

posti di vista 11*

Milano, La Fabbrica del Vapore, 8-13 aprile 2014

**FDVLAB – Laboratori Fabbrica del Vapore
IN COLLABORATION WITH THE MILAN CITY COUNCIL**

presents

**A SNAPSHOT OF CONTEMPORARY DESIGN
Designers, Craftsmen and Makers on the road to Expo 2015**

Fabbrica del Vapore, Via Procaccini, 4 / Via Luigi Nono, 7 - Milano
From 8th to 13th April 2014 open every day from 10am to 10pm
Opening cocktails on Tuesday 8th April from 6.30pm.

On the occasion of the 53rd edition of the International Milan Furniture Fair, **FDVLAB - Laboratori Fabbrica del Vapore** with **POSTI DI VISTA11**, presents La Fabbrica del Vapore Fuorisalone which has always given priority to the socio-cultural aspect of design together with an unconventional approach.

POSTI DI VISTA, devised and promoted by FDVLAB at the Fabbrica del Vapore is now in its 11th edition year, and features a workshop on research and experimentation that runs throughout the fair, a special place for those wishing to experiment and reflect during the week of the fair.

In its role as gatherer of **IMPRESSIONS** on the various implications of design today, La Fabbrica del Vapore will be exhibiting some examples of these in the form of a collage of snapshots: **narratives, histories, the interaction of ability and know-how, shared ideas and shared projects, social design, the use of the urban context, small scale production, digital fabrication and craftsmanship.**

The events, which will be held in the exhibition spaces and Labs of La Fabbrica del Vapore in Via G. Procaccini 4 and Via Luigi Nono 7, have been organised thanks also to the constant collaboration of the Milan City Council.

FDVLAB has been actively involved for over ten years in organising the Fuorisalone at La Fabbrica del Vapore. It has seen a constant growth in the number of visitors due to its creative approach to the in-depth study of the link between social, economic, political and ecological themes and design, which today, more than ever before, can and must be taken into consideration by anyone involved in the world of culture.

The Fabbrica del Vapore Labs offer a variety of interesting activities throughout the week of the fair, with exhibitions, workshops, gatherings, talks, musical and dance performances.

The numerous events will be curated by the Accademia del Gioco Dimenticato, Aiace, Ariella Vidach-AIEP, Careof DOCVA, Viafarini DOCVA, Ilfischio.doc, the Dagad Laboratory, MacchinazioniTeatrali, Mascherenere, Polifemo, Show Biz, Process4, ONEOFF and Studio Azzurro, supported by recognised Italian and international design training organisations and institutions.

Organisations Taking Part

Accademia Abadir, Contemporary Asian Research Centre, Dipartimento di Beni Culturali e Ambientali e di Mediazione Culturale dell'Università degli Studi di Milano, Dipartimento Educational di Dusty Servizi Igiene Ambientale, Farm Cultural Park, Ied Milano, Ied Roma, Unicef, Legambiente.

Associazione Sunugal, Coges, Cooperativa LaFucina, Feenbo, Haute Material, Industreal, Laboratorio Alchemico, ProLocoDorno, Sharebot, Silvana Editoriale.

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THE SECRET GARDENS *urban decoration*

By Macchinazioni Teatrali and Laboratorio Alchemico

Contemporary art work in the green areas of the Fabbrica del Vapore.

In its large square near the city centre, versatile and undergoing constant transformation, La Fabbrica hosts events linked to design, fashion, art and theatre, meetings and exchange. In a city of a decidedly industrial nature, such as Milan, the structure proves a skillful example of archeological recovery, bearing witness to the evolution of human manufacturing ability in the territory.

Attention shifts to the green areas at the Fabbrica del Vapore and the way they interact with the structure as a whole, inviting visitors to discover unknown and mysterious corners of vegetation. Artists and creative minds from the project PARCHI NEL MONDO will take part in the project, interacting as harmoniously as possible with the green areas that exist there, enhancing and making the most of them.

