



Press release

Milan, March 2023

**ON THE OCCASION OF MILAN DESIGN WEEK 2023, A NEW CENTRE DEDICATED TO RESEARCH DESIGN AND ART IS BORN IN THE BARONA DISTRICT: THE RODOLFO FERRARI FOUNDATION WILL HOST THE LABÒ PROJECT, CURATED BY THE DESIGN BLENDER AND ALISÉE MATTA.**

**From 17 to 20 April 2023, the creations of over forty designers, companies and international art galleries will be on display in an industrial setting with a strong expressive power.**

**LABÒ** is the new cultural project promoted by the **Rodolfo Ferrari Foundation** within the **SPA - Società Prodotti Antibiotici** - building in **via Biella 6** in Milan.

In synergy with the essence of the place, called to **research in the medical field since its foundation in 1947**, **LABÒ** is a **laboratory** that expresses itself in its true essence: an **experimentation process** that starts from an idea or a *concept* to become a product or an artwork.

The workshop is the distinctive theme of the project: the **physical space** in which visitors will be welcomed along the exhibition path, and the **intangible space** of a creative investigation that materialises in the design *editions* presented.

**LABÒ** was born from the will of **Alisée Matta, president of SPA and of the Rodolfo Ferrari Foundation**, with the aim of making **expressions of science, culture and art coexist in the same historic industrial building**.

As stated in the **manifesto** of the Rodolfo Ferrari Foundation, in fact, “**scientific and artistic research** use different methods and languages, but **share the same desire: to make the invisible visible**. On the one hand, there is the scientific method that is made of rigour, of reproducible and certain processes; on the other hand, the artistic method, which works with visual associations, experiments in a free way, measuring itself with the indeterminate, with events not necessarily rational. The two researches, apparently so distant, have one **element in common: intuition**. It **opens to change, moves sensitivity and consciousness**”.

The **curatorship of the project** has been entrusted, thanks to their long experience in the field of **design consulting**, to **The Design Blender - Elsa Lemarignier and François Leblanc of Cicilia** - and **Alisée Matta**, with the aim of **promoting creativity and research design of international firms**.

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*“The otherness of forms and the sensations transmitted by this exceptional place were the main inspiration of this project. **Research becomes a source of creation** in a path of innovation between yesterday and tomorrow, between art and know-how, in which **the designer is at the centre of the process**”, say the curators Elsa Lemarignier and François Leblanc of Cicilia.*

After overcoming the **“time” capsule effect** arising from the architecture of the place, the visitor will be quickly captured by the **expressive power of the spaces: four buildings spread out like a small modernist village**, isolated from the chaos of the city.

The exhibition opens in **the Foundation’s laboratories** with the exhibition called **Studio of Colors**, conceived by **Lyne Cohen-Solal** and **Marco de Rivera**, which **investigates the theme of colour** through the production of fifteen designers and artisans.

In the spaces that have hosted cutting-edge pharmaceutical research while preserving the instruments of the time, **research on the processes of processing raw materials with a view to eco-responsibility and energy use** will be shown. **Furniture, glass, jewellery and everyday objects** show how colour is the result of a creative process, excellent *know-how* and, above all, passion.

**Relax**, a place originally intended for the **company’s employees’ recreational club** and for **the storage of raw materials**, and **Eletrico**, an area that was used in the past for pharmaceutical production, will welcome a selection that includes **premium and collectible designs**, featuring **limited editions and unique pieces**.

The boundary **between design and art** is shown in more detail within **Eletrico**, with an **exhibition dedicated to the design works of the surrealist artist Roberto Matta**. The creative process, from the *concept* to the real making of a piece of furniture, is told by connecting the drawings and prototypes of Matta and the reissues designed by **Paradisoterrestre**.

**Town Hall** concludes the tour, which is an environment originally used as a company warehouse and, on the occasion of the exhibition, an ample space dedicated to **collectible design** that sees the presence of companies specialised in the conception and production of furniture and accessories.

