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Press  
Toulouse, le 03 Avril 2013

**ULTRA ORDINAIRE**

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Ultra Ordinaire  
@ BLA BLA

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**Play communs**

The section 'Esempi' (Examples) of BLA BLA, at the Cattedrale della Fabbrica del Vapore in Milan, presents several exhibitions that comprehensively and radically redefine the changes underway in the relationship between art, crafts and industry; there is a new philological definition of materials, techniques, new and ancient decorations and productive geographies.

Among them, ArkiZoic Bellum by Duilio Forte, invited designers to listen to a declaration of war against industry and produce an object-weapon inspired by the rules of ArkiZoic.

*Put your heart and soul into your designs  
Use mathematical shapes and the geometry of nature  
Use the heuristic method  
Allow for chance, error and the unfinished  
Use traditional materials and shapes  
Use decoration  
Use a drawing as an emotional sketch*

Play communs is the project by Ultra Ordinaire, a design group based in Toulouse, France; its protagonists are architects, designers, students, economists and experts in technology.

Play communs is a colorful army of 31 robots designed by children and developed by Ultra Ordinaire; each piece expresses a different personality and presents solutions that lie outside the box.

The robots represent an instrument of culture for the development of a form of knowledge that is distant from ideology. They produce a story, where the individual objects take on the role of characters in a play or a contemporary epic drama oriented to a possible future. The objective is to rethink a society based on the community and the sharing of social practises.

*An army?*

*But not armed!*

*Consisting of what?*

*People who join forced to create something together!*

*What?*

*Living, having a good quality of life, distant from the realms of industry, mass production and consumer logic; the idea is to develop an economy based on collaboration and know-how.*

*How?*

*They have learned from their surroundings and have organized their operations outside of the traditional boxes.*

*What did they learn?*

*To design their dreams, produce objects to support the practises. They no longer purchase articles solely on the basis of the brand name.*

*The army consists of robots for children, created from the children's drawings; from this they learned to assemble the components, program procedures, draw their ideas, exchange their creative inventions. Heads and arms can be swapped; the robots can move; Led lights have been installed... The children can design their models by themselves.*

### **Video of Ultra Ordinaire @ Bla Bla. Virtual Discussion**

Another section of Bla Bla is Virtual Discussion, an installation that groups the theoretical self-proclamations by international designers. This video presentation is a feverishly passionate verbal statement and the fruit of a depth and composite analysis. The members of Ultra Ordinaire hide their faces behind masks to clearly express their unfiltered philosophy of light and their design orientation.

*"The decision to cover the faces of the members of the studio emerged from the desire to move away from the current practise that considers the designers as a form of merchandise, like trademarks that are included in the branding system.*

*This choice does not implicate absolute anonymity; we hope we can support our commitment in the design culture and exalt our work in the same way as many other creators; we can communicate our work and our thoughts to develop an economy based on knowledge that is free and available to everybody.*

*Making a contribution to a society based on know-how sharing means reflecting on the ethical and community distinction between invention and knowledge, a distinction that safeguards the creativity of the human mind.*

*It also contributes to the definition of knowledge as a form of common property.*

*In a democratic process, this contribution materializes through research, experimentation, trial and error.*

*Our professional practises in design and architecture must be based on this hypothesis when they are applied to create new articles and new spaces for living. Living spaces always leave room for the creation and the maintenance of non-commercial social*

*bonds. Economic growth will be limited and not an end to itself. Our design practise must create new objects oriented to quality and quantitative sobriety, exalting the independence of the individuals and the community rather than consolidating the dependence on a globalized market. Consequently, our practises must analyze how the merchandise and the places are used, and examine the relationships that their production and consumption forge with the ecosystem rather than estimate their potential economic profitability. And these practises must integrate the opinions of the users in the creation process.”*

### **Ultra Ordinaire**

This group is based in the city of Toulouse, France, and draws on the expertise of architects, designers, students, economists and specialists in technology.

Ultra Ordinaire is a melting-pot of ideas, an experimental dimension that groups the worlds of design and business and takes risks with new production methods, design and life-styles.

Design: Nathalie Bruyère & Pierre Duffau, Duffau&Associés

Snootlab, Mireille Bruyère, ISDAT, Ecole des beaux-arts di Toulouse [Institute of Fine Arts in Toulouse](Charlie Aubry, Pauline Contant, Coralie Gourgechon, Vincent Fortin, Aliénor Martineau).

Photographs: Giacomo Giannini, assistant Riccardo Pascusso.

### **BLA BLA**

Cattedrale della Fabbrica del Vapore,  
via Procaccini 4, Milan, Italy.

A joint production between the city council of Milan, Department for Culture, Fashion, Design and MIMA – Milano Makers

Organized by Alessandro Mendini

Layout design by Duilio Forte

General organization by Cesare Castelli

April 8-14 2013 (Opening hours 11 am – 8 pm)