

FABRICA LES YEUX OUVERTS

FABRICA: LES YEUX OUVERTS

19 October – 11 November 07

Press presentation

Friday 19 October, 11:30 a.m.

Exhibition curator

Marie-Laure Jousset
*Head of the Design Dept.,
Centre Pompidou*

Project Leader Fabrica Les Yeux Ouverts

Alfio Pozzoni

Exhibition Design

Studio Santachiara

Graphic Project

Fabrica

Shanghai Art Museum

No. 325, West Nanjin Rd.,
Shanghai, China, 200003

Fabrica

Via Ferrarezza
I-31020 Catena di Villorba

Fabrica Press Office

Tel.: +39-0422-516309
Email: fabrica@fabrica.it

 Centre
Pompidou

SHANGHAI
eARTS 

UNITED COLORS
OF BENETTON.

FABRICA LES YEUX OUVERTS

Summary

1. Press release p. 3
 2. Works on display p. 4
 3. Press pictures p. 9
 4. Useful info p. 12
-

 Centre
Pompidou

SHANGHAI
eARTS 

UNITED COLORS
OF BENETTON.

FABRICA LES YEUX OUVERTS

1. Press release

The Centre Pompidou's exhibition hosted at the Shanghai Art Museum FABRICA: LES YEUX OUVERTS 19 October – 11 November 2007

The Centre Pompidou's *Fabrica: les yeux ouverts* exhibition goes to China following an invitation by the Shanghai Cultural Development Foundation. The exhibition will be open from 19 October to 11 November at the Shanghai Art Museum as part of the Shanghai eArts Festival. It thus continues on its journey which started in Paris in October 2006 and went on to the Milan Triennale in summer 2007.

"The Centre Pompidou was honoured to accept the Shanghai Cultural Development Foundation's invitation. The exhibition has already received many visitors in its previous locations. Visitors have appreciated the interactive universe, which invites them to participate in a sensorial experience allowing them to see through Fabrica's eyes, which are always focused on the rest of the world", says Marie-Laure Jousset, Head of the Centre Pompidou's Design Department and curator of the exhibition *Fabrica: les yeux ouverts*.

Housed in the rooms of the Shanghai Art Museum, dating back to the Twenties, the exhibition presents a panorama of the work done over the years by Fabrica, the Benetton Group's communication research centre. Visitors will see both documentary projects (Colors magazine and photo reportages) and experimental work (videos, visual communication, interactive installations where visitors can take an active part in the exhibition, thereby giving a personal contribution).

Fabrica is a centre for experimentation and innovation set up in 1994 by Luciano Benetton and Oliviero Toscani with the aim of combining "culture" and "industry" in an unprecedented experiment, exploiting the experience of a group which operates in over one hundred nations around the world. Based near Venice in Italy, in a historical architectural complex restored and enlarged by Tadao Ando, Fabrica offers one-year grants to young creative artists from all over the world so they can develop their projects – in fields such as graphics, films, industrial design, publishing, new media or photography – under the guidance of an international team of experts.

The *Fabrica: les yeux ouverts* exhibition's Far East tour continues in January when the Milan Triennale will host it in the area devoted to Italian design in Tokyo's Shiodomeitalia Creative Center.

October 2007
www.fabrica.it/shanghaipress
www.centrepompidou.fr
www.benettongroup.com/press

 Centre
Pompidou

SHANGHAI
eARTS 

UNITED COLORS
OF BENETTON.

FABRICA LES YEUX OUVERTS

2. Works on display

Spread over three areas, the exhibition *Fabrica: les yeux ouverts* offers the public an all-round vision of the most significant projects realized by Fabrica during its existence. The exhibition is set up to allow a smooth transition from one project to the other and thus underscores the interdisciplinary nature of the various research activities.

Visitors can explore the documentary vocation of Fabrica with Colors Notebook, a project developed together with Reporters Without Borders and with I SEE, a group report by six young photographers in six large geographic areas of the world. This is followed by the interactive experience which presents the sensorial and cognitive experiments developed by the Fabrica teams (*Flipbook!*, *Get in Touch*, *Fabrica Virtuale*, *Evidence*, *We are the time*. *We are the famous* and *Stock Exchange of Visions*).

A large space is also given over to the core activity of Fabrica - visual communication: graphics, photography and video are the tools which Fabrica places at the service of its partners, which include various institutions and non-government organisations. The projects presented comprise two global advertising campaigns, *Violence* (2003) for the World Health Organisation, *Food for Life* (2003) for the World Food Programme and a series of self-portraits by students at Fabrica (*Selfportraits*).

