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Fabrica at the Milan International Furniture Show

22-27 April 2009

Ponzano, April 22nd, 2009. Numerous **Fabrica** events for the 48th Milan International Furniture Show. In addition to four **FuoriSalone** events, Benetton Group's communication research centre will also exhibit at **Salone Satellite**, an outstanding showcase for young designers from the most prestigious international design schools around the world.

CHEZ FABRICA - FuoriSalone

In other words, a snapshot of how Fabrica's young international community lives, works and has fun.

A museum of their life using objects, photos, screenings, interactive installations (www.exquisiteclock.org) and odd situations to illustrate the everyday life of the 40 young artist-experimenters who Fabrica invites to Treviso for a whole year. How they decorate their homes and what they do in their free time. How they interact with their surroundings and how they get on with people of different nationalities, languages and customs. How they fight homesickness and how they deal with their full-immersion involvement in Fabrica where work, life and experimentation fuse together into a single creative experience.

Palazzo Borromeo (Benetton Group showroom)
Piazza Borromeo 10 – 1st floor
Opening hours: 11:00 – 19:00

BIZARRE - FuoriSalone

The windows of the **Sisley** store on Piazza San Babila feature an eccentric collection of ceramics which **Sam Baron** especially created for the Milan Design Week 2009.

Consisting of five limited-production pieces, which will be sold only in the Sisley store during the days of the Furniture Show, the **Bizarre** collection is a range of vases and tableware pieces in classic shapes with industrial-production ceramic figurines used as three-dimensional decorative details. A creative way of "populating" our home with strange, hybrid creatures: from a vase which hosts a family of swans or with amusing rabbit ears that create floral motifs, to the plate that seems to have a fish swimming in it, or the salt and pepper set where a bee has settled gently.

The *Bizarre* collection is made by hand and produced by Olfaire.

Sisley Store
Piazza San Babila
Opening hours: 10.00 - 20.00

TRANS-FORMA - FuoriSalone

Zanotta, a leading company in the history of Italian design, and Fabrica, the international research laboratory, continue their co-operation dating from 2008 with **Trans-forma**, an exhibition of 17 classic Zanotta designs which Fabrica's young designers have reinterpreted with a modern twist.

The updated icon pieces include:

Sciangai (De Pas, D'Urbino and Lomazzi, 1973), the coat stand that brings to mind the Chinese game of spillikins, is now provided with a number of practical tools.

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Sella (Achille and Piergiacomo Castiglioni, 1957), a chair whose seat is a bicycle saddle set on a steel shaft, is now equipped for our modern times, with a chunky anti-theft chain. **Blow** (De Pas, D'Urbino and Lomazzi, 1967), the inflatable chair that is a symbol of the years of youth protest acquires a playful function. **Milo** (1937), the mirror evocative of the graceful forms of the famous Greek statue Venus de Milo invites us to reflect on today's idea of beauty. The **Bieder** table (Emaf Progetti, 2005) is occupied by two-dimensional figures – people, objects and animals – that show what can happen under the legs of a table. Lastly, the fine embroidery on the rear backrest of the popular folding chair **Small** (For Use, 2003) turns it into a work of art.
www.zanotta.com

Exhibition: 22 April - 2 May

Zanotta
Piazza del Tricolore, 2
Opening hours: 11.00 - 19.30
(Monday, April 27th: 15.30 - 19.30)

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THIS&THAT - Salone Satellite

This&That is a collection of ten glass bells created especially for the Milan International Furniture Show 2009 by young artists at Fabrica, from an idea by American designer Tak Cheung. **This&That** combines everyday items, such as a bicycle handlebar, a chimney or cow ears, with the sophisticated beauty of blown glass. Different materials and production processes merge harmoniously to create a new, provocative synergy. *This&That* is produced by Secondome; during the days of the Furniture Show the collection can be purchased in the Dimore store (see also *Around Glass*).
www.secondome.eu

Salone Satellite
Fiera Milano, Rho
stand D-40
Opening hours: 9.30 – 18.30

AROUND GLASS - FuoriSalone

Past and future merge in Fabrica's two collections (2008 and 2009) of mouth-blown glass objects designed for the Secondome gallery in Rome. The **2008 collection** is composed of old-fashioned objects revisited by Fabrica's creative designers and given a new shape for a new use. The fourteen beautiful, limited-production pieces include a cake dome, a chicken-shaped roast-meat dome, a cheese dome, a snail-shaped bon-bon bowl, decanters that look like chicks, vases, a centrepiece and sculptures.

