Eco e Narciso. Cultura Materiale / Design

10 designers 6 schools of design 6 ecomuseums and 6 materials of the Province of Turin

“Eco e Narciso. Cultura Materiale / Design” curated by Rebecca De Marchi and Stefano Mirti (Id-Lab) is in the activities schedule of “Torino World Design Capital”, and it involves the contribution of eight designers and six schools of design in Italy and abroad which from November 2007 to summer 2008 will be working with six ecomuseums of the Province of Turin on six characteristic materials of the industrial activities of the community: clay, cotton, felt, stone, talcum, water.

The revising of “Eco e Narciso” on territorial themes, which has arrived at its 5th edition, gives to design a further opportunity to comply with material culture areas, in order to lead it, in 2008, to the production of new objects or design solutions, realized with a selection of ecomuseums characterized by industrial production connected to the characteristic material of its area. This process is going to enable the raising of the culture of design on the material culture in each specific contest. In this way we will arrive in 2008, the year in which Turin will be the World Capital of Design, to show excellent and innovative products specially realized by productive and cultural entities of the area. Raw materials, products, making knowledge will design a new geography of the landscape of the Province of Turin which from the dialog between material culture and an up-to-date creativity on the contemporary research would be able to imagine answers of sustainable development.

In this process it was be possible to analyze and increase the value of spontaneous aspects of design and of those aspects linked to the history of design developed on a local level through times. In the past the accordance with necessities connected to everyday life or given by the productions in “close” geography areas has triggered off a learned cycle from the needs and the functions analysis, to the definition of the requirements as well as the evaluations of resources and services; this process has lead to raw materials treatment available in the site that husbands listening capacity, observation, making, working care, optimization of the use of time, reaching spontaneous answers (not schooled) of design. Observations that go from the tools to the landscape. Looking for the attitude and the awareness to find an answer for a better care on current works.

In November the designers, which work as a teacher in several European universities and design schools too, visited the ecomuseums of Balme (water), Cambiano (clay), Prali (talcum), Rorà (stone), Villar Pellice (felt), in order to work during 2007/2008 with their students on these materials to re-interpret them. In spring designers and students, through a stay in the provincial area, developed by means of a workshop their projects with the ecomuseums which have been showed during two appointments in Turin, April 2008. Thus the meetings have been the occasion to talk and make comparison on the different experiences about design. In July 2008 a touring opening and a dj set mark the start of the exhibition that showed the projects and prototypes in the six ecomuseums.

Attached you’ll find more information on the opening exhibition, designers, schools, ecomuseums and materials of Eco e Narciso Design. Further information about the previous editions of Eco and Narciso are available on the website www.ecoenarciso.it.
Opening exhibition

On 11, 12, 13 July 2008 an itinerant opening will take the public to six ecomuseums of the province of Turin characterized by as many local materials as: water, clay, cotton, felt, stone, talcum. The exhibition will show the results of the workshop conducted by the designer teachers of the schools involved in the project. Hosted with their students in springtime at the ecomuseums.

Free bus transport to the ecomuseums and free ecomuseums visits and opening. Booking is needed to join the event.

Opening

**Friday 11 July 2008**
3.30 p.m. Ecomuseum of Stone “le Loze di Rorà”
6.30 p.m. Ecomuseum Crumière Felt Factory of Villar Pellice

**Saturday 12 July 2008**
11.00 a.m. Scopriminiera of Prali
3.00 p.m. Ecomuseum of Textile Industry of Perosa Argentina
7.30 p.m. MUNLAB - Ecomuseum of Clay of Cambiano

**Sunday 13 July 2008**
3.00 p.m. Alpine Guides Ecomuseum of Balme

Conditions of booking

To make a booking make a call to the number 800300360 (URP Provincia di Torino - Monday/Friday 8.00/18.00) before 06/07/2008 and specify the day/s of the booking, number of the people attending the event, e-mail address and mobile phone number of the referent person.

