

ITALIAN RENAISSANCE

THE START OF A NEW ERA

Under the supervision of KALIMERA and RED PUBLISHING



THE IDEA: creativity and development

Everything started from a book that is not a book, but is a project: *Italian Renaissance* created by Kalimera, communication agency (www.kalimera.it) together with Red Publishing (www.redonline.it), editors from Modena.

Italian Renaissance is a collection that gathers artworks of the most interesting Italian graphic designers and breathes out of the experiences of Kalimera throughout the whole Italian graphic design panorama and the comparison to what is taking place in Europe and around this new world and it's a new form of expression.

Graphic design in Europe is now recognized as a standalone discipline. It's completeness that assumes in its excellence the status of art, reaches to influence the trends in cinema, fashion and TV.

Observing the events of annuals, shows and critics on European level, we asked ourselves: why not in Italy? What is the obstacle that holds back our graphic designers to have the visibility they deserve?

We asked ourselves if it was the lack of quality or maybe the lack of culture, but *Italian Renaissance* demonstrates that is not the quality of our graphic designers that we are lacking. For this reason we decided to stop being rhetorical and become active, creating some movement to get this culture out.

Looking around we found open and creative minds, expert and dynamic professionals. We have talked to them about the project of creating a connecting net, bridges between all of us; and it was natural to be a part of it.

We all wanted to belong to it. The book was born.

The **28 Graphic Designers** that have participated are:

Ackurat
Air Studio
Aspirine
Roberto Bagatti
Balena Corporation
Lorenzo Banal
Fabio Berton
Canefantasma
Deadink
Dinamo Project
Dokhaus
Emmaboshi
Eramaxima
Matteo Guidi
Happycentro+Sintetik
Kalimera
Limiteazero
Matitegiovanotte
Manuel Musilli
Otolab
Federico Pepe
Gianni Rossi
Fabrizio Schiavi
Shameless
Shindra
Claudio Sinatti
Temecula Design
Tokidoki/Simone Legno

The most recent studies of the development of the economical districts are linked to the idea of **Richard Florida** (University of Pittsburgh) concerning the growth of the new creative class, which means that the development of a territory is directly linked to the level of creativity of the territory itself.

No matter what the work force they belong to, some people give a unique contribution to the economical network, contributing to it's growth in a manner than no other kind of intervention could.

A high level of creativity gives the bases for a solid and lasting economical development.

Creativity, innovation and authenticity represent the basic and distinctive elements of the cultural industry, as well as the main factors that contribute to aggregate spectators.

The **Authenticity** is the characteristic of a product or an institution that produces a cultural good, that makes such a product or institution strongly linked to a determined cultural context.

After these considerations we decided to develop an exposition that would have transferred the graphics gathered in the book "*Italian Renaissance*" to the walls of an exposition site, in order to set the bases to create a new sensibility and culture around this art, starting from our territory and aiming to arrive all over the world.

THE PROJECT

“Italian Renaissance” didn’t remain on a shelf, it became an exposition.

An exposition of the contents of the book in maximised size. An exposition that is not just a static, linear and homogenous, but a togetherness of expositive shapes and disciplines, that blend naturally, because we have always believed that the contamination of the expressions was a source of richness, that the visual disciplines could not be divided from the communication in defined segments, but that super-positioning should be accepted and favoured.

“Italian Renaissance” is an event with the fundamental idea of contamination between media and languages, art and commerce; because we would like to try to carry not a monumental logic, where art and audience have defined roles. We want to promote the movement logic, where design and paper, graphic and curtains, video and interaction are.

Together with **Typevents**, an international company, specialized in organizing events and services such as: event organization, marketing, public relations for graphic design and communications, we are developing a city-net that will host the exposition

Reggio Emilia	Italian Renaissance	03/24.02.2007
Bologna	Accademia di Belle Arti/Conferenza Imagine it!	22.03/05.04 2007
Roma	Italian Renaissance	25.04/06.05 2007
Firenze	Italian Renaissance	15/22.05 2007
Berlino	Internationales Design Zentrum	01/15.06 2007
Verona	Italian Renaissance	23.06/01.07 2007
Seattle, USA	Design Conference	01/05.08 2007
Francoforte	Buchmesse	October 2007
Birmingham	Plus Conference & Expo	October 2007

