

La Triennale di Milano  
viale Alemagna 6



LA TRIENNALE DI MILANO

# LA LUNA È UNA LAMPADINA 50 ANNI IED

## Programme

26.10—19.11.2017

Three weeks of  
continuous evolving  
happenings and  
activities open to  
everybody.

[50anni.ied.it](http://50anni.ied.it)

# 26.10

10:30—17:00 Workshop

## (RE) Play

Design and construction of an interactive inflatable installation through the creative recycling of plastic and reclaimed materials. The aim is to raise awareness on the environmental problem of the Plastic Islands, the accumulations of garbage floating in the oceans.

Professors:

**Davide Dell'Orto** former IED student

**Giulia Bombardieri** former IED student

**Luca Prandoni**

Direct involvement of high school students

In partnership with:

**SCOPREGA**

10:30—17:00 Workshop

## Milano Tailor Made

Reflection on packaging through the metaphor of the city and its space, which hides and reveals places and artistic expressions. Through techniques of manipulation of ICMA high quality paper by the students of Fashion, Visual Arts and Design, a three-dimensional work directed by the artist Caterina Crepax.

Professor:

**Caterina Crepax**

In partnership with:

**ICMA SARTORIAL PAPER**

10:30—17:00 Workshop

## 50 Objects of the Future

Co-designing activities between designers and visitors, transforming the ideas of the public into 50 possible objects that never existed but have always been desired.

Professors:

**Giovanni Baffetti** former IED student

**Matteo Vilardo** former IED student

Direct involvement of visitors

In partnership with:

**WACOM**

10:30—17:00 Workshop

## Z Brush Milan Character Design

Workshop to create a character inspired by the city of Milan using the ZBrush digital sculpting program for cinema, animation and video games: from the illustration of the figure to its 3D printing and turnaround animation.

Professor:

**Massimo Giacon**

In partnership with:

**WACOM**

# 27.10

10:30—19:30 Workshop

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Design and construction of an interactive inflatable installation through the creative recycling of plastic and reclaimed materials. The aim is to raise awareness on the environmental problem of the Plastic Islands, the accumulations of garbage floating in the oceans.

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**Giulia Bombardieri** former IED student

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Direct involvement of high school students

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In partnership with:  
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Professor:

**Massimo Giacon**

In partnership with:  
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# 28.10

10:30—19:30 Workshop

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**Giulia Bombardieri** former IED student

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Direct involvement of high school students

In partnership with:

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Professor:

**Massimo Giacon**

In partnership with:

**WACOM**

10:30—19:30 Workshop

## Into the Sound

Exploration of immersive audio using basic and advanced multichannel spatialisation techniques.

Professor:

**Mattia Trabucchi** former IED student

Direct involvement of high school students

In partnership with:

**ZOOM**

# 29.10

10:30—19:30 Workshop

## Into the Sound

Exploration of immersive audio using basic and advanced multichannel spatialisation techniques.

Professor:  
**Mattia Trabucchi** former IED student

Direct involvement of high school students

In partnership with:  
**ZOOM**

10:30—19:30 Workshop

## Milano State of Mind: Sha Ribeiro Portraits

Creation of a photographic studio where Photography and Fashion Stylist students, coordinated by Sha Ribeiro, will produce portraits of the public, printed and delivered on the spot.

Professor:  
**Sha Ribeiro**

Direct involvement of high school students and visitors

10:30—19:30 Workshop

## Sketch Fighting Transportation Design

Challenge of expertise and speed between Product Designers to produce innovative sketches of 2 - and 4- wheel Transportation Designs on the spot.

Professors:  
**Davide Tealdi**  
**Giovanni Baffetti** former IED student

In partnership with:  
**WACOM**

18:30—19:30 Lecture

## Oswaldo Cavandoli: The unforgettable father of La Linea

Seminar on the work of Oswaldo Cavandoli, father of La Linea, with Sergio Cavandoli and Piero Tonin.

