



Studio 427

A Better World

27.08-25.11.2012
Serra dei Giardini
Via G. Garibaldi 1254, Venice

Collateral Event of the 13. International Architecture Exhibition

Talks, Shows, Lectures, Workshops on Architecture and Design

Design: Alfred von Escher/||/LEFTOVER\||

Curators: Raffaella Guidobono and Alfred von Escher/Studio 427

with Michela Intra and Paolo Rosso/MICROCLIMA

Main Partners

MOLESKINE

||/LEFTOVER\||

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GROUP

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Dile di vita contemporanea

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ATEX PALCRA BOVALTA
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THE PLAN
ARCHITECTURE & TECHNOLOGIES IN DETAIL

CASE DA ABITARE

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Talks, Shows, Lectures, Workshops

Serra dei Giardini di Castello, Venice

Aug 27-Nov 25, 2012

h. 11:00 AM-9:00 PM Aug-Sept h. 11:00 AM-7:00 PM Oct-Nov

ACTV Ferryboat Stop GIARDINI N: 1/41-42/51-52/61-62

A Better World

The attention to detail is the must. Craft and vocation are needed to get back to first principles. The future needs good connections to mix and disseminate more culture with Capital C, narrative elements such as our History, Words from Poetry to Prose, Moving Images, Music, and of course the majesty of sustainable Design.

The ideal venue for us could have been only an option between a Greenhouse or an Animal Farm. To host a vision of awareness about our beloved Planet we now searching for different master plans because the idea of living indoors and outdoors has changed radically in recent times. Even students with plenty of good proposals, with their hipster-advantage of what's cool and what's not, are nonetheless unable to plan a tomorrow if they rely on unchallenged perspectives, constantly facebooking nonexisting relationships. We believe that the strength of a common ground will prevail. For us the struggle, and also the fun part, is the networking, the ability to combine impressive interactions with smooth materials, from preparing a collective tomato sauce to learning a tool's evolution producing energy as ethically as possible.

By offering three months time of lectures and small group shows, we commit to the theme of the 13th International Architecture Exhibition and turn the Greenhouse in a Hub, where people can physically touch the ground, interact, meet, watch films and "smell" craftsmanship through workshops, as well as lounge while listening to sound without any overlaboured strategy.

With examples of the fervent nature of Architecture in its deepest sense, we deliver various talks and case histories born in the freedom of experimentation, allowing the innovative and eager individual to convey something unusual. Our studio427 recycles wooden tables from theatres and movie sets, and deploys construction site scaffoldings, turning these into furniture for social design event. With a clear idea of entry and exit points of the space we inhabit in the present, we deliver a fresh process of making. Not to forget how storytelling is still fundamental in carrying on daily practice.

Raffaella Guidobono

studio427.it/microclima-venezia.com

Conceived in Palermo by Alfred von Escher/studio427, the project LEFTOVER mixes Interior and Social Design. Studio427 promotes socio-cultural experiences, addressing creativity as a practice to inhabit public spaces with advocacy for quality design. Under the theme of the 13th International Architecture Exhibition – *Common Ground*, studio427 represents its own polyvalent nature throughout hosting a series of shows, lectures, and workshops on Design Architecture, Cinema, Botanic, Web, Food. The Swiss Designer Alfred von Escher, born in Zurich, living in Sicily since years, decided to bring in Venice the idea of cowering currently ongoing at his studio427, based in Palermo. The indoor and outdoor furniture of the Greenhouse are set up with his series of recycling wood Leftover, to simulate a condition free of hosting multiple interventions and a participatory process of networking, in which new generations of projects establish a link between the venue and the people who pass through it, considering their needs are radically changed in recent years. Former Technical Director of the Migrosmuseum in Zurich, von Escher promotes the idea of the travelling carpentry with How to Recycle and Screenprinting Public workshops included. Studio427 rescues scaffolding and wood stock, leftover from theatre stages or cinema and commercials sets, recycling every single piece of wood to assemble a series of kids/adultkids furniture. With nothing but the dismantle crate they come in a simple design, sudden change in colours and some imperfections that make them slightly different as if were tailor made. The resin finishing on demand turns the furniture into a unique piece. Produced by craftsmanship the result is reassuringly lowcost, while the market no longer favours the mainstream.