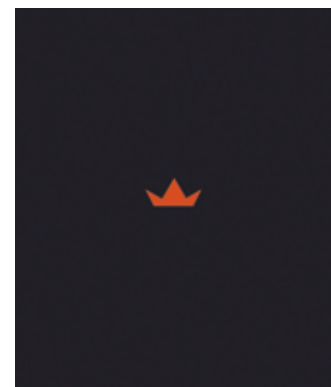
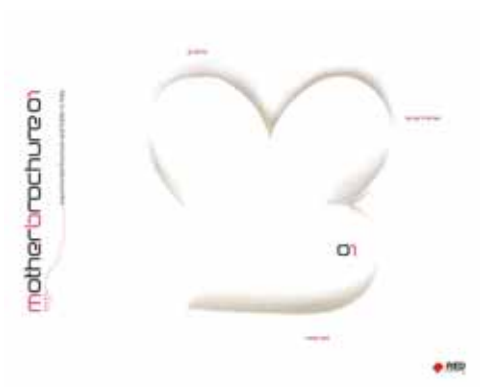
THE EDITORIAL PROJECT

Italian Renaissance is part of a larger editorial project, since the idea is to add value to the Italian design, exposing it both in Italy and abroad.

Following this line, other titles were already published. “*Package design in Italy: phase one*”, compilation of packaging designs created by various Italian agencies, and “*Logomania*” that collects the best of the brands and logotypes made in Italy (www.redonline.it-www.kalimera.it/book-o-rama/)



We are also in the process of creating: “*Mother brochure*” and “*Kalimera monografia*”.



“ITALIAN RENAISSANCE” EXPOSITION

Reggio Emilia

February 02nd - 24th 2007

What’s going on in REGGIO EMILIA?

In Reggio Emilia the show will take place at three sites that are in the territory and part of the architectural and industrial recovery program.

- FONDERIA
- OFFICINA DELLE ARTI
- GALLERIA DISPARI E DISPARI

The dates will be dedicated to the creativity, economical development and to the territory, with conventions, expositions and “contamination”.

FONDERIA

February 02nd - 24th 2007

In Fonderia the XL exposition will be hosted, and during the opening-day some collateral events will be taking place, with the presence of Otolab, Ministero della Grafica and Limiteazero.



2nd of February 2007

Press Conference

Site: Fonderia

via della Costituzione, 29

Time: 11.00

3rd of February 2007

Convention “Creative City and Economical Development: what’s the contribution for Reggio Emilia?”

Site: Fonderia

via della Costituzione, 29

Time: 11.00

with the participation of :

Graziano Delrio Mayor of Reggio Emilia

Federico Grilli President of Aterballetto

Luca Molinari Architect and Critic

Mauro Degola Secretary Legacoop

Giordana Rabitti President of Reggio Children

Alessandro Marani Creative Director of Kalimera

Fabrizio Montanari Professor of the University of Modena and Reggio Emilia

Nicola Bigi University of Bologna

Topic of the Convention: the relationship between the level of creativity in a territory and the growth of the creative class as driver of the economical development, without considering the occupational factor.

How to attract these individuals?

It seems that tolerance, cultural life, and artistic expression are the determinative factors up through which talents chose where to live.

How can Reggio Emilia answer to this global request of talents?

This event intends to become a moment of encounter and confrontation between institutions, companies and associations of category to begin to re-think a possible model of development of Reggio's economy. The development is not to be thought simply in terms of decrease of the labour cost, optimization of the resources, but as the contribution of the "creatives". That is to say, the workers that no matter which workforce they belong to, they contribute to the economic growth in a manner that no other kind of intervention could.

This high level of creativity means that in one city we have a high concentration of subjects defined as "creative", the problem is how to attract them.

The outstanding situation about these subjects is that, first they chose the city they want to live in, and only as a second step they chose their job position.

For this reason, it turns fundamental to study the cultural web of a city. Such is the source of attraction for these subjects, for so, the bust of the economical development.

A couple of years ago, investments in culture were considered a surplus linked to cities or regions particularly rich. Now-a-days this trend has changed, and investing in culture is not anymore a simple positive matter but the main action to warranty a long-term economical development. In fact investing in culture will bring positive effects upon the "industrial" structure linked to the "cultural" sector. Attracting talents has positive effects on the whole economical and social structure.

In this event we aim to focus the issue on the investments in design, graphics, new communication methods, all as cultural forms, since every factor could produce economical development outside of the structure in which they operate.