Professors:  
**Sergio Cavandoli**  
**Piero Tonin** former IED student

# 31.10

10:30—19:30 Workshop

## Risky Habits

The relationship between director and cinematographer on the set is an intrinsic and indissoluble bond that students can experience firsthand through the reconstruction of a scene taken from a film noir.

Professors:

**Andrea Bettinetti**  
**Enrico Maria Brocchetta**

Direct involvement of high school students

10:30—19:30 Workshop

## Arquicostura

Madrid designer Raquel Rodrigo coordinates the development of 10 art marketing projects by applying tapestry techniques in an original manner.

Professors:

**Raquel Rodrigo**  
**Ramon Jaramillo**

Direct involvement of high school students

 IN ENGLISH

13:00—14:30 Lecture

## The Insider Role

Live testimony of the experience of Manuel Alberto Claro, cinematographer of Lars Von Trier, at the opening of Risky Habits workshop with Q&A session.

Professor:

**Manuel Alberto Claro** former IED student

 Agorà Triennale

 STREAMING

10:30—19:30 Workshop

## The Dark Side of the Moon

Workshop by Tiziana Gemin for a dialogue between the physical world and digital constructions. The students of Product Design, Sound Design and Visual Arts test the visitors by synergistically combining the three disciplines into an interactive and engaging experience, with installations by Teodora Filipova, Jacopo Panfili and Eleonora Roaro, and musical performances by Valeria di Sabato, Francesco Gagliardi and Mattia Trabucchi.

Professors:

**Marco Cadioli** former IED student  
**Dario Gavezotti**  
**Nima Gazestani**

Direct involvement of visitors

18:30—19:30 Lecture

## Fashion Illustration

Two fashion illustrators will introduce the public to the understanding of visual culture and fashion design techniques.

By:

**Fortuna Todisco** former IED student  
**Gianni Cinti**

 Agorà Triennale

# 1.11

10:30—19:30 Workshop

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**Enrico Maria Brocchetta**

Direct involvement of high school students

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10:30—19:30 Workshop

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Professors:  
**Raquel Rodrigo**  
**Ramon Jaramillo**

Direct involvement of high school students

 IN ENGLISH

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Professors:  
**Marco Cadioli** former IED student  
**Dario Gavezotti**  
**Nima Gazestani**

Direct involvement of visitors

10:30—19:30 Workshop

## Restoration of a Mural

Live restoration of a piece of mural painting by a former IED student, the artist Camoljon Boboev from Uzbekistan.

Professors:  
**Federica Colombani**  
**Elena Luzzani**

Direct involvement of high school students

10:30—19:30 Workshop

## Impossible Pop-Up Books

Creating pop-up books using recycled magazines and paper materials.

Professor:  
**Sebastiano Paccini**

In partnership with:  
**TIPOGRAFIA IDEAL**

18:00—19:30 Lecture

## The GIFs are here to stay: 30 years of animated gifs

From pop culture to the Internet, artists Marco Cadioli and Matteo Cremonesi talk about the legendary "gif" digital format on the 30th anniversary of its appearance, in an excursus ranging from its presence on the Internet to its explosion on social networks and its aesthetic evolution.

By:  
**Marco Cadioli** former IED student  
**Matteo Cremonesi**



# 3.11

10:30—19:30 Workshop

## Fiber Art

### production of micro textile works

Realisation of experimental mini works of Fibre Art with the aid of textile fibres, metals, plastics and stones. The goal is transposition into a macro form for the textile industrial world.

Professor:

**Nicoletta Pezzoli** former IED student

10:30—19:30 Workshop

## From the Weft of Memory to the Warp of Today

Telling. Weaving. Transforming. When a story is passed down, while attempts are made to keep it unchanged, all the same it is transformed, it is further elaborated, it is personalised. Some "pieces" remain, others, unknowingly, change. The starting point is an old image or an object that is part of a story. The point of arrival becomes a new Weft, a garment, a fabric, a design.

Professors:

**Belma Salihovic** former IED student

**Maria Luisa Marieni Saredo**

In collaborazione con:

**GIANPIERO**

**URZETTA ZOJE**

**SEWING-MACHINES**

10:30—12:30 Workshop

## Silkscreen Workshop

Design and production of a silkscreened text with images.