Program

**Friday 11 July 2008**
2.00 p.m. Departure from Torino (Solferino Square – in front of Alfieri Theatre)
3.30 p.m. Arrival at Rorà, opening, Ecomuseum visit
6.00 p.m. Departure for Villar Pellice
6.30 p.m. Arrival at Villar Pellice, opening, Ecomuseum visit
9.00 p.m. Return to Torino (Solferino Square)

**Saturday 12 July 2008**
9.30 a.m. Departure from Torino (Solferino Square – in front of Alfieri Theatre)
11.00 a.m. Arrival at Prali, opening, Ecomuseum visit
2.30 p.m. Departure for Perosa Argentina
3.00 p.m. Arrival at Perosa Argentina, opening, Ecomuseum visit
6.00 p.m. Departure for Cambiano
7.30 p.m. Arrival at Cambiano, opening, Ecomuseum visit
9.30 p.m. Return to Torino (Solferino Square)

**Sunday 13 July 2008**
1.30 p.m. Departure from Torino (Solferino Square – in front of Alfieri Theatre)
3.00 p.m. Arrival at Balme, opening, Ecomuseum visit
7.00 p.m. Return to Torino (Solferino Square)

The exhibition is open until 14 September 2008
Designers

“Eco e Narciso. Cultura Materiale / Design” involves eight designers that join their artistic occupation with teaching in great renown schools of design. They will work on six characteristic materials of the industrial activities of the community (water, clay, cotton, felt, stone, talcum) that represents its historical identity as well as its commercial basis due to their prime mover role in the local economy.

The invited designers are:

Chris Kabel for the Design Academy - Eindhoven
Nadine Jarvis for the Goldsmiths - London
Martino Gamper for the Royal College of Arts - London
Anna Barbara, Denise Bonapace and Giulio Iacchetti for the NABA – Milano
Jonas Bohlin and Karin Nyrén for the Konstfack - Stockholm
Gianluca Alessio and Claudio Germak for the Politecnico - Turin

GIANLUCA ALESSIO Gianluca Alessio was born in 1977. He attended the Faculty of Architecture at the Polytechnic of Turin and graduated in 2004. During 2001-2002 he studied at the Faculdade de Arquitectura da Universidade Técnica in Lisbon, attending architecture and design courses and workshops. In 2003 he started working with the Department of Architecture and Industrial Design at the Polytechnic of Turin, both as a didactic assistant and a consultant for research projects. He is a charter member of studio ape, based in Rivoli, and his principal fields of expertise are architecture, industrial and exhibition design. [www.studioape.it]

ANNA BARBARA was born in Reggio Calabria in 1968. Since her degree in architecture in 1993 she uninterruptedly investigates the connection between sensory learning and architecture, locations, objects, art. In 2000 she won the Canon Foundation scholarship at Hosei University of Tokyo in Japan. She gave courses and lectures on architecture in many foreign universities and was on the jury of several international competitions. She taught at Kookmin University of Seoul in South Corea and at the university of Image in Milan. She’s published books and essay on the connection between architecture, design, marketing and sensory learning, and she was the curator of exhibitions and expositions on these themes. She’s published books and essay on the connection between architecture, design, marketing and sensory learning, and she was the curator of exhibitions and expositions on these themes. She currently teaches at the Polytechnic of Milan at the faculty of Industrial Design, at the Environmental Architecture of Piacenza, at the School of Design of the New Academy of Great Arts in Milan. She coordinates the School of Fashion and Textile Design of the New Academy of Fine Arts in Milan. [www.denisebonapace.com]

JONAS BOHLIN was born in Stockholm in 1953 where he got the GCE at A level from technical high school in 1974 and took the Interior Architect examination from Konstfack (The National College of Art, Craft and Design) in Stockholm. He lives and works in Stockholm where he is well known for the artistic approach to his work, focused on the connections between architecture, functions and life itself. Bohlin’s works range from furniture, light fittings, glass and textiles, to art objects and installations. It also comprises huge projects, like the creation of a new design education or an eighteen months long happening, comprising the build of a traditional, Swedish boat for four rowers, and climaxing in a three month rowing session on the channels of Europe, from Stockholm to Paris. That project was called LIV, the Swedish word for life. At the moment Jonas Bohlin teaches Interior Design at Konstfack (The National College of Art, Craft and Design) in Stockholm. [www.scandinaviandesign.com/jonasbohlin]

