Maestri. Design Italiano

Itinerant exhibition:
Budapest | Museum of Applied Arts, 2013
Moscow | MOD Design, 2011
Hong Kong | Innocenter, 2007
Osaka | Municipal Museum, 2007
Tokyo | Shiodome Italia Expo 700, 2006

The itinerant exhibition wants to present to the world some of the most important figures of the Italian design, through a selection of symbolic objects that are part of the permanent collection of Milan's Triennale.

From Bruno Munari to Ettore Sottsass, from Achille Castiglioni to Gaetano Pesce, the exhibition provides an overview of the richness and the power of the Italian design, focusing particularly on the creativity of those designers who have reinvented the typologies, introduced new materials, experimented with unknown technologies and elaborated new renovating rapports between the form and the function. The expositive project of the exhibition is conceptualized on the term "Maestro", that bring us historically speaking on the roots of the Italian culture. The word is in fact recognized in the whole world –and never translated—either on the field of theatre either on the world of design, both very strong symbols on the concept of Italian style.

For this reason the exhibition has been set presenting the Italian design in theatrical sections: the "Maestro" puts in the scene his work and every single component of the designed plan finds its own scenical space. Every "Maestro" gets on the stage and overlooking from the proscenium, invites the public and presents his work. On the background, the scenography is like a blackboard where the Maestro illustrates the genesis of his project with a sketch accompanied with a representative synthesis of the characteristic elements of his work.

On the scene of the stage we can find the work, the result of this thinking which is directly presented from the author of this theatrical representation. The prompter is the "Maestro" himself who has been introduced on the design concept, helping the public understanding his work with a series of didactic icons that can illustrate his work in the scene.