

2006 PARTNERSHIP

ULTRA-PEAU (NIVEA + PALAIS DE TOKYO)

MINISTÈRE DE L'ÉDUCATION NATIONALE

Olivier de Serres

École Nationale Supérieure des Arts Appliqués et des Métiers d'Art

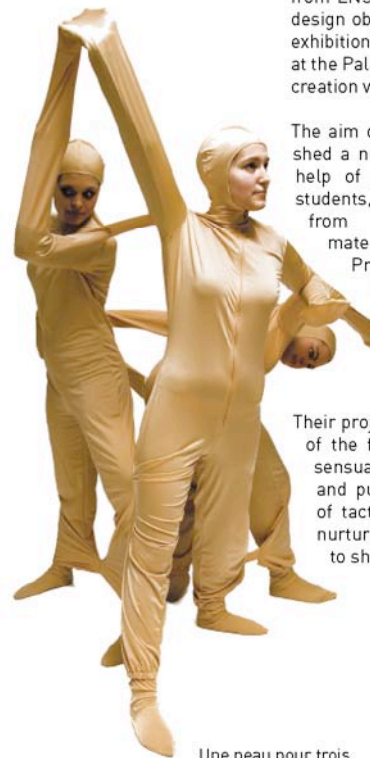
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Parfum de chair



The Nivea company asked students from ENSAAMA Olivier de Serres to design objects related to skin for an exhibition starting on April 24, 2006 at the Palais de Tokyo (contemporary creation venue).



Une peau pour trois.

The aim of the collaboration was to shed a new light on skin. With the help of graduate product design students, undergraduate students from Textile design, Synthetic materials, Surface design, Product design and 3D communication design collaborated to design the prototypes of new products.

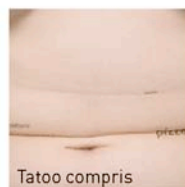
Their projects all glorify the poetics of the five senses, swaying from sensuality to artistic expression and put into question the limits of tactile seduction. Hence they nurture the new light Nivea wants to shed on skin.



Secret de peau



Geste et touche d'éclat



Tatoo compris



Propos de peau



Boîte à recoudre



Secret de peau



Révéléateur de sensations



M Tout le monde



Lingerie de bain



Spongibulle



Essences de peau



Betty-Bullon