Microclima is an ongoing curatorial project started in 2011 by Paolo Rosso within the Greenhouse of the Biennale Gardens and co-curated with Michela Intra, Lorenzo Mazzi and Giulia Morucchio. Albeit subject to a set of conditions that are synonymous to a limited space, Microclima, in collaboration with artists and researchers offers a wide-ranging artistic program, extending from themes that deal with the tensions between man and nature to the significance of aggregational sites in the urban spaces. Being non-institutional, the public space is conceived as non-hierarchical and open to debate. The work includes all forms of art practice and research, where the subsequent diversities hope to trigger a dialogue and/or exchange of ideas and processes between the practitioners and the local community; all of whom represent integral elements of the fundamental ideas and approaches of Microclima.

A Better World

Collateral Event of the 13. Intl. Exhibition

August 27 3:00 PM-7:00 PM PRESS PREVIEW

August 27 4:30 PM GRAND OPENING

a conversation between

Cino Zucchi and Pierluigi Nicolin

about IPA Moleskine book series

August 27 5:30 PM THE GREENHOUSE LECTURE:

Cameron Sinclair/

Founder and Ceo Architecture for Humanity

www.architectureforhumanity.org

"Architecture for Humanity provides professional design services to community groups, non-governmental organizations, funding agents, social entrepreneurs and other not-for-profit organizations."

EXHIBITIONS and GROUP SHOWS:

August 27/7:00 PM

Performance

StudioRoulotte/Housekeeperboy

Curated by Michela Intra

www.studioroulotte.com

"A mobile recording studio built into an Adria Caravan camping trailer. A compilation and video documentary will document their experiences."

August 27-31 September 3-7/9:00 PM

30 days projection October-November 2012

+Installation on site

Kourva 47/108 hours video installation

Greenhouse Facade

Directors: John Clayman & Amikam Toren

Curated by Paolo Rosso

www.microclima-venezia.com

"The video involves the documentation of a dramatic refurbishment of a Londontownhouse. This victorian terrace house is undergoing a radical conversion. The front elevation remains untouched, the interior of the house and the back elevation (facing the garden) will be transformed. The ground floor and the garden floor (basement) will become a single high ceiling space, a gallery to house a collection of contemporary art. This part of the house will be extended into the garden and its design will be highly modern, contrasting strongly with the original building."



KOURVA 47
Still frame

CREATING

Alfred von Escher

BCXSX

September 5

CREATHING

HOW TO
make the real
tomato sauce and
biodegradable kitchen
tools

August 28-November 25

Guwahati Bamboo walkway

A project by Indrani Baruah, Emilio Fantin, William West and Paolo Rosso/Microclima in collaboration with Periferry laboratory
"The intervention consists in building a Bamboo footbridge, 1km. long, along the side of Manikarneswar hill, in the village of Barua souk, North Guwahati, looks down on the Brahmaputra river. The footbridge is conceived to enhance the landscape of the vast area visible from the cliff. An important aspect of the project is to create a low impact functional structure through the exchange of ideas and building practices with the local population. The walkway will also be projected to offer a glide on the river. The audience has to perceive a plunge into the landscape. The documentation will be realized by the Memem film production."

August 29/Opening 6.30 PM-10:00 PM

Site-specific Installation

Flylight and Fragile Future3

by Studio Drift

Curated by Raffaella Guidobono

in collaboration with CASE DA ABITARE,

fiberline, atelieritaliano

www.designdrift.nl

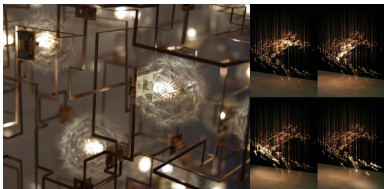
"Flylight is an interactive light installation based on the behaviour of birds flying – the happenings you see in the sky that you can look at for hours. In fact, those patterns are caused by the fact that no bird wants to be at the front of the group or to the side, so they are constantly challenging each other for best position. We programmed the DNA of that idea, and replicated it through technology. Flylight brings a lot of energy to a space because it is constantly changing, moving and surprising."

August 31/11:00 AM-11:00 PM

Performance

Farm Cultural Park, Favara/Andrea Bartoli

www.farm-culturalpark.com



FRAGILE FUTURES3/FLYLIGHT
Studio Drift

September 1

Performance

THE PLAN - Live Social Media Contest -

The Primitive Dwell

Curated by 515 creative shop, Turin

www.515.it

"The Plan opens a new web contest where designers and professionals can work at the same project. Only for registered users on THE PLAN fb account. To participate, users are asked to create a new project under the theme: Create a Primitive Dwell, starting from pencil sketches. It can be anything concerning Architecture, Design and Technology. THE PLAN spread the contest over its 3 media: web, iPad, magazine. Project = Group or users. Each project is a closed working group. Each post can be voted and shared by any registered users. The most voted wins his slot to the final event. The jury choose the participants for the final. Four groups at time are asked to produce a 30 minutes project streamed live on a big screen. The whole event is surrounded by a live music performance and closes with a Party."

