

**Hes**·SO//GENÈVE  
Haute Ecole Spécialisée  
de Suisse occidentale

**HEAD – Geneva**

**BACHELOR**  
*in Product Design*  
*Jewellery and Accessoires*

**CHAIR**  
*in Watch Design*



# BACHELOR AND MASTER TRAINING PROGRAMS

Département Arts visuels	Département Cinéma	Département Communication visuelle	Département Design d'espace	Département Design Mode Bijou et accessoires
<b>BA en Arts visuels</b>  Options: <ul style="list-style-type: none"><li>- Appropriation</li><li>- Construction</li><li>- Information/fiction</li><li>- [Inter]action</li><li>- Représentation</li></ul>	<b>BA en Arts visuels</b>  Options: <ul style="list-style-type: none"><li>- Réalisation</li><li>- Montage</li><li>- Son</li></ul>	<b>BA en Communication visuelle</b>	<b>BA en Architecture d'intérieur</b>	<b>BA en Design Mode</b>
<b>MA en Arts visuels</b>  Orientations: <ul style="list-style-type: none"><li>- CCC-Master de recherche</li><li>- TRANS-Art, éducation, engagement</li><li>- Work.Master-Pratiques artistiques contemporaines</li></ul>	<b>MA en Cinéma</b>  ECAL-HEAD	<b>BA en Illustration</b>	<b>BA en Design Produit/ Bijou et accessoires</b>  Avec chaire en Design horloger	<b>BA en Design Produit/ Bijou et accessoires</b>  Avec chaire en Design horloger
		<b>MA en Design</b>  Orientation: <ul style="list-style-type: none"><li>- Media Design</li></ul>	<b>MA en Architecture d'intérieur</b>	<b>MA en Design</b>  Orientation: <ul style="list-style-type: none"><li>- Design Mode et accessoires</li></ul>
			<b>MA en Design</b>  Orientation: <ul style="list-style-type: none"><li>- Espace et communication</li></ul>	<b>MA en Design</b>  Avec chaire en Design horloger





**CAMPUS HEAD – official inauguration June 30!**





Studying at HEAD means having access to expertise, tools and machines that enable you to carry out your most ambitious projects

Wood  
Metal  
Prototyping  
Digital  
Audio-visual  
Photography  
Printing & Publishing  
Ceramic  
Infolab

TECHNICAL AND EDUCATIONAL POOLS





**Bachelor**  
in Fashion Design

**Bachelor**  
in Product, Jewellery and  
Accessoires Design

**Bachelor and Master Chair**  
in Watch Design

**Master**  
in Fashion &accessoires Design

**THE «D» BUILDING, 15 blvd James-Fazy**





## JEWELLERY POOL

### **Jewellery pool**

40 workbench dedicated to jewellery

### **Machine pool**

Lathes, milling machines, polishers, drills, forge and iron/casting device, enamel, high precision machine (watchmaking) etc.

### **Brassware pool**

Hydraulic press, rolling press, folding machine etc.

### **Small machinery pool**

3D wax printer, engraver, laser, etc.

### **Leather pool**

Trimmer, stitcher, work tools, etc.





### **Technical Teachings**

Seminars and workshops specific to the know-how to the profession of designer technical support for workshop projects

### **Theoretical Teachings**

Thematic seminars and workshops, readings, writing, research practices, bachelor's thesis

### **Workshop Projects**

Artistic practices, design projects, workshops, concrete achievements, bachelor project

### **Exploratory Teachings**

Workshops common to several bachelor's or schools, crossed workshop, trips, mandates

**PEDAGOGY**



## Technical

Materials and technique  
Introduction to machinery  
Drawing objets and geometry  
Modelisation

