

▶ p*sti di vista 09



FDVLAB

- ▶ The Cultural Association FDVLAB - Fabbrica del Vapore workshops, in occasion of the 48th Salone Internazionale del Mobile, continues its investigation into the world of sustainability with Posti di Vista 09, from the 22nd to the 27th of April.

The public will be able to attend over 18 events made up of exhibitions, performances, workshops, meetings and concerts. The red thread that ties the whole program together is the search for a creative path to investigate, in the wake of the of previous editions, the link between design and social, economical, political and environmental issues that now more than ever any cultural operator can and should take into account.

In fact, in the projects presented, the designers and artists have been invited to consider concepts such as self-production, the reuse of abandoned goods and materials, the revaluation of the local context, the development of a sustainable design, aware not only of its costs and waste, but also of the potential that lays in the formation of ethically responsible social behaviours.

Moreover, in 2009 FDVLAB develops further partnerships with which each year it confronts it ideas, inviting to exhibit, in addition to all the Fabbrica del Vapore Workshops, three external entities with connected interests and goals: Best Up, with its circuit of sustainable living will take part in Posti di Vista 09 for the third consecutive year; SAIC - The School of The Art Institute of Chicago, with which the Association has started working in 2008; and finally Dismettiamola!, A group of independent young designers under 30 who have worked on theme of "throwing away waste" in a conscious way.

FDVLAB supports the project promoted by Mascherenere and Sunugal for the reconstruction of the Centre Socio Culturel de Formation en Coupe et Couture of Dakar.

Posti di Vista 09 is realised with the help and sponsorship of the Comune of Milan – Settore Tempo Libero*

Press Conference:

Thursday 16th April 2009 **H12.00** | FABBRICA DEL VAPORE | Via Procaccini , 4 - Milano

Open House from the 22nd to the 27th of April 2009 | Entrance between H11.00 and H19.00
24th & 25th of April 2009 | Meetings and concerts by Mascherenere

Opening 22nd April 2009:

H 20.00 | Cocktail ☘ Cocktail with 

H 21.00 | CyclØ - Performative installation by Ariella Vidach – AiEP

H 22.00 | Musical performance with Stefano Fariselli and Mamadou Lamine Maiga

Where:

LA FABBRICA DEL VAPORE | Via Procaccini, 4 and Via Luigi Nono, 7 - Milano

(Cimitero Monumentale area, tram 12, 14, 33, 29, 30 MM MOSCOVA)

Press Office and Coordination:

FDVLAB

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FDVLAB
Associazione Laboratori
Fabbrica del Vapore


LA FABBRICA DEL VAPORE

CON IL CONTRIBUTO E
IL PATROCINIO DI:





Accademia del Gioco dimenticato Association dedicated to children/adolescent

"Ri-Art 2009 in ZeroKm"

The Academy of the Forgotten Game, for the opening night of Posti di Vista 09, will make a creative performance following this idea: the zero energy consumption candelabra. Light will be provided by candles and we will realize 10 candelabras with tin cans, glass bottles, wires. The candelabras will have even different themes: romantic (with flowers), dark (with nails and rings), pet (with pictures of animals) and fashion (with textiles). Each candelabra (rigorously made with red wax candles) will be moved on a white canvas in order to create 10 pictures dedicated to Reporter Senza Frontiere (Reporters With No Borders). 5 persons of the audience could take part in the performance "adopting" one candelabra.

Aiace Visual Arts

"Terry Flaxton, In Other People's Skin"

In Other People's Skins is inspired by Leonardo Da Vinci's The Last Supper. The act of eating together, sharing food, is a universal human experience, which crosses all cultural and religious boundaries, and the dinner table is the site where so much human communication takes place, where it's easier to inhabit Other People's Skins.

"Mario Canali"

Scribble test: The Scribble is an interactive installation capable of defining the visitor's personality profile through the reading of their scribble.

Ritmi: Ritmi is an interactive installation which allows up to four people to develop a musical game based on the beats of their hearts.

Korazone: Designed to construct spaces of light modified by a person's vital signs, Korazone allows users to listen to and be immersed in a physical and emotional dimension.

Ariella Vidach - AiEP (DiDstudio) Interactive Dance

"CyclØ"

In CyclØ the performers beat time covering a circular white space: a kind of 'limbic spiral' in which action tends to zero. The simple actions generate an imaginary architectonic system that, once visualized, vanishes. CyclØ is a project conceived to be presented in the perimeter of Fabbrica del Vapore square, an event-inside-the-event, that can be watched and 'lived' by the audience without architectonic or logistic limits, without interposing structural obstacles between observer and artist. Concept and choreography: Claudio Prati / Ariella Vidach; Performers: Ariella Vidach – AiEP company.

