

DESIGN DESTINATIONS

7 Italian designers from the Design Academy Eindhoven
speak about travel, destinations and the new maps of design

Formafantasma | Salvatore Franzese | Gionata Gatto | Giovanni Innella with Tal
Drori | Francesca Lanzavecchia | Maurizio Montalti | Eugenia Morpurgo

28 May – 5 October 2014

www.fondazionemaxxi.it

Rome 25 March 2014. A wool blanket that resembles a large postcard, a lamp whose cord is as long as the distance between Rome and Eindhoven (The Netherlands), mirrors that reflect two different perspectives, a currency exchange counter for a new currency, shoes whose footprints move in two different directions, clothes with pockets large enough to contain everything you wish not to leave behind, a glass walking stick filled with materials and suggestions, two sets of tools (saw, hammer and screwdriver) realised in two geographically distant though ideally linked locations.

Seven prototypes that tell seven stories; seven Italian designers who have become cultural nomads invited to represent their physical and conceptual *baggage*: this is **DESIGN DESTINATIONS**, the MAXXI Architettura exhibition curated by Domitilla Dardi. From **28 May to the 5 October 2014** the show will bring the work of **Formafantasma, Salvatore Franzese, Gionata Gatto, Giovanni Innella with Tal Drori, Francesca Lanzavecchia, Maurizio Montalti** and **Eugenia Morpurgo** to the MAXXI.

The maps of the design world have changed: though Italy was once a fundamental destination for designers from around the globe, today many decide to leave Italy to study abroad. This fact indicates both a possible project and the direction being pursued by contemporary design. The title of the show, **DESIGN DESTINATIONS**, plays with this twofold meaning: the destiny of design is linked to the choice of destination.

The **Design Academy Eindhoven** is a fixed point of reference in this new geography, to the point that the city itself is now considered one of the world's international design capitals.

DESIGN DESTINATIONS is a collective exhibition of the work of **seven of the best Italian designers** who have studied in Eindhoven and its cosmopolitan world, linked by a common story of cultural migration. They are authors in search of an alternative path, based on unrestricted research and experimentation, attracted by the cultural contamination generated by intellectual nomadism and with a tendency to work more with processes than formal repetition.

The exhibition presents *sui generis* objects with a strong narrative vocation, which tend to narrate a complex story long before responding to any practical function. Each project offered an occasion for examining their personal and professional lives, confronting questions to which they offer (or choose to avoid offering) a personal response.

The exhibition was in part stimulated by *ERASMUS EFFECT Architetti italiani all'estero*, the exhibition curated by Pippo Ciorra that presented the stories of many Italian architects who have chosen to live and work outside of Italy. In recent years even the world of Italian design has been characterised by increasingly more consistent migrations toward The Netherlands: many young and talented designers have preferred to complete their studies here. Many have remained, not only due to the quality of their educations, but also given the optimum conditions for starting up a new enterprise.

The exhibition was realised in collaboration with the *Ambasciata del Regno dei Paesi Bassi* and with the support of the *City of Eindhoven*.

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