## Theory

Jewellery culture  
Cultural history of appearance  
Theory-practice seminar

## Thematic Workshops

**YEAR 1**



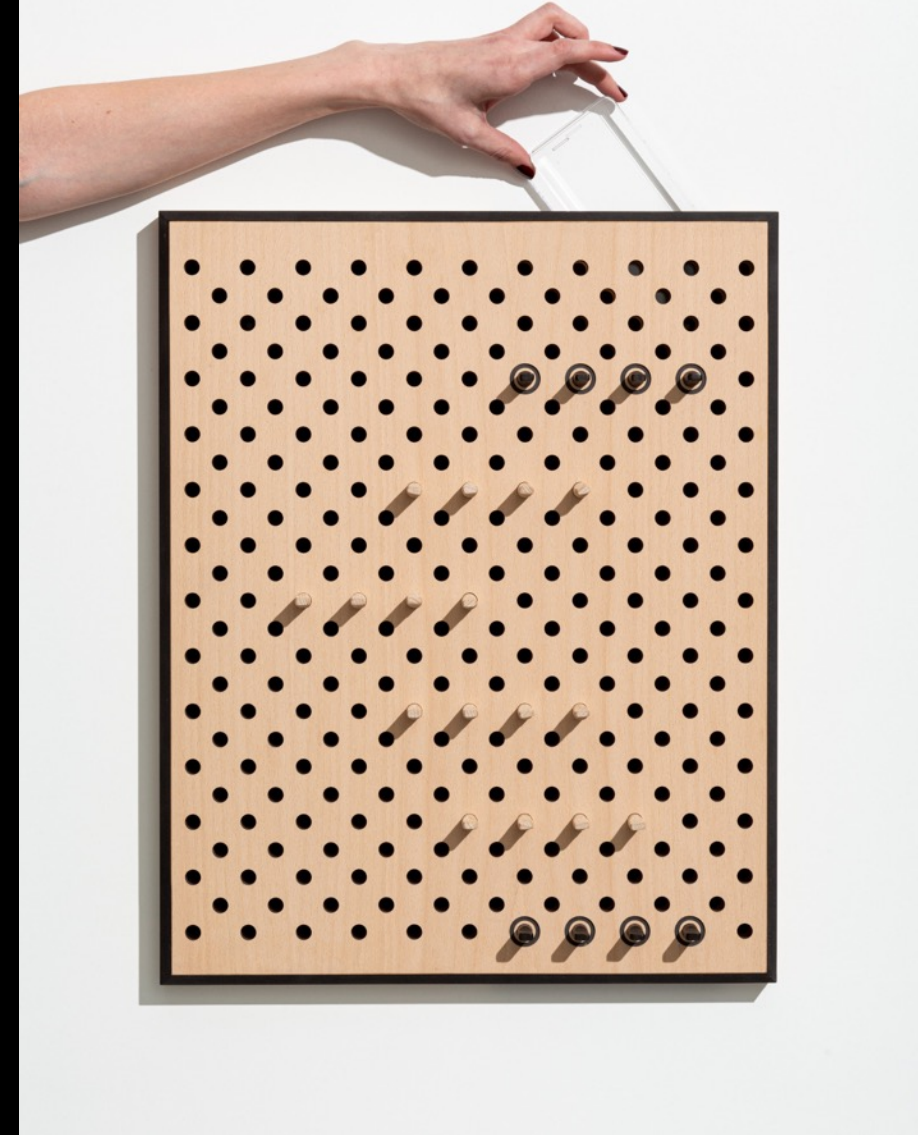


## Jewellery workshops

Workshop 2D - 3D : experiment with metal volume

Workshop Casting : modeling wax, sculpting wax, 3D

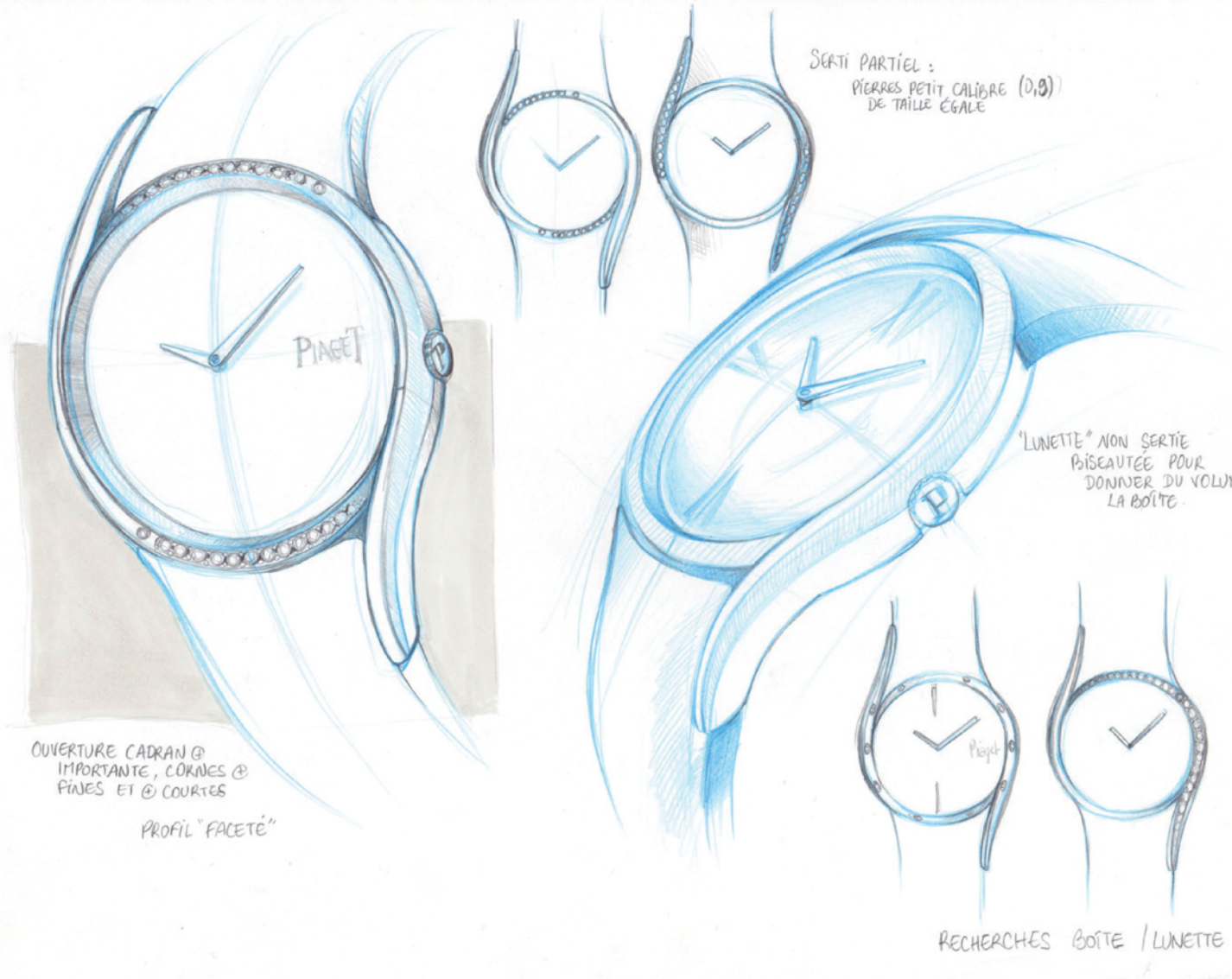




## Product Design workshop

The social box : Awaken sensitivity and awareness of the object, its construction, its context and its use.

Experiment with other materials and formats



## Watch Design Workshop

Drawing, techniques, design workshop in collaboration with brands





## Technical

Jewel drawing  
Modelization  
Clock design drawing  
Materials and techniques

## Theory

Culture of jewellery and watches  
Text analysis  
Brand strategy

## Thematic workshops

## INTERNSHIP

**YEAR 2**



## Accessories workshop

HEAD x GARNISON

Create a jewel for the fashion brand Garrison founded by Luka Maurer, fashion design HEAD alumni

