

Press Release

PREMIO LISSONE
presents

the cycle of dialogues

MATRIOSKA DESIGN

Three generations of Italian design in dialogue

Denis Santachiara with Giulio Iacchetti, Andrea Branzi with Paolo Ulian, Aldo Cibic with Lorenzo Palmeri
Museo d'Arte Contemporanea di Lissone
17 November 2011 – 19 January 2012 – 26 January 2012 (9 pm)

What scenarios can we imagine for design in the future? What role will it have in addressing the changes and issues that contemporary society is experiencing? How will it help improve the quality of our lives while suggesting different lifestyles? These and other questions are the basis of the **MATRIOSKA DESIGN** cycle of encounters. Three events, starting on 17 November, will accompany and complement the program of the **Lissone Design Award 2011 - Street Furniture** curated by Luca Molinari/viapiranesi and promoted by the Museo d'Arte Contemporanea of Lissone and by the Cultural Office and the City of Lissone, in collaboration with Progetto Lissone and the Fondazione Colore Brianza Osservatorio Colore Interni.

This year the award confirms its identity as providing a frame of reference in the panorama of design. The edition devoted to urban furniture attracted entries by 165 designers from 26 countries on 5 continents.

The Lissone Design Award 2011 - Street Furniture will be presented at a ceremony scheduled for **17 December** on the premises of the Museo d'Arte Contemporanea of Lissone in conjunction with the inauguration of the exhibition of all the designs submitted to the competition.

The winners of the Compasso d'Oro, **Denis Santachiara and Giulio Iacchetti**, are the protagonists of the first event on the program at the Museo d'Arte Contemporanea in Lissone on **Thursday, 17 November** at 9 p.m. On **19 January** it will be the turn of **Andrea Branzi and Paolo Ulian**, while on **26 January Aldo Cibic and Lorenzo Palmeri** will wind up the cycle of encounters. This will be an occasion for public debate as well as a unique opportunity to give a voice and visibility to an emerging young talent under 30 whose identity will be revealed at each of the encounters.

"The MATRIOSKA DESIGN cycle of encounters creates a dialogue between three generations of designers in a pattern of inter-generational debate like Russian matrioska nested dolls. A designer who has founded a movement and made a mark in the history of Italian design presents a second designer on the rise nationally and internationally who, in turn, introduces a promising young designer. This original

approach is intended to trigger a beneficial exchange of ideas which is highly desirable in contemporary design practice,” explains Luca Molinari, curator of the third edition of the Lissone Design Award and moderator of the meetings.

“The cycle of Matrioska Design lectures are aimed at reinforcing the award’s primary significance: to promote the vocation of the City of Lissone, an advanced design laboratory in quest of new talent, providing a frame of reference for architects and designers,” said Daniela Ronchi, Councillor for Culture of the City of Lissone.

Matrioska Design - The Protagonists

Giulio Iacchetti, born in 1966, has been active in industrial design since 1992, working for numerous brands, including Alessi, Danese, Ferrero, Foscarini, Globo, Grom, Lavazza, Moleskine, Panasonic, Pandora Design and Sambonet. With his work as a designer he combines teaching at numerous universities and design schools in Italy and abroad. Distinctive features of his work are research into and definition of new product types, such as Moscardino, multipurpose biodegradable cutlery, which won Iacchetti and Matteo Ragni the Compasso d’Oro award and has been added to the permanent design collection at the MoMA in New York. With the design and coordination of the collective project Eureka Coop, produced for Coop Italia, he brought design to large-scale distribution and stamped a distinctive character on the new generation of Italian design. In 2009 this project earned him the Award of Awards for Innovation bestowed by the President of the Italian Republic. To his work as a designer he has added art direction for major brands such as iB taps, Globo ceramics and Coccio Design edition. For Corraini Edizioni he edited the book *Italianità*, a collection of interventions on objects, symbols, scents, tastes and sounds that make up the consciousness of the Italian people. In May 2009 the Milan Triennale hosted a solo exhibition entitled "Giulio Iacchetti. Disobedient Objects".

