



(IN)VISIBLE DESIGN

a project by Logotel

## (IN)VISIBLE DESIGN | 100 STORIES FROM THE FUTURE AND BEYOND

Milano Ventura Lambrate Design

April 9th-14th 2013

Spazio Logotel, via Ventura 15

A project by **Logotel**

Curators **Susanna Legrenzi** and **Stefano Maffei**

Cora Bellotto + Laura Malinverni - Berg - Fernanda Bertini Viegas + Martin Wattenberg - Marc Bretillot + David Edwards - Eyal Burstein - Oscar Diaz + Yuri Suzuki - Pierre Favresse - Alicia Framis - Amanda Ghassaei - Ai Hasegawa - Anna Haupt + Terese Alstin - Jannis Huelsen - Jinhyun Jeon - Gabriele Meldaiyte - Nicolas Nova with Katie Miyake, Nancy Kwon and Walton Chiu - Pieter-Jan Pieters - Veronica Ranner - Matt Richardson - Superflux - Thomas Thwaites - Varathit Uthaisri - Andrea Valle - Alissa Van Asseldonk - Imme Van Der Haak - Dane Whitehurst - Dominic Wilcox

In a world overpopulated by signs, products, images and experiences can a threshold of the invisible still exist? And above all, what happens when design faces the imperceptible, the complex, the infinitely large/small, the counter-intuitive?

The **(In)visibile Design** exhibition investigates these potential new scenarios through 26 projects by international designers and artists engaged in studying the frontiers of the invisible.

The core of the exhibition - a collection of projects, prototypes, installations and videos - is integrated by a research on “stories”: a vast documentation of hybrid case histories on science, technology, art, literature, cinema and graphics, that shape an extensive and transversal storytelling.

In the same way, the projects in exhibition open new questions regarding process’ practices. Along with the rediscovery of “making” itself, there are new capabilities that produce cognitive transformations, projected beyond comprehension and fore-sight (with the eyes).

The final output aims to be the reading and the interpretation of design as a tool to imagine, experience and discuss, an integration of one’s and network creativity, research, process and vision.

From tracing the winds (**Fernanda Bertini Viegas + Martin Wattenberg**) to stimulating taste (**Marc Bretillot & David Edwards**), from the potential of sound (**Pieter Jan Pieters**) to narrative new practices (**Matt Richardson**), from the traceability of gestures (**Nicolas Nova**) to the inception of synthetic biology (**Superflux**). In one word: the future.

“Following last year’s theme of collaboration in our ‘**Making Together**’ exhibition”, explains **Cristina Favini**, Logotel Strategist & Manager of Design and Project & Content Manager of the initiative, “we are now focussing on how today, and more often in the future, change occurs through subtle, imperceptible, invisible transformations. This happens in our daily life, both private and professional, and in large-scale in the increasingly complex socio-economic context. And design, especially in the intangible dimension of service, acts as a tool for bringing into existence what does not yet exist, and for shaping what is still shapeless”.

### CURATORS

**Susanna Legrenzi** is curator of design exhibitions and online and offline communication projects. Former art and design managing editor of *Io donna/Corriere della Sera*, she writes for *Io donna*, *Vogue Italia*, *Klat* magazine, *Ad Italia*, *Form*, *Urban Magazine*, *Nòva/Il Sole 24 ore* and *Il Giornale dell’architettura*. She also teaches Design Communication at the Naba Academy, Milan, and Fashion Communication at Politecnico di Milano. Her recent assignments include the editorial project for the new website of the Mart Museum of Trento and Rovereto.

**Stefano Maffei**. Associate Professor, teaches Service Design and Phenomenology of Design at the School of Design of Politecnico di Milano. As a design curator he coordinates the exhibition activity of Subalterno1, a design gallery specialised in self-pro-



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duction. For his national Design Research Maps he was awarded the 22nd Compasso D'Oro prize for Design Research. He writes for the magazines INTERNI, Ottagono and Il Giornale dell'Architettura.

## COMPANY PROFILE

**Logotel** is the service design company that shapes and drives business innovation in a collaborative way. The company's team is made up of more than 120 people. It is located in Via Ventura 15, Milan in 2,000 m<sup>2</sup> of spaces in the former Faema factory plant. The company is currently working with 50 clients, developing more than 70 different projects. In 2012 Logotel trained more than 5,000 people; it also designed and managed 24 business communities that daily connect and deliver services and contents to more than 40,000 people.

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