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Making Together

Numen / For Use

with Andrea Valle, Dominic Wilcox, Demian Conrad,
CriticalCity, Love Difference, Natascia Fenoglio

April 17th – 22nd 2012

Milano, Ventura Lambrate

Logotel, via Ventura 15

www.makingtogether.it

New tools, approaches, processes and ways of sharing creativity in design: do they exist? What are the intuitions when a project is moved by the digital culture with its set of new keywords such as connection, community and crowdsourcing? What happens if the “X user” is invited to collaborate in the design and making of a project?

With Making Together – exhibition/event located in the Ventura Lambrate district during the Milan Design Week 2012 – **Logotel**, an Italian service design company that supports businesses in system innovation and growth processes, wants to focus on one of today’s hottest topics: the relationship between design and participation.

The heart of the exhibition is *Tuft*, a new macro-installation to “live in”, created by **Numen / For Use**. The design trio’s work investigates the concept of the physical relationship between space and public as a potential generator of encounters and connections.

Along with *Tuft*, Making Together will activate a sequence of six “works in progress” made by Italian and International designers who have been asked to approach the concept of “making together”.

With its “open lab” formula, the research field of these site-specific performances embraces a multidisciplinary view. Being both experimental workshops and mind factories, the Labs of Making Together aim to actively engage the audience in order to share the “design experience” directly.

Hence, Making Together consists of the following projects: British designer **Dominic Wilcox** will work on *Between your thoughts and mine*, a viral object/sculpture which will grow in size thanks to the contribution of the audience. **CriticalCity**, a multi-awarded urban gaming web startup, will create in the site area a series of situationist design missions, activating a hotpoint where the bravest visitors can become “agents provocateurs” within the whole Ventura Lambrate district.

In the field of communication design, Swiss graphic designer **Demian Conrad** will be asked to experiment with a live and improvised editorial project. The codename is *Fanatic Collaborative Magazine*, a six-issues fanzine that will be created with the visitors’ help. Whereas, for the first time ever, Italian composer/researcher **Andrea Valle** will present his new sound installation controlled by an Arduino microprocessor: *Macchina Logotelica*, a mechanic orchestra that plays music scores modified through the use of phones given to the visitors during the exhibition.

Making Together is also food design. With her performance *Mandala Chicle*, **Natascia Fenoglio** will celebrate the innocent and funny act of chewing bubblegums creating a collaborative mandala and thus transforming an anti-aesthetic food waste into a positive project.

On April 18th, **Love Difference**, the artistic movement founded by Michelangelo Pistoletto, will present *Methods Barcamp*. This collaborative *non-conference* will start with the research *Methods-Processes of Change*, a project that explores the methodologies of collective creative processes leading to a social and responsible transformation. The Barcamp will be an informal meeting point where designers, artists, architects and culturally committed people in general will be invited to publicly present their projects and experiences, with the common objective of reflecting on “spontaneous” collaboration issues. Furthermore, four Milan-based groups – **Snark Space Making**, **ZUP Zuppa Urban Project**, **Istituto Hoffman** and **Fondazione Munari** – will offer a sequence of experiential activities opened to the visitors.

Project Manager: **Cristina Favini**

Exhibition Curators: **Susanna Legrenzi and Stefano Maffei**

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SHORT BIO

NUMEN / FOR USE

Vienna, Austria

www.foruse.info

Product design group For Use was formed in the year 1998. Two members studied at the School of Design in Zagreb, the third studied at High School for Applied Arts in Vienna. Since then the group designed furniture and objects for companies such as Cappellini, ClassiCon, Desalto, Interlubke, Magis, MDF Italia, Moroso, and Zanotta. In 1999 the group realized several important exhibition design projects and established Numen as a group name for projects realized outside of the field of industrial design. In 2004 Numen / For Use started developing set design projects for various theater companies which led to a major breakthrough in 2005 with set design for Inferno in Centro Dramatico Nacional in Madrid. In 2005 Numen / ForUse established the first design oriented brand for quality furniture in former Yugoslavia - Element, designing visual identity and initial furniture collection. Numen / For Use has simultaneously developed interior and exterior design projects, usually working with 3lhd and Imarea architects. The most important is the integral design of the waterfront in Split, realized in 2007. From 2008 on Numen / For Use has been designing objects and concepts without predefined function, resulting in Numen-light and Tape Installation projects. Besides these prominent realizations, the group has been awarded several international prizes for their work in the fields of set and industrial design.