DENISE BONAPACE was born in Trento in 1977. Since her degree in Industrial Design in 2003 she has been working on the relation between body and cloth, developing national and international projects focused on concepts of transformability, adaptability and sustainability. Denise Bonapace carries out consultation activities to several trade-marks for the clothing trade, and she is responsible of design in the “Progetto Lana” of the Provincia Autonoma di Trento. She furthermore works in didactic activities linked to her professional development at the Naba and the “Politecnico” of Milan. [www.denisebonapace.com]
MARTINO GAMPER was born in 1971 in Bolzano, and studied sculpture at the Academy of Fine Arts and product design at the University of the Applied Arts, between Italy and Austria. In 1998 he moved to London to study for a Master in the Design Products Department at the RCA, then set up his own studio, gampermartino design. Martino Gamper’s work focuses on psycho-social aspects of furniture design. He also nurtures an interest in unwanted objects, reworking furniture that has been dumped on the streets, he has created a mismatched family of objects. Behind each of Gamper’s pieces, there is a story, that involves materials, techniques, people and places. At the moment Gamper is working as a teacher at the Royal College of Arts in London. www.gampermartino.com

GIULIO IACCHETTI was born in 1966 in Cremona. He has been an industrial designer since 1992. He also carries out an intense didactic work for several universities and design schools, in Italy and abroad. He was awarded a number of international prizes. In 2001 his project for a disposable fork "Moscadino" (designed with Matteo Ragni) won the Compasso d’Oro ADI and is now part of the permanent design exhibition at MOMA, New York. For the Italian chain of supermarkets COOP he created the project "Design for COOP" and is now charged of the coordination of the project COOP Eureka. Following is a brief selection of the firms he has been working for: Bialetti, Casamania, Caimi Brevetti, Desalto, De Vecchi, Ferrero, F.lli Guzzini, Mandarina Duck, Meritalia, Sambonet, Pandora Design, Thonet Vienna. Giulio Iacchetti teaches at the Naba Design in Milan. www.giulioiacchetti.com

NADINE JARVIS was born in 1982 in London where she now currently lives and works. She completed a foundation course at Chelsea College of Art before the concept-driven design degree where she developed other objects, including greeting cards, rings and radiator adornments that juxtapose the visible with the invisible and theories of solidity and temporality through design. Nadine Jarvis spent the final year of her BA design degree at Goldsmiths College in London experimenting with objects and materials that decompose over time and observing the emotional consequences of this degradation. She set up her design studio in 2006 after she was awarded a bursary from the Design Museum and the Esmee Fairbairn Foundation. Her work in “postmortem” has exhibited at the Design Museum in London, and it continues to tour the UK. As well as working as a designer, she maintains a close connection with Goldsmiths where she studied for her BA, and now works as a researcher. www.nadinejarvis.com

CHRIS KABEL was born in 1975 in Haarlem and was brought up in Blowmendaal, Netherland. He graduated from the Design Academy Eindhoven in 2000. From his studio in Rotterdam, he worked for Toolsgalerie in Paris, Moooi, Droog Design and Levi’s Europe, amongst others. His work is characterised by a fresh no-nonsense approach and a poetic way of looking at functionality. ‘I look at things as if they have never been seen before, then I dissect them and, after that, I reassemble them according to my own rules.’ His greatest successes include the lace parasol Shady Lace: with its leaf motif, casting shadows of branches and leaves, it recaptures the sensation of sitting beneath a filigree of foliage. At the moment, Kabel is working on a commission from a Chinese furniture manufacturer and a project for the Dutch Textile Museum in Tilburg. He is a teacher at the IM masters department of the Design Academy, Eindhoven. www.chriskabel.com

CLAUDIO GERMÄK is associate professor of Industrial design at the Architecture Design and Industrial design Department at the University “Politecnico” of Turin. He collaborated as a coordinator in several researches projects for the public urban transport’s furniture: Atm Turin’s tramline 4: mobility and urban redevelopment (2000); Settlement of the line of action for the prototype of the street and mountain furniture’s presentation (explanatory panel, supports and sundries) in Turin’s public areas (2004); Design of the interrelation between cities, territory, arts and environment “ Furniture and Territory” (2005); Piemonte and Turin’s Design (2006). These and other researches has developed his professionalism thanks also to his didactic occupations constantly linked with his university studies in Industrial Design.

