

Milan, October 26<sup>th</sup> 2017

## **LA LUNA È UNA LAMPADINA 50 YEARS OF IED**

### **INTERNATIONAL EXHIBITION**

La Triennale di Milano - Viale Emilio Alemagna, 6

Inauguration by invitation: October 26<sup>th</sup> - 7.00 pm

Open to the public: October 27<sup>th</sup> - November 19<sup>th</sup> 2017 / free entry

The 50 years of activity that the **Istituto Europeo di Design** is celebrating on October 26<sup>th</sup> at La Triennale di Milano is far more than an anniversary or a special date. The 50 years of IED is a story. The story of a global community of young people, creatives, students and instructors, professionals and companies. The story of different parties that came together at IED, learned from each other, and that then, with their skills, travelled throughout the world conveying a **common design culture**. Thus over time was created a network of shared ideas and values, even more widespread than the international network of the Istituto Europeo di Design itself with its **11 campuses in 3 countries of the world** founded in 1966 by **Francesco Morelli**, its **current President**.

In these 50 years IED has branched out **beyond Italy's national borders reaching Spain and Brazil**, and it is the only creative training school to have maintained a **completely Italian foundation**. Its method is simple yet innovative: educate students by combining theory and practice, starting with the knowledge brought to the classroom by industry professionals. So creativity and the job market, without forgetting the primary mission, i.e., young people and their training, their education with respect to an innovative and international vision that in the 1960s was focused on Europe.

*"The profession of the designer - declares **Francesco Morelli, President of Istituto Europeo di Design** - is quite complex. It requires multiple levels of extensive and universal knowledge, and at the same time in-depth, vertical skills in areas like technology, economics, humanities and history. I also wanted IED to be complex, able to evolve in society and continuously up-to-date with respect to education matters. I want to deliver to the future an IED that thinks and always maintains its focus on the students themselves, the true driver of our work. Young people to be guided through a galaxy of opportunities, not just those of their neighbourhood but of the whole world".*

The Istituto Europeo di Design dedicates to these 50 years an **international exhibition** open free of charge with the title **La luna è una lampadina. 50 Years of IED**. The story of IED echoes a metaphor from a text by Dario Fo, sung by Enzo Jannacci in 1964: *"The moon is a light bulb, attached to the ceiling, and the stars seem like lemons thrown in the water"*. Seeing with the eyes of a designer means precisely this: vision, strong intuition, design and irony.

The exhibition takes place in La Triennale as a non-traditional exhibition, joining a multimedia, interactive and more narrative part with a "living" theatrical heart that on a daily basis will present the public with the method, the students of yesterday and today, and the instructors, the true protagonists of IED.

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A **calendar of over 50 live events** including **44 workshops** and **8 lectures** involving more than **500 students** who will be participating in the **21 days of the exhibition** by showing the exact design process that, starting from an idea, leads to a final design.

It is a comprehensive reflection on the design world in all its forms, on talent, **on the contribution that IED has made to the design system through its many alumni**. A key part of this event is precisely their story: in 50 years of activity, more than **120,000 ex-students** from **130 different nations** have frequented the campuses of the Istituto Europeo di Design. A world of creatives who, after completing their studies, now live and work in all five continents in creative and strategic environments, as freelancers or employees in international businesses in the industries of fashion, design, communication and the visual arts.

The exhibition enjoys the support of: **Intesa Sanpaolo** - *main partner*; **Fjord - Design and Innovation from Accenture Interactive** - *partner*; **Canon** - *digital imaging partner*; **Extra - Smart Business Ideas** - *technical partner*; **Adobe, Lenovo, Rekordata, Wacom** – *sponsors and Consorzio Tutela Lugana* - *technical sponsor*.

Info: [www.50anni.ied.it](http://www.50anni.ied.it) - #IED50Anni