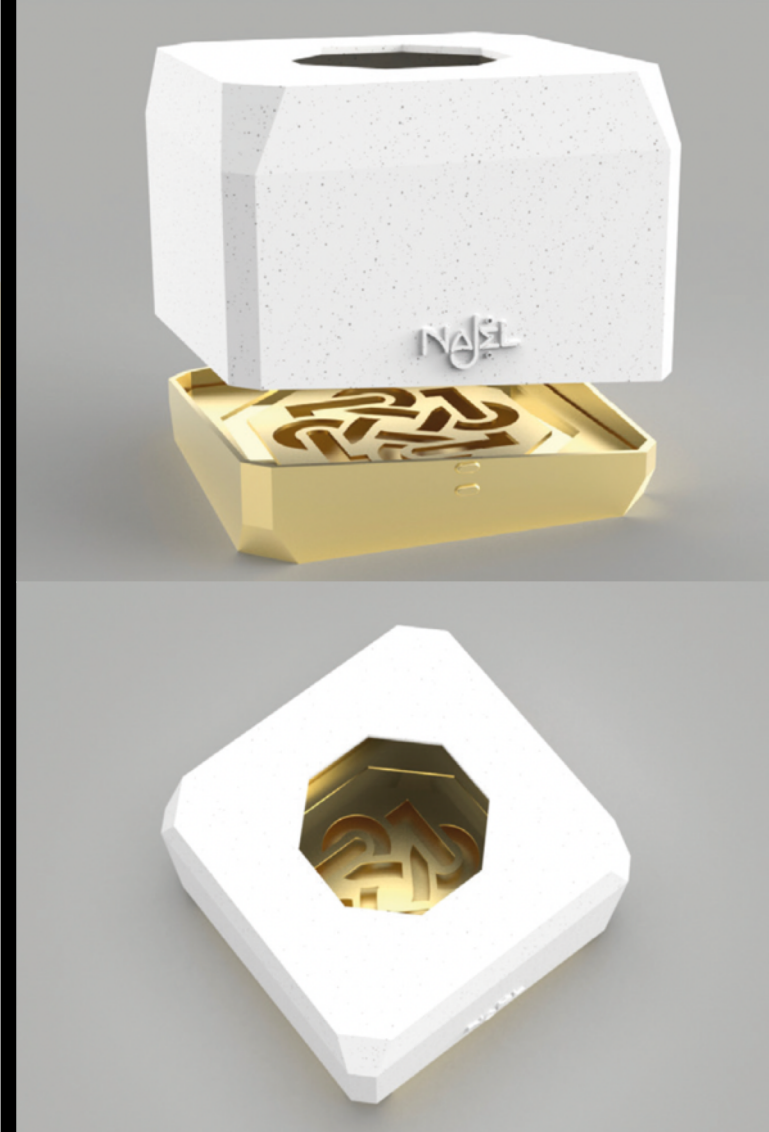
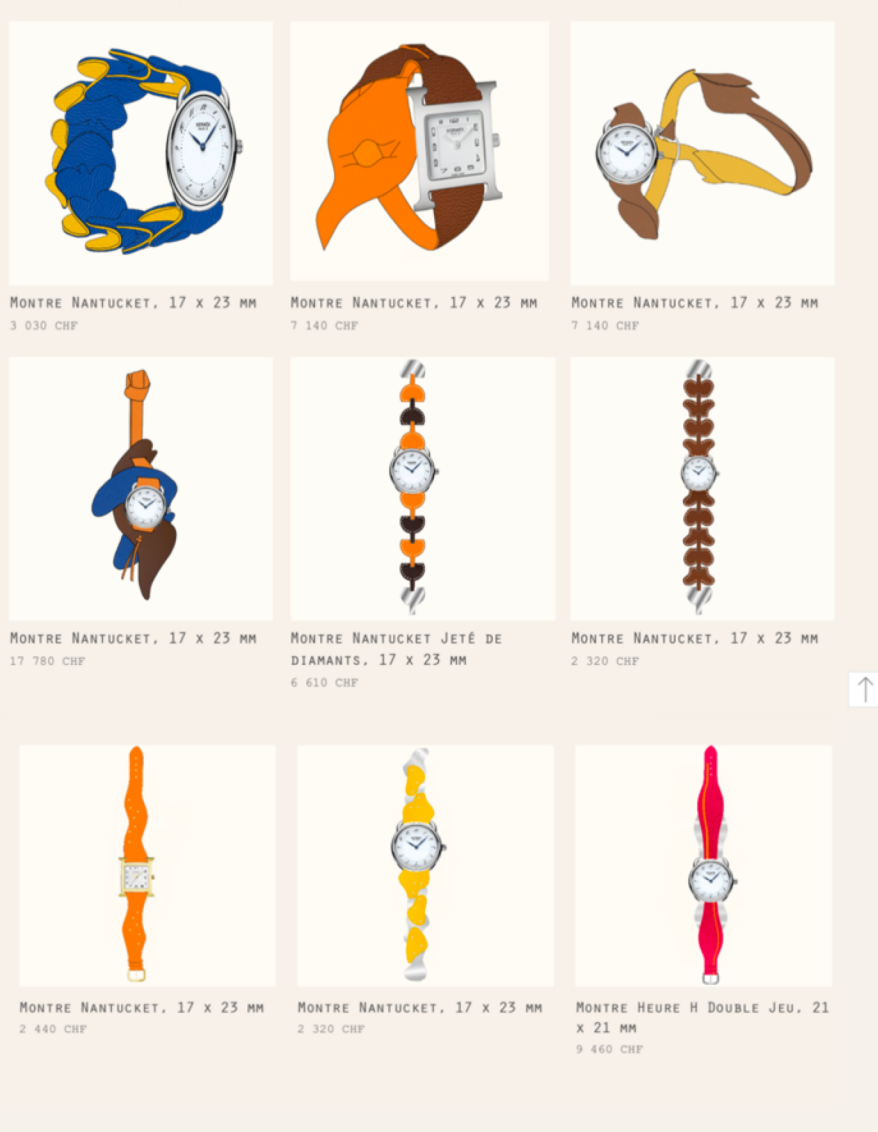