Colors Notebook (2006-2007)

Colors Magazine's editorial staff (Italy)

Developed with Reporters Without Borders, Colors Notebook was published in April 2006. It was full of blank pages in order to give voice to those whose voice is never heard. Thirty thousand copies reached the farthest corners of the earth, offering South African children, Canadian priests, astronauts, disabled persons, artists and ordinary people the chance to express themselves. Over 1,000 copies returned to Fabrica, bringing their messages with them. Launched in 1991, Colors magazine is published in four languages and sold in more than 40 countries.

I see (2006)

Olivia Arthur (United Kingdom), Adam Huggins (Canada), Ashley Gilbertson (Australia), Leonie Purchas (United Kingdom), Lorenzo Vitturi (Italy), Philipp Ebeling (Germany).

A physical and visual journey of exploration into the current trends of historical, cultural, artistic, social and economic development. "I see" also means "I observe" and "I understand". Six photographers from Fabrica each chose a story to represent one of the

FABRICA LES YEUX OUVERTS

world's six main geographic areas: North America, South America, East, Far East, Africa and Europe.

The middle distance

Olivia Arthur (United Kingdom)

Through the stories of young women living in Eurasian countries on the border between East and West, Olivia Arthur relates the social, cultural and religious pressures resulting from the encounter of different cultures and the ways in which the various societies react to change.

Death and birth

Ashley Gilbertson (Australia)

After risking his life every day for four years as a war reporter in Iraq, Ashley Gilbertson depicts the life and death of the various communities living in Vienna. He shows the value of our existence by photographing life's first cry and its dying breath.

The Villamil Family - divided lives

Leonie Purchas (United Kingdom)

Leonie Purchas's photo report explores the idea of the family and its role in society through a portrait gallery of a family divided, whose members live in Cuba and Los Angeles. Her work captures the things that stay the same even in different social environments.

Oil will never end

Lorenzo Vitturi (Italy)

Lorenzo Vitturi addresses the energy problem, from studies of alternative, cleaner energy sources to the depletion of the planet's resources. He focuses special attention on the exhaustion of the Caspian Sea oil fields.

Under the weather

Philipp Ebeling (Germany)

In a world where freak natural disasters are becoming a regular phenomenon and where people influence with their behaviour the course of nature, Philipp Ebeling invites to reflect on the slow and deep process going on behind the drama of climate change: expanding deserts, drying rivers, dramatically growing cities and sprawling industries, all bringing stark contrasts in people's daily lives.

Lines of food: men and fishing

Adam Huggins (Canada) in co-operation with Terra Madre

Terra Madre is a Slow Food forum which brings together representatives of communities across the five continents in order to develop a new idea of sustainable agriculture. Adam Huggins follows fishermen from three continents (Asia, America and Africa) during their work and daily life to record the various traditional fishing techniques and their relationship with the local way of life.

FABRICA LES YEUX OUVERTS

Flipbook! (2005-2007)

Juan Ospina (Colombia), with contributions by Enrique R. Grullon (Dominican Republic), Maik Bluhm (Germany), Hans Raber (Austria)

Grand Prize winner at the prestigious Japan Media Arts Festival, FLIPBOOK! (<http://www.fabrica.it/flipbook/>), an interactive animation project, enables anyone to draw an animated story, then upload it and share it online. The result is a community of thousands of short stories. In a very short time, FLIPBOOK! has become a web phenomenon with over 200,000 animations and 15 million visitors.

Get in touch (2007)

Stefano Bergonzini (Italy) in co-operation with Luca Bilotta (Italy)

A sensory wall which uses graphic signs to connect the hands that touch it to create a visual reproduction of the network concept which underpins Fabrica's vision of the world, in the sense of technological interactivity and an ideological dialogue among different cultures.

Fabrica virtuale (2005)

Pierre Ficheteux (France), Harun Alikadic (Bosnia), Mathieu Guimier (France)

Fabrica Virtuale is a "quake" that makes possible to take a virtual tour through Fabrica, by means of a three-dimensional space in which the building designed by Tadao Ando is recreated in every detail. Fabrica Virtuale is a Quake mod based on the engine created by ID Software for the videogame Quake 3. The concept was developed by a team from the Interactive area, who adapted the mechanics of this well-known game to create an interactive environment.

