members of the community.

## Projects by Ultra Ordinaire

The book **Share** for architecture and design within the economics of sharing.

The current economic crisis questions the political leaders, and all citizens whose professional activity contributes to the greater socio-economic system. The authors of this book believe that these questions must be answered through an integration of knowledge and a hands-on approach.

Consequently, an economist, a designer and an architect attempt to intersect their knowledge and their approaches. From this meeting, a common orientation is observed based on the analysis of the most problematic principles of capitalism.

Producing architecture and design in an economy of sharing means constructing opportunities that are open and available to everyone; it means taking a step back from the proprietary system to open the doors on new principles similar to those of the most widespread open-source system in the world - The Internet; it means defining the boundaries of an economy of sharing on the basis of projects for living environments or habitats designed according to an open standard subdivided into scenarios that span from the local to the global.

*Work coordinated by Duffau&Associés (Nathalie Bruyère & Pierre Duffau).*

*Preface: Massimo Banzi & Luisa Castiglioni.*

*Articles: Nathalie Bruyère, Pierre Duffau, Mireille Bruyère, Claudia Raimondo.*

*Contributors: Snootlab, Usinette.org, Tetaneutral, Arduino.*

*Illustrations: Charlotte Martin.*

*Graphic design: Perrine Saint Martin.*

*Photographs: Giacomo Giannini, Riccardo Pascusso, Nathalie Bruyère.*

## HOM-m-E Workshop

All of the articles that are used on a routine basis in our everyday lives, integrate a function dictated by industry. This function is often transformed into a way of life in our microcosm.

At the time of writing, many users express the desire to contribute to the design and production of articles that best adapt to their specific choice of life-style.

*The studio organized a seminar in which a 3D Reprap printer and other every day articles were constructed.*

*The first workshop was held between October 7th and 9th 2011 in Toulouse, in the Bonnefoy showroom; members of the collective exhibition Usinette.org took part and the main objective was the construction of a 3D RepRap Mendel printer. This printer then allowed the production of articles invented by the group during the following weekend.*

*The collection of the products from the workshops was presented at the Museum of Modern and Contemporary Art 'de Abattoirs de Toulouse' during the event Toulouse Numérique held between October 20th and 23rd 2011. The workshop was supported by the Festival des Savoirs Partagé de la Novela 2011.*

*Project coordinated by: Nathalie Bruyère – designer – and Mireille Bruyère – economist.*

*Designer: Claudia Raimondo, Philippe Casens.*

*Photographs: Nathalie Bruyère, Giacomo Giannini, assistant Riccardo Pascusso,*

*Illustrations: Charlotte Martin,*

*Usinette.org.*

## Play Communs

This is a children's game that stimulates the minds of the younger generation; they can develop their creativity beyond models defined by mass consumption. The children can freely design their robots, modify them and learn the rudiments of electronics; they can also develop the functions of the robot in relation to their age and their uses. Their designs are then merged and can be exchanged.

*Duffau&Associés: Nathalie Bruyère & Pierre Duffau.*

*Snootlab*

*Presentation at the Milan Furniture Salon 2013, as part of BLA BLA, an exhibition organized by Alessandro Mendini & Duilio Forte*

*With the collaboration of ISDAT (Ecole des beaux-arts de Tolosa), design (Charlie Aubry, Pauline Contant, Coralie Gourgechon, Vincent Fortin, Aliénor Martinau)*

*Photography: Giacomo Giannini, assistant Riccardo Pascusso.*

## Ultra Ordinaire is a project by

### Nathalie Bruyère

In 1998, Nathalie Bruyère and Lorenz Wiegand founded the design agency POOL products. They developed simple articles, suitable for everyday living. The creations are ethical and rational and fully exploit the different production systems.

Their research exploits the process of 'plug-in', like in the Italiques hooks and the Lampion chandeliers, with shapes that perfectly illustrate this process of creation. The finished products permit maximum versatility of use. These articles are like pieces of a Meccano set; they can be assembled and used according to the specific requirements a person has in a given moment, with greater flexibility and freedom to decide the use and the function.

In association with architect Pierre Duffau, Nathalie Bruyère-Duffau founded studio Duffau & Associés. They began to explore these concepts on a broader scale: namely architectonic structures in relation to the city. Work focused on the issues of production to create an imaginary natural ambience, a degree of domesticity in relation to the context. In other words, issues of space develop in our projects, like the 'plug-ins' of a given infrastructure or through the work on the boundaries between private and public shared space.

Duffau&Associés works on the creation of concepts relative to the environment – an ambience that can develop through demands; the ideas change depending on the people living there, instead people having to adapt to the environment ambience; this work on living and the city interfaces with the transformation of space to become something non-specific, mobile, flexible and fundamentally more human.

### **Pierre Duffau**

The projects, even when they vary according to the demands expressed by the context and the clients, are extremely pure; they form an interface between the uniform dimension of the parts; however, they do not slide into minimalism, yet with a certain degree of intellectual complexity, they offer a practical space and formal simplicity. Passing from the private projects to the public services, through residential constructions and virtuous restructuring, they allow observers to reflect on the territory with the awareness that every construction is a junction that brings the urban space to life to be enjoyed. In association with the designer Nathalie Bruyère – Duffau, Pierre Duffau founded Duffau & Associés.

### **Mireille Bruyère**

Mireille Bruyère studied economics at the University of Toulouse 1 and was awarded her Doctorate in 1998. She is a researcher at OFCE (The French Observatory for Economic Trends) in Paris and at the Regional Observatory for Employment and Training in the Mid-Pyrenees district. Since 2006, she has lectured in Economics at the University of Toulouse 2 and is a member of the CERTOP – CNRS Laboratory. She is also a member of the Scientific Committee of ATTAC and of the group Économistes Atterrés.

### **Snootlab**

This French company was founded in Toulouse in 2010 by two friends who were active in the Thismaker movement. Within the spirit of Do it Yourself intrinsic to the hackerspaces and the fablabs, Snootlab develops and trades shields for prototyping platforms, such as Arduino and Raspberry-Pi.

Snootlab supplies products, boards and sources with open source hardware licenses, combined with the qualified support for the community of users. The company develops a virtuous circle: from the idea of a starter pack invented by its engineers, from a necessity or a project by a community, kits are produced that the user himself constructs and that Snootlab will put on sale. All of the instruments are available as open sources and can be assembled by the users to create kits, improve them and share their innovative ideas and updates with the community and with Snootlab.

This re-appropriation of the products by the users is translated into something more concrete in the commercial context.

The developments allow the systems to be maintained and updated over time. An added advantage is that new ecosystems may appear bringing improvements for the companies, the community of followers and the standard products. The idea of profitability as the sole objective for the design of a single item is replaced by the creation of an entire field of options and possibilities available to all of the creators.