

PRESS RELEASE

ITALIAN RENAISSANCE

Transversal project of graphic design and visual arts

Reggio Emilia, January 15, 2006 – In July 2006 Kalimera, communications agency, launched the book Italian Renaissance, in cooperation with Modena's editor Red Publishing. The volume represents a collection of works of some of the best Italian graphic designers: Happycentro+Sintetik, Shindra, Federico Pepe, Eramaxima, Dokhaus, Shameless, Deadink, Gianni Rossi, Canefantasma, Tokidoki/Simone Legno, Otolab, Balena Corporation, Dinamo Project, Fabrizio Schiavi, Manuel Musilli, Lorenzo Banal, Fabio Berton, Limiteazero, Temecula Design, Kalimera, Roberto Bagatti, Matteo Guidi, Aspirine, Air Studio, Ackurat, Emmaboshi, Matitegiovanotte, Claudio Sinatti. The book is being rewarded with best reviews in Europe, selling thousands of copies in less than a year. Besides being sold through Italy, it is further present on the U.S. market.

Out of this courageous editorial project the idea of producing and carrying out an exposition was born. The works published in the book are growing into new dimension through the show. Exposed in large spaces, the oversized works will be at disposition of a most diversified audience. The attempt is to promote the logic of movements from the viewpoint of "contamination" between media and diverse artistic languages. Objective is to give more visibility, and in a way to institutionalize Italian graphic design. The **exposition**, organized by Kalimera and the City of Reggio Emilia, **will celebrate its Inauguration on Saturday 3rd of February 2007** in the ex Fonderia Lombardini of Reggio Emilia.

The site chosen for this occasion is an old foundry that belonged to an industrial complex for the production of engines. Restored in the 1930's and structured as a Romanic cathedral with a predominance of steel and glass. It's a site of an assortment of potential that blends perfectly into the necessities of this project visually and practically rich of "contamination" and transversal contribution.

The exposition will use many languages and will present itself through different readings: on one side, the expositive path foresees the realization of the works of the Italian graphic designers printed on textile sheets of large dimensions (28 curtains of about 8m² arriving at a height of 4m, printed on different materials: PVC net, PVC net Silver, PVC frontlit, FLAG, transparent POLICARBON); on the other side, video projections and installation being the frame of the entire event. The project, set up as an international, touring event, starting from Reggio Emilia will then travel to other

Italian, European as well as cities overseas. To name a few: Bologna (Accademia di Belle Arti, from March 22nd until April 5th 2007), Rome (from April 25th until May 6th 2007), Florence (from May 15th until May 22nd 2007), Berlin (International Design Zentrum, from June 1st until June 15th 2007), Verona (from June 23rd until July 1th 2007), Seattle (from August 1st until August 5th 2007), Frankfurt (Buchmesse, October 2007), Birmingham (Plus Conference & Expo, October 2007),

On the day of inauguration, Saturday 3rd of February, a wide and colourful variety of artistic contributions will be carried out. **Otolab**, the pure Milan team, that has presented themselves by participating with live-set and installation in various other events scattered throughout Italy. The team is set up of various professionals: graphic and web designers, painters, architects, engineers, jazz musicians and even a composition master from the music conservatory. Otolab, in Italy, are pioneers in the field of uniting video and audio. Members of **Ministero della Grafica** will be participating. After exposing their "501 punti di design" (501 points of design) in New York City, they will be presenting some of their pieces in Reggio Emilia. The idea of the project is: a graphic project manager assuming a fundamental role in a strategic discipline and becoming interpreter of the changes that society is facing. Also **Limiteazero** will participate, bringing some of their installations to the exposition in Reggio Emilia. Limiteazero is a Milan studio, well-known throughout the world, active in the field of digital interaction. Their works include architecture, mathematics, graphics, fashion, art, design and electronic music, and finds expression in equipment and installation that put men, machine and environment into a new interrelation. Another participant for the opening is the **Group I.R.R.S. (Italian Renaissance Render Sound)** that will execute a performance building on the exposition.

In parallel, **Kalimera** will be hosting the K 10 exposition at the Officina delle Arti (via Brigata Reggio), showing a panorama of Kalimera's best works carried-out during the past ten years of activity (1996 - 2006).

Kalimera is a communication, design and advertising agency, founded in 1996 and located in Reggio Emilia, Italy. For the past decade Kalimera has worked for different clients of national and international recognition. Dj Benny Benassi, Diesel, Coca-Cola, Max Mara Group, Discovery Channel, Sky Italia and Marazzi Tiles.

Some of these are part of the publication that Kalimera presented in autumn 2006 in Frankfurt. The book that contains a DVD with the video development (winner of the gold award at the video section of ADCI, twice) will be presented at this occasion as catalogue.

Italian Renaissance and Kalimera Monografia are not the only editorial titles proposed by Kalimera and Red Publishing. Also the book "Package design in Italy: phase one", a compilation of packaging designs created by various Italian agencies, and "Logomania" that collects the best of the brands and logotypes made in Italy, are available now. Furthermore, there is work-in-progress for publication of the book "Xperimental brochure".

Further to this on Saturday 3rd February, Nicola Troilo's Exposition in the Gallery Dispari will celebrate its inauguration and Dispari will be open the atelier : "Ray of light" at the Center International "Loris Malaguzzi".

In correspondence with these events, **two conventions** will be taking place:

"Creative City and Economical Development: what's the contribution for Reggio Emilia?" that will be held **Saturday 3rd February, 2007 at 11am** within the premises of Ex Fonderia, and **"Creativity and Contamination: New Scenarios"** held **Monday 19th February, 2007 at 5pm** at the Officina delle Arti.

ALL INFORMATION ABOUT THESE EVENTS WILL BE AVAILABLE AT:

www.italianrenaissance.it

Italian Renaissance

Under the supervision of Kalimera
From February 3rd until February 24th 2007
Ex Fonderia Lombardini
Via della Costituzione 39
42100 Reggio Emilia
Free entrance

K 10

Under the supervision of Kalimera
From February 3rd until February 24th 2007
Officina delle Arti
via Brigata Reggio 29
42100 Reggio Emilia
Free entrance

Nicola Troilo

Nicola Troilo's Installation
Under the supervision of Dispari e Dispari
Inauguration 3rd February 2007
Official Exposition from February 17rd until 18th March
Gallery Dispari e Dispari
Via Monti 25
42100 Reggio Emilia

Atelier " Raggio di luce"

Opening 3rd February 2007

Center International "Loris Malaguzzi"

Via Bligny 1/a

42100 Reggio Emilia

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