

## Evento Young Italy? Y.E.D!

**Edited by:** Walter Vallini and Antonello Andrea D'Egidio  
 in collaboration with Giulia Girotto

**bevisible+** through the concept **Ethic more Ethic** presents a series of shows in 2012 and testimonies about this particular topic and the first appointment is at the Milan Design Week in April. **bevisible+** promotes the message **Ethic more Ethic** as a concept of new life style more correct and concrete that looks with hope to a future of better life than today. The purpose of **bevisible+** is to research and propose new objects designed to improve the life not only daily but day by day to improve our environment, save energies and be socially responsible for the future without forsaking the aesthetic concept of "beauty".

In collaboration with the Cultural Association **Nuovo C.I.B.** (Center International of Brera) - Milan **Brera ZONE** - Via Formentini - very special cultural location situated close to **Accademia di Belle Arti of Brera**, the aim is to present to the general public of Fuorisalone 2012, a conceptual reflection on the modern "urban world" oriented towards sustainability manager.

The Event / Exhibition:

**Young Italy? Y.E.D!** (Young Design Ethic) wants to be a great showcase of new ethical all created by young Italian talent. The acronym Y.E.D! is the bearer of important concepts that will build the future of our society (youth - the future - Ethics - innovation and design) that despite our contemporary moment of social and economic crisis, wants to look at the most promising young designer to grow and to bring out the value of our "made in Italy".

The exhibition **Young Italy? Y.E.D!** is conceived by most installations each dedicated to a young designer or collective that illustrate a specific story of experiences and activities through objects, video, conceptualized ideas into drawings and sketches that are making change through the contribution of these actors, the face and habits of our daily lives. Each project is thought of as "Work of Art", able to communicate a strong ethical thinking "that involves the visitor to a new concept of design that respects the environment, the life and welfare of each of us, in short, a powerful means of "new wealth" that leads to an eco-integrated experience between the individual and the environment.

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## Profiles of the editors

### **arch. Walter Vallini - profile**

Architect and art-designer was born in Rome, he studied in Florence. It deals with architecture, interior and art-design. In 1989 he received the IDIA Award in London, works by Vallini have been presented in several exhibitions nationally and internationally and were published by major magazines and publishing houses. He currently lives and works in Turin, Berlin and Tuscany. He oversaw the design and preparation of exhibitions that promoted the Italian design in the world, "Interni Italiani": Lisbona Sociedade Nacional de Belas Artes, Praga Cappella del Santo Carlo Borromeo, Berlino Tacheles Kunsthaus, Copenhagen Istituto Italiano di Cultura; "Bright Objects & Cross Dialogues " Lisbona Galeria do Exposicoes do ISCTE; "5+5" artist + architects - Museu da Agua - Lisbona e Galeria do Palacio Biblioteca Almeida Garrett – Porto.

### **dott. Antonello Andrea D'Egidio - profile**

Entrepreneur, university lecturer and consultant in communication and marketing. He has collaborated on several publications and research in the academic field. Head of thematic sections of magazines, the publications of its AZ-Franchising, The Furniture Industry, today Italy, etc.. Coordinator and Director of Post Graduate Courses and Master in Marketing, Sales and Events for the European Institute of Design, completes its professional activities as a - coach - in the area of motivation and aptitude for business entities and associations. It 'was for years the business manager for major corporations. Born in Zurich, graduated in Economics at Bocconi University in Milan, has a Masters in Business Administration. For over 15 years dealing with strategy and vision communication, promotion and positioning of Corporate Brands and Events.

### **Collaborator arch. Giulia Girotto**

She studied architecture in Turin and Vienna, where he developed a particular focus on the material aspect of the 'object and the project. During 2011, he presented his first design work, including the LED lamp: Frilla. The collaboration with bevisible+ began with the exhibition "...naturalmente design" Abitare il Tempo - Verona 2010 and 2012 Fuorisalone present two collections of objects designed four hands with the architect Walter Vallini.

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INTERCULTURALE  
ECONOMIA E SOCIETÀ



press release

bevisibleplus.com

**bevisible+**  
envisioningproject®

## Company Profile

### ABOUT US

**bevisible+** is a team with interdisciplinary skills able to provide visibility to the brands that represent innovative projects ideas and. We give value companies, the uniqueness of their products and the excellence they bring in the market. The brand **bevisible+** is an organizer and producer of integrated communication activities with high media visibility of conventional and unconventional media.

### CONCEPT

**bevisible+** was created with the aim to overturn the definition of place-Prince does not proceed. The focus is centered on the concept that within the same non-places, you can create places where the individual can feel safe, interact and live their world. The brands and companies we represent, are the expression of this ambitious and fascinating project.