The areas that will be affected by the project are:

- the square in the middle of the Fabbrica, with *Infrazione*, curated by Marco Pirovano, Marco Fumagalli, with Fabio Dies. Branches pruned by the Milan City Council, boards for stages, videomapping.

- the courtyards and gardens of Via Luigi Nono 7 with specific onsite initiatives. The keywords are interaction and exchange.

The artists will make sure their initiatives are appropriate by working onsite and not with installations conceived and made in a studio.

Various materials will be used, in line with the specific research the artists are involved in.

LIBRERIA TEMPORANEA *Silvana Editoriale in collaboration with Studio Azzurro*

BOOKS, BOOKS! ART DESIGN PHOTO

Open every day from 10 a.m. to 8 p.m. at Studio Azzurro

A vast selection of books from Silvana Editoriale, 1000 titles on art, design, architecture and photography

A temporary bookshop designed and set up by Emiliano Bona of Sbobina design, which will host an installation by Stefano Russo, entitled *Homo Mechanicus*. Sbobina Design's interior decoration arises out of the use of recycled industrial materials, mostly wood and iron: tables, chairs, armchairs, bookcases, stools, shelves, rocking chairs, benches occupy the space creatively instead of conventionally. Stefano Russo's installation follows the "fil rouge" of the relationship between past and present, presenting the complexity of human being, divided into systems, represented by objects from the past made of iron, copper, brass and glass, assembled and conserved in old suitcases, large and small.

STREET FOOD *From farm to table*

Refreshments by **ProLocoDorno** in the main Fabbrica del Vapore square, giving a taste of quick and tasty dishes prepared fresh with food products typical of the Pavia area and craft-brewed beer.

A calendar of show cooking with famous chefs and, in collaboration with the Accademia del Gioco Dimenticato, the creation of baby cooking.

INAUGURATION: 8 April from 6.30 p.m. onwards

Opening times: from 8 to 13 April, 10 a.m. – 8 p.m.+

FABBRICA DEL VAPORE Via G. Procaccini, 4 e Via L. Nono 7, Milan

SOCIAL

Twitter and Facebook: La Fabbrica del Vapore

#fabbricadelvapore, #selfieFDVdesign, #selfieFDVlab, #selfieFDVguest

INFO

segreteria@fdvlab.org T +39 392-9965885 www.fdvlab.org www.fabbricadelvapore.org

Organization and coordination FDVLAB: Solveig Chirey – solveig.chirey@fdvlab.org

Milan, April 2014

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Accademia del Gioco Dimenticato *Association devoted to children and adolescents*

OBSOL-ART

Obsol-Art is different from Riclic-Art (which uses present-day waste products)...

Instead, Obsol-Art is concerned with art that uses obsolete objects, such as super 8 film reels. Surprisingly simple but important, as we shall use old super 8 reels to produce pictures, bracelets and sculptures.

In particular, the theme of design will devote close attention to the new "landscape" that embraces us with the Unicredit skyscraper.

As well as the creative Labs, the Accademia, in collaboration with the young people of the Vapore Skate Team will create a "Raft of Madmen" with a fun lake full of toy boats and "fish" ready for fishing. Perfor by Giorgio F Reali: quotations from the book "l'Arte fuori di se" by Paolo Rosa and Andrea Balzola are glued onto strips of super 8 and hung from 30 trees, flanking the two sides of La Fabbrica.

ludovico512@yahoo.it

www.giocodimenticato.it

INVIDEO by aiace *Arti Visive, Archive of videoart and experimental cinema*

IN_SOSTENIBILE / IN_SUSTAINABLE

For the fourth consecutive year the collaboration between INVIDEO by aiace and IED continues. The students have worked on the theme of digital sustainability; two interactive installations will be exhibited. The disciplines involved are Interaction/Media Design, Video Design and Sound Design by the School of Visual Communication, with lecturers Painè Cuadrelli, Davide Sgalippa and Paolo Solcia.

Fingerprints in the smoke. Reflections on the process of data conversation over time.