Evidence (1995)

Godfrey Reggio (USA)

Godfrey Reggio - visionary American director and the man behind *Anima Mundi* - observes children's relationship with television in a short film; the soundtrack is by Philip Glass. Produced when Reggio was Fabrica's director, Evidence has been shown at many film festivals, including Locarno in 1997.

We are the time. We are the famous (2005)

Andy Cameron (United Kingdom), Hans Raber (Austria), David McDougall (United Kingdom), Oriol Ferrer Mesia (Spain)

An installation that brings visitors into the action. It explores two ways of being portrayed in a time span: the fixed photo image or a filmed sequence. Visitors interact in real time with two images of themselves: the first, in slow motion, confuses our perception of time, while the other fragments time into a succession of stills. On one wall, visitors must stand still to see

 Centre
Pompidou

SHANGHAI
eARTS 

UNITED COLORS
OF BENETTON.

FABRICA LES YEUX OUVERTS

their image, while on the other they have to keep moving to generate a sequence. The title is taken from J.L. Borges's poem: "We are the time. We are the famous".

Stock exchange of visions (2006-2007)

From an idea by Gregor Kuschnirz (Germany), with contributions by Alfio Pozzoni (Italy), Paolo Jannuzzi (Switzerland), Stefano Bergonzini (Italy), Giorgio Collodet (Italy)

Drawing inspiration from stock exchanges' scrolling ticker screens, Stock Exchange of Visions displays scientists', sociologists' and futurologists' vision of the future as concerns culture, the environment, resources, the economy and society. By means of an under-floor control panel, visitors can choose the subject that interests them, thus generating a diagram with the topics of greatest concern to the public. Stock Exchange of Visions is also a website, www.stockexchangeofvisions.org, to create a global network of "visions" crucial to the future of humanity.

Visual communication (1994-2007)

Fabrica, various creators

An image gallery of Fabrica pictures for non-profit organisations such as the World Health Organisation, Amnesty International, Lawyers' Committee for Human Rights, Witness, the FAO (the UN's Food and Agricultural Organisation) and the UNHCR (the United Nations High Commissioner for Refugees). Posters for cultural projects, books, musical events, and films co-produced by Fabrica (such as *No Man's Land*, Oscar winner for Best Foreign Film); pictures and campaigns for Fabrica-organised exhibitions; posters for topical events (such as Visions of Hope regarding September 11) or global issues (drugs, AIDS, diversity, soccer and religion). The Wanted Creativity collection of illustrations and personal projects.

Violence (2003)

Gabriele Riva (Italy)

A communication campaign for WHO (the World Health Organisation) dealing with the most difficult kinds of violence to report and fight: marital violence, self-inflicted injuries, sexual violence, group violence, child abuse, ill-treatment of old people, child abandonment. Launched in May 2003, the campaign was publicised around the world and translated into many different languages to raise awareness about means of getting help and taking preventive measures.

 Centre
Pompidou

SHANGHAI
eARTS 

UNITED COLORS
OF BENETTON.

Food for life (2003)

James Mollison (United Kingdom)

A United Colors of Benetton advertising campaign developed in co-operation with the UN's World Food Programme. The pictures, taken in Afghanistan, Cambodia, Guinea and Sierra Leone, illustrate the correlation between malnutrition and social problems (education, jobs, peace, female emancipation). The distribution of food in schools was particularly effective in

FABRICA LES YEUX OUVERTS

ensuring children could receive an education. Fabrica has produced United Colors of Benetton's communication campaigns since 2000.

Selfportraits (1995-2007)

Fabrica, various creators

A selection of self-portraits made by the young people at Fabrica. A way of showing Fabrica's origins and its present reality through the eyes of those who have been part of the communication centre's life.

 Centre
Pompidou

SHANGHAI
eARTS 

UNITED COLORS
OF BENETTON.

FABRICA LES YEUX OUVERTS

3. Press pictures

1. Projects

Colors notebook (2006-2007)

© *Colors / Fabrica*

Credits:

Images no. 01, 02: *William Weazrock Huezo*

Images no. 03, 04: *Eria Solomon Nsubuga*

Images no. 05, 06: *Guadalupe de Agüero Servin, Ximena de A.*

Image no. 07: *anonymous*

Images no. 08, 09: *Patricia Tourne*

Images no. 10, 11: *Irwin Cruz*

Images no. 12, 13: *Isotta Dardilli*

Images no. 14, 15: *Young Heroes*

Images no. 16, 17: *Aysha Ahmed*

Images no. 18, 19, 20: *Natasja Maria Fourie*

Images no. 21, 22: *Mirella Brugnerotto*

Images no. 23, 24: *Javin Mo*

Images no. 25, 26: *Twiggy Li*

Images no. 27, 28: *Pascal Hachem*

Images no. 29, 30, 31: *Frances Alcaraz*

Image no. 32: *Covers*

Photo credits:

Images no. 01-17 and 32: *Sebastiano Scattolin / Fabrica*

Images no. 18-31: *Alessandro Russotti*

Interactive

Fabrica Virtuale 1, 2 (2005)

© *Pierre Ficheteux, Harun Alikadic, Mathieu Guimier / Fabrica*

Get in Touch (2007)

© *Santi Caleca*

Stock Exchange of Visions 1 (2006-2007)

© *Mauro Bedoni / Fabrica*

 Centre
Pompidou

SHANGHAI
eARTS 

UNITED COLORS
OF BENETTON.

FABRICA LES YEUX OUVERTS

Stock Exchange of Visions 2 (2006-2007)

© *Santi Caleca*

We are the time. We are the famous 1, 2 (2005)

© *Andy Cameron, Hans Raber, David McDougall, Oriol Ferrer Mesía / Fabrica*

Photography

I see (2006):

Death and birth

© *Ashley Gilbertson / Fabrica*

Lines of food: Men and fishing

© *Adam Huggins / Fabrica*

Oil will never end

© *Lorenzo Vitturi / Fabrica*

The middle distance

© *Olivia Arthur / Fabrica*

The Villamil Family – divided lives

© *Leonie Purchas / Fabrica*

Under the weather

© *Philipp Ebeling / Fabrica*

Visual communication

Food for Life (2003)

© *James Mollison / Fabrica*

Violence (2003)

© *Gabriele Riva / Fabrica*

Misc. Visual Communication:

Ashtray (2007)

© *Marian Grabmayer / Fabrica*

Bomb vending machine (2006)

© *Yianni Hill / Fabrica*

 Centre
Pompidou

SHANGHAI
eARTS 

UNITED COLORS
OF BENETTON.

FABRICA LES YEUX OUVERTS

Image of old Che Guevara, old John Lennon and old Marilyn (2005)

© Erik Ravelo / Fabrica

Restaura (2007)

© Gabriele Riva, Natale Cardone / Fabrica

Road safety 1 (2007)

© Marian Grabmayer, Reed Young / Fabrica

Road safety 2 (2007)

© Yianni Hill, Reed Young / Fabrica

2. Architecture

Image no. 01: Internal view of the agora

Architect: Tadao Ando

© Francesco Radino

Image no. 02: Garden and view of Villa Pastega

Architect: Tadao Ando

© Francesco Radino

Image no. 03: Garden and Front of the ancient Villa Pastega

Architect: Tadao Ando

© Francesco Radino

Image no. 04: Colonnade and Agora

Architect: Tadao Ando

© Francesco Radino

Image no. 05: Perspective View of the Elliptical Square

Architect: Tadao Ando

© Francesco Radino

Image no. 06: Spiral Gallery

Architect: Tadao Ando

© Francesco Radino

3. Xi'an Businessmen Army (2007)

© Erik Ravelo/Fabrica

FABRICA LES YEUX OUVERTS

4. Useful information

Fabrica: les yeux ouverts exhibition
is open from 19 October to 11 November 2007

Admission

Free entrance
Last entrance 4.00 pm

Opening times:

The exhibition is open every day,
from 9.00 a.m. to 5.00 p.m.

Shanghai Art Museum
No. 325, West Nanjin Rd.,
Shanghai, 200003

More info:

Shanghai Art Museum:
Tel.: +86-21-6327 2829
www.cnarts.net/shanghaiart

Fabrica:
Tel. +39-0422-516309
www.fabrica.it

 Centre
Pompidou

SHANGHAI
eARTS 

UNITED COLORS
OF BENETTON.

FABRICA PROFILE OF THE RESEARCH CENTRE

Fabrica is Benetton's communication research centre, created in 1994 from Benetton's cultural heritage. It is located in Italy, near Venice, in a complex which Tadao Ando restored and enlarged.

Fabrica's challenge is both an innovative and international one. It is a way of marrying culture and industry, using a form of communication which no longer relies only on the usual kinds of advertising, but conveys industrial culture and the company's intellect through other media: design, music, cinema, photography, publishing, the Internet. Fabrica has chosen to back the hidden creativity of young artists/researchers from all over the world. Following careful selection, they are invited to develop concrete communication projects under the direction of some of the main players in these areas.