September-November

Imagination Playground

Kids and more

"A breakthrough playspace concept designed to encourage child-directed, unstructured free play. Developed pro bono by the Rockwell Group -initially for New York City- and now installed worldwide in partnership with Unicef - the Imagination Playground is featured in the US Pavilion exhibition Spontaneous Interventions: Design Actions for the Common Good."

September 4-5/11:00 AM-11:00 PM

Workshop/Performance

Salsaday

HOW TO make the real tomato sauce

and biodegradable kitchen tools

Conceived by Alfred von Escher+BCXSY

SOMETHING Moleskine Workshop Series

www.studio427.it / www.bcxsy.com



ALFRED VON ESCHER/STUDIO427

SALSADAY WORKING STATION

Sketch

SEETHING

Gianni Canova
September 6

SEETHING

**HOW TO
make an inventive
shortfilm script**

September 5/7:00 PM

World Première Doc Film Screening

Greenhouse Facade

Lo Zucco. The wine of the Son of King
of the French.

Director: Lidia Rizzo

Talk: Salvo Foti/oenologist, Giacomo Ansaldi/
I Vigneri, Pietro Galioto/Zucco, Massimo Lentsch/
Tenuta di Castellaro, Michele Giannetti/
Dalpiaz+Giannetti, Alessandro Bonifazi/Bluefilm,
Bruno Tibbioli/Bluefilm
www.bluefilm.it

September 6/7:00 PM

Video Screening

Greenhouse Facade

Portrait in Villa Valguarnera

Director: Desideria Burgio, Linda Randazzo,
Alessandro Signorino

Talk: Vittoria Alliata di Valguarnera/
Pres. Panaria Film,
Francesco Alliata di Villafranca/
Director Panaria Film

September 8/9:30 PM

Screening Doc Film

Greenhouse Facade

Helvetica Film Director: Gary Hustvit

Lecture: Marco Ferrari

www.helveticafilm.com

September 9-16

Video in loop

ArchiworldTV

Curated by Giorgio Scianca

www.archiworld.tv

September 17-30

Site-specific Installation

Improvise Options

Orchestrated by Domenico Argento,

Luca Lo Bianco/Fitzcarraldo Records

www.domenicoargento.it



IMPROVISE OPTIONS
Rendering

"The Installation Improvise Options consists of 30 sound projectors made of painted brass metal on a tripod support. Using lowtech design these 30 megaphones redesign space, leading to countless spatial and sound relations. 30 solos for 30 musicians compose an ever changing orchestra, each listener acts as a conductor, whose position controls the direction of each element, this creates an unlimited series of possible combinations, continuously redefining space and sound. The listener has access to an orchestral practice and becomes the conductor in an improvised experience of space. The installation is based on different pre-recorded harmonic scales which have been produced by each musician, establishing unique parameters of melody and rhythm. The artwork introduces us to "Human Source Codes", a series of possible interpretations of sound totally detached from any conventional melodic rhythm and harmonic systems, apparently chaotic, these codes presents infinite musical possibilities, regulated by each listener's unique response."

September 18/9:00 PM

Contemporary Dance Performance

Prosperity

Giovanna Velardi

September 28/9:00 PM

Site specific Installation+Screening Video

Mr. Bing and Matt Calvani (head/shaper Bing)

Director: Luca Merli/Block10

www.block10.it

October 1-15

Group show

Another Terra/Home Away from Home/

Italian Landing

Matteo Cibic, Ciszak Dalmas, Gionata Gatto,

Andrea Magnani & Giovanni Delvecchio,

Chiara Onida+AUT, Giorgia Zanellato

Curated by IN Residence Turin/Barbara Brondi,

Marco Rainò

www.inresidence.it



ANOTHER TERRA/ITALIAN LANDING/IN residence
Ph. Tullio Deorsola

LECTURETHING

Maria Sebregondi
September 18

October 19 November 5
Group show
Homelessdesign Serra Award
5 selected prototypes
from the Intl. Award homelessdesign
Curated by Carla Guilhem, Blanca Ortiz,
Beatriz Ruipérez
www.homelessdesign.net

