

A Better World

Evento Collaterale – 13. Mostra Internazionale di Architettura
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COMUNICATO STAMPA

< A Better World >

Talks, Shows, Lectures, Workshops at Serra dei Giardini
Collateral Event of the 13. International Architecture
Exhibition – la Biennale di Venezia

OPENING: 27.08-5:30PM THE GREENHOUSE LECTURE: Cameron Sinclair
VERNISSAGE by invit. only: 29.08-6:30PM FLYLIGHT-Studio Drift
site-specific installation
viale Garibaldi 1254 - 30122 Venezia - Castello Tue-Sun 11AM -9PM

Set design: Alfred von Escher / LEFTOVER

Curators: Alfred von Escher, Raffaella Guidobono/studio427-Palermo
with Michela Intra e Paolo Rosso/Microclima-Venezia

PRESS CONFERENCE 27.08 - 3:30PM-6PM /// info:www.studio427.it

On the occasion of the 13. International Architecture Exhibition- La Biennale di Venezia - the collateral event <A Better World> turns the Greenhouse venue "Serra dei Giardini" in an ideal place to explore and foresee a promising future. Studio427 promotes socio-cultural experiences, addressing creativity as a practice to inhabit public spaces with advocacy for quality design. Under the theme of the 13 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 here the idea of coworking 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. The Grand opening on 27 August is the Greenhouse Lecture by Cameron Sinclair, CEO of Architecture for Humanity, a non-profit organization that seeks architectural solutions to the crisis of developing countries and brings the expertise of designers in underprivileged areas. The Greenhouse Program curated by Raffaella Guidobono with Michela Intra and Paolo Rosso, alternate kids activities for children with weekly Lectures on sustainable future by architects Michel Rojkind, Raumlabor, Insula, Atelye70, ps+a, AlterstudioPartners, Valerio Paolo Mosco. The themes of transformation of industrial spaces out of scale, the re-evaluation of historical buildings, the new paradigms for creating values in contemporary culture not only meant as contemplation but as analysis of good practises and winning management models, is the focus of several days of talks, such as the Committee Casa Bossi in Novara, and the "Rescue Cities Mission" Conference with interventions of Luisa Bocchietto/ADI, Alessandro Ferlito, Vladimiro Boccali, Giovanni Lanzone, Francesco Morace. The return of agriculture in the city is the Lecture by Aldo Cibic on October 8 and the discussion is handled also on December 10 by the talented Architect Paolo Pejrone with Cinzia Ferrara/AIAP. Sustainable project developments are illustrated by Kmzero

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Road with Giulio Ceppi, Steve When and Mario Spinelli. On Nov. 9 Jana Revedin speaks about "urban acupuncture", Esther Giani describes with Luca Sampò the Natural form in architectural projects in Africa and in particular Gando school designed by F.D. Kéré in Burkina Faso. For the the exhibitions section 29 August opens the site-specific installation Flylight by Studio Drift with a small area in the show dedicated to their first Project FragileFuture3, made of LEDs and dandelion heads transformed into light. The incursion of Farm-Cultural Park by Andrea Bartoli is for August 31, while on September 1st the Live Social media contest on The primitive dwell is organized by The Plan magazine and curated by 515 creative shop agency. The site-specific project Improvise Options by Domenico Argento opens on September 17 with 30 orchestra sound projectors, 30 megaphones low-tech that redesign the space with the orchestration of Luca Lo Bianco. In October and November the exhibits <Another Terra-Italian Landing>, <Homelessdesign Serra Award> and <Detour- The Moleskine notebook Experience> and <Material Connexion> are the unseen versions of existing travelling projects, now adapted for their Venice step. The workshop "Somethinging" on the substance of "doing" curated by Raffaella Guidobono, in partnership with Moleskine, are designed to ponder on what's in your analog cloud in a digital age. Between Design, Architecture and Movie tutors are: Maria Sebregondi, Gianni Canova, Ugo Parodi Giusino, Barbara Brondi and Marco Rainò. The workshops series open on September 5 by BCXSY duo and Alfred von Escher with the Salsaday collective working station for the production of kitchen tools and real tomato sauce upon the Sicilian tradition. Handedness and craftsmanship are also at the heart of the launch of the Volumes "Ispiration and Process in Architecture" published by Moleskine with new monographs by Wiel Arets and Cino Zucchi curated by Matteo Schubert and Francesca Serrazanetti. The presentation of the book Futuro Artigiano by Stefano Micelli published by Marsilio is one of the alternative themes of the "Made in Italy" conveyed by the "TRL - The Renaissance Link Association", with an entire day dedicated to "the makers", companies, teachers and photographers. The Serra dei Giardini di Castello, built in the Art Nouveau period, used to host the palm trees and other decorative plants in use at the coeval International Art Exhibition, now getting closer to the city, under the theme chosen by David Chipperfield, will extend its opening hours to the public. On the evening of September 5 presents the World Premiere documentary film "Lo Zucco: The wine of the son of the King of the French" by Lidia Rizzo with a talk with Architects Dalpiaz+Giannetti, Massimo Lentsch and the oenologist Salvo Foti. The 108 hours film Kourva47 by John Clayman and Amikam Toren curated by Paolo Rosso will be projected on the Greenhouse Facade 4 hours every night, in progress. The show Guwahati Bamboo walkway by Indrani Baruah, Emilio Fantin, Paolo Rosso and William West, in collaboration with Periferry laboratory. On September 18 Giovanna Velardi present Prosperity, a contemporary dance performance. At the end of September Block10 projects films about surfing. ArchiworldTV presents films on Architecture from 1910 to Now. StudioRoulotte is the Caravan recording studio curated by Michela Intra. Abadir Catania organizes a conference with Stefano Mirti on September 26. On November 23 Finissage with Raumlabor-Berlin and on November 24 Videomapping curated by THE HUB Siracusa. **Thanks to: Moleskine, LEFTOVER, Rezina, Fiberline FCG, THE PLAN, CASE DA ABITARE, Wirtgen, atelier italiano, Casa Bossi Novara, Gazzotti, Tenuta di Castellaro.**