

FABRICA LES YEUX OUVERTS

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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