"Every day we entrust a large portion of our memory to digital supports, believing them to be containers that will last eternally. In actual fact, the immediate retrieval of the data is proportional to its loss." Manifesto by Giorgia Cesari, Mattia Gadda, Alessandro Mascia, Martina Rocchi, Federica Venuto. We know that fingerprints are individual and do not change over time: five people at a time will be asked to leave their fingerprints and soundprints...

Invisible. "As it is not possible to identify precise cases of censorship in western countries where words arbitrarily removed by governments are not to be found, but where the origins of information are not given because they are covered by secrets, we have preferred to highlight only cases of evident censorship, as happens in some parts of the world."

In the installation by Gaetano Aliotta, Francesco Bonomi, Ding Shilei, Daniele Gavazza and Fabio Leone, the visitor observes a neutral world map and has available a series of words. He can chose a word and on the world map the areas where this word is subject to censorship will appear in colour accompanied by specific sounds linked to the word itself.

nfo@mostrainivideo.com

www.mostrainivideo.com

Ariella Vidach - AiEP (DiDstudio) *Interactive Dance*

50X50 azioni

A creative workshop open to those who wish to experiment with compositional strategies in real time, taking into consideration the different languages of art such as dance, writing, music, images and design, to work on the theme of contemporary emergencies through new forms of interaction.

Each session will produce various types of material generated by different compositional schemes, which the participants will be able to present in public at the end of the session with the objective of suggesting forms of commitment for an eco-sustainable sensibility.

Using as support pre-prepared choreographic material, audio and video contributions, materials and images, the performers will be able to reconstruct new prospects and visions of the present for a possible future, as mediators of the result rather than protagonists.

The workshop will be offered on 8, 11, 12 and 13 April from 7 p.m. to 9.30 p.m.

info@ai

www.aiep.org

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Careof DOCVA *Visual Arts and centre of documentation on Contemporary Art*

HORS PISTES by Marie Douel and Amandine David

HORS PISTES aims to bring together craftsmen and designers from all over the world through collective design workshops. Every two years organized workshops lead young designers in the discovery of foreign artefacts and at the same time support the craftsmen in the promotion of their know-how. The workshops are opportunities for research and experimentation in the two areas of design and craft production aiming to create innovative prototypes. At *Posti di Vista 2014*, for the first time *Hors Pistes* in collaboration with Careof DOCVA, brings to Milan the results of the experiment in Ouagadougou, capital of Burkina Faso, by French and Swiss designers and Burkinabe craftsmen who produced objects born from a mixture of their abilities and knowledge. These objects represent new identities constituted by hybrid visions and imagination in an exhibition that presents some of the objects created during the workshop.

careof@careof.org

www.careof.org www.docva.org

Laboratorio DAGAD *Centre of documentation and research on architecture and industrial design*

Awkward Design: anteprima

This research explores the concept of "awkwardness" linked to the social aspects and acceptance of certain objects.

The project will be developed over some years and will be devoted to the many specialities of industrial design that never make the headlines in events such as the Salone del Mobile (Furniture Fair) or feature in magazines.

In fact, because of the nature of the issues dealt with, they are purposely relegated to the sidelines. Death, weapons, sexuality, disability, imprisonment, medicine are the 6 sectors of production and study into which the research is organized.

To give a practical presentation of the idea, we have chosen once again this year to invite the IED Design, Rome, which often tackles these issues with its students and will be one of our partners in the project.