KARIN NYRÉN Born and resident in Stockholm.M.A. in Interior Architecture and Furniture Design at Konstfack, 1978. Started working as an interior architect at Hidemark and Månssons Architects after seven years with the Ahlsén group, a group of artist where she worked with art in public spaces. She started at Nyrén’s Architects after three years, in November 1987. There she is the chief interior architect and have worked mostly with culture projects such as colleges of further education, libraries and museums. She always works very closely with the architects regarding design of rooms, choice of materials, colours, and lightning and as an interior architect, design a large part of the furniture. She is a professor in Interior Architecture at Konstfack since November 2004.
Schools

In the six ecomuseums involved by the fifth edition of Eco and Narciso dedicated to Design, teachers and students of six schools of design internationally well-known take part:

**DESIGN ACADEMY** in Eindhoven
where Chris Kabel teaches
[www.designacademy.nl](http://www.designacademy.nl)

At workshop which took place in Scopriminiera worked five international students: Sonja Baumel, Shiro Innue, Joanna Meroz, Mami Nishida, Mike Thompson.

**GOLDSMITHS** Academy in London
where Nadine Jarvis works as a researcher
[www.goldsmiths.ac.uk](http://www.goldsmiths.ac.uk)

At workshop which took place in Alpine Guides Ecomuseum worked with Nadine Jarvis, Joseph Harrington and the students of BA and MA Design: Stephan Bishop, Louisa Cranmore, Alon Gross, Liam Healy.

**ROYAL COLLEGE OF ARTS** in London
where Martino Gamper works as a teacher
[www.interaction.rca.ac.uk](http://www.interaction.rca.ac.uk)

At workshop which took place in Alpine Guides Ecomuseum worked the students of the Master “Platform 2”: Fabien Cappello, Josephine Duker, Merel Karhof, Georgios Maridakis, Vahakn Matossian, Christopher Raymond, George Thomas, Marc Trottereau, Bethan Wood.

**NABA**, the New Academy of Fine Arts in Milan
where Anna Barbara, Denise Bonapace and Giulio Iacchetti work
[www.naba.it](http://www.naba.it)

At workshop which took place in MUNLAB with Anna Barbara and Giulio Iacchetti worked a group of international students: Maria Gabriela Araujo, Stephanie Hornig; Mikio Imai, Szuyu Kao, Kaan Mutlu.

At workshop which took place in Ecomuseum of Textile Industry with Denise Bonapace worked a group of students: Elisa Brolese, Giada Caruana, Elena Marradi, Alessandra Orizio, Federica Palma, Ilaria Pavone.

**KONSTFACK** (The National College of Art, Craft and Design) of Stockholm
where Jonas Bohlin and Karin Nyrén work
[www.konstfack.se](http://www.konstfack.se)

At workshop which took place in Ecomuseum Crumière Felt Factory were involved the students of the first year of the Master: Johan Amborn, Michael Bussien, Anastasia Christogiannopoulou, Jessica Hansson, Daniel Heckscher, Johanna Körberg, Worapong (Ton) Manupipatpong, Hedda Staf, Helen Wahlberg.

**POLITECNICO** di Torino, Facoltà di Design
where Gianluca Alessio and Claudio Germak work
[www.polito.it/disegnoindustriale](http://www.polito.it/disegnoindustriale)

At the workshop which took place in Ecomuseum of Stone worked a the group for educational research composed by Gabriele Adriano, Gianluca Alessio, Valeria Castellino, Claudia De Giorgi, Claudio Germak, Franco Giolitti, Francesca Macri, and the students of Industrial Design 1°.
Ecomuseums / Materials

On 22, 23, 24 November 2007 the designers of the six international schools of design visited for the first time the ecomuseums which host “Eco e Narciso. Cultura Materiale / Design”. Till late springtime the designers and the students will be working in their schools and in the ecomuseums on the projects realized with the materials that characterise each ecomuseum.