Professors:

**Filippo Basile**

**Romeo Steiner**

# 4.11

10:30—19:30 Workshop

## Homeless: when objects mean more

Through objects and their meanings we talk about the submerged world of those who live on the street. Voices, images and gestures merge into the representation of a daily life that at times is too far from us to be understood.

By former IED students:

**Simone Bonanni**

**Matteo Vilardo**

**Davide Gramatica**

**Cara Judd**

**Ginevra Franchi**

**Davide Piersanti**

10:30—12:30 Workshop

## Silkscreen Workshop

Design and production of a silkscreened text with images.

Professors:

**Filippo Basile**

**Romeo Steiner**

10:30—19:30 Workshop

## Haye – Le Parole, La Notte

A performance resulting from a scenic reinterpretation of the new opera by Mauro Montalbetti, made by the students, with libretto by Alessandro Leogrande, directed by Alina Marazzi, produced by I Teatri di Reggio Emilia.

Professors:

**Alina Marazzi**

**Paolo Solcia**

18:00—19:00 Lecture

## Annalaura Cantone Speaks

Anna Laura Canton is the illustrator hiding behind many famous animated films. The next, directed by Enzo D'Alò, will arrive in Italian cinemas over the next few weeks. A former IED student, she talks about her passion for colours that shape enchanted and astonishing worlds.

10:30—19:30 Workshop

## Fashion Digital Illustration

Creative fashion illustration workshop using digital techniques.

Professor:

**Fortuna Todisco** former IED student

# 5.11

10:30—19:30 Workshop

## Haye – Le parole, La notte

A performance resulting from a scenic reinterpretation of the new opera by Mauro Montalbetti, made by the students, with libretto by Alessandro Leogrande, directed by Alina Marazzi, produced by I Teatri di Reggio Emilia.

Professors:  
**Alina Marazzi**  
**Paolo Solcia**

10:30—19:30 Workshop

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**Davide Gramatica**  
**Cara Judd**  
**Ginevra Franchi**  
**Davide Piersanti**

10:30—19:30 Workshop

## Car Design Augmented Reality

Creation of an immersive setting in which visitors can experience the different solutions of a Transportation Design project.

Professor:  
**Alessandro Cipolli**

10:30—19:30 Workshop

## With Your Head in the Clouds

Everyone sees the same sky, but not everyone sees the same stories: through creativity and markers the cloudy sky becomes a unique story.

Professors:  
**Giuseppe Liuzzo** former IED student  
**Daniel Annbjer**

Involvement of high school students

# 7.11

10:30—19:30 Workshop

## Remove Before Hate

Study of the influence of the concept of stereotype in the creation of barriers and phenomena of discrimination in the definition of gender and sexual orientation.

Professors:

**Davide Sgalippa**  
**Matteo Bernocchi**  
**Paolo Solcia**  
**Davide Alesina**  
**Matteo Milaneschi**

In partnership with:  
**Assessorato Politiche  
Sociali del Comune  
di Milano**

10:30—19:30 Workshop

## Urban Sketching

The students of the Illustration course produce special portraits of exhibition visitors with instant sketching made on graphic tablets.

Professor:

**Daniela Brambilla**

In partnership with:  
**WACOM**

10:30—19:30 Workshop

## From VR/AR to XR. The New Art of Storytelling and Narrative

How are Virtual Reality experiences made? What does “XR Extended Reality” mean? What are the differences that you have to consider when using different devices? Guided by teams from Lenovo and Proxima Milano, students will learn to think, write and design in this incredible new language of communication.

Professors:

**Riccardo Gemelli**  
**Claudio Falconi**  
**Aimone Bodini**  
**Guido Terni**

Involvement of high school students

In partnership with:  
**LENOVO**

10:30—19:30 Workshop

## Exploring the Complexity and Beauty of Pattern Making

A pattern is usually considered as a medium to translate the imagination of the designer into real fabrics. The pattern is the element that adds quality, complexity and beauty, as if it were an object itself.

