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GENTUCCA BINI PRESENTS MISSCHIEFS AT FABBRICA BINI IN MILAN DURING SALONE IN A CROSSING OF ART, DESIGN AND CRAFT



Fabbbrica Bini, a space for creative experimentation and freedom, will host the Swedish feminist exhibition *MISSCHIEFS* in a staging of a multilevel experience driven by women in arts and design, in an international intersection of synergy between the founder of the space **Gentucca Bini** and the founder of *MISSCHIEFS*, **Paola Bjäringer** during **Milan Design Week 2022**. Fashion maverick Gentucca, the founder of Fabbbrica Bini and Italian ambassador of the *MISSCHIEFS* initiative, chose to host the inaugural exhibition to officially present the space during the prestigious **Salone del Mobile**.

Gentucca inceptioned the multi-purpose creative space as a cultural hub that serves as an atelier for her projects and a location to host events that resonate with the designer's philosophy and approach to work and life. Fabbbrica Bini is a platform that gives voice to projects in sync with her points of view, giving life to collaboration, production, and research far from the traditional work processes of the fashion and design industry. The designer, whose illustrious career has firmly sealed her name among the who's who of the fashion and design scene, comes from a family with solid creative roots - her grandmother, a fashion designer who created fashion-art collections in collaboration with some of the most influential artists including Lucio Fontana, and her father, an architect who curated Pierre Cardin's stores worldwide in the 70s. Her talent and out-of-the-box upbringing steered her path beyond the ordinary, always following her creativity rather than a set of rules. This is the mindset reflected in the establishment of Fabbbrica Bini.

Gentucca specifically chose *MISSCHIEFS* because of the shared synergies and values, not only between the space and the exhibition but also between Gentucca and Paola Bjäringer, founder of *MISSCHIEFS*. Gentucca has worked extensively in the past, both in Italy and abroad, on many projects that revolved around women on shared grounds with Paola's interest in women and their relevance in the design industry. The coming together of two intellectually independent women in an inclusive and feminist initiative actualizes an important vision where from artists to collaborators to curators, all share a common thread of embodying the punk and radical spirit of being who they are, feminist protagonists who excel at putting together irony and elegance. The choice of location also echoes the spirit of *MISSCHIEFS*, as the ex-factory of Italian shoe brand Superga, it was a site that has always been occupied by the women who worked there, a nod to its feminist origins.

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During the event, Gentucca's atelier on the first floor of the space will be opened to the public to showcase her 2000-piece strong brand archive, while exclusively for the occasion, she will be presenting a conceptual installation to showcase the collection. The special presentation will see all the pieces covered in white with labels stating the date and name of the collection, while the only items visible on display will be pieces that have been created throughout the years as a dedication to the celebration of women. These include the Pussybag, which was created to raise funds for domestic violence victims, and a jacket that was designed to reflect the form of a woman's body.

In addition to the archive, fifteen uniforms will also be on display. The uniform is an iconic item of Gentucca's brand as she was inspired by the very first women in history who wore them to work in factories. For the event, Gentucca will create 15 uniforms inspired by the 15 women involved in *MISSCHIEFS*, each unique to the dedicated female personality. The uniforms will be sold as one-of-a-kind design pieces, and part of the proceeds will be donated to the Swedish Women Association in Sweden.



ABOUT GENTUCCA BINI

Born in Milan in 1970, Gentucca Bini is a designer with an illustrious career that spans decades. She grew up among creatives who are legends in their own right - her grandmother Bruna Bini was a couturier with an atelier in via Montenapoleone who created the very first fashion collections with her artist friends Lucio Fontana, Enrico Baj, Arnaldo Pomodoro and Emilio Scanavino and some of the most relevant personalities from the art scene of the time. Gentucca's father, Stefano with his two brothers, was the architect who created the image of Pierre Cardin in the 70s, designing shops and buildings for the brand all around the world. These influences greatly inspired Gentucca's professional career. After completing her studies in architecture and industrial design between Milan and Paris and a decisive experience in Pierre Cardin's atelier, Gentucca became André Léon Talley's assistant. This led to Gentucca being selected by Karl Lagerfeld to work on accessories for the Chanel Autumn 1997 couture show. This marked the beginning of a close collaboration with Lagerfeld for Chanel and many other important brands, including Ferré and Blumarine, in creating and designing accessories for their catwalks in the seasons to come. That same year, in 1997, Gentucca launched her eponymous brand and has officially shown at Milano Fashion Week since 2003. In 2006, she took the Creative Director helm for women's and mens' collections at Romeo Gigli's brand; in 2009, she became the creative director of luxury Korean brand McM. In 2011, she was the creative director of ManteroSeta. She has been collaborating with Alcantara Company as a designer for special projects since 2014, while in 2015, she launched her Uniform collection, which is distributed worldwide. Since 2017, she has been collaborating with Bitossi launching her famous Vaso Mano, while in September 2018, Gentucca took on the architect role in the building of the Milanese Alcantara company headquarters as. Currently, she manages her own company and brand Gentucca Bini creating her own collection and special projects while collaborating with many prestigious brands to create fashion and design projects in

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her new Milanese headquarters, FABBRICA BINI, a 1930s factory turned district for design and research.

ABOUT FABBRICA BINI

An ex-factory from the 1930s in the Stadera district and former Milanese headquarters of Superga, Fabbrica Bini is one of the examples of great industrial architecture that is often hidden in Milan's courtyards. Fabbrica Bini was born in 2021 from a project by Gentucca Bini and her ever-growing need to create a place where the entire creative process is independent, from idea, design, prototyping, distribution, and communication to representation. Gentucca, who lives and works in the space, oversaw its revamp as an architect restoring the rooms to their original volumes while creating design and production workshops, sales and presentation areas. Part of her archive is available to fashion and design school students for research. All the "inhabitants" of Fabbrica Bini who work in the space wear work overalls made strictly in Massaua Klein blue from the uniform collection designed by Gentucca. The area is a factory in which daily life and work mingle, producing continuous synergies.

DATES/TIMES

PRESS PREVIEW

Sunday, June 5th | 10:00 – 19:00

OPEN TO THE PUBLIC

Monday, June 6th – Sunday, June 12th | 10:00 – 19:00

LOCATION

Fabbrica Bini – V.le G. da Cermenate, 18- 20141 Milano

**Metro Stop M2 – Green Line: Famagosta | Tramway #3 (stop: Via Meda/V.le D.da Cermemate)*