### ACTIVITIES

**We develop** marketing strategies and communications, market research, business plans, branding development, design and implementation of events. **We design** architecture, exhibition and set design, interior and industrial design, packaging, media exhibition stands and banners, graphics and corporate identity. **We develop** innovative technology solutions and interactive, Web 2.0 and Web TV solution. **We offer** catering and banquet services, food & wine selection tailored to each occasion and chef management.

### MISSION

In sectors even more competitive and at the same time with a demand ever more dynamic and unpredictable, **bevisible+** has the aim to make differently visible all the companies, organizations and associations wishing to emerge on the market positioning their brand value strategically.

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## Designer partecipanti



TOTEM - library

### Bazzi Design

Luca Bazzi is an architect who has inherited a small factory producing furniture "style". During these years he has designed a collection of furniture in which has combined the contemporary aesthetic culture and the quality of materials and end products mediated by the generations that preceded it. For the Fuorisalone 2012 he presents ESSE the bookcase in brushed steel, where the structure and the design are given by the intersection of two geometric patterns and the bookcase TOTEM, a monolith carved by skilled hands, in which voids and full are in the right balance. It will be also presented a new project: ALBERO.

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## Designer partecipanti



Salami chair - bench

### Luca Bornoffi – [lucabornoffi.com](http://lucabornoffi.com)

Entrepreneur, born in Mantua, October 28, 1980. For his great passion is specializes in Interiors at the European Institute of Design in Milan, now is painter and designer. His articles of furniture are based on three simple concepts: deep love for wood, recycling, be kinder to the environment and nature, being born and raised in the countryside, hence the idea of always using materials natural and alive as the wood. Today, our designer, wants to introduce the Salami Chair , who was born from the desire to create a bench, recycling an old oak beam from a renovated building on his farm, adapted to create a bench, very practical, thanks to the presence of rotating wheels, and two seats obtained from the recovery of two chairs.

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## Designer partecipanti

### Alessandra Borzacchini – ornaments.it



Table GRANDERAME

From 2007 he worked on design projects which affect more self-tables, in which texture composed of different materials: wood floors of old, naturally regenerated with oils and waxes, with applications of metal, plaster, resin, earthenware ... The materials are recovered, used for functional and aesthetic purposes, according to the philosophy of "ready made". They are all unique, small tables like jewelry artist, but affordable, thanks to self: why the "beautiful" must also be democratic. In this perspective, her study and practice of ancient decorative techniques, such as painting on boards, or on porcelain, gilding, stucco, faux marble, affresco, combined with more modern materials like acrylic paints and resin, flew naturally in her own interior design brand : ORNAMENTS.

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## Designer partecipanti



chair - Dissolve

### **Gennaro Comunale – gennarocomunale.com**

He currently works as an architect in Naples, but in his creative laboratory in Cardito creates objects of art-friendly design. The same author defines his works furniture-sculptures that come to life in the most total rebellion against the rigidity that the dictates of society often impose. The works are all unique handmade. The furniture structure is made mostly of poplar (poplar cultivation is the only example of arboriculture noteworthy in Italy) and often born from the reuse of wood waste found at the carpenter's place.

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## Designer partecipanti



Roll 60 - chair

### Design Provvisorio

The projects, when they depart from matter and its properties, trying to respect the physical qualities, the expressive power and simplicity of form and execution, with a focus on reuse of materials. The aesthetics and functionality should be implemented immediately, to ensure that the designed object fits naturally into the lifestyle and daily behavior.

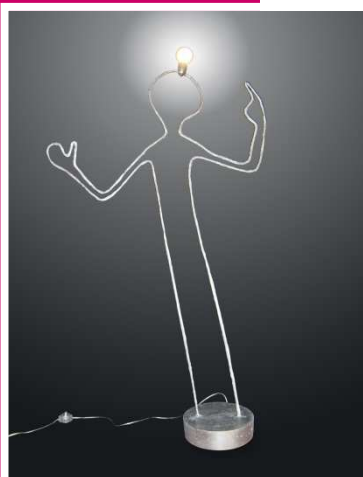
DESIGN PROVVISORIO is a collaboration with TRE COLLI spa, a company that manufactures industrial brushes. The basic idea is to create products that use materials available in the same company, without them being altered, thus, once sold out the task of temporary works designed, they can return to their original function. A sort of trans-design: objects and materials that are transformed to permanent or temporary needs depending on where you want to stop the creative process.

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## Designer partecipanti



Lamp - EUREKA

### **Roberto Molino – robertomolino.it**

Born, studied, worked, create in Turin. After working for eight years as a restorer of architectural heritage, became a painter of movie sets the scene: the creative path continues and he continues to draw, paint, create furniture and lighting. Participates in several art competitions and design. Research reveals some keywords: art, crafts, creativity. Begins a new path: he teaches design and modeling. After four years, begin to make sense of the continuous play with colors and materials, and all the manual work, artistic and creative. Today it applies as a creative designer. The search continues ...