DOMINIC WILCOX

London, United Kingdom

www.dominicwilcox.com

Dominic Wilcox is a British designer who creates unique and innovative objects, drawings and installations. After studying a degree in Visual Communication at Edinburgh College of Art, followed by a period of time living in Japan, Wilcox later undertook an MA at the Royal College of Art on the renowned Design Product course led by Ron Arad. Since 2002 Wilcox has worked on his own projects as well as major art and design commissions for organisations such as Nike, Vipp and Esquire. In 2009 he started a Webby award nominated ideas site called Variations on normal, where he puts his sketchbook ideas and observations. His work has been exhibited and published extensively worldwide.

CRITICALCITY UPLOAD

Milan, Italy

www.criticalcity.org

CriticalCity Upload is one of the best-known startups of the last years. With the help of an online platform, they have created a pervasive game about "urban transformation, a virus that lets people on the streets meet and get to know each other, provoking them to accomplish missions and to change the city". The driving force behind Upload are Focus, alias Augusto Pirovano, who graduated in Economics of Arts, Culture and Communication at the Bocconi University of Milan, and Matteo Uguzzoni, who graduated in Architecture at the University of Ferrara. Since the launch of their platform, CriticalCity has been internationally recognized as one of the best and most innovative startups. Amongst the numerous awards are for example the Kublai Award of the Ministry of Economical Development, the 100 Talents Prize given by the Board of European Regions, and at the competition of TechGarage 2009 the Public Choice Award, the Wired Geek Award and the First Prize of the Jury.

DEMIAN CONRAD

Lausanne, Switzerland

www.demianconrad.com

Demian Conrad is a Swiss designer. In 2007 he founded his studio in Lausanne where he mainly works for cultural and social institutions as well as for famous brands. Characteristical for Demian's work is the research based approach - his major interest is on the relational modes between technology and process, form and meaning. Demian Conrad is exploring continuously alternative methods: he uses not only traditional printing but also new advanced techniques in digital printing. He's been recently working on a secret project concerning organic inks based on bananas. In 2009 and 2010, Demian won an award in the "100 Beste Plakate" competition and he was also honored by the President of the Swiss Confederation for a stamp designed for the Swiss national mail service.

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ANDREA VALLE

Turin, Italy

www.fonurgia.unito.it

As a composer and improviser, Andrea's work is concentrated on algorithmic methodologies in the field of electro-acoustic and instrumental music. He participated with his projects to many events in Italy as well as abroad. With IVVN (ex AMP2), an artist lab dedicated to improvisation of electronic music, he has published "Hopeful Monster (Die Schachtel)". Furthermore, he composed the soundtrack for Marcelli Antuñez Roca's feature film "Cotrone". Andrea Valle works as a PhD in a research position at the Faculty of Semiotics at the University of Bologna and at the Research Center of Multimedia and Audiovisual, University of Turin (Centro Interdipartimentale di Ricerca sulla Multimedialità e l'Audiovisivo, Università di Torino). At the same university he teaches additionally at the graduates' seminar on Multimedia, Art, Music and Entertainment (Multimedialità e Discipline Artistiche, Musicali e dello Spettacolo (MultiDAMS)).

NATASCIA FENOGLIO / CIBOH

Milan, Italy

www.ciboh.com

Natascia is the hidden heart of Ciboh, a research lab that investigates and experiments not only with the potentials of food and its aggregative power but also with its flexibility as a material and the uncountable esthetical solutions it evokes. Dealing with food means considering its technical and mechanical characteristics in order to prepare eatable art and to create curious new food worlds. Art, play and food design are combined - Ciboh's work is based on the interaction of these disciplines. It inverts common situations by changing materials and the function of things.

LOVE DIFFERENCE

Biella, Italy

www.lovedifference.org

Love Difference - Artistic Movement for an InterMediterranean Politic - is an association founded by Michelangelo Pistoletto. Its activities include the creation of a network of cooperations which, with the help of art, promote an intercultural dialogue and create synergy effects with other associations in the Mediterranean region. Love Difference supports the research on and diffusion of methods which emphasize the creativity of the individual in a team. The association furthermore realizes projects which include groups of persons that show alternative points of view in their works and therefore set processes of cultural growth.

Company profile:

Logotel is an Italian service design company that supports businesses in system innovation and growth processes. The company's team consists of more than 120 people. It is located in Milan in the former Faema factory plant where in more than 2000 square metres spaces are organized in a very innovative way to host the numerous business areas Logotel is working in. The company has 50 active clients with whom they are developing more than 70 different projects. In 2011 Logotel trained more than 5.000 people and planned and managed 22 business community platforms that give access to more than 40.000 persons. In 2011 the company had a turnover of 7,5 million Euro.

For further information:

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