## Product Design workshop

HEAD x Caritas

Create a capsule collection exploring an approach that integrates waste processing, social integration and local economy



## Watch Design workshop

HEAD x Hermès

Understand the AND of a brand, work on the packaging





## **Technical**

Materials and techniques  
Technical support

## **Theory**

Marketing and pricing  
Bachelor Thesis

## **BACHELOR COLLECTION**

***YEAR 3***



**Louise Wang**

Folds

Bachelor collection 2021





**Lucy Autié**

Paradigme

Bachelor collection 2015



**Camille Combremont**

Deux secondes, une centaine d'années peut-être

Bachelor collection 2019





**Noémie Nivelet**

Set-up

Bachelor collection 2016



**Erika Douadi**

Iki

Bachelor collection 2016





**Karina Bezruchenko**

Oni

Bachelor collection 2021



**Loic Quan**

Brut

Bachelor collection 2021



**ABOUT**  
*MOBILITY*



# INTERNSHIP MOBILITY

## **Possibility of doing internship during studies**

Internship at the end of the 2<sup>nd</sup> year

Credited internship

Between 1 and 4 months of internship

Internship in Switzerland, in Europe, abroad,...

Mobility grants

Support for research internship

Curriculum Vitae, Motivation letter, Portfolio

Professional Network (LinkedIn, ...)

Internship report

Sharing experiences

## **Possibility of post-graduate internship**





# STUDY MOBILITY

**Possibility of doing one or two semesters in another school**

109 partner schools around the world  
150 study mobility request per year  
90% of bachelors' applications

Average of 2 students IN and 2 students OUT per year for the Product, Jewellery & accessoires Design Bachelor programme

63% of our MA graduates have had international experience (internship or mobility)

**Reception of mobility IN – HEAD Mates**



# Les écoles partenaires de la HEAD

## HEAD Partner Schools



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Genève



# PROJECTS MOBILITY

## **International projects**

- Workshop with international speakers
- Project or summers school with other institution

## **Exhibition and professional events**

- In Switzerland – international network
  - Abroad – promoting our know-how
- Gem Genève, watch fairs, jewelery fairs, various exhibitions for institutions or events

## **Prizes and competitions**

- Swiss prizes and competitions (Swiss Design Awards, Pro Helvetia, Piaget Prize, ...)
- International prizes and competitions (Hyères Festival, ITS, LVMH, ...)



# Événements, expositions, workshops internationaux de la HEAD

## HEAD's events, exhibitions, workshops around the world



— HEAD  
Genève

# AFTER A BACHELOR OUTLOOK



## Entering the professional world / Internship

Jewelery, accessory and/or watch designer in a creation studio, a brand, gemologist, auction house and sale, journalist, gallery owner, ...

Van Cleef & Arpels, Boucheron, Adler, Piaget, Emmanuelle Khanh (lunettes), Fossil (bijou et montre), Dolce & Gabbana, Louis Vuitton, Camper, Watchmaking brands and subcontractors



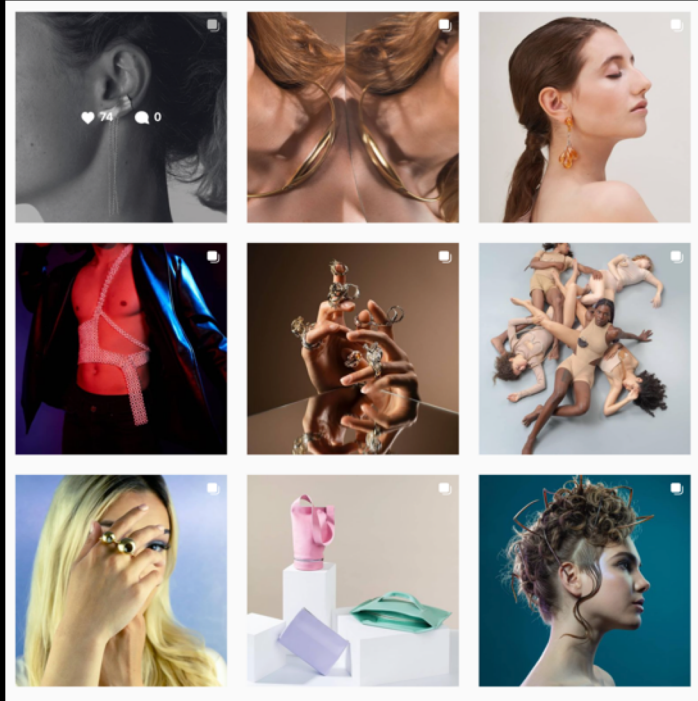
## Master of Arts in Fashion and Accessories Design

Deepen your knowledge through a professionalizing Master's degree



## Create your own brand

Dorothee Loustalot, Ambroise Degenève, Mädi, Muriel Laurent, Julie Schmid, Bérénice Noël, Arnaud Zill, Marthe Cresson, Roland K, Amizadje bijoux, Atelier 9, Worn, Lydia Saurel, Aurore de Geer...