Professor:

**Yulia Yadrishnikova**

 **IN ENGLISH**

# 7.11

11:00—12:00 Workshop

## Fa' la casa giusta: Fair Hospitality in Milan

Report on the results of a study of a communication campaign requested by the Public Works and Housing Department of the City of Milan of the students of Communication and Visual Arts for the project "Fair Hospitality", devoted to autonomous youth housing. A debate with Councillor Gabriele Rabaiotti will follow.

Professors:

**Cinzia Piloni**

**Giuseppe Liuzzo** former IED student

In partnership with:

**Assessorato Lavori**

**Pubblici e Casa**

**del Comune di Milano**

 **Agorà Triennale**

12:00—13:30 Round table

## Fa' la casa giusta: Milan - Turin, stories of autonomous living compared

Round table with:

**Gabriele Rabaiotti** Councillor, Public Works and Housing Department of the City of Milan

**Sara Travaglini** Coop. Dar-Casa

**Isabella Brossa** Housing Programme of the Compagnia di San Paolo

**Giovanni Magnano** Residential Public Building Area Director, City of Turin

 **Agorà Triennale**

 **STREAMING**

# 8.11

10:30—19:30 Workshop

## Remove Before Hate

Study of the influence of the concept of stereotype in the creation of barriers and phenomena of discrimination in the definition of gender and sexual orientation.

Professors:

**Davide Sgalippa**  
**Matteo Bernocchi**  
**Paolo Solcia**  
**Davide Alesina**  
**Matteo Milaneschi**

In partnership with:  
**Assessorato Politiche  
Sociali del Comune  
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10:30—19:30 Workshop

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Professor:  
**Yulia Yadrishnikova**

 IN ENGLISH

10:30—19:30 Workshop

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Professor:  
**Daniela Brambilla**

In partnership with:  
**WACOM**

10:30—19:30 Workshop

## Calligraphy Workshop

From pencils to Pentel brush pens, experiences of basic calligraphic techniques made by students of the Graphics course.

Professor:  
**Barbara Calzolari**

In partnership with:  
**PENTEL**

10:30—14:30 Workshop

## Design by Making LIVE Innovation by Fjord

In today's world where technological change and expectations are constantly evolving, previously useful tools and methods are redundant. So the problem is not just how to innovate, but how quickly to launch products and services on the market. Join us at Fjord for a workshop that will talk about how you can design and prototype within a few hours instead of weeks or months.

 **Agorà Triennale**

 **BY INVITATION ONLY**

# 9.11

10:30—17:00 Workshop

## Calligraphy Workshop

From pencils to Pentel brush pens, experiences of basic calligraphic techniques made by students of the Graphics course.

Professor:

**Barbara Calzolari**

In partnership with:

**PENTEL**

10:30—17:00 Workshop

## Tangible Branding

Communication project through a material approach with papercutting, photography, anamorphic typography and stop motion techniques.

Professors:

**Romeo Traversa**

**Andrea Castelletti**

10:30—17:00 Workshop

## Pierrot Lunaire

Innovative and multimedia design of Arnold Schoenberg's opera with the creative direction of the Video and Sound design students in interaction with the musical ensemble directed by Maestro Alessandro Maria Carnelli.

Professors:

**Davide Alesina Maietti**

**Davide Sgalippa**

**Paolo Solcia**

**Riccardo Di Stefano**

**Simona Marzoli**

10:30—17:00 Workshop

## Moodboarding New Trends and Virtual Interior Design

Forms of interior design presentations: starting with the re-elaboration of new trends and the composition of mood boards, the visitor is guided through an immersive experience in the designed space, thanks to virtual reality.

Professors:

**Simona Marzoli**

**Bruno Barabaschi**

**Michele Bigelli**

**Fabio Groppi**

**Penelope Vaglini** former IED student

**Matteo Congiù** former IED student

Direct involvement of high school students and visitors

18:30—22:00 Experience

## Designing for a Sustainable World A Fjord Kitchen

From the Sharing Economy to the Circular Economy, a deep dive on how we can - and we must - design for a more sustainable future. Join us at Fjord with Special Guests for an evening that will offer food and an opportunity to reflect.