Coordinated by lecturer Marika Aakesson, work on robotics for children hospitalized in cancer wards, for communities for drug addicts and products for those obliged to live with diabetes will be presented.

paolo.righetti@laboratoriodagad.it

www.dagad.net

ILFISCHIO.doc *Production and circulation of documentaries on culture and entertainment*

LIFE STRIPE curated by Rossella Menegazzo, foresees the transposition of the main activities marking a day in the life of an individual onto 21 different-coloured stripes on a table divided into 24 hours. Alongside their exhibition work, the two artists have recently decided to run a workshop open to adults and children. The aim is to transform a day in a person's life into a little work of art made by cutting out strips of paper of different colours and with different textures according to the activities and the time devoted to them. The manual work and that of personal reflection leads to considerations on time, on the sense of everyday life and the values attributed to individual actions in our culture, identifying two tendencies: to create the future thinking of the past and to become self-aware through contact with others. The exhibition will be a meeting point thanks to the beautiful design of the works already created but also a place for workshops and encounters offered to the public during the days the exhibition is on. In the same context the video "Life Stripe in Motion" by Il Fischio.Doc on the students' work will also be screened.

The SPREAD workshop, open to everyone, will take place on Saturday 12 from 4 p.m. to 7 p.m. On the 10th at 6 p.m. there will be a conversation with the curator, Rossella Menegazzo, on Japanese design, with a Japanese aperitif.

info@ilfischio.com

www.ilfischio.com

MacchinazioniTeatrali *Performing Arts and new technologies*

DESKTOP GARDENS

In the project **The Secret Gardens**, **MacchinazioniTeatrali** in collaboration with **Laboratorio Alchemico**, present their desktop gardens, sophisticated table gardens combining art and green design. Prof. Hal SOWA Ph.D will be bringing some examples of his own desktop garden creations from Japan and some of the Italian artists involved will create their personal version of these fascinating works for tables. **MacchinazioniTeatrali** will set the scene for the installation, placing the works in a suggestive light and sound setting.

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The participants will be: Sonia Barret, Patrizia Bonardi, Giulio Calegari, Barbara Crimella, Giulio Crosara, Pietro Finelli, Marta Fumagalli e Riccardo Pirovano, Akino Iida, Kazumi Kurihara, Mauro Lovi, Roberta Lozzi, MacchinazioniTeatrali (Barbara Chinelli e Franco Quartieri) Luca Mannino, Antonio Marciano, Kubota Masakazu, Atsushi Shiomi, Jano Sicura, Hal Sowa Ph., D Satoru Tabata (Enzo), Eriko Tamai, Fabio Volpi a.k.a. Dies

info@laboratorioalchemico.com oppure 3498452986

www.macchinazioniteatrali.com | www.laboratorioalchemico.com

Mascherenere *performing Arts and interculture*

FESTIVAL NIO FAR

curated by Paolo Lodigiani, cooperativa LaFucina, Associazione Sunugal

The Festival of Italo-Senegalese Friendship Nio Far ("being together" in the Wolof language) is being held this year for the third time. Launched thanks to an idea and contributions by Paolo Lodigiani, with the aim of taking a closer look at the bonds of reciprocal acquaintance between the lively and active Senegalese community in Milan and the city's other inhabitants, it provides a showcase of the cultural and artistic work of a country we too often continue to have a stereotyped, "postcard" image of.

NIO FAR 2014 will give a voice and space to co-development projects, cooperation and businesses that have achieved important objectives and are able to act as a model for positive collaboration between Italy and Senegal.

Amongst the results of initiatives already in progress, visitors to NIO FAR 2014 will see creations by a tailoring school and a furniture factory that have recently started to operate in Senegal. An opportunity to listen to and interact with associations, businesses and private people who will share their experiences at an important conference in line with the principles of NIO FAR and thus in the original spirit of "being together"; celebrating and sharing a cultural experience, a programme of percussion music, dance, cooking with traditional dishes and sewing sessions, aperitifs and refreshments from the Piroga Bar, theatre performances and concerts. A photographic marathon. On 12 April the competition Maratone Fotografiche will be launched, a photographic project involving the public and linking photography to urban mobility and the changing and evolving city.

pasina.linda@gmail.com

www.sunugal.it

Polifemo *Contemporary Photography*

HANDS ON DESIGN curated by SHIINA+NARDI DESIGN

Design meets craftwork. The design works and photographs exhibited are intended to offer the spectator tools for the evaluation of craft techniques, a highly topical issue in today's socio-economic context.