WATER / The Alpin Guides Ecomuseum / Balme
The Alpine Guides Ecomuseum of Balme, the town of Pian della Mussa water, tells the tale of the birth and the development of a small village high up in the mountains, whose inhabitants, after living for centuries in isolation and having to deal with trying living-conditions, found themselves at the forefront of the era of pioneer alpinism, in the main role of alpine guides. Specific sections are dedicated to the description of the main features of the surrounding environment and the peculiarities of everyday life and local culture. www.ecomuseobalme.it

Address
Balme - Antica sede del Comune

Opening hours
July and September: Sunday 3.30-5.30 p.m.
August: Saturday and Sunday 3.30-5.30 p.m.
Other days visit by booking only +39 3476488387
Admission by ticket

How to reach
From Turin (63 km):
By car: take North by pass, Venaria exit, follow the freeway towards the Mandria till Lanzo. Follow the directions to Germagnano, Pessinetto, Ceres. Follow the SP1 of Val d’Ala until you reach Balme.

CLAY / Munlab / Cambiano
The territory between Cambiano and Poirino is situated on a tableland of clayey soil. The kiln of Cambiano, started up in 1907 and have produced up till now drawn materials using the clay from the adjoining quarry. MUNLAB, the Ecomuseum of Clay, opens the kiln of Cambiano to students and visitors, offering a wide range of interactive experiences, educational activities, cultural events. The Carena kiln produces bricks since 1907: it has therefore vastly influenced the life of the local community for a century. It is also possible to visit the current brickworks that produce drawn bricks in a completely automated way, using the clay of the nearby quarry. www.spaziopermanente.it

Address
Cambiano - Via Camporelle, 50

Opening hours
July and September: Friday 4.00-8.00 p.m. / Saturday 10.00 am-1.00 p.m. and 4.00-8.00 p.m.
August: closed
Free admission

How to reach
From Turin (31 km):
By car: take A21 highway direction Piacenza and exit at Santena. Take SS29 direction Turin and turn right at the second roundabout onto the ringroad of Cambiano, in direction of Chieri. Turn right at the industrial sign Fornace Carena.
By public transports: from Marconi square, take the coach n. 45 towards Moncalieri, Trofarello till you reach Cambiano, stop “via Cavour”. 
Cotton / Ecomuseum of Textile Industry / Perosa Argentina

In the area of Perosa Argentina, industrialization started from the second half of the 19th century, when, thanks to the entrepreneurship of two foreign families, a silk factory for the working of floss and a cotton mill were founded. These two mills were built on pre-existing ones. The Ecomuseum of Textile Industry in Perosa Argentina enhances the heritage issuing from the century-old-presence in the town of this kind of manufacture and is divided into two structures: the museum and the external visiting track, which leads the visitor towards the discovery of the quantity and quality of the changes that the settlement of the textile factories had caused in a built-up area at the bottom of the valley. www.alpimedia.it/ecomuseo

Address
Perosa Argentina - via Chiampo, 16

Opening hours
Saturday 2.00-6.00 p.m.
Other days visit by booking only +39 012182105 Valter Bruno
Free admission

How to reach
From Turin (57 km):
By car: take A55 highway towards tangential Pinerolo, reach Pinerolo exit towards SR23 Sestriere SR589 Cuneo Pinerolo, continue along SR23, reach San Geranno Chisone at the roundabout take the 3rd exit SP 166 then continue to Perosa Argentina.

