




Play on words

Press release

A tool helping kids to master reading, devised whilst all being confined.



Exhibited projet
from january to june 2021
at MAD Paris



as part of the exhibition
An uncertain spring

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→ Watch video
→ Project on line:
www.atelierbaudelaire.com
[@atelierbaudelaire](https://www.instagram.com/atelierbaudelaire)

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In March 2020, professional and family lives merged together spurring Atelier Baudelaire to figure out how to tackle school requirements in such a sudden and unusual context.

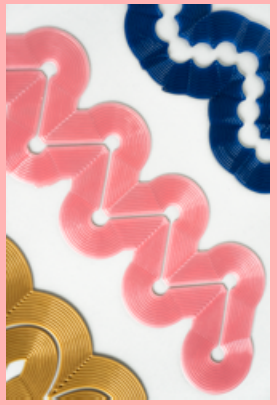
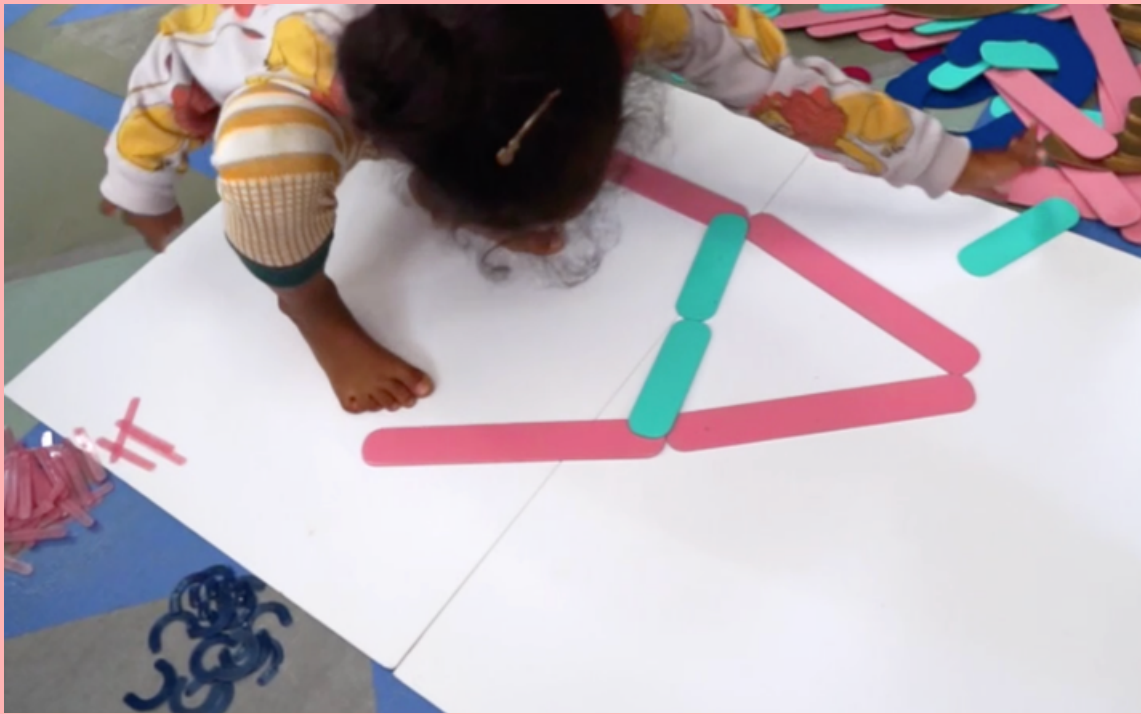
Atelier Baudelaire engaged in designing prototypes of games aimed at learning to read and write using resources available in local shops providing basic items : play dough, cardboard, watercolor paint etc. Shapes and colours evolved along with the kids imagination and various experiments. So does the Atelier , integrating gradually the playful and imaginary world of the children towards the graphic sign.

A selection of tracing templates was finally printed in 3D to help the children design curves and straight lines, from left to right, along with five small modules which can be shaped together to create the 26 letters of the alphabet in capital letters. This technique is ideal to enhance memorization of signs through “feel and touch” in harmony with the shapes of the letters. As for younger kids, in order to help them design their first letters, wooden typographic templates are provided within which the modules easily fit. A larger version in coloured wood is provided thus allowing children to associate apprenticeship of the sign with corporal development thus facilitating memorization.

Cooperation, dialogue and negotiation amongst the children, introduces them in a playful manner to the normative coded world as well as to arts and culture in general. Fine and delicate motricity is stimulated, useful for drawing as well as for mastering space minutia. All of these elements leading them gradually and freely to the art of hand writing!

Play on Words, as a pedagogical toy and tool, also enables them to be open to the world of graphics design and typography. It is the first step towards a larger project currently being devised, dedicated to create and edit pedagogical graphic tools for children, for other types of audiences, including those who have not yet found their professional way. Currently, a fund raising campaign is being initiated to help Play on Words devise its prototype items midway between research and design.

Formats et techniques Formats and materials in 3D printing: small modules (de 1,5 to 7 cm) and graphic templates (env. 26 cm). With wood : typographic templates (12 × 30 cm depending on the word length), big modules (4 to 26 cm).



Project team

Atelier Baudelaire Website: www.atelierbaudelaire.com

Fondé par Camille Baudelaire en 2007, l'Atelier Baudelaire est un studio de recherche et de création qui relie le design graphique et le volume, la culture et l'innovation. Il accompagne les institutions, artistes et entreprises, dans la création d'identités, d'éditions, d'objets, et de signalétiques. L'atelier s'ancre dans la tradition du graphisme d'auteur en quête d'excellence et d'engagement, tout en proposant un modèle horizontal et novateur : il valorise le travail des femmes designers, encourage la porosité des pratiques et la création collective. Il s'appuie sur un vaste réseau de compétences et de partenaires pointus, valorisant l'expérimentation et la pédagogie dans leur pratique. L'Atelier Baudelaire signe des créations d'identités visuelles aux confins de la 2D et la 3D, (nuit Blanche, le Salon de Montrouge, EDF Innovation, Bétonsalon centre d'Art et de recherche, Atelier de Paris CDCN...), anime des workshops dans les institutions et conçoit des objets de médiation sur mesure pour tous les publics.

Arp is Arp Website: www.instagram.com/arp_is_arp/

The Arp is Arp studio was founded by Dimitri Charrel, graduated from the Ecole des Beaux-Arts in Paris (ENSBA) and at the Ecole des Arts Décoratifs in Paris (EnsAD). He collaborates mainly in the cultural and innovative field. In his practice, he focuses on the materiality of graphic media by working in close collaboration with producers and craftsmen in order to develop sensitive and singular graphic objects, supported by a clear, rigorous and effective typographic presence.

Bold design Website: www.bold-design.fr

Bold is a design agency founded by William Boujon and Julien Benayoun in 2008. William and Julien are inspired by the latest developments in technology, science and art to imagine objects and spaces. The studio collaborates with organizations such as Le Laboratoire Paris/Cambridge, the MIT Media Lab, the Centre Pompidou, and others. The agency is also a research laboratory around digital technologies such as 3D printing since 2015 and the design of a Fused Deposition Modeling (FDM) 3D printer with DOOD Studio. AYBAR Gallery, Miami spots its first collection, a series of hairy vases printed with vegetal fibres. Their numerous experiments led the studio to the Drôme, in the 8Fablab with which they started an exploration of the 3D printing technique of the clay material. Four objects collections have been acquired by the Centre National des Arts Plastiques (CNAP) in 2019. William and Julien are also conducting numerous workshops for students and professionals.

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