The performance is scheduled for 21.00 on the 22nd of April 2009

Careof DOCVA Viafarini Documentation Center for Visual Arts

"Paolo Ulian 1990 - 2009"

Careof and Viafarini are glad to present the first solo exhibition dedicated to Paolo Ulian, curated by Beppe Finessi. Paolo Ulian is one of the most representative designers of our time. Heir of the old masters of the great era of Italian design (such as Bruno Munari, Achille Castiglioni, Angelo Mangiarotti, Vico Magistretti, Enzo Mari), he is now a benchmark, thanks to his consistency, talent and capabilities, of a new generation of designers. A twenty-year opera, that of Ulian, rich of significant collaborations (from Opos to SaloneSatellite, from Droog Design to Galleria Luisa Delle Piane).

Paolo Ulian: a bright body of work, perceptibly original, ever-recognizable, often surprising, especially in its solutions, distinguishable from any previous or coetaneous episodes. One of the few Italian authors of his generation whose talent shines, proudly and serenely, close to those of Morrison, Grcic, Bouroullec, Newson, Campana, designers we all recognize and appreciate.

In order to promote and deepen the reflection on Italian design, Careof and Viafarini also present, on the occasion of Salone del Mobile 2009, the results of the workshop that took place from February 4th to February 8th 2009 with the collective Alterazioni Video on the Incompiuto Siciliano project.

Il Fischio Doc company

"Ecointrovabili - Exhibition of ideas for unavailable and ecological objects"

Born from the collaboration between the architect Paolo Golinelli and the documentary film company ILFISCHIO, the exhibition doesn't provide objects and drawings, but only projections. ECOINTROVABILI, is an environmentally friendly and ironical video presentation of a dozen of unavailable and ecological objects, which will describe ideas and projects in a half-serious and realistic way the contemporary sustainable design.

A Paolo Golinelli's Project in collaboration with ILFISCHIO doc company; set up by Paolo Golinelli

Laboratorio DAGAD Architecture & Industrial Design Research Centre

"UMUL, Use More/Use Less"

On the occasion of the "Fuori Salone 09", supported by ANAB (National Association of Bioecological Architecture), Laboratorio DAGAD presents the second meeting of the UMUL project, a standing workshop on the reuse in the design, launched during the Salone del Mobile 2008. The aim of its workshop is to exceed the low quality connotation that the reuse has taken, because of an usual craft approach. Thanks to the patronage of companies, leaders in this sector, young designers and architects have been invited to work on innovative models of reuse, characterised by the quality and the skill usually expressed in a hand-list production of companies. The projects start from the entire or partial reuse of objects and components present on the market, ready to be dismissed. Laboratorio DAGAD presents the prototypes of the projects that have been carried out during this workshop. At the same time an exhibition will show the state of art of the reuse in the design at international level.

MacchinazioniTeatrali Performative Arts

"PLANCTON (non serial production of transitional animals)"

The innovation finalized to the consumption extension and the overproduction that has gone together with its path today show all their limits. The only way to stop it is to modify at the base the essential requirements that lead the research and the building criteria of the market. Specifically: we must lead innovation according to ethical, social, economical and globally sustainable criteria. What we need, basically, is the new Plancton!

MacchinazioniTeatrali develops these thoughts proposing a new elaboration of the home-made concept borrowed by the theateric experience and by the need of extending the vital cycle of the sent off materials of the production phases. Plancton combines old materials, high-efficiency processes of lighting source and stylistic research. Plancton is the name that describes the new enlightening objects produced in plastic materials added to led: a layer of material where lighting sources sprout from.



Mascherenere *Visual Arts*

“Salone Internazionale del Mobile: Mascherenere and Sunugal support the Centre Socio Culturel de Formation en Coupe et Couture of Dakar”

Mascherenere in collaboration with Sunugal has decided to promote an alternative project of tailoring, education and development to support of the Centre Socio Culturel de Formation en Coupe et Couture of Dakar. In the days 24 and April 25th 2009 near the theater Ciak of the FdV will be ready an artistic - cultural event that foresees moments of music, fun, debates, close examinations on the matter and the harvest deep destined to the restructuring of the center that pours under extreme conditions. Will be exhibited some suits manufactured by the students of Dakar and will participate in support of the initiative: Sarah Ba-Flauto, Babulaye Cissoko - Kora; on April 24 the Group Sunugal and Stephen Farisiello -Afro jazz-; on April 25: Babacissoko, Ballanar Ndiaye Rose. The Japanese painter Asako will have exposed since 22/04 to 2/05/2009 in Mascherenere lab. Fifteen pictures that express the impressions and emotions captured during her numerous trips in the East and in Africa.

pollfemo *Fotografia*

During Posti di Vista 09, this year event carried out by the Laboratori della Fabbrica del Vapore during the Salone del Mobile, Pollfemo will present a series of photographs as the result of its collaboration with firms that work in the fields of product design, indoor design as well as fashion design. The works will be shown for the first time in an exhibition that testifies the enriching differences and experiences of Pollfemo's photographers, all coming from different backgrounds and fields of professional photography.

