

FABRICA LES YEUX OUVERTS

PRESS KIT

FABRICA: LES YEUX OUVERTS

5 June – 15 July 07

PRESS PRESENTATION, MONDAY 4 JUNE, 11:30 A.M.
INAUGURATION, MONDAY 4 JUNE, 6.30 P.M.

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FABRICA LES YEUX OUVERTS

1. PRESS RELEASE

5 June to 15 July 2007

FABRICA: LES YEUX OUVERTS AT THE MILAN TRIENNALE

The Pompidou Centre exhibition comes to Italy

Fabrica: les yeux ouverts, the exhibition which the Pompidou Centre mounted in Paris in October 2006, starts its journey as a travelling exhibition to debut in Italy at the Milan Triennale from 5 June to 15 July 2007.

Being invited to the Milan Triennale – a major Italian design and architecture institution – is yet a further and very important accolade for Fabrica. Davide Rampello, chairman of the Milan Triennale, said, “We have always been very interested in the products of Italian manufacturers, the true driving forces behind Italian design, and in their communication strategies, especially in the skills of the Benetton Group which invented, not least through its work with Oliviero Toscani, a new form of advertising”.

The exhibition is curated by Marie-Laure Jousset, the head of the Pompidou Centre’s design department. It has a new design for its Milan sojourn though the original inspiration is preserved: a summa of Fabrica’s many personalities as a place of exploration and innovation, the fruit of the industrial culture of Benetton Group.

Fabrica presents its documentary (COLORS magazine and photo reports) and experimental (media art, interactive, video, visual communication) projects integrated with new stories and the premières of many new videos. There will also be two new interactive installations to encourage the public’s direct involvement. A new feature in Milan is the presentation of Fabrica Features, Fabrica’s satellites in Bologna, Lisbon, Hong Kong, Rotterdam and London. Points of sale of the design products bearing the same name, but also the nuclei of a network of cultural encounters and presentations integrated with the local artistic scene.

Fabrica: les yeux ouverts will resume its travels in autumn 2007; it has accepted the Shanghai Cultural Development Foundation’s invitation to Bund 18, an exhibition space at one of the city’s most significant historical addresses.

www.centrepompidou.fr
www.fabrica.it/triennale



FABRICA LES YEUX OUVERTS

2. EXHIBITION FLOOR PLAN

**AN EYE
ON THE WORLD
THE VISUAL
COMMUNICATION
THE INTERACTIVE
EXPERIENCE**



3. WORKS ON DISPLAY

FIRST SECTION – AN EYE ON THE WORLD

This section presents a collaborative effort with Reporters Without Borders, COLORS Notebook, to give voice to those who are usually never heard. It is a collection of stories from people who live in the remotest areas of the world or in places where freedom of speech is under threat. This section also explores Fabrica's characteristic openness to the world through a collection, entitled I SEE, of theme-based photo reports from six major areas of the world, and presents FABRICA FEATURES.

- COLORS NOTEBOOK

- I SEE

- FABRICA FEATURES

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 Chinese prisoners, South African children, Canadian priests, astronauts, disabled persons, artists and ordinary people the chance to express themselves without filters or censure. Over 1,000 copies returned to Fabrica, bringing their messages with them. COLORS Notebook is a tribute to a free press and freedom of expression. It also highlights the importance of the human factor in any relationship. 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 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.

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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)

For his report on the extreme weather phenomena of the past decade, Philipp Ebeling focuses his lens on China and shows the other side of the coin of the country's extraordinary urban growth and industrial expansion: desertification, draining of rivers, exceptional heat waves and the sharp 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 FEATURES (2001-2007)

Sam Baron (France), **Carine Damon** (France), **Cristina Dias** (Portugal), **Marta Teixeira** (Portugal). With contributions from: **Sophie Albert** (France), **Rita Botelho** (Portugal), **Caçoito** (Portugal), **Valentina Carretta** (Italy), **Aurore Dumas** (France), **Merik Kara** (Turkey), **Massimo Parolin** (Italy), **Annechien Van Litsenburg** (Netherlands).

Thanks to: **Studioverissimo**, **Bosa**, **Paola C.**, **designforfuture.org**, **Hpf Cork**, **Olfaire**, **Lunardon**, **Tosca lab**.

Fabrica Features stores are meeting places focused on dialogue and interaction between artists/designers and the general public. Opened in five world cities (Bologna, Lisbon, Hong Kong, Rotterdam and London), Fabrica Features are a geographical embodiment of the Fabrica network and are meant as observatories of their host city's artistic environments and urban lifestyles. This installation presents a "landscape" of objects: some were created by Fabrica through its work with the business world. Others were chosen because they belong to Fabrica's creative universe or because they are representative of a nation's cultural identity. The installation is accompanied by a number of screens showing the activities which take place in each Fabrica Features space that are transmitted and shared via a special blog and interspersed with daily contributions from artists.



SECOND SECTION – THE VISUAL COMMUNICATION

This part illustrates Fabrica's main line of work: visual communication. Graphics, photography and videos are the tools it places at the service of its partners, including many institutions and NGOs. The exhibition then presents two global communication campaigns: Violence (2003) for the World Health Organisation and Food for Life (2003) for the World Food Programme and a selection of self-portraits produced by Fabrica's young artists.

- VISUAL COMMUNICATION
- VIOLENCE
- FOOD FOR LIFE
- SELFPORTRAITS

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, Reporters Without Borders, 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.

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 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.

THIRD SECTION – THE INTERACTIVE EXPERIENCE

The third section presents video projects and the interactive experiments – both sensory and cognitive – developed by the teams at Fabrica.

