**ARTESANOS**

**A design for Life**

**Manufactura Peruana**

Location: Ex Cinema Casoretto

Opening: 8 aprile, h19

Esposizione dal 9 al 21 aprile 2024

**A project by Davide Fabio Colaci and Luisa Bertoldo featuring designers Maddalena Casadei, Giulio Iacchetti, and Zaven.**

The ARTESANOS Manufactura Peruana project will be shown for the first time at Cinema Casoretto during the Milan Design Week. This project will be hosted in a peculiar location: an old theatre in Milan reopened after almost 30 years just for this special event at Fuorisalone 2024.

ARTESANOS was founded in the 1970s in Latin America to support the voluntary activities of the Operazione Mato Grosso (OMG), a youth movement founded by Salesian Father Ugo De Censi. The movement has always sought to build a community liberated from poverty and misery through beauty and artistic expression.

Since its foundation, ARTESANOS' goal has been to provide food for the poor children of many Latin American communities, not only by providing them with daily bread but also by instructing and educating them in art, founding real artisanal schools for sculpture, carving, mosaic, weaving, glass fusion, and other artistic techniques.

Creating cooperatives to give them the opportunity to work independently or to be an active part of the educational structure for other young people. ARTESANOS today has a network of over 400 artisans and supports hundreds of initiatives between the Andes and the Peruvian coast, supporting schools, soup kitchens, hospitals, centers for assisting the disabled and terminally ill, orphanages, and many other social initiatives for the small or large communities where they operate.

The Renewal Process:

In 2021, a process of renewing the brand and the existing collection began, led by curators Luisa Bertoldo and Davide Fabio Colaci, who along with a team of volunteers and creatives started a journey of observation and rediscovery of the products within the schools and workshops (talleres).

The goal is to initiate a process that, through the collaboration of new designers, artisans, and volunteers, can activate a process of valorization of the predominantly manual working techniques. The aim is not to modernize the processes but to facilitate an exchange of knowledge capable of renewing and nurturing the culture of design for both the designers and the talleres.

This first selection seeks a new expressive code that can internalize the identity and material culture of a territory through the demands of contemporary design. Maddalena Casadei, Giulio Iacchetti, and Zaven are the designers who have accompanied us on this adventure through the design of new furnishings for our homes and communities. New objects with freedom of expression without a vernacular or ethnic constraint. Furnishings that reinterpret the echo of a material culture through bright colors, geometric decorations, and traditional forms.

"The work we are doing is not inherently original, but rather a process of editing between the memory of Andean artisans and the design of all the volunteers who over time have intercepted their work, layering signs and changes from a distant country with our culture of contemporary design." - Davide Fabio Colaci

The first pieces of the collection and the journey:

The first new collection is called ADB24 and retrieves and reworks some furnishings from the style office of Chacas (ARTESANOS' Headquarters at 4000m in the Andes) and its talleres scattered throughout Peru. To these furnishings are added the first projects by designers Maddalena Casadei, Giulio Iachetti, and the duo Zaven, identified to kick off this renewal.

The designers also took part in an "on the road" journey through the Andes, allowing them to get to know the reality of ARTESANOS and the operational communities on the territory. Their work was in close contact with the Peruvian community, which developed and engineered prototypes together with them for this first "manufacture."

The re-launch of the brand will also be accompanied by a documentary produced and directed by filmmaker and actor Francesco Mandelli and a reportage by photographer Alessandro Treves, travel companions alongside the designers and volunteers of OMG.

The desire to tell the story of ARTESANOS within an oratory perfectly adheres to the brand's solidarity and community approach, and the setting of the former cinema will enhance the contemporary lines of the collection.

The space will be inaugurated on April 8th with a big neighborhood party involving the local community, including the Latin American community of the neighborhood, with food and music linked to the countries of ARTESANOS Manufactura Peruana's creation.

The Location:

Cinema Casoretto is part of the Parish of Santa Maria Bianca della Misericordia in Piazza San Materno in the Casoretto district, formerly a fraction of Lambrate. This hall, with direct access from the street, has always represented the parish's desire to open up to the neighborhood, to involve the inhabitants to promote integration, and to become a reference point for social life. The building, originally a theater, has always been the epicenter of intense cultural activity capable of welcoming the migratory flows of the city, also thanks to the proximity of the former social center Leoncavallo, Radio Popolare, and a rich community of artists and galleries that have succeeded over the years.

After its closure in 1997, the hall continues to represent a reference point for the neighborhood even without its activity.

**Luisa Bertoldo:**

Luisa Bertoldo was born in Vicenza, studied in Gorizia, and works in Milan, where at the age of 28 she founded her communication agency. She has a holistic vision of communication, a world of art projects and creative content, where she brings experience, intuition, and empathy. Luisa's first steps in communication began at a very young age, learning to care for every detail: from typographic choices to technology, with a always global vision of the project. Today, Luisa brings her creative supervision to selected Italian and international projects that seek authenticity and credibility.

**Davide Fabio Colaci:**

Davide Fabio Colaci lives and works in Milan. He studied in the Faculty of Architecture in Porto and the Polytechnic University of Milan, where he graduated and obtained a PhD in Interior Architecture and Exhibition Design with Andrea Branzi. He is a design professor at the Polytechnic University of Milan. In 2012, he founded his studio with the aim of interpreting contemporary habitat by investigating the forms and spaces of change. He is the creator and curator of exhibitions and art director for multiple design brands.

**Giulio Iacchetti:**

An industrial designer since 1992, Giulio Iacchetti has won two Compasso d'Oro awards. In 2009, he was awarded the Innovation Prize of the President of the Italian Republic for the Eureka Coop project. In the same year, the Milan Triennale hosted his solo exhibition: "Giulio Iacchetti. Disobedient Objects." Always attentive to the relationship between artisanal reality and design, in 2012 he launched Internoitaliano. He is the creator and curator of exhibitions and art director for various design brands. In 2023, he founded the brand "Il Tornitore Matto" with Alberto Alessi.

**Maddelena Casadei:**

Born in Forlì, Maddelena Casadei earned her degree in Architecture from the University of Ferrara with experiences in Sweden and the United States. She obtained her MA in design from the Domus Academy. From 2004 to July 2012, she collaborated with James Irvine, giving her knowledge and vision international exposure. Since 2017, she has operated her own studio in Milan. She has a design approach linked to continuous personal exchange with clients, technicians, etc. She works on products, installations, and art direction and teaches as a guest professor at various universities, including Ecal in Lausanne, Switzerland.

**Zaven:**

Zaven is a studio founded in 2008 by Enrica Cavarzan and Marco Zavagno. Based in Venice, it specializes in product design, graphics, installations, and art direction. For Zaven, design is an analytical process: each project originates from research, and the final product represents its synthesis. Whether it's a usable object or visual communication, Zaven's work always aims for formal clarity and sustainable ethics.

Ufficio Stampa

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