

POE TRY

21 WORDS FOR

Milan Design Week 2016

LOGOTEL presents "POETRY – 21 words for..."

An exploration of the poetic realm of projects on display in the heart of the Ventura Lambrate District. The exhibition, curated by Logotel and staged in its premises at 15 Via Ventura from 12 to 17 April, presents the work of 21 international designers.

What happens when poetry meets design?
Can emotions be used to interrogate the future?
Are there any projects which have the innate lightness of a haiku?
And the alienating energy of a *détournement*?

Faced with the complexity of modernity, the design world tends to seek safety and comfort. This results in reassuring uniformities and unvarying expectations. Landscapes, environments, behaviours, democratic and functional objects that feed desire yet fail to surprise, in terms of the emotions they elicit.

The "Poetry – 21 words for..." exhibition is produced by service design company Logotel, with the scientific curatorship of Susanna Legrenzi and Stefano Maffei, Project & Content Manager Cristina Favini, Logotel Strategist and Manager of Design.

Poetry is a collection of projects that bring with them the intensity of poetry. Poetry, from the Greek *ποίησις (poiesis)*, literally "creation", as the perception and manifestation of the perceivable, emerging before writing to become, through its poetic licence, high or popular culture, epigram, fairytale, song, joke, sonnet, dance...

From "A" for Ambient to "Z" for Zeitgeist, the exhibition is set up like a **modern spelling book** and invites visitors to see, speak, build, and act starting from their emotions. Each of the selected projects, which were created by 21 designers from all corners of the planet, suggest new ways of thinking, using a range of casual to non-casual expressions, symbolic or material abstractions, free verse and line breaks depending on the presence or absence of metre. Each project shows that, without poetry, there can be no use or provocation of surprise, no *détournement*.

Abstracts of some of the projects on display are provided below.

MINUTED, by Gijs van Bon, is a performance installation of poetic writing. A small machine with an ink jet that writes poetry onto a sand-covered tape that moves very slowly. At the end of the tape, the sand falls and forms a pile of dust. The image is a tribute to the materialization of thought, time and poetry.

THE LAND OF GIANTS, by Choi+Shine Architects, transforms electricity pylons into gigantic 30-metre high statues that populate the landscape, bringing a powerful and startling component to the structural dimension of the pylons. The project has won several international prizes and will be built in Iceland, starting in 2017.

POE [REDACTED] [REDACTED] TRY [REDACTED]

21 WORDS [REDACTED] FOR [REDACTED]

CHIMERA, by **Shai Langen**, explores the boundaries between living matter and non-living matter in the human body, seen as a constantly-mutating entity. By combining liquid latex with an emulsion of water and calcium nitrate, Shai Langen creates textiles that resemble cellular structures, moulds and fungi-like textures. In other words, they look like hybrid materials growing over the skin, blurring the boundaries between what we consider to be organic, namely living, and what we see as synthetic or artificial.

BAMBOO, by Samy Rio, explores the relationship between nature and design by presenting a new way of working with an eco-sustainable material like bamboo, using it to replace plastic or metal components in everyday objects. Such a simple gesture introduced into industrial production could change the rules of the game.

FOLDING BOAT, by Max Frommeld & Arno Mathies, emerges from a study of new manufacturing opportunities made possible by special paper folding techniques that can be used to create 3D objects from 2D materials. The result is the ultimate escapism: a boat for use in calm waters like canals and lakes, and which can be easily transported and stored in a corner.

DIG INTO NATURE, by Michiel Martens, brings human perception back in contact with our surroundings, with nature. His enormous "wooden ear" allows us to hear sounds that would otherwise escape us, creating a new, full-immersion experience that magnifies sensory perception in a low-tech way.

faBrick, a project by the **MArch Architectural Design (AD) department at the Bartlett School of Architecture** in London showcases research into a new composite material made from felt and resin and which can be used, without stitching, to build designer objects or small structures made solely of fabric.

Service design company Logotel and its multidisciplinary team has a long history of attendance at Milan Design Week as part of a chain of collaborations exploring new horizons in design, with the support and scientific curatorship of Susanna Legrenzi and Stefano Maffei, and the contributions of more than 70 international designers and guests. In previous editions, the themes explored included collaboration in "Making Together" (2012), the invisible in "(In)visible Design" (2013), then a design study looking at the subject of time in the show-event "Timescapes" (2014), which won Logotel the Milan Design Award prize for "Best Tech", and also the theme of needs in "Need, when design empowers human potential" in 2015.

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Ventura Lambrate District - Milan Design Week 2016

Logotel, via privata Giovanni Ventura 15, Milano

12 - 17 April, free entry.

POE [REDACTED] [REDACTED] TRY [REDACTED]

21 WORDS [REDACTED] FOR [REDACTED]

BIOS

LOGOTEL

Logotel is the service design company which plans and accompanies the transformation of businesses in a collaborative context. It has a team of more than 150 people and offices in Milan, located in the 2400m² former Faema plant. The company has 50 clients, with whom it is developing more than 70 projects. In addition to service design projects, in 2015 Logotel ran training projects for more than 5,000 people and designed and managed 29 social and business communities, which brought together and delivered services to more than 60,000 people every day.

PROJECT & CONTENT MANAGEMENT

Cristina Favini, Strategist and Manager of Design at Logotel service design company, creator and head of the Weconomy project, she has been "drawing" and accompanying service design projects for key Italian and international organisations for fifteen years. Author of the "Iceberg" model for the physical and digital transformation of enterprise and sales networks, she conducts analysis and research through conferences, seminars, workshops and talks. She is member of the ADI Services Committee.

SCIENTIFIC DIRECTOR

Susanna Legrenzi, journalist and freelance curator, teaches Visual Cultures at the Milan Institute of Technology. Since 2010, she has been involved in on and offline communication projects in the fields of culture and innovation, working with museums and large-scale events.

Stefano Maffei is an associate professor at the Milan Institute of Technology Design School where he teaches product innovation/production models. He is Director of the Master in Service Design at the Milan Institute of Technology and at the POLIfactory, the Institute's makerspace.

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