November 5-7
Group show
Material Connexion
Talk: Emilio Genovesi/CEO Material Connexion
www.materialconnexion.it

November 7-25
Group show
Detour
Works on Moleskine notebooks by BCXSY,
Formafantasma, Studio Drift, Gamfratesi,
Rodrigo Almeida, Italo Rota, Gianni Gebbia,
Stefan Diez, Brian Richer, Corentin Dombrecht
Curated by Raffaella Guidobono

November 23/7:00 PM
Greenhouse Facade
Finissage+Videomapping
Curated by The Hub Sicilia
www.thehubsicilia.net

LECTURES and TALKS:

check time schedule on www.studio427.it

August 27/5:30 PM
The Greenhouse Lecture
Lecturer: Cameron Sinclair/
CEO and Founder Architecture for Humanity

August 28/9.00 PM-11.00 PM
Greenhouse Talk, promoted by The Netherland
Embassy in Rome with MAXXI and NAi-Netherlands
Architecture Institute Rotterdam



INSULA+ATELYE70
Yenikapi Model



Talk: Pippo Ciorra/Francine Houben-Mecanoo Architects/
Wang Shu e Lu Wenyu-Amateur Architecture Studio,
Rahul Mehrotra-RMA architects,
Ole Bouman-Curator The Netherland Pavilion
August 30/5:30 PM Lecturer: Michel Rojkind/Awareness
September 8/6:00PM Yenikapi Competition Insula+Atelye70
Talk: Eugenio Cipollone, Dogu Kaptain, Valerio Paolo Mosco
"Selected as one of the three winning proposals of the international
competition "Yenikapi Transfer Point and Archaeo-Park Area"
in Istanbul for the redevelopment of the area, with a solution for
the relationship between the main node of interchange in the
city between various subway lines, the site of the ancient Port
of Theodosius unearthed during the course of works, and the
consequent valorisation of archaeological findings of extraordinary
historical importance, including 35 ships from the Byzantine era."

September 10 Agri-Horticultural Society/
Talk: Paolo Pejrone, Cinzia Ferrara/AIAP, Francesca Mignemi

September 17/ 11:00 AM-11:00 PM The Makers/
TRL-The Renaissance Link/Giovanni Lanzone,
Francesco Morace, Linda Gobbi

September 18 Lecturer: Maria Sebregondi/
What's in you analogue cloud?/SOMETHINGING
Moleskine Workshop Series

September 18 Lecturer: Salvatore Di Dio-NEU/
Virtual chat from M.I.T.

September 26 Nude Architecture/
Talk: Stefano Mirti, Valerio Paolo Mosco,
Accademia Abadir Catania, Indice Creativo

October 8 Kmzeroroad/
Talk: Giulio Ceppi, Mario Spinelli, Steve Wheen

October 8 Agriculture and Cities/
Lecturer: Aldo Cibic

October 8 Architecture at Tiffanys: Lina Bo Bardi
as seen by Trumane Capote/
Lecturer: Ernesta Caviola



Architecture at Tiffany's:
LECTURE ERNESTA CAVIOLA
Poster

LECTURETHING

WHAT'S IN YOUR ANALOGUE CLOUD?

Maria Sebregondi
September 18

OTHER LECTURES and TALKS:

check time schedule on www.studio427.it

October 8 Stitching Venice/Elisabetta Bresciani,
Ernesta Caviola, Doretta Davanzo Poli

October 19 Future GRA/Prospettive Edizioni
Book Launch+Talk: Roberto Secchi, Rosario Pavia,
Ezio Micelli

October 19/11:00 AM-9:00 PM

Comitato d'Amore Casa Bossi Novara/

Meeting +Book launch

Tetralogia della Polvere/Gian Maria Tosatti

Talks: Roberto Tognetti, Paola Turchelli, Andrea Ballarè,
Massimo Giordano, Marco Bozzola, Nicola Fonzo