Talcum / Scopriminiera / Prali

For the inhabitants of Val Germanasca the talcum mining industry has meant for more than a century the primary source of income. Indeed the mineral extraction (copper, graphite, talcum…) has started at the end of ‘700. The extracted talcum in Val Germanasca has unmistakable characteristics and it is used in the paper industry, the automobiles, the pharmaceutics and the cosmetics, the ceramic manufacture as well as the plastics, the paint and the agricultural industry. Scopriminiera, the main site of the Regional Ecomuseum of Mines and Val Germanasca, is located in Prali. More than three kilometres of tunnels and two different visit routes have been supplied in the mines of talcum Paola and Gianna. www.scopriminiera.it

Address
Prali – Località Paola

Opening hours
Visit by booking only +39 0121806987
9.30-12.30 a.m.and 1.30-5.00 p.m. Tuesday closed
Admission by ticket

How to reach
From Turin (78 km):
By car: take A55 highway towards tangential Pinerolo, reach Pinerolo exit towards SR23 Sestriere SR589 Cuneo Pinerolo, continue along SR23, reach San Geranno Chisone at the roundabout take the 3rd exit SP 166 then reach Perosa Argentina turn left and take SP169, continue to Prali.

Stone / Ecomuseum of Stone / Rorà

The Ecomuseum of Stone in Rorà consists of two sites, both greatly representative of community life. The first site is the Waldensian museum, which, through artifacts and tools, testifies the rich and eventful life of the inhabitants of Rorà, peasants and quarrymen. The other site it’s the historical quarry of Tupinet, which is no longer operative and effectively represents the condition of the original 19thcentury quarries. In the past, the Luserna Stone was always considered a cheap material but it was widely used, later on, in the construction of the Italian capital of the Savoias: Turin and Antonelli used it to construct the Mole Antonelliana. Today the Luserna Stone, whose market has become worldwide, is used in the public building industry and in the production of artifacts too.
Address
Rorà - via Duca Amedeo, 11

Opening hours
July and August: Sunday 10.00-12.30 a.m. and 4.00-7.00 p.m.
Other days visit by booking only +39 0121932179
Admission by ticket

How to reach
From Turin (61 km):
By car: take highway A55 towards tangential Pinerolo, reach Pinerolo exit towards SR23 Sestriere SR589 Cuneo Pinerolo, continue along SR23, then SP161 towards Val Pellice, reach Luserna San Giovanni at the roundabout take the 3rd exit SP 156 then SP162, continue to Rorà.
By public transports: till Torre Pellice by train (www.trenitalia.it) or Sapav Bus (+39 0121322032 – freephone number 800801901 – www.sapav.it) then continue till Rorà by Cavourese bus (+39 012169031 – www.cavourese.it).

FELT / Ecomuseum Crumire / Villar Pellice
The textile industry has had since the 19th century a prominent role amidst the economical activities in the Pellice valley: in 1833 the Mazzonis Manufacture in Pralfera was founded, followed by the Turati Bros Society in 1892 and the Vaciago Firm in Luserna San Giovanni in 1901, and, finally, the Crumière Felt Factory in 1904 in Villar Pellice. In 1986, the company broke up due to bankruptcy. The employees decided then to set up a Cooperative, and carried on producing felt for paper mills, conveyer belts for the food industry, woolen muffs and felt for industrial usage. In 1995 a cooperation between the Town of Villar Pellice, the Mountain Community of Villar Pellice and the New Crumière Cooperative started, with the aim to realize a project for the transformation of the existing building in an ecomuseum of felt and industrial archeology in the Pellice valley. www.ecomuseocrumiere.eu

Address
Villar Pellice - Piazza Jervis, 1

Opening hours
Saturday and Sunday 3.00-6.00 p.m.
Other days visit by booking only +39 0121930622
Admission by ticket

How to reach
Da Torino (60 km):
By car: take highway A55 towards Pinerolo by pass, reach Pinerolo exit towards SR23 Sestriere SR589 Cuneo Pinerolo, continue along SR23, then SP161 towards Val Pellice, continue to Villar Pellice.
By public transports: till Torre Pellice by train (www.trenitalia.it) or Sapav Bus (+39 0121322032 – freephone number 800801901 – www.sapav.it) then continue till Villar Pellice by Sapav bus.

For further information: +39 0118615327 - info@ecoenarciso.it - www.ecoenarciso.it

The project is part of the Calendar of
Torino 2008