The **2009 collection** features unusually-shaped carafes, intricate candelabra, a numbered-production centrepiece and cobweb fruit bowls.

www.secondome.eu

Dimore
Via Solferino 11 (Boffi and Paola C. courtyard, 2nd floor)
Opening hours: 10.30 – 19.00

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Fabrica Design:

Isabel Abreu, Portugal
Sam Baron, France
Catarina Carreiras, Portugal
Valentina Carretta, Italy
Marta Celso, Italy
Tak Cheung, USA/Hong Kong
Cristina Dias, Portugal
Jade Folawiyo, Nigeria/United Kingdom
Gonçalo Campos, Portugal

With:

Julian Koschwicz (Germany), Joao Wilbert (Brazil)/Fabrica Interactive;
Niccolò Degiorgis (Italy), Piero Martinello (Italy)/Fabrica Photography;
Namyoungh An (Korea), Lars Wannop (Australia)/Fabrica Visual
Communication;
Chiara Andrich (Italy), Gabo Gesualdi (Argentina), Francesco Novara
(Italy)/Fabrica Media;
Safeeyah Kharsany (South Africa)/Fabrica Writing.

Partners:

Sisley, Benetton, Zanotta, Secondome, Olfaire, Christofle, Herman
Miller, Seletti, Mariages Frères, Nespresso, Diamantini & Domeniconi,
Bosa, Euromark, Vista Alegre, Abici, Alessi, Bi-Silque, Astoria.

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Living at Fabrica becomes music with *Chez Fabrica*

Chez Fabrica is the music compilation realised for the 2009 Milan International Furniture Show. In the language of musical notes, the album narrates the ordinary and bizarre experiences of the young resident artists in Fabrica.

Continuing on the path of musical experimentation started with previous CDs, the young sound maker signing the project, Francesco Novara, has created a compilation inspired by the daily goings on of young Fabricanti from the world over. For one year these creative talents dip into a unique environment made of different nationalities, languages, traditions and cultures, juxtaposed to the reality of the historic town where they live, Treviso (located near Venice, Italy).

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Morning breakfasts with flatmates, commitments to be respected, floating boundaries between spare time and work, evenings spent together, enthusiasm for the intense Fabrica experience mixed with a bit of homesickness: all this is reflected in the *Chez Fabrica's* five tracks. The album combines the modernity of electronic sounds with the suggestions of retro and ethnic inspirations, like the ones evocated by the timeless fascination of traditional instruments like the ukulele.

Chez Fabrica will be presented in Milan, during the Milan International Furniture Show at which Fabrica is present with four *Fuorisalone* events and an exhibition at the Salone Satellite. The CD's tracks will accompany, like a discreet soundscape, the visiting guests during their discovery of Fabrica's world.

The *FABRICAMUSICA CD SERIES*, published and distributed by Stradivarius (www.stradivarius.it), presents the experimental musical projects created by young musicians from all over the world during their period of research at Fabrica.

Fabrica Design

Launched in 2001, **Fabrica Features** is the name of a series of retail shops that sell design articles and double as multiethnic and multimedia spaces where exhibitions, screenings, live performances and workshops offer major opportunities for people to meet. The Fabrica Features stores facilitate a commercial exchange of art and a fusion of cultural events in a global network. Today, Fabrica Features spaces are in **Bologna** (Italy), **Lisbon** and **Istanbul** (Turkey), with 'temporary stores' in **Paris** (France), **Rotterdam** (The Netherlands), **London** (UK) and **Porto** (Portugal).

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Fabrica Features is also the name of a dynamically evolving series of **products** designed by Fabrica's young designers. These products, which include sketchbooks, bags, boxes, jewels, ceramics, glass objects and special collections, embody Fabrica's values of novelty, collaboration and diversity of thought. They challenge conformities by posing subtle interventions to daily routines and realities. The Fabrica collections are available in the Fabrica Features stores and in a wide range of international outlets, cultural and specialized stores and art museums.

Fabrica's innovative style concept also interests industrial concerns: this makes it possible to work for leading international brands like **Metalarte**, **Casamania by Frezza**, **Paola C.**, **BD Edições de Diseno**, **Bosa Ceramics**, **Bi-silque**, **Olfaire**, **Diamantini & Domeniconi**, **Secondome**, **Zanotta** and, most recently, the **Peggy Guggenheim Collection** in Venice for which in 2008 Fabrica created a mini collection of objects celebrating the museum's 60th anniversary.