In presenting the *Fabrica: Les Yeux Ouverts* exhibition in autumn 2006, the Pompidou Centre, one of the world's foremost cultural bodies, expressed its respect and appreciation for Fabrica's work. The exhibition showcased Fabrica's many different "souls", demonstrating its documentary work through *COLORS* and photo reportages, and its more artistic, visionary and conceptual side through films and installations. Following the attention shown to this project by international media and the high number of visitors, the exhibition has become a wandering project, it was presented at the Triennale in Milan during summer 2007 and is resuming its travels next autumn in China, at the Shanghai Art Museum.

F A B R I C A

VISUAL COMMUNICATION

In this field, Fabrica has developed numerous campaigns for cultural bodies and non-profit organisations such as the UN, the FAO (the UN Food and Agricultural Organisation), the UNHCR (the United Nations High Commissioner for Refugees), WHO (World Health Organisation), Amnesty International, Reporters Without Borders, SOS Racisme, Lawyers Committee for Human Rights and Witness. Fabrica has created several communication projects for Benetton Group since 2000, often in partnership with humanitarian organisations. These projects include *James and Other Apes* (2004), with the support of primatologist Jane Goodall, and *Food for Life* (2003) in co-operation with the World Food Programme, the UN agency that leads the fight against hunger around the world.

PHOTOGRAPHY

Another field of Fabrica's research is photography, which creates the foundations of exhibitions like *Visions of Hope* (held to mark the first anniversary of 11 September and organised in collaboration with *The New Yorker* weekly magazine), publishing projects like *Kosovars* (published by Leonardo Arte and

produced in refugee camps in Kosovo) and *Lavoratori* ("Workers", published by Feltrinelli, about immigrant workers in north-eastern Italy) and the above-mentioned communication campaigns. Among the most interesting recent ventures is *I SEE* (2006) an exploration of the directions in which historical, cultural, artistic and socio-economic developments are going, seen through the eyes of six young photographers in the world's six main geographic areas (North America, South America, East, Far East, Africa, Europe). Two young Chinese photographers from the Photography area produced an entire issue of *COLORS* about Beijing, published in March 2007.

CINEMA

Fabrica has co-produced a number of films, that competed at the leading European film festivals, in order to support and encourage independent voices from the "rest of the world" (particularly Africa, the Arab world, Asia, Latin America). They include *No Man's Land* by Bosnian director Danis Tanovic (Best Screenplay award at Cannes 2001, Golden Globe for the Best Foreign Film and Academy Award for the Best Foreign Film 2002), *Secret Ballot* by Iranian director Babak Payami (Best Director award at Venice 2001) and Chinese director Zhang Yuan's *Seventeen Years* (Silver Lion for Best Director at the 1999 Venice Film Festival). Fabrica's last film project was *Tropical Malady*, by Thai director Apichatpong Weerasethakul, which won the Jury Prize at Cannes in 2004.

MUSIC

Music is another area in which Fabrica explores new forms of communication through the creativity of artists-experimenters from around the world. The world première of *Winners* took place in 2006. *Winners* is a multimedia joint venture in co-operation with the Brisbane Festival on the theme of the dialogue between winners and losers. The music is accompanied by performances, interactivities and audio and video link-ups. Fabrica designed the new multimedia production for *Surrogate Cities – Venezia*, by German composer Heiner Goebbels, which opened the Venice Music Biennale at La Fenice opera house in 2005. *CREDO*, created in 2004, is a multimedia work that addresses religious and ethnic conflict, funded by the European Community as part of the Culture 2000 project. After the première at Karlsruhe's Staatstheater, *CREDO* was presented in Rome for the 5th World Summit of Nobel Peace Prize Laureates.

DESIGN

Fabrica's young designers are working on innovative products, interior design and industrial design projects. Fabrica launched Fabrica Features in Bologna in September 2001. Fabrica Features are retail spaces that sell the brand's design articles and double as multiethnic and multimedia spaces where concerts, screenings, live performances and workshops offer major opportunities for people to meet. Today, Fabrica Features spaces are also in Lisbon, Hong Kong, Rotterdam and London. Fabrica has designed many different collections for leading international brands, such as Paola C. (two tableware collections, in 2002 and 2005), Metalarte (a range of Pyrex lamps, 2005) and Casamania by Frezza (a garden furnishing accessories collection presented at the Milan International Furniture Show in 2005).

