

SHANGHAI  
2007

milano  
made in  
design

fifth step  
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## THE FACTORY OF DESIGN RENAISSANCE

*By Aldo Colonetti*

The Lombard territory, and in particular Milan and its Province, can be considered a huge and infinite “factory of creativity”.

**MILANOMADEINDESIGN** aims at promoting and telling the story about Milan’s territory, comprised of enterprises, handcrafts, formative structures and research centres, known all over the world as the symbols of Milanese productive quality. The exhibit incorporates the “infinite factory” of design, aesthetics, functionality and lifestyle that truly represents the “Made in Italy” symbol.

## RENAISSANCE

At the centre of this Milanese ability there is a unique flair and passion for design. Design considered not only as an aesthetic discipline, but also present in every moment of the productive process. The ability to mix entrepreneurial culture, handcrafts, small and medium sized enterprises through a common knowledge where the role of man and his work are at the core of the quality process of production.

This cultural event strives to highlight the key elements and complexity of the Milanese productive system, where images, items and products highlight the relationship between territory, production, and creativity.

Culture and the role of design and attention to quality and aesthetics are integral parts of the Milanese, Lombard and Italian identities. These qualities represent the fundamental structure of the show and are present in the “fabric of creativity”. In order for the project to resonate at an international level, all the exhibit images have been metaphorically represented through the figure of Leonardo Da Vinci. Leonardo is Italian, Lombard of adoption, and designed the Milan territory (Naviglio and the sluices for the Adda river).

He is the symbol of the relationship between art and engineering, thinking and do-ability and he is also the archetype of the figure of the bricoleur. He was able to combine normally separated shapes, technologies, materials and processes - always inventing new instruments and products, in order to satisfy social and individual needs. The exhibit then moves from Leonardo to Giovanni Sacchi, an artisanal craftsman who had a strong vision and was always open to soaking up language, knowledge and experience.

## **THE EXHIBIT**

The starting point of the expositive plan is Made in Italy design, fashion and food, from the artistic skills to applied sciences to live better. The gallery space will be laid out as a huge territory similar to a Renaissance workshop filled with products, tools, relationships, people, and all things that represent both the present and future. Contemporary pieces will dominate; the figure of Leonardo Da Vinci will be the only historical element representing the symbol of concrete knowledge and finding solutions to everyday problems.

Milan and its Province, “the big limitless city”, will be represented through a geographical map.

The exhibit will be divided into thematic sections where products, processes, images, people will represent the fundamental concepts:

- **FATTO A MANO**
- **SEGNI E GRAFIE**
- **AMARE IL DETTAGLIO**
- **IDEE MATERIALI (Scienza e Ricerca)**
- **LUCI E OMBRE**
- **FOOD DESIGN**
- **MANGIAR BENE**
- **CASA DOLCE CASA (Ovunque comodi)**
- **VESTITI OGGETTI**
- **MITO E VELOCITÀ**
- **GIOVANI DESIGNER**
- **DESIGN E SPORT**
- **SCUOLE DI DESIGN**

Visitors will experience an amazing journey through the Milanese terrain, with certain spaces dedicated to people, items, products, images, histories, which blend together as an organic part of a complex and unique system. Through this interactive installation, by **Studio Azzurro**, it will be possible to both appreciate and analyze the identity and cultural and economic prowess of the Milan territory.