Opening of the “*Italian Renaissance*” exposition

Site: Fonderia

via della Costituzione, 29

Time: 16.00

with the participation of:

- Ministero della grafica

(www.ministerodellagrafica.org)

After their incursion in New York with their exposition “501 punti di design” (501 points of design) will be present exposing some of their pieces. The idea is that the graphic project manager assumes a fundamental role in a strategical discipline and becomes an interpreter of the changes that society is facing.

- Limiteazero

(www.limiteazero.com)

Limiteazero will participate bringing some of their installations to Reggio Emilia. Limiteazero is a Milan studio, well-known world-wide in the digital interaction field. Their works include architecture, mathematics, graphics, fashion, art, design, electronic music and find expression in equipment and installation that put men, machine and environment to a new interrelation.

- Dj-set Dj Rocca (Maffia)

Time: 20.00

Themed Catering

Time: 21.30

Performance IRRS

Italian Renaissance Render Sound, sperimental project

Performance Otolab

A purely Milan team, that has participated with live-set and installation in events scattered throughout Italy. The team is made out of the various professionals: graphic and web designers, painters, architects, engineers, jazz musicians and even a composition master from the music conservatory. The Otolab are pioneers in Italy of the discipline that unites video and audio. (www.otolab.net)

GALLERIA DISPARI E DISPARI

Opening Nicola Troilo Exposition

Pictorial work of the artist Nicola Troilo

Site: Galleria Dispari e Dispari

Via Monti, 25

Time: from 17.00 to 20.00

The official exposition will take place from February 17 to March 18th

Time: from 15.00 to 19.30

OFFICINA DELLE ARTI

February 3rd - 24th 2007

Opening Kalimera Exposition k10

Site: Officina delle Arti
via Brigata Reggio, 29
Time: from 17.00 to 20.00

The exposition presents an environment of various formats and dimensions of the works performed by Kalimera throughout ten years of activity. Everything “contaminated” by video-imaging and multimedia.

Kalimera is a communication, design and advertising agency of Reggio Emilia, founded in 1996. Since then 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 were part of a publication that Kalimera presented in fall 2006 in Frankfurt. The book that contains a dvd with the video development (Two-times winner of the gold award at the video section of ADCI) will be presented in this occasion as catalogue. This monographic document is one of the publications that belong to the editorial project developed together with the editor Red Publishing.

CENTRO INTERNAZIONALE LORIS MALAGUZZI

February 3rd - 19th 2007

3rd of February 2007

Atelier “Raggio di Luce”

Prototypes of interactive equipment, in order to test some light phenomenon

Site: Centro Internazionale Loris Malaguzzi

via Bligny 1/a

Time: from 18.00 to 20.00

19th of February 2007

WorkShop “Creativity and Contamination: New Scenarios”

Site: Centro Internazionale Loris Malaguzzi

via Bligny 1/a

Time: from 17.00 to 19.00

with the participation of :