FABRICA

Profile of the research centre

Fabrica is Benetton's communication research centre, created in 1994 from Benetton's cultural heritage. It is located in Italy, near Venice, in a complex which Tadao Ando restored and enlarged.

Fabrica's challenge is both an innovative and international one. It is a way of marrying culture and industry, using a form of communication which no longer relies only on the usual kinds of advertising, but conveys industrial culture and the company's intellect through other media: design, music, cinema, photography, publishing, the Internet. Fabrica has chosen to back the hidden creativity of young artists/researchers from all over the world. Following careful selection, they are invited to develop concrete communication projects under the direction of some of the main players in these areas.

THE EXHIBITION *FABRICA: LES YEUX OUVERTS*

In presenting the *Fabrica: Les Yeux Ouverts* exhibition in autumn 2006, the Pompidou Centre, one of the world's foremost cultural bodies, expressed its respect and appreciation for Fabrica's work. The exhibition showcased Fabrica's many different "souls", demonstrating its documentary work through *COLORS* and photo reportages, and its more artistic, visionary and conceptual side through films and installations. Following the attention shown to this project by international media and the high number of visitors, the exhibition has become a wandering project, it was presented at the Triennale in Milan during summer 2007 and was hosted in autumn 2007 in China, at the Shanghai Art Museum. From 18th January to 2nd March 2008 *Fabrica: les yeux ouverts* was hosted at the Shiodomeitalia Creative Centre in Tokyo.

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VISUAL COMMUNICATION

In this field, Fabrica has developed numerous campaigns for cultural bodies and non-profit organisations such as the UN, the FAO (the UN Food and Agricultural Organisation), the UNHCR (the United Nations High Commissioner for Refugees), WHO (World Health Organisation), Amnesty International, Reporters Without Borders, SOS Racisme, Lawyers Committee for Human Rights and Witness. Fabrica has created several communication projects for Benetton Group since 2000; the most recent one, *Africa Works* (2008), promotes the Birima micro-credit programme in Senegal, a co-operative credit society founded by the Senegalese singer Youssou N'Dour. Further communication projects for Benetton have often been realized in partnership with humanitarian organisations, they include among others *James and Other Apes* (2004), with the support of primatologist Jane Goodall, and *Food for Life* (2003) in co-operation with the World Food Programme, the UN agency that leads the fight against hunger around the world.

PHOTOGRAPHY

Another field of Fabrica's research is photography, which creates the foundations of exhibitions like *Visions of Hope* (held to mark the first anniversary of 11 September and organised in collaboration with *The New Yorker* weekly magazine), publishing projects like *Kosovars* (published by Leonardo Arte and produced in refugee camps in Kosovo) and *Lavoratori* ("Workers", published by Feltrinelli, about immigrant workers in north-eastern Italy) and the above-mentioned communication campaigns. Among the most recent ventures is *I SEE* (2006), an exploration of the directions in which historical, cultural, artistic and socio-economic developments are going, seen through the eyes of six young photographers in the world's six main geographic areas (North America, South America, East, Far East,

Africa, Europe). Two young Chinese photographers from the Photography area produced an entire issue of *COLORS* about Beijing, published in March 2007.

CINEMA AND VIDEO

Fabrica has co-produced a number of films, that competed at the leading European film festivals, in order to support and encourage independent voices from the "rest of the world" (particularly Africa, the Arab world, Asia, Latin America). They include *No Man's Land* by Bosnian director Danis Tanovic (Best Screenplay award at Cannes 2001, Golden Globe for the Best Foreign Film and Academy Award for the Best Foreign Film 2002), *Secret Ballot* by Iranian-Canadian director Babak Payami (Best Director award at Venice 2001) and Chinese director Zhang Yuan's *Seventeen Years* (Silver Lion for Best Director at the 1999 Venice Film Festival). Fabrica's last film project was *Tropical Malady*, by Thai director Apichatpong Weerasethakul, which won the Jury Prize at Cannes in 2004.

Furthermore, Fabrica regularly co-produces documentaries with the Swiss TV channel RTSI, including *Shanghai Shanghai* (an unconventional portrait of the city that is a symbol of modern China) and *Margens* (audiovisual diary of a journey on the streets of Brazil), plus a multi-award-winning trilogy about life in far-flung regions of our planet: *Aral. Fishing in an Invisible Sea* (winner of the Documentary category at the Turin Film Festival 2004), *Solitude at the end of the world* (Special Jury Prize winner at the Festival de Cine Independiente in Buenos Aires, BAFICI 2006), and *Hunters since the beginning of time*, about the life of Siberian whale hunters (Best Documentary at FICCO Cinemex 2008, the leading Mexican film festival).