- **GET IN TOUCH**
- **FLIPBOOK!**
- **EVIDENCE**
- **WE ARE THE TIME. WE ARE THE FAMOUS**
- **STOCK EXCHANGE OF VISIONS**
- **FORWARD**
- **SIENA (ITALY), GRANADA AND SOLENTINAME (NICARAGUA)**

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.

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; some are simple and amusing while others are violent, painful or erotic. In a very short time, FLIPBOOK! has become a web phenomenon with over 200,000 animations and 15 million visitors.

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 Mesía** (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 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".

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STOCK EXCHANGE OF VISIONS (2006-2007)

From an idea by **Gregor Kuschmirz** (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.

FORWARD (2007)

Sphere: **Erik Ravelo** (Cuba), **Giorgio Collodet** (Italy)

Videos: **Fernando Acquarone** (Brazil), **Valeria Giulianelli** (Italy), **Brad Hasse** (United States), **Alex Healey** (United Kingdom), **Diego Hurtado de Mendoza** (Spain), **Erik Ravelo** (Cuba)

Huge clear spheres through which we may glimpse the future. Using a special touch screen, visitors can select images, videos or documentaries about climatic change and eco-sustainability. Also, by placing one picture of nature over another, both of which move in a see-through effect, visitors create possible future scenarios.

SIENA (ITALY), GRANADA AND SOLENTINAME (NICARAGUA) (2007)

Cosimo Bizzarri (Italy), **Giorgio Collodet** (Italy), **Valeria Giulianelli** (Italy), **Paolo Jannuzzi** (Switzerland), **Matthew Prins** (United Kingdom), **Erik Ravelo** (Cuba), **Andrés Reymondes** (Argentina), **Guillermo Rivero** (Mexico), **Ciro Zecca** (Italy)

Fabrica's video-department grant holders explored the idea of sustainability and self-sustainable development in collaboration with a group of scientists, writers and architects, producing two videos which take a look at one of the most hotly-debated current topics. This exploration also led to a special issue of **COLORS**, devoted to the environment.

FABRICA LES YEUX OUVERTS

4. - THE EVENT

Thursday 14 June

Meeting Al Gore

former future U.S. president, to reflect on the changes happening to the planet

for the publication of **COLORS** Vörländ, devoted to a tropical island off the coast of Scandinavia



5.- PRESS PICTURES

1. PROJECTS IN THE EXHIBITION

- COLORS NOTEBOOK (2006-2007)

© Colors / Fabrica

Credits:

Images no. 01, 02: Eduardo Bertone, Nuria Gil

Images no. 03, 04, 05, 06: Pamela Walls

Image no. 07: Eria Solomon Nsubuga

Image no. 08: Ling Ada

Image no. 09: Steven K. Ainsworth

Images no. 10, 11: Guadalupe de Agüero Servin, Ximena de A.

Image no. 12: anonymous

Images no. 13, 14, 15: Nuria Gil, Eduardo Bertone

Images no. 16, 17: Juliana, Gertrude Stein

Images no. 18, 19: Patricia Tourne

Image no. 20: Irwin Cruz

Images no. 29, 30: Mirella Brugnerotto

Images no. 31, 32: Twiggy Li

Images no. 33, 34: Natasja Maria Fourie

Images no. 35, 36: Pascal Hachem

Image no. 37: Covers

Photo credits:

Images no. 01-20 and 37: Sebastiano Scattolin / Fabrica

Images no. 29-36: Alessandro Russotti

- INTERACTIVE

Flipbook! (2005-2007)

© Juan Ospina / Fabrica

Stock Exchange of Visions (2006-2007)

© Gregor Kusmirz / Fabrica

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

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

FABRICA LES YEUX OUVERTS

- 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

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



FABRICA LES YEUX OUVERTS

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

FABRICA LES YEUX OUVERTS

6 – USEFUL INFORMATION

Fabrica: les yeux ouverts exhibition
is open from 5 June to 15 July 2007

OPENING TIMES

The exhibition is open every day except Monday,
from 10.30 a.m. to 8.30 p.m.

The ticket office closes at 7.30 p.m.

ADMISSION

Ticket: €6; concessions €5; groups €4

La Triennale di Milano

Viale Alemagna 6

20121 Milan

Underground: lines 1 and 2, Cadorna-Triennale station

Bus: No. 61, Triennale stop

Tel.: 0039-02-724341

More info:

www.triennale.it



FABRICA PROFILE OF THE RESEARCH CENTRE

Fabrica is Benetton's communication research centre, created in 1994 from Benetton's cultural heritage. It is located near Treviso 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.

Through the *Fabrica: Les Yeux Ouverts* exhibition held at the Pompidou Centre, 6 October - 13 November 2006, one of the world's foremost cultural bodies expressed its respect and appreciation for Fabrica's work. This acknowledgement was confirmed by the international media's attention and by the high number of visitors, over 100,000 in five weeks. The exhibition was divided into themed areas and included a programme of screenings, concerts and conferences. It showcased Fabrica's many different "souls", from its documentary work through *COLORS* and photo reportages, to its more artistic, visionary and conceptual side through films and installations.

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. After the première at Karlsruhe’s Staatstheater, it 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) 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. The latest issue, no. 71, on the newsstands in June, deals with the environment.

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

COLORS's first thirteen issues, under Tibor Kalman's editorship, were also included in the "hit parade" of the 51 best magazines ever published, drawn up by *Good Magazine*, a culture and lifestyle magazine published in the United States.

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

www.fabrica.it