



Collective DAREDO

DAREDO is a Design & Communication collective based in Lausanne, Switzerland. It was created in 2006 and takes its name from the expression «Dare do». Its aim is to encourage exchange and support a creative diversity throughout projects working with the idea of collaboration and interactivity. These projects are open to research and experiment and most of them are concerned with social and/or ecological questions.

The project «DOMESTIC SPORT»

> Jury Special Prize, competition "Hacking IKEA", sept. 2008

> Dutch Design Week, Eindhoven, 18-26.10.2008

> Hangaram Design Museum, Seoul, 20.11-17.12.2008

«Today, «going to IKEA» has become an activity by itself. The shop has become a leisure area and is not just responding a material need anymore.»

The project

«Domestic Sport», carried out by collective DAREDO in september 2008, revisits the environment of domestic sport by diverting some IKEA products in a collection of objects and a movie.

The collection «Domestic Sport» groups a series of furniture and accessories referring to sport at home. Created out of IKEA existing products, these objects are somewhere between domestic furniture and fitness accessories. They offer a simple, warm and playful vision of sport at home.

The movie «Parcours Vikea» describes an imaginary fitness service at the shop. With some humor, the movie questions the primary function of the shop (buy / sell) while opposing it another way of «experiencing» the supermarket: i.e. by using it as a fitness course. What if going to the supermarket was becoming a true leisure activity ?...

Participants

DAREDO: Dino Salvatico, Sven Tugwell, Raphaël von Allmen, Alexandre Zuntini

FRIENDS: Eugène Dyson (film), Sophie Huguenot (photos), Adrien Moreillon (logo, branding)