NEW MEDIA

In addition to a number of international award-winning websites, Fabrica's new media projects include web design, video art, interactive games and multimedia events. One of its main current projects is UCB TV, the Benetton sales network's TV channel, designed to promote the brand's global philosophy, support retail operations and publicise entertainment and video art contents created by Fabrica.

Winner of the Grand Prize Award at the prestigious Japan Media Arts Festival, *FLIPBOOK!* (<http://www.fabrica.it/flipbook/>), an interactive animation project, enables anyone to draw an animated story, then upload it and share it online. In just a few months, the site had 15 million visitors and over 200,000 animations were uploaded.

From 3 March to 20 April 2007, Shanghai's Museum of Contemporary Art (MoCA) invited Fabrica to take part in the interactive and multimedia art exhibition, REMOTE/CONTROL, with its installation *Piacere, Fabrica*.

Furthermore, Fabrica is responsible for updating www.benettontalk.com, a blog open to everybody's ideas, where people can reflect, send comments or post their opinion on global issues: the environment, rights, diversity, local communities, development.

PUBLISHING

Its work in traditional media forms, like publishing, has generated a series of publications, for which Fabrica often creates the photography. These include *COLORS 1000 Extra-Ordinary Objects* (2000, chosen by the publishers Taschen as one of the publications with which to celebrate its 25th anniversary) and *COLORS 1000 Signs* (2004), both published by Taschen. *Fabrica 10 - From chaos to order and back* (Electa, 2004) gives a round-up of Fabrica's activities over its first ten years.

COLORS

Fabrica's publishing activities include *COLORS*, the magazine financed by Benetton Group. Starting from issue no. 72, *COLORS* becomes even more international than before: in addition to the three bilingual editions – English with Italian, French or Spanish – there will be also a Chinese edition, distributed in China as from November 2007.

The full series of *COLORS* issues was included in the 25/25 exhibition at the Design Museum, London (29 March-22 June 2007), which featured the 25 most influential design objects of the past 25 years.

The magazine has received media accolades from all over the world, such as for example *Good Magazine*, an American bi-monthly cultural and lifestyle publication, which included the first thirteen issues, under Tibor Kalman's editorship, in the ranking of the 51 best magazines of all times, or *La Vanguardia*, a Spanish daily which described it as one of the trendiest cultural magazines on the world scene.

COLORS is sold in over forty nations; it is published in three editions, four languages and on the Internet.

www.fabrica.it

October 2007

THE BENETTON GROUP

Today, the Benetton Group is present in 120 countries around the world. Its core business is clothing: a group with a strong Italian character whose style, quality and passion are clearly seen in its brands, the casual *United Colors of Benetton*, fashion oriented *Sisley*, *Playlife* leisurewear and *Killer Loop* streetwear. The Group produces over 130 million garments every year. Its retail network of 5,000 contemporary stores around the world, offers high quality customer services and generates a total turnover of over 1.9 billion euro.



UNITED COLORS
OF BENETTON.

The development of Benetton's commercial network, characterised by prestigious locations in historic and commercial centres and by the high level of customer services offered, has been supported by a major programme of investment worldwide. The Benetton stores carry complete collections, as well as a wide selection of accessories, offering a full range of Benetton style and quality.

As in the case of the commercial network, a constant commitment to innovation, a crucial factor for development, has always characterised the Group's business organisation, from communication to IT, from research into new materials to integrated logistics. Special attention is given to innovation in production, where all systems and equipment are totally renewed every five years. Benetton production system is co-ordinated by a high-tech facility at Castrette (Treviso), which is one of the most advanced industrial logistic complexes in the world.

Despite its global spread, the Benetton Group has maintained close relations with its local origins, especially through cultural activities of the *Fondazione Benetton Studi e Ricerche* and through sport. From its involvement in rugby, volleyball and basketball, to its legendary victories in Formula One, Benetton's interpretation of sport has focused, besides athletic excellence, above all on its social aspects such as meeting, sharing and physical wellbeing; all these aspects result in introducing thousands of young people every year to the world of sport.

The Group's ability to engage with society is also evident in Fabbrica, Benetton's communication research centre. Fabbrica's challenge is both an innovative and international one. It is a way of marrying culture and industry, using communications which no longer rely only on the usual forms of advertising, but transmit "industrial culture" and the company's "intelligence" through other means: design, music, cinema, photography, publishing, Internet.

www.benettongroup.com

www.benetton.com

www.benettonpress.mobi

October 2007