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## Designer partecipanti



**Table NAR**

**NAR – massimo ferrando.it – granbego.com**

The artist Massimo Ferrando designs and creates objects characterized by a strong symbolic value and metaphorical refer us to an archaic past and a simplicity of living as a hasty reaction to our modern and torn. With the architect and researcher Alessandra Giacardi University of Genoa and Delft (Netherlands), working on the project NAR (New Rupestrian Art): ornaments handmade, unique, design for the home and the person self-produced, even architecture and ecological restructuring atypical, between tradition and innovation. The works are intended as unique prototypes aimed at research, reproduced in a limited series of custom or semi handmade using traditional techniques.

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## Designer partecipanti



Unaportanonbasta - library

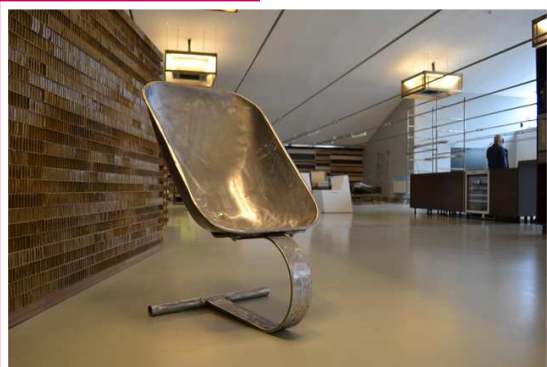
### **Mario Pandiani – studio6m.com**

In 2006 Mario Pandiani gives birth to "STUDIO6m" laboratory for production of furniture and decorative objects. The study 6m working on using different materials, recycled and current production, with particular attention to the poetic effects of design choices. His work is characterized by simple design, but usually starts from wanting to highlight the details of construction or surfaces used, conditioning the creative and productive process that follows the trail of the story behind ideation. The products of studio6m have been exposed or are in various shops in Turin, Milan and Venice.

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## Designer partecipanti



Cariola - chair

### Mario Pagliaro – mariopagliaro.it

After an artistic background, a degree in architecture and a set of professional experiences, Mario Pagliaro begins thinking of objects in cardboard. He composed the first models by cutting a cardboard with a scalpel, the expressive potentialities of this material surprised him and so he decided to organize a laboratory for making prototypes. Continuing to work on the cardboard design has filed a patent for industrial invention which allows the construction of cardboard furniture with wooden planks and not glued. The interest in design has not stopped to the cardboard but it has led to the accurate study of removable emergency furniture, furniture plywood, laser cut, disassembled and reassembled quickly with simple joints. "Cross" is a system that allows the creation of interlocking wood furniture laser cut, well built tables, chairs, expandable libraries, etc ...

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## Designer partecipanti



**BASE**  
furnishing

### Enrico Tonelli – [bolognadesign.it](http://bolognadesign.it)

Bolognadesign is born in 2006, founded by the eclectic designer Enrico Tonelli, born in 1980 in Bologna. His laboratory is divided into various environments, such the studio where ideas are developed, the production area where they materialize and exposure to give the public a chance to touch the product ... both the experimental and the artistic.

Since its inception, the 'goal is self-produce unusual design involving small artisan realities to create unique pieces or limited series, which later can also be made for the general public. Furnish outside of the group is a phrase that follows the daily work of Enrico that oscillates between art, craft and design, also based at 'goal of the moment.

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## Designer partecipanti



COCOON - chair

### **ZE123 | industrial designer container – ze123.it**

ZE123 born in Naples in 2009 through the merger of 5 young designers and the fusion of their experiences. From the culture of the project, to link with their land, run the wire guide, for projects in industrial and interior design for residential, retail and exhibition stands. The group has participated to various national and international exhibits, has received two prizes, the Macef Design Award for "young creations" (09/2011), and the Talents 2012 assigned by Messe Frankfurt (02/2012). Currently at work on new projects and looking forward to the responses of other competitions where are candidates. With bevisible + the collective ZE123 has worked at the events organized during the FuoriSalone 2011, in Zona Tortona, and AbitaMi 2011.

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## Institutional Partners

**Location partners: Centro Internazionale Brera - CIB**

**Regione Piemonte**

**Fusion Art Gallery**

## Partner Tools

**Studio ICG – Graphic & Communication**

Press Office  
ReportPorter Novelli  
Angelo Brunello  
angelo.brunello@rpn.it

## YOUNG DESIGN? Y.E.D.!

Event thought, produced e directed by **bevisible+**

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