Denis Santachiara, born at Campagnola (Reggio Emilia) in 1951, self-taught, began his career as a designer in 1980 attracted by the poetic-linguistic potential of the new technologies and the aesthetic processes that can arise in an industrial environment. He creates works on the boundary between art and design, which have been promptly exhibited at the Venice Biennale, the Documenta 8 in Kassel, the Milan Triennale and the Rome Quadriennale. His theorizing and original creations combine technique with the sense of magic, multifunctionality with surprise and playfulness. His objects are in the permanent collections of the National Museum of Modern Art in Tokyo, the MoMA in New York, the Louvre in Paris, the Kunsthalle in Frankfurt and the Museum of the City of Philadelphia. He designed the Toyama Plaza in Japan and the Magic Museum at Blois in France. He works for FIAT, the French Ministry of Culture, Artemide, Swatch, Rosenthal, Panasonic, Domodinamica, Vitra, Alessi, Superga and Bang & Olufsen.

Andrea Branzi, architect and designer, was born in Florence in 1938, where he graduated in 1966. He has lived and worked in Milan since 1973. From 1964 to 1974 he was a member of Archizoom Associati, the first avant-garde group to be internationally known, with projects now preserved at the Study Centre and Archive of Communication at the University of Parma; his thesis and numerous projects are

kept at the Centre Georges Pompidou in Paris. Co-founder of Domus Academy, the first international post-graduate design school. Author of numerous books on the history and theory of design, he has curated a number of exhibitions in this sector in Italy and abroad. In 1987 he was awarded the Compasso d'Oro for Lifetime Achievement. He is Full Professor and Chairman of the degree course at the School of Interior Design at the Milan Polytechnic.

Paolo Ulian was born in 1961. For three years he attended the Accademia di Belle Arti in Carrara, where he took classes in painting taught by Getulio Alviani and Luciano Fabro and then moved to Florence where he enrolled at the ISIA. He graduated in Industrial Design in 1990 with the design of a cardboard screen which won the "Design for Europe in Belgium" award. At the end of 1990 he began working with Enzo Mari in Milan. He remained with him down to 1992, when he returned to Tuscany and began his own practice with his brother Giuseppe with whom he still works. Since 1994 he has participated in numerous exhibitions at the Spazio Opos in Milan and many others in Italy and abroad. In 1995 his first projects went into production with Driade and Bieffeplast. In 2000 he took part in the Salone Satellite where he won the first edition of the "Design Report" Award. In the following years he won the "Daedalus" prize and started working with Droog Design and a number of Italian companies such as Fontana Arte, Luminara, Zani e Zani, BBB Bonacina, Sensi&C., Coop, Azzurra Ceramiche, Skitsch.

Aldo Cibic was born in 1955 at Schio (Vicenza). A decisive factor in his formation was the encounter in 1981 with Ettore Sottsass, with whom he founded the Memphis group. Cibic's collaboration with Sottsass came to an end in the late 1980s when he opened his own practice, Cibic & Partners, in Milan. With his creative team he developed interior design projects such as the Esprit showrooms in Italy and Britain, the Fiorucci spaces, the Maserati Museum and the outer walls of La Rinascente. He has worked for Gallotti e Radice, Foscarini, Abaco, Salvagnini, Serralunga. Aldo Cibic teaches at the Domus Academy, the degree course in Industrial Design at the Faculty of Architecture at the Milan Polytechnic, the degree course in Industrial Design at the Faculty of Design at the University Institute of Architecture in Venice, and is Honorary Professor at Tongji University, Shanghai. He participates in important competitions and cultural events such as the Venice Biennale and the London Biennial.

Lorenzo Palmeri, architect, graduated from the Polytechnic of Milan. He is active in the fields of product design, architecture, teaching, composition and musical production. He has participated in numerous group and solo design exhibitions. These include all the editions of Vindesign; the Festival della Creatività in Florence; Il Segno dei Designer at the Milan Triennale; Quali Cose Siamo; Terza Interpretazione del Triennale Design Museum, curated by Alessandro Mendini. His clients include: Discoteca le Cinema in Milan, Fiera di Milano, Gaslini 3G, Morandotti, Guzzini, Invicta. In the musical field he has composed soundtracks for films and plays, events and settings for research in the form of the song.