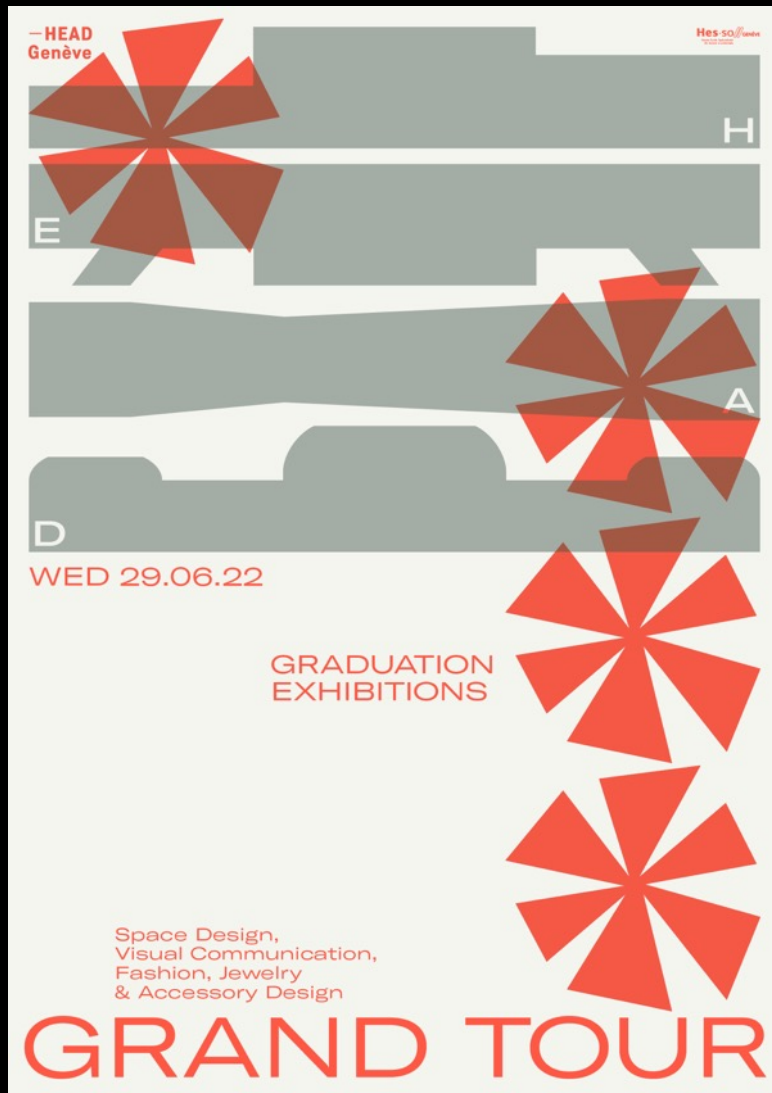


@headgenevedba



@headwatchdesign

# INAUGURATION CAMPUS - GRAND TOUR



## Thursday 30th June

Official opening of the Campus and public opening of the exhibitions

6pm

Official ceremony in the presence of the authorities, Le Cube, Bât H

6.30-9pm

Exhibition opening - Bât. H, E, A, D

## Friday 1 July

Opening of the historical and diploma exhibitions

2-5pm

Exhibitions, screenings, performances, guided tours

5-8pm

Bachelor and Master graduation ceremony

8.30 pm

DJ set & fiesta

## Saturday 2nd July

Opening of the historical and diploma exhibitions

10am-6pm

Exhibitions, screenings, performances and guided tours

6-8pm

Bar and DJ sets

8pm

Concert by Léonie Pernet / Free concert open to the public

## Sunday 3rd July

Opening of the historical and diploma exhibitions

10am-5pm

Exhibitions, Projections, Performances and guided tours

[www.head-geneve.ch](http://www.head-geneve.ch)