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MUSIC

Music is another area in which Fabrica explores new forms of communication through the creativity of artists-experimenters from around the world. The world première of *Winners* took place in 2006. *Winners* is a multimedia joint venture in co-operation with the Brisbane Festival on the theme of the dialogue between winners and losers. The music is accompanied by performances, interactivities and audio and video link-ups. Fabrica designed the new multimedia production for *Surrogate Cities – Venezia*, by German composer Heiner Goebbels, which opened the Venice Music Biennale at La Fenice opera house in 2005. *CREDO*, created in 2004, is a multimedia work that addresses religious and ethnic conflict, funded by the European Community as part of the Culture 2000 project. After the première at Karlsruhe's Staatstheater, *CREDO* was presented in Rome for the 5th World Summit of Nobel Peace Prize Laureates.

DESIGN

Fabrica's young designers are working on innovative products, interior design and industrial design projects. Fabrica launched Fabrica Features in Bologna in September 2001. Fabrica Features are retail spaces that sell the brand's design articles and double as multiethnic and multimedia spaces where concerts, screenings, live performances and workshops offer major opportunities for people to meet. Today, Fabrica Features spaces are also in Lisbon and Hong Kong, and temporary spaces have been opened in Paris (2006-07), Rotterdam and London (2007) and Porto (2007-08). Fabrica has designed many different collections for leading international brands, such as Paola C. (two tableware collections, in 2002 and 2005), Metalarte (a range of Pyrex lamps, 2005) and Casamania by Frezza (a garden furnishing accessories collection presented at the Milan International Furniture Show in 2005).

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INTERACTIVE MEDIA

In addition to a number of international award-winning websites, Fabrica's interactive media projects include web design, video art, interactive games and multimedia events. Winner of the Grand Prize Award at the prestigious Japan Media Arts Festival, *FLIPBOOK!* (www.fabrica.it/flipbook), an interactive animation project, enables anyone to draw an animated story, then upload it and share it online. In just a few months, the site had 15 million visitors and over 200,000 animations were uploaded. From 3 March to 20 April 2007, Shanghai's Museum of Contemporary Art (MoCA) invited Fabrica to take part in the interactive and multimedia art exhibition, *REMOTE/CONTROL*, with its installation *Piacere, Fabrica*. Furthermore, one of the current projects is UCB TV, the Benetton sales network's TV channel, designed to promote the brand's global philosophy, support retail operations and publicise entertainment and video art contents created by Fabrica. The Interactive area is also responsible for updating www.benettontalk.com, a blog open to everybody's ideas, where people can reflect, send comments or post their opinion on global issues: the environment, rights, diversity, local communities, development.

PUBLISHING

Its work in traditional media forms, like publishing, has generated a series of publications, for which Fabrica often creates the photography. These include *COLORS 1000 Extra/Ordinary Objects* (chosen by the publisher Taschen as one of the publications with which to celebrate its 25th anniversary) and *COLORS 1000 Signs* (2004), also published by Taschen. *Fabrica 10 - From chaos to order and back* (Electa, 2004) gives a round-up of Fabrica's activities over its first ten years. The first two volumes in the *COLORSNOTEBOOK* series – *Faces* and *Violence* – have been published in June 2008. The volumes contain contributions sent in from around the world in a narration of the creativity, imagination, hopes and desperation of the "rest of the world".

COLORS

Fabrica's publishing activities include *COLORS*, the magazine financed by Benetton Group, published in three bilingual editions – English with Italian, French or Spanish.

The full series of *COLORS* issues was included in the 25/25 exhibition at the Design Museum, London (29 March-22 June 2007), which featured the 25 most influential design objects of the past 25 years.

The magazine has received media accolades from all over the world, such as for example *Good Magazine*, an American bi-monthly cultural and lifestyle publication, which included the first thirteen issues, under Tibor Kalman's editorship, in the ranking of the 51 best magazines of all times, or *La Vanguardia*, a Spanish daily which described it as one of the trendiest cultural magazines on the world scene. *COLORS* has been also included in *Inside the great magazines*, a documentary trilogy produced in Canada that explores the evolution of magazines from their European origins to their current popularity and the powerful influence they have on our social, political and cultural identities. *COLORS* is sold in over forty nations and published also on the Internet (www.colorsmagazine.com).

April 2009