Process *Creative Research*

“Grow. grow. grow...”

A module ready to repeat itself finds its meeting point in one of numerous points in space; adapting itself to another it assumes an individual position; a position necessary for the construction of a form that is not uniform, full of lumps and holes and planes. Grow. grow.. grow... The fear of losing; like in a great rite of passage in which the individual and the collective unite in an act of liturgy that from its intrinsic nature gives and receives significance.

Project conceived in collaboration with a small group of students from NABA (Nuova Accademia di Belle Arti di Milano).

SHOW BIZ *Visual Communications*

“One Feet Under / Notturmo di Bruno Muzzolini e Donata Lazzarini”

Show Biz has invited two artists to exploit the historical archive of images from its cineteca recently moved in Fabbrica del Vapore. Bruno Muzzolini (Brescia 1964) and Donata Lazzarini (Verona 1968) present a video installation consisting in “One Feet Under”, a strange submarine exploration in the first seventies under the Idroscalo's ice in Milan, and “Notturmo”, a rebuilt starry sky as a map for the sailors.

“Translating Lost”

What do we have? What have we lost? In this exhibition we start from the emptiness, the loss, the absence, to suggest new ways of thinking and a new self-consciousness. We start from the premise that maybe it is on our frustrations that we have to gamble, and only through them, we can seek and find an answer. Maybe just the standing dissatisfaction is the strong point of contemporary man and the starting point for a new revolution. The artists play with their (our) most private part, that the system/world leads to material needs and desires. They change the game's rules, they move the vector towards an unusual ending point and the will to gain not the full, but the void.

BEST UP - Itinerary-Map for sustainable design at the design week, Treasure-Hunting for ecodesign and Magazine Second appointment with the Campaign: “+ Life Cycle Design –CO2: what's your step?” dedicated to designers, schools, associations and enterprises. On www.bestup.it site you may download the Map with the itinerary to follow what's the best in sustainable design and the eco-events at the design week; the Magazine and the Vademecum “Are you sure to be NOT sustainable?” (auto-valuation to discover each own step in eco-living and working). Big Treasure-Hunting along the sustainable itinerary with many rewards distributed at Fabbrica del Vapore for whom compile the Hunting. Every day: design-meetings, documentations, Lca and Ethical enterprises' balance experts available.

DISMETTIAMOLA! *Industrial design*

DISMETTIAMOLA! propose the design work of a group of designers of the new generation about the more than ever topical subject of the method of collecting refusals.

The name “DISMETTIAMOLA!” got contemporary two meanings, it's a coercive exhortation to stop collecting rubbish in the wrong way, and at the same time is a reference to the term “dismissione”, that in italian means the method of discarding refusals properly to recycle them.

The exhibition will include 16 projects, the result of a selection made by an eminent jury composed by Marco Ferreri, Beppe Finessi and Denis Santachiara.

www.dismettiamola.com

SAIC - *The School of The Art Institute of Chicago*

“2000 Watt Living: _New Ways to Conserve and Generate Energy”

Projects in SAIC's GFRY Design Studio develop the desire for more sustainable behavior, producing objects and systems for new ways of living. The “2000 Watt Living” initiative exhibits attractive new ways of using one sixth of the energy currently used by the average American. These interventions range from one's personal lifestyle to the scale of the city. Aiming toward this goal, GFRY students have designed objects, appliances, iPhone apps, and urban systems that either reduce our energy consumption or generate their own electricity.

The work of the GFRY Design Studio is supported in part by a grant from the Motorola Foundation.



ILFISCHIO
Ecointrovabili
 Mostra di idee
 per oggetti
 ritrovabili

PROCESS
Grow. grow.. grow...