THE AWARD – the 2011 edition Street Furniture is the title of the third edition of the Lissone Design Award (2011), organized by the City of Lissone - Office

of Culture, Identity and Local Traditions, curated by **Luca Molinari**, architect and critic of international importance.

The Award, with no charge for participation, is aimed at young creatives under 36 years old of all nationalities - students, architects, designers, artists - invited this year to conceive and design a new generation of street furniture capable of meeting the challenges and needs of the great metropolis of this millennium.

The Jury of this third edition of the Prize, chaired by **Luca Molinari**, Professor of the History of Contemporary Architecture at the II Facoltà di Architettura "Luigi Vanvitelli" in Naples and curator of the Italian Pavilion at the Twelfth International Architecture Exhibition in Venice (2010), consists of **Giulio Iacchetti** industrial designer, **Michele De Lucchi** architect and designer, **Silvana Annichiarico**, director of the Triennale Design Museum of Milan, **Daniela Ronchi**, councillor for culture of the City of Lissone, **Luigi Cavadini** artistic director of the Museo d'Arte Contemporanea of Lissone, **Sergio Allievi** president of Progetto Lissone S.p.A., **Renato Mattioni** general secretary of the Camera di Commercio di Monza e Brianza, **Giacomo Piccini** director general of the Fondazione Distretto Green & High Tech MB, Vimercate, **Alessandro Cremonesi** Group Vice President - Advanced System Technology, STMicroelectronics, Agrate Brianza

The challenge proposed by the scientific curator Luca Molinari is to conceive and design **original examples of urban furniture**, made by using **ecologically sustainable** materials and methods of production and processing which are resistant to outdoor conditions. They should also be **active and interactive objects**, capable of receiving and processing information and data left by citizens in order to generate a territorial system for distributing useful information to the people in the area.

Once again **Lissone** presents itself as an area devoted to experimentation in all sectors of furniture. In this case, and with this project, the city *par excellence* for advanced manufacturing of designer products seeks to enhance its role as a **laboratory** open to young people by inviting international designers and architects to meet and anticipate the city's future needs, focusing on the necessity to transfer to **street furniture** the same high-quality research and technology, comfort, functionality and aesthetic care that have characterized the history and development of contemporary indoor furnishings from the fifties onwards. A challenge in which the City Council intends to involve first-hand the city's territory itself, through both the exhibition and the installation of the fruits of this research and the production of prototypes of the most valid projects selected.

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LISSONE DESIGN AWARD: AN INITIATIVE OF EXCELLENCE THAT PROMOTES AND REWARDS TALENT AND YOUTHFUL CREATIVITY

The **Lissone Design Award** has been held since 2006, alternating with the long-established **Lissone Contemporary Art Prize**, held continuously since 2002, with which it shares the **fundamental objective of developing and giving practical support to the potential and talent of young creatives**.

The initiative was born in the **leading Italian district for the furniture industry and Italian design, Lissone**, recognized and appreciated worldwide for a true "culture of furniture", which has succeeded in building, developing and consolidating over more than two centuries of history. **The Lissone Design Award forms part of an international context of research, experimentation and prototyping of products related to the design world.**

The Lissone Design Award has established itself over the years with an **acknowledged value and interest in quality and cutting edge technical projects** presented by young designers of all nationalities and evaluated in accordance with the design principles of originality, aesthetic quality, innovation and feasibility in terms of production, safety and ecological compatibility. The 238 outstanding projects from 22 countries in 2006 Playing Design and the participation of designers from 4 continents and 30 countries in the second edition of 2008 Lighting Design are just a few facts that demonstrate the success and the positive feedback that the initiative has enjoyed both nationally and internationally.

To these should be added broad patronage granted by many important organizations and institutions (European Parliament, MIBAC-Regional Directorate, the Milan Triennale and Milan Polytechnic, to name just a few) as well as the **authority of the expert juries** that have presided over the past competitions, made up and qualified by leading academics (in fields ranging from design to architecture and art), cultural figures and representatives of industry. Outstanding and prestigious figures including, for example, Professor Arturo Dell'Acqua Bellavitis, President of the Fondazione Museo del Design in Milan, Cini Boeri, architect and designer, Luisa Bocchietto, Architect, National President of the ADI (Association for Industrial Design), the Architect Francesco Iannone and the Architect Piero Castiglioni.