

IN Residence
Design Dialogues

Visualising Transformation

Edited by Barbara Brondi and Marco Rainò

Du Parc Residence, Torino
10 – 13 November, 2010

IN Residence. Design Dialogues, is an annual project structured in more than one phase, that has the purpose to identify, analyse and delve into the different aspects of experimental contemporary art research linked to design. This is carried out by the comparison of dialogues between last generation designers and selected students comparing their single design experiences and individual educational paths.

Visualising Transformation is the theme of the 3rd edition of the In Residence project, around which discussion is developed that leads to new thoughts about design and in particular on the creative process results that are at the base of every design, seen not as simple accessories but also as the result of continuous experiments, the indefeasible requisite of the state of being contemporary.

The project is elaborated in different co-related phases that outline a program made up of a workshop, a group show, a string of thematic publications and a web site used as an informative tool to periodically up-date on the four project phases. Even though each project has a single autonomous specific identity, they complement each other to create a pathway around the selected theme of an edition.

This year in addition to the project, during Artissima Design (7 – 14 November 2010), the new theme section of Artissima 17 – International Art Fair in Torino, there is a special in-depth examination represented by an exhibition of unpublished works by the International designers invited to IN Residence and design sets specifically conceived and made by three architecture studios in Torino, MARC, Nucleo and UdA. There is a theme workshop that involves the students in the exhibition set-up and in a conference, during the Fair, with some of the participating designers, on the theme of research and experimentation in contemporary design.

The **designers** invited to the 2010 **edition**, represent some of the most prominent names in International Design research, that are conveyed by highly experimental design manuscripts: **Tómas Alonso** (Spain), **Julien Carretero** (France), the **Lanzavecchia + Wai duo** (Italy/Great Britain), **Minale-Maeda** (Japan/Italy) and **Mischer'Traxler** (Austria). During the theme workshop, the designers delve into, by way of practical and theoretical analysis, the theme of *Visualising Transformation* with some of the **students** selected from design courses in Turin Design Institutes such as Industrial Design – Turin Polytechnic, IED (The European Design Institute), IAAD (The Applied Art and Design Institute) and the Albertina Accademy of Belle Arti.

The setting, each year is held at the **Du Parc Residence** in Turin, an integral part of the IN Residence project, a location dedicated not only to hospitality but also to the promotion of contemporary creativity.

Known as one of the best examples of modern architecture in Turin, the Residence is a unique place on it's own, built in the 70's by the architects Laura Petrazzini and Corrado Levi, where the invited designers have an entire floor dedicated to the workshop for a few days.

The common areas help to create an appropriate and true interaction between the project protagonists, the students, the organisers, in an environment enriched by an important collection of modern and contemporary art and design.

The IN Residence project is made possible thanks to the support of **Du Parc Residence** and **Duparc Oriental Spa** in Turin, it is edited by **Barbara Brondi** and **Marco Rainò** who founded in 2002 in Turin the architecture studio **brh+**, that is dedicated to architectural design and to design seen as a broad-spectrum process.

Designer

Tomás Alonso (1974, Spain / studio in London) His choice to move into product and furniture design via his understanding of the automotive industry results in an intelligent approach that uses simplicity of shapes to communicate ideas and functions. In 2006 he co-founded the design collective OKAYstudio with 5 other recent graduates from the RCA.

Julien Carettero (1983, Francia / studio a Eindhoven) After he worked for two years at Studio Marteen Baas, established his studio in Eindhoven and became a member of the Atelierdrop design collection. His main interest is of the production of objects seen as a continually evolving process, unexpected and living. He explores in his work the boundaries between series and craftsmen production.

Lanzavecchia + Wai (Francesca Lanzavecchia, 1983 and Hun Wai, 1980) a creative collaboration founded in Itlay in 1983 Lanzavecchia and Wai see designers as being researchers, engineers, craftsmen and story-tellers all at the same time, sharing their own single experiences and knowledge derived from their very different cultures.

Whilst Lanzavecchia's main interest lies in the relationships objects have and can have with the human body and soul as well as having a fervent eye for future trends. Wai is fascinated by the collisions and fusions of materials, meanings and forms.

Minale-Maeda (Kuniko Maeda, Giappone and Mario Minale, Italy / studio in Rotterdam) the conceptual approach to different themes of contemporary culture, gives the duo a broad perspective on material uses, thanks also to the interaction between their intercultural backgrounds and the surrounding cosmopolitan city of Rotterdam, where they live.