A **food and beverage** area will be set up by **Tramezzino.it**, partner of the exhibition, which in its *truck* will provide **plant-based** sandwiches and courses inside its truck, with a focus on more sustainable food.

Through an alternation of furnishing collections, artefacts and works of art, **LABÒ investigates the know-how of international designers, artists and craftsmen**, who recount a **historical period of fifty years, up to the contemporary times**, with a **selection of emerging talents**.



**LABÒ** thus becomes a **moment to exchange ideas, to reflect and promote research in the field of creativity**, a choral event in which art, design and experimentation come together to show unprecedented results.

### **Exhibitors**

ALEXANDRE LABRUYÈRE ° ATELIER JESPERS ° BAPTISTE MEYNIEL ° BIOBJECT ° BOSCO ° CARBONE 14 ° CAROLINE BESSE ° COLAAB ° CONSTANCE ZIEGLER ° COR UNUM ° DECHEM ° FLORENCE BOUREL ° GABRIEL CHARBIT EDITIONS ° HERVÉ OBLIGI ° JONATHAN AUSSERESSE ° MARIE LEVOYET ° MARION VIDAL ° MATIÈRE GRISE ° MATTEO TAMPONE ° OOUUM ° PARADISOTERRESTRE ° PASCALE LION ° PROFILE BY ° REDA AMALOU ° SAMUEL ACCOCEBERRY STUDIO ° SÉNÉQUIER ° SOLLEN ° SOUTHWAY STUDIO ° STEVEN LEPRIZE X ARCA STUDIO ° STUDIO ETIENNE BASTORMAGI ° SYLVIA FINIELS ° TANGERE ° VERONESE °

**PRESS KIT:** [press.rotajorfida.com/labò](https://press.rotajorfida.com/labò)

### **LABÒ**

**Milano Design Week 2023**  
**17-20 April 2023**  
**Fondazione Rodolfo Ferrari**  
**Via Biella 6, Milan**

#### **Opening hours:**

**17-18-20 April | 11 am - 7 pm**  
**19 April 11 am - 9 pm**

**Press preview: Sunday 16 April 2023 | 11 am - 5 pm**

**Cocktail: Sunday 16 April 2023 | 5 pm - 7.30 pm**

**IG @labo\_cultural\_project**

**#labo\_cultural\_project #laboproject #laboproject2023**

### *Company Profile*

#### **SPA Società Prodotti Antibiotici**

SPA Società Prodotti Antibiotici Spa is an all-Italian pharmaceutical company born in 1947 from the foresight and commitment of physiologist Rodolfo Ferrari and microbiologist Carlo Callerio, who had the aim of producing one of the first Italian penicillins in the immediate post-war period.

Since then, SPA has believed in the constant evolution of the relationship between drug and patient, through the study of concrete and effective solutions, in line with changing times and new emerging needs.



### **Fondazione Rodolfo Ferrari**

This Foundation was born from the desire of Alisée Matta, President of SPA and nephew of the founder Rodolfo Ferrari, to give continuity to the values and commitment of this great man of science, transforming what once were pharmacology and adjoining spaces into a museum area, now used for social and solidarity purposes. In an atmosphere suspended between past and present, the museum of the Foundation is a revisited industrial space, where expressions of science, culture and art coexist, able to transform a place dedicated to research, in an open space, where the scientific and artistic methods are contaminated to open up a new vision.

Within these spaces, the Foundation aims at honouring the memory of Rodolfo Ferrari by developing projects aimed at promoting social cohesion through educational, solidarity, artistic, and scientific dissemination through charitable initiatives aimed at improving the well-being of the community, the protection of cultural and environmental heritage.

These include the provision of scholarships for scientific research, museum tours for primary and secondary school children in the district, initiatives in support of patient associations, associations against violence against women, initiatives against environmental degradation.

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