The return to handwork becomes a way of redeeming ourselves in the field of contemporary design, too. The design objects on exhibition, made of wood, pure wool felt, glass, wrought cast iron and lights made of different materials assume the value of products that are the fruit of careful thought and eminently usable. Reassuring and long-lasting objects with timeless value and the guarantee that comes from the materials and techniques used.

Polifemo wishes to make an important contribution to the definition of the concept behind the project. A series of professional and artistic images will fix some stages of work on the objects exhibited during their construction, highlighting the craft- and handwork that distinguishes them. The photographs will accompany the spectator as he views and "reads" the design objects presented, with the intention of bringing to light and exalting the value of craft and manual work, the producer and the artist.

Participants: Tumar, Slow Wood, Ercole Moretti, J + I.

info@polifemo.org

www.polifemo.org - Facebook Polifemo Fotografia

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Process 4 *Design Research*

OUT OF ORDER. Nonlinear Production Systems

Curated by Mikio Imai, Eugenia Morpurgo, Juan Montero, TRUO – Paolo Uboldi

The exploration of possible alternative processes to industrial production

The crisis of the system of industrial, mass-production has given rise to new, alternative, non-linear planning strategies influenced by factors and values that have up to now been quite foreign to the processes by which consumer products are made. New research for the designer, moved by the need to “recompose” the process of creation and production, and the new prospects offered to design by mass-customization, digital fabrication and Do-It-Yourself practices as they, no less importantly, reconsider the economic value of the product. The decentralization of mass production offers new inspiration and determines new relations between designer and consumer; no longer a one-way process of designer-production-consumption but planning that aims first and foremost to create a process of open and accessible production in which exchange, adaptability and flexibility can offer the opportunity to create an infinite range of personalized, modifiable and repairable products.

The new ways of elaborating design on exhibition focus on the production of personalized footwear, as in the case of designers Eugenia Morpurgo and Juan Montero, research on materials and surfaces by Mikio Imai and research on different modes of modelling for a series of products by Paolo Uboldi – studio TRUO.

3d Sharebot NG thanks to collaboration offered by SHAREBOT.

info@process4.it

www.process4.it

SHOW BIZ *Visual Communications*

MOBILE MEMORIES

A collection of videos and film from the Show Biz archives: a selection of topics linked to experimentation and the representation of design and the furniture industry, from Milan's heyday up to contemporary times.

For Posti di Vista 2014 a wide-ranging selection will be screened continuously at the Palazzina Liberty stand during the exhibition's opening times. Historical documentaries will alternate with Show Biz productions: the thought and design of many Italian masters – from Renzo Piano to Antonio Citterio, historical masters such as the Castiglioni brothers and Ettore Sottsass, theoreticians such as Gillo Dorfles – contamination between contemporary art and design, incursions into the world of advertising.

showbiz@showbiz.it

www.showbiz.it

Viafarini DOCVA *Visual Arts and centre of Documentation on Contemporary Art*

Low Cost Design Park curated by di Daniele Pario Perra

The low-cost city playground designed for children by children. Children are involved in over fifty workshops organized in different Italian towns. The project, by the artist and designer Daniele Pario Perra, has been put into practice with a view to taking care of empty urban spaces and designing games for them. By the Educational Department of Dusty, the Accademia Abadir and Farm Cultural Park. Teatime refreshments provided for younger children.

Public Talk: 7 April 2014 from 4 p.m. to 6 p.m. Meeting in collaboration with the Fondazione Furla. TOWARDS SUSTAINABLE CREATIVITY, Yuko Hasegawa talks to Michelangelo Pistoletto, Alessandro Mendini and Daniele Pario Perra. Moderated by Chiara Bertola and Giacinto Di Pietrantonio.

Workshop LOWCOST DESIGN PARK @ MILANO. A Learning Week to encourage creative practices by students at upper secondary schools specializing in architecture and design.

viafarini@viafarini.org

www.viafarini.org www.docva.org

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