November 5 Politecnico Milano/

Lecturer: Luisa Collina/POLIMI

November 5 Outdoors/

Talk: ps+a, Marco Muscogiuri/Alterstudio Partners,
TAM Associati

November 6 SWA group/Lecturer: Sergio Lima

November 6 Co-housing/

Talk: Diverserighestudio, Architetti di strada, access_sos

November 6 The Natural Form/

Talk: Esther Giani/IUAV, Luca Sampò/Borders,

Elisabetta Bianchessi, Paesaggi Straordinari

November 9 Urban Acupuncture/

Lecturer: Jana Revedin-Locus Foundation

November 23 Raumlabor Berlin/

Lecturer: Markus Bader

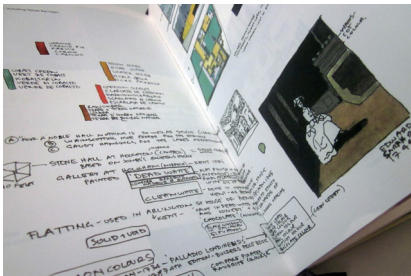
November 23 Home Never Never land/Andrés Jacque

November 24 Cities Rescue Mission: Florence,

Turin, Palermo, Perugia, Milano, Venezia/

Talk: Antonio Vettese, Vladimiro Boccali,

Alessandro Ferlito, Luisa Bocchietto/ADI



BOLLES+WILSON
Inspiration and Process in Architecture
Moleskine Publishing

WORKSHOPS:

check time schedule on www.studio427.it

SOMETHINGING Workshop Series Moleskine

September 5 Product Design/Salsaday Collective

Tomato sauce/Alfred von Escher+BCXS

September 6 Cinema/Gianni Canova

October 2 Urban Architecture/

Barbara Brondi, Marco Rainò

November 7 Web Viral Mktg/Ugo Parodi Giusino

BOOK LAUNCH:

check time schedule on www.studio427.it

August 27 Sketch, Script, Score.

Figures of architectural thinking/A conversation btwn

Cino Zucchi and Pierluigi Nicolin presenting

Inspiration and Process in Architecture/

Moleskine book series

Curated by Matteo Schubert and Francesca Serrazanetti

September 8 Futuro Artigiano/Stefano Micelli,

Monica Scanu, Marco Nardin

September 10 Agostino Gallo Ed. L'obliquo/

Elisabetta Bresciani

October 1 Guwahati Bamboo walkway/

Indrani Baruah, Emilio Fantin,

William West and Paolo Rosso/

Microclima & Periferry collaboration

November 5 Davanzo Poli, Ernesta Caviola

November 5 Detour Book/Moleskine Publishing/

Talk: Raffaella Guidobono, Maria Sebregondi

"Detour is a small piece of the Moleskine journey, where

interlacing stories merge. Curated by Raffaella Guidobono,

Detour Book celebrates the travelling exhibition which, since

2006, has gathered and displayed, in various cities around

the world, a unique collection of more than 250 notebooks

that have been decorated, hacked, sketched in and filled with

notes, clippings and drawings by internationally renowned

artists such as Ron Arad, Tishani Doshi, Toyo Ito, Marti Guixè,

Ginette Caron, Ross Lovegrove, Maira Kalman, Massimo Vitali

and many more. Some works contain extensive stories; others

are turned into pieces of contemporary art and design. Detour

supports lettera27 Foundation. www.lettera27.org"

PROJECTING

Barbara Brondi

Marco Rainò

IN RESIDENCE

October 2



PROJECTING

HOW TO inhabit another planet

COMITATO D'AMORE CASA BOSSI

Casa Bossi is a neoclassical building commissioned in 1857 by the architect Alessandro Antonelli. The specificity of Casa Bossi, its being an "absolute" monument, representing the perfect template style (neoclassicism) and era (the "XIX century") which more than any other have forged the character of Novara, were among the factors that have contributed to the civic mobilization which is then sprung "Comitato d'Amore per Casa Bossi" (The Love Committee for Casa Bossi). Formed in 2010, the Committee aim is promoting knowledge, preservation, enhancement and restoration of the most beautiful building in the city civil and probably the most beautiful neoclassical Palace of Italy, in cooperation with the municipal administration that owns it. The transformation consist of a Urban Cultural Centre articulated in an original mix of local cultural system. With Tetralogia della Polvere (The Dust Tetralogy) the first major environmental installation created by Gian Maria Tosatti in 2012 to return Casa Bossi to the Novara community, the dust accumulated over time was choosen as witness of the exclusive dialogue between the House and the city, thus providing an original path of creative reuse of abandoned, as a metaphor for change.

LO ZUCCO. THE WINE OF THE SON OF THE KING OF THE FRENCH

What brought the richest man of the late 18th century to die in a province in the depths of southern Italy? A grand estate, a wine: Zucco.