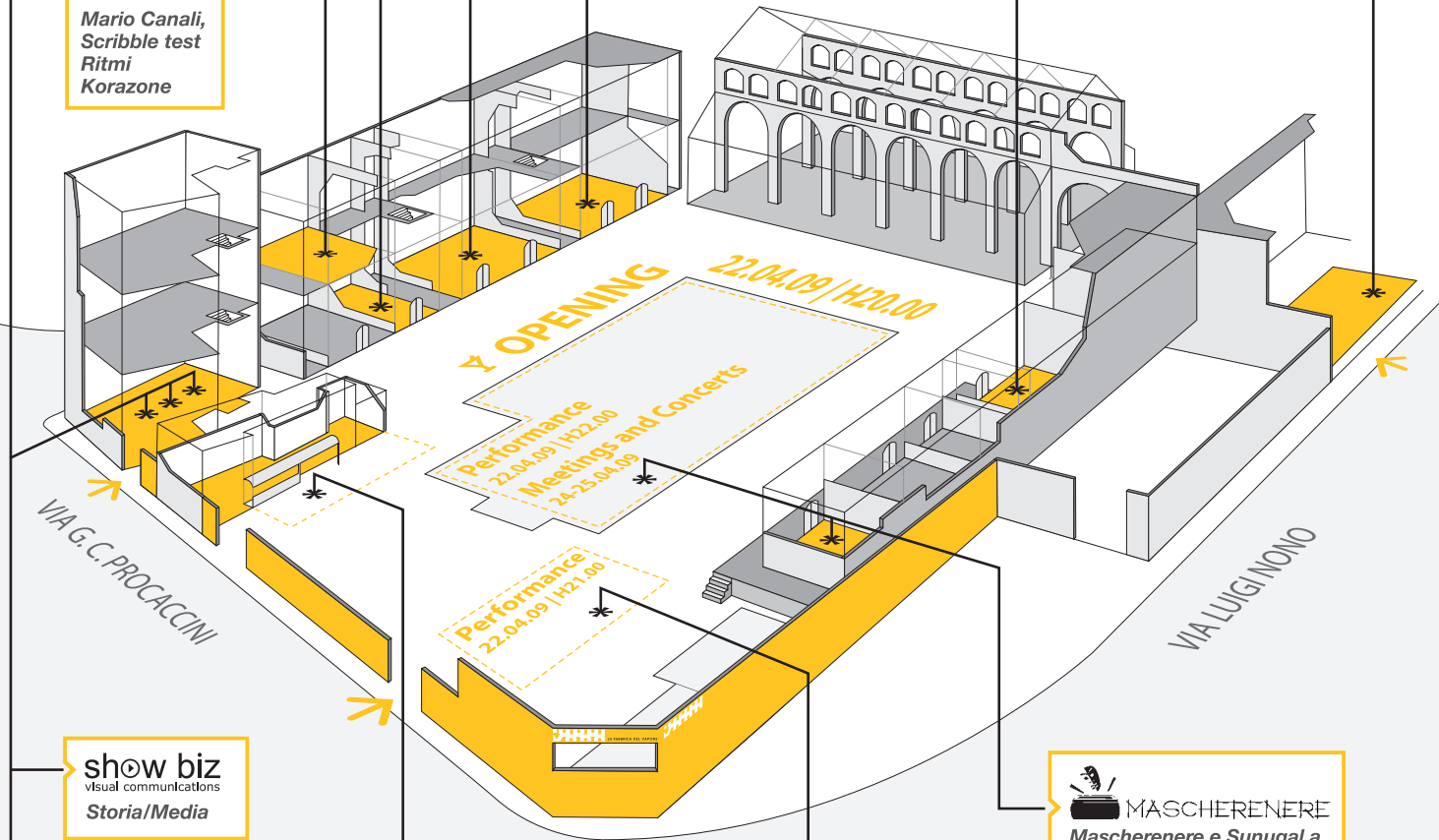
macchinazioniteatrali
 arti performative e nuove tecnologie
PLANCTON (via Luigi Nono, 7)

pol!femo
 FOTOGRAFIA
 Fotografia

laboratorio dagad
UMUL, Use more Use less
DISMETTIAMOLA!
 Industrial design
*Itinerario-Mappa
 sostenibile alla
 settimana del
 design*
BEST UP

C/O careof IVIAFARINI
 Paolo Ulian 1990 - 2009

AIACE Milano
*Terry Flaxton,
 In Other
 People's Skin*
*Mario Canali,
 Scribble test
 Ritmi
 Korazone*



show biz
 visual communications
 Storia/Media

MASCHERENERE
*Mascherenere e Sunugal a
 sostegno del Centre Socio
 Culturel de Formation en
 Coupe et Couture di Dakar*

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 of Chicago
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**Accademia del
 Gioco Dimenticato**
 Ri-Art 2009 a Km 0

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 CycliØ