Giovanni Piazza Reggio Children

Roberto Bagatti Creative Director of MTV

Alessandro Marani Creative Director of Kalimera

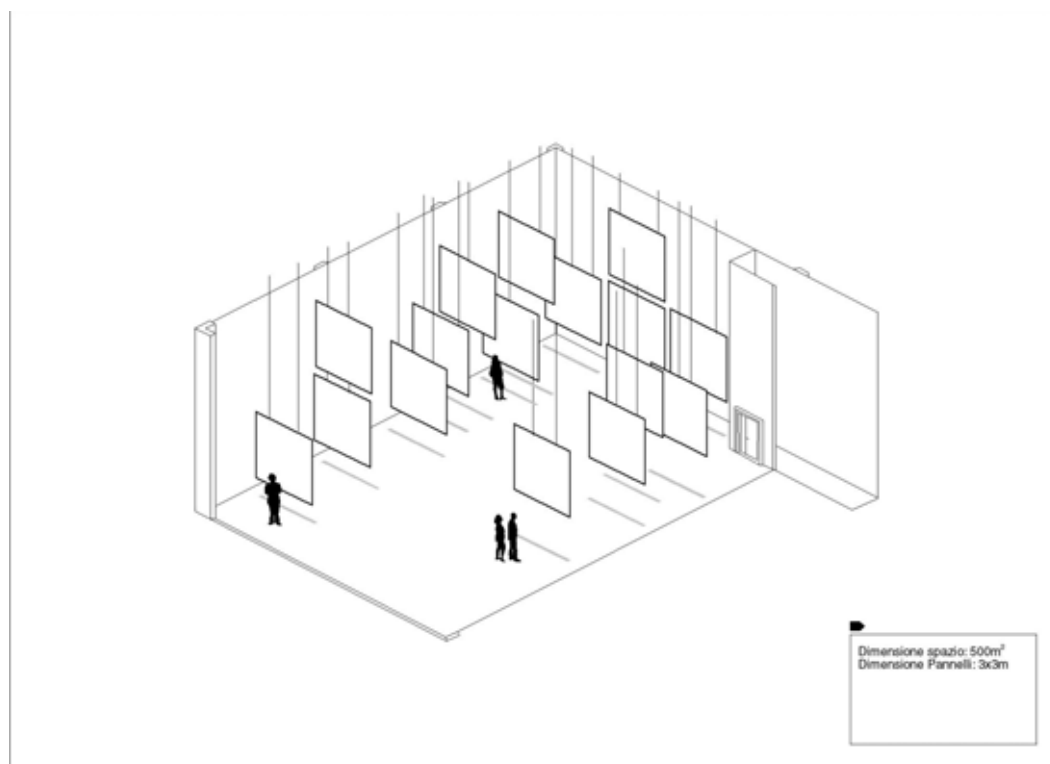
Silvio Mondino LimiteaZero

Federico Galvani Happycentro+Syntetic

ITALIAN RENAISSANCE on tour

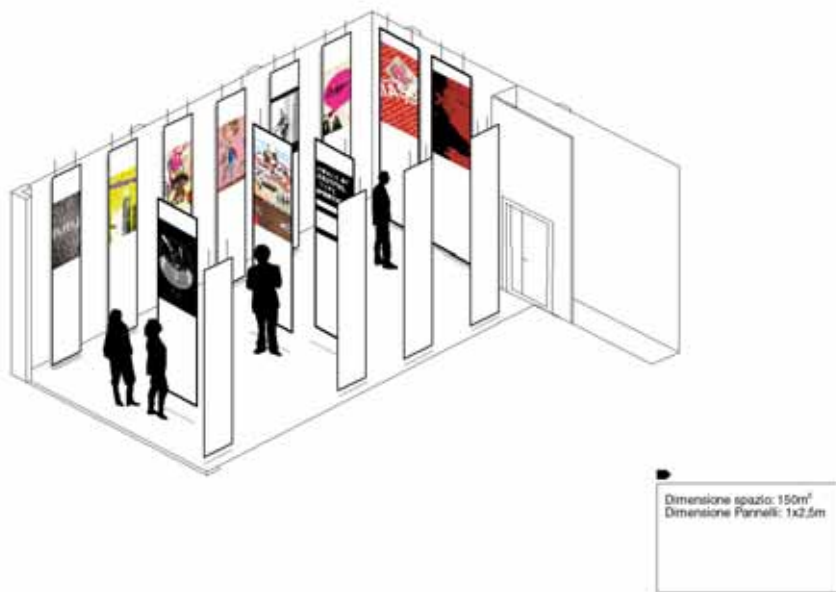
The cities that will chose to host the exposition will receive the following materials:

- **Expositive materials:** there are three versions of the exposition, hereunder describe according to their dimensions:
1. **XL:** 28 cloths with the graphics of Italian Renaissance in large dimensions, about 10m^2 arriving to a height of 5m, printed on different materials: PVC net, PVC net Silver, PVC frontlit, FLAG, POLICARBON (transparent). In order to host the exposition, the location/site should be provide least 500m^2 , giving a height of at least 5,5m;



ITALIAN RENAISSANCE on tour

2. **L:** reduced version of the XL exposition, reproduced on cloths of smaller dimensions (2,5m x 1m);



3. **K 10:** cloths and panels of various dimensions and video clips hosting the graphics present in the book “*Kalimera Monografia*”, produced in the same material above mentioned;
- **Book shop:** hosting various titles, first of all “*Italian Renaissance*”, in this occasion catalogue of the exposition, as well as other books published by Red Publishing and Kalimera: “*Package design in Italy: phase one*”, “*Logomania*”, “*Mother Brochure*” and others;
 - **Extra:** we have also created a series of gadgets (*t-shirt e pins*) featuring the *Italian Renaissance* that will be available during the exposition;
 - **Conventions:** there is a possibility to export two convention formats. The first one, related to the role of the **authenticity** in the cultural industry. The second one related to the **creativity**, considering that upon the presence of an elevated creativity level it gives us the bases for the economical and social development (see attached files: authenticity export and creativity export).
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