The Duke of Aumale was the son of Louis Philippe, the first bourgeois King, known as the King of the French. He was exiled from his beloved France and in Sicily found a land where he could apply the 'agricultural' precepts of Virgil,

an author loved by his childhood educator Cuvilliere-Fleury, correspondence with whom lasted throughout his life and bear witness to his love of books, art and wine. Zucco's wines became famous for their purity compared to the Maderas which used to be drunk at that time. They were produced by the Duke in an avant-garde winery which provided work for the majority of the population of Montelepre. Those wines are no longer produced today but they have left indelible memories between Chantilly Castle in France and the Fiefdom of Zucco in the Province of Palermo.

Zucco wine which surpasses time and will perhaps change his life...

TENUTA DI CASTELLARO

When Massimo Lentsch discovered Lipari, it left its mark on him, so his group decided to give back what they had received from the island. A wine that is the essence of Lipari people's story: their strength, their hard work and ability to find not only nutrition in the soil they live on, but also the essence of their very own story. There are two sites.

In Castellaro they restored a portion of a plain 350 metres above the sea. Stretching out towards the island of Vulcano, we find Cappero, an example of heroic viticulture: a vineyard clinging to steep terraces, licked by the sea, where they produce Malvasia delle Lipari DOC. The choice to produce outstanding wines, doing so in full respect of nature and traditions: vineyards, bush-trained, as Lipari's tradition dictates. Salvo Foti, oenologist and agronomist, with decades of experience in viticulture on volcanic soils. With a membership in the Consorzio I Vigneri, they share their experiences with other enlightened producers. The bioenergetic cellar, built with the most advanced technology available, is made to produce the smallest possible environmental impact. One of the few existing in Italy the bioenergetics winery Tenuta di Castellaro is born from the fact that the Aeolian Islands are dominated by natural energy and it would be a shame not to use them. You cannot use wind farms and photovoltaic panels and so they thought of a wine cellar with a wind tower. Designed by the engineer Gaetano Merlino for the structural part and the architects Dalpiaz+Giannetti based in Hamburg, for the architectural part linked to the Wind Tower. The cellar it's almost entirely underground, about 2 thousand sq.m. great Interior and exterior architectural impact, using stones and other local materials of the region. Beside the winery a tower orients prevailing winds northwest that conveys the air into a series of gaps under and beside the cellar: the air in contact with the ground cools down by filling the air conditioners. Excellence as its philosophy.

INSPIRATION AND PROCESS IN ARCHITECTURE

After years of designing and producing blank space upon white paper, Moleskine decided to investigate the relationship between the hand of the architect and the white paper, immortalizing through drawings, notes and sketches – in out-and-out notebooks which assume the form of books – the working process of some contemporary architects or from the recent past. The aim of these single monographs is to trace out a sort of “cognitive geography” of these architects, defining their references, their most frequent sources of inspiration, focusing upon the process which starts on the white page and ends in the realization of the project.

The first four monographs have been available in bookshops and on-line shops since last January, and are dedicated to Zaha Hadid, Giancarlo De Carlo, BOLLES+WILSON, Alberto Kalach.



IPA MONOGRAPH COVERS

CONNECTING

**Ugo Parodi Giusino
MOSAICOON
November 7**

Forthcoming monographs, are dedicated to Cino ZUCCHI and Wiel ARETS. All of these architects have really diverse backgrounds regarding age, experience and country of origin. Each volume has both various and similar content, according to the interpretation that each invited architect (or archive) gave to the theme proposed by the curators.

Series and Book Editors // Francesca Serrazanetti,
Matteo Schubert
Publisher // Moleskine
Graphic Design // A+G AchilliGhizzardiAssociati

Debates about the use of drawing and the design process will be linked to the presentation of the Moleskine book series "Inspiration and Process in Architecture" which presents the manual gesture of single architects as a design and research tool, through marks, notes, sketches and drawings. Born in December 2011, the series features contemporary architects and architects from the recent pasts. In September 2 books will be released: Cino ZUCCHI and Wiel ARETS. Presentations of these titles are organized through public debates involving the architects of the series, and other figures at the centre of the architectural contemporary debate.