Mischer'Traxler (Katharina Mischer, 1982 e Thomas Traxler, 1981, Austria / studio a Vienna) develop and design products, furniture, exhibitions and more, often focusing on experimental and conceptual design. They examine experiment, analyse and reject. Whilst doing so they try to look differently at our surrounding and people's habits, to draw their own conclusions and to pose new questions

IN Residence Workshop | 10 – 13 November 2010

The main event of the IN Residence project is the workshop dedicated this year to the theme 'Visualising Transformation', a three day workshop that takes place inside the Du Parc Residence in Turin and that has as it's main characters the designers whose work is presented in the Artissima Design Exhibition. As well as socializing with each other the objective is to contribute to discussions on the theme by supplying individual thoughts and considerations. The designers, guests for three days in the Residence rooms, are involved in an active, theoretical and practical comparison, with the same students that help to set-up the Artissima Design exhibition.

- **Wednesday 10th November | Presentation of the designers** and their point of views on the selected theme, through examples and ideas taken from their work.
- **Thursday 11th, Friday 12th November | Workshop** groups of students directed by a couple of designers identify a design idea linked to the chosen theme, to then conclude with a presentation entwined with the single works during a collective meeting.
- **Saturday 13th November | Round Table** during which the designers compare the results and discuss the possible formal evolutions of each single idea.

IN Residence meets the public presents the objectives and the results achieved during the workshop, with brief lessons from each designer.

IN Residence Diary

A string of annual publications dedicated to the IN Residence project and presented each year during the International Milan Furniture Fair, true and real diaries of every single workshop session with critical texts, interviews, photographs taken during the meetings and catalogues on each designer with images of their most significant works.

Part of this string are: *Nature Through Artifice*, the first volume with reference to the 2008 edition (Corraini Edizioni), *Matter Matters* the second volume with reference to the 2009 edition.

The 2010 edition, *Visualising Transformation*, will be presented in Milan in April 2011 at the International Milan Furniture Fair.

IN Residence Exhibition

An exhibition that is held during the International Milan Furniture Fair where as well as chronicles and manuscripts of the Turin workshops the different designer works are presented.

IN Residence Journal

The new 2010 online web site, is an easy tool to find information on the project, the different appointments that project is made up of, as well as news about the designers, the workshop, the publications and the annual exhibitions. A new Facebook page is online from October 2010 to help follow the project phases.

IN Residence Location

The Du Parc Residence contributes, thanks to the unique dedicated location, not only for its cordial reception of the guests but to the contemporary creativity, to build an intense experience of participation, dialogue, confrontation and exchange between protagonists of the IN Residence project, its designers, students and organisers, who for a few days live and breath the atmosphere inside the building. The Du Parc Residence is one of Turin modern architectural symbols, built in 1971 by architects Laura Levi Petrazzini and Corrado Levi, it holds within its open spaces one of the most important collections of cutting edge art and design, with works by Giovanni Anselmo, Giuseppe Penone, Michelangelo Pistoletto, Alighiero Boetti, Thomas Struth, Anselm Reyle, Atelier Van Lieshout and Fischl&Weiss, and designers such as Franco Albini, Achille Castiglioni, Michel Ducaroy, Franco Albini and Vico Magistretti.

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VISUALISING TRANSFORMATION

Edited by Barbara Brondi e Marco Rainò

Workshop manager | C12 – Francesca Casati, Anita Donna Bianco, Maria Strachini

In collaboration with:

Disegno Industriale - Politecnico di Torino

IED (Istituto Europeo di Design)

IAAD (Istituto d'Arte Applicata e Design)

Accademia Albertina delle Belle Arti

with the Support of



DUPARC ORIENTAL SPA

www.residenceduparc.com | www.duparcorientalspa.com

www.inresidence.it

PROGRAM | Torino November 2010

Exhibition

27-29 October 2010 | *Workshop* | Palazzo Birago di Borgaro - Torino

7-14 November 2010 | *Artissima Design @ Artissima 17*

Tomás Alonso Julien Carretero Lanzavecchia+Wai Minale-Maeda Mischer'Traxler

Set up by **MARC, Nucleo, UdA**

Palazzo Birago in Borgaro | open to the public: every day from 15 - 19

opening Saturday 6 November, ore 19.30 (invitations only) | 21-24 preview open to the public

Artissima Design is achieved with The Turin Chamber of Commerce

10 – 13 November 2010 | *Workshop* | Du Parc Residence

Corso Massimo D'Azeglio, 21 | Torino

Wednesday 10 – Friday 12 November 2010 | Workshop open only to students

Saturday 13 November 2010, at 11.30 | *IN Residence meeting with the public*

Resturant Du Parc Residence

IN Residence Project Press

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For further information on Artissima Design www.artissima.it