CREDIT LIST:

Organization:

studio427

Design:

Alfred von Escher

Curators:

Raffaella Guidobono+Alfred von Escher
studio427-palermo

With:

Michela Intra+Paolo Rosso
microclima-venezia

Assistant to Designer:

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Kroitnijz+Federica Lo Giudice/F LJ

Copy Workshop Series:

Ares Angelo Provicale

Filmmaker Workshops series:

Helmut Berta

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Gabriella Currao, Giuseppe Filippi, Caterina Gambetti,
Valentina Greco, Elisa Paulin, Guendalina Perelli,
Claudia Rizzo, Monica Scanu, Domenico Schillaci,
Sabrina Theumann Diaz, Diana Zilioli

Thanks to:

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Fiberline, Wirtgen, Comitato d'Amore Casa Bossi, IED, IUAV,
Abadir, THE HUB Siracusa, Gazzotti, atelieritaliano,
Alterstudio Partners, Novamont, i Bibanesi, Pasta Rummo,
Tenuta di Castellaro, Consorzio i Vigneri, vinodalproduttore.it,
Le vigne di San Pietro, Antica Dolceria Bonajuto,
laboratorioaudio.it, Serra dei Giardini

Media Partnership:

DAMn°, THE PLAN, CASE DA ABITARE, Archiworld

CONNECTING

**HOW TO
make a blast viral
marketing video**

SOMETHINGING

MOLESKINE WORKSHOP SERIES

The concept comes when you ponder the question "What's in your analogue cloud?" in a digital era. For us Ideal Design should produce something useful and new, which becomes part of the landscape surrounding us and help everyone to live in it. "Something to do" is the starting point of our project. We created a neologism: SOMETHINGING, in order to communicate several actions you can do while building A Better World now. With a single word: Something to say (Saything); Something to create (Creathing); Something to see (Seething); Something to project (Projecting); Something to connect (Connecthing). The Lecture delivered by Maria Sebregondi focuses on the compelling subject matter of the whole series, addressing the key points of the 5 tutorials released during each workshop for the seeding online. The visual is made up of a gear mechanism to unveil the concept of "to do something". The flyer is designed as a booklet with practical tips with detachables square to take information of a single workshop, like a ticket to show at the workshop entrance, since it will be possible to book in advance and enter until available seats. The rest it's a series of detailed infos about all the other Talks, Lectures, Shows of the great people we choose for the Greenhouse program at Serra dei Giardini.

Our attention go to the environmental sustainability, the colors choice comes from the need to touch the ground. Our network themes range from Architecture, Design to Botanic, over to Feature Film, Food and Sustainable Wine, and might manifest itself in a hub for a temporary collaboration between individuals which, at its best, bring solutions of simplicity.

On the occasion of A Better World,
**La Serra dei Giardini hosts
the Moleskine Temporary Store,**
custom designed by LEFTOVER/studio427.

From August 27 to November 25 11:00 AM-8:00 PM

CREATHING

HOW TO
make the real
tomato sauce and
biodegradable kitchen
tools

SEETHING

HOW TO
make an inventive
shortfilm script

LECTURETHING

**WHAT'S IN YOUR
ANALOGUE CLOUD?**
Maria Sebregondi
September 18

PROJECTHING

HOW TO
inhabit another planet

CONNECTHING

HOW TO
make a blast viral
marketing video

CREATHING

Alfred von Escher
BCXSY
September 5

SEETHING

Gianni Canova
September 6

LECTURETHING

Maria Sebregondi
September 18

PROJECTHING

Barbara Brondi
Marco Rainò
IN RESIDENCE
October 2

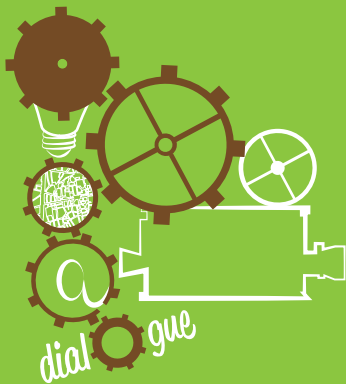
CONNECTHING

Ugo Parodi Giusino
MOSAICOON
November 7



SOMETHINGING

MOLESKINE



On the occasion of *A Better World*,
Collateral Event 13. Intl. Architecture Exhibition,
Moleskine presents a series of 5 workshops.
Free access till available seats.

WORKSHOPS

SHOWS-LECTURES-TALKS

August 27-November 25.2012
at **Serra dei Giardini**,
Viale Giuseppe Garibaldi, 1254 30122 Venice, Italy
curated by Raffaella Guidobono/studio427