Limited Seats

 BY INVITATION ONLY

# 10.11

10:30—19:30 Workshop

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**Fabio Groppi**  
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**Matteo Congiu** former IED student

Direct involvement of high school students and visitors

10:30—12:30 Workshop

## Silkscreen Workshop

Design and production of a silkscreened text with images.

Professors:  
**Filippo Basile**  
**Romeo Steiner**



# 11.11

10:30—12:30 Workshop

## Silkscreen Workshop

Design and production of a silkscreened text with images.

Professors:  
**Filippo Basile**  
**Romeo Steiner**

10:30—19:30 Workshop

## Competition Slot Car

Design and implementation of small format automotive prototypes and a slot car track for rail racing by Product Design students.

Professors:  
**Luciano Catena**  
**Giovanni Baffetti** former IED student

Direct involvement of high school students

In partnership with:  
**CARRERA**  
**FORMECH**  
**MOHWINCKEL**  
**WACOM**  
**ROLAND DG**

10:30—19:30 Workshop

## Stop Motion Workshop

Stop motion design for young people: from the building of three-dimensional figures to insertion into miniature sets, study of lighting and photographic methods.

Professor:  
**Gianluca Lo Presti**

Direct involvement of high school students

In partnership with:  
**MAMMAFOTOGRAMMA**

10:30—19:30 Workshop

## The Fridge of the Future

The design method of “re-conceiving” everyday objects open to reflection on the transformations that change the way of thinking. A multidisciplinary approach: from visual communication to marketing, fashion and design.

Professor:  
**Luciana Leveratto**

In partnership with:  
**SMEG**

 **IN ENGLISH**

# 12.11

10:30—19:30 Workshop

## Competition Slot Car

Design and implementation of small format automotive prototypes and a slot car track for rail racing by Product Design students.

Professors:

**Luciano Catena**

**Giovanni Baffetti** former IED student

Direct involvement of high school students

In partnership with:

**CARRERA**

**FORMECH**

**MOHWINCKEL**

**WACOM**

**ROLAND DG**

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Professor:

**Luciana Leveratto**

In partnership with:

**SMEG**

 **IN ENGLISH**

# 14.11

10:30—19:30 Workshop

## The Text Form

Character, style, editorial trends. A project with the aim of showing participants the latest trends in the publishing of information.

Professor:  
**Ricardo Salas**

10:30—19:30 Workshop

## Adobe Days

Interaction Design students under the guidance of ADOBE guru Daniel Walter Scott develop an app or website user interface project using the new Experience Design software.

Professor:  
**Daniel Walter Scott**

In partnership with:  
**ADOBE**

 IN ENGLISH

12:30—19:30 Workshop

## Instant Communication

Creation of an editorial staff consisting of Visual Arts and Communication students for the development of an editorial information project.

Professor:  
**Luigi Vernieri**

10:30—19:30 Workshop

## Fab Love

Fab Lab, whose participants include students from IED Madrid and IED Cagliari. "Print Big!" is the large-scale 3D print Madrid workshop for the design of objects of social utility optimised for 3D production. Unleashing Waves and Talking Waste Bins will be the interactive installations from IED Cagliari.

Professors:  
**Gianluca Pugliese**  
**Marcello Cualbu**

In partnership with:  
**WASP**  
**ARDUINO**  
**OPENDOT LAB**

# 15.11

10:30—17:00 Workshop

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Professor:  
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In partnership with:  
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 IN ENGLISH

10:30—17:00 Workshop

## Workshop of Formal Artisanal Tailoring

The tradition of Made in Italy told through men's haute couture. Young designers produce outerwear using ancient traditional pattern-making methods.

Professor:  
**Irene Cinus**

12:30—17:00 Workshop

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Creation of an editorial staff consisting of Visual Arts and Communication students for the development of an editorial information project.

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In partnership with:  
**WASP**  
**ARDUINO**  
**OPENDOT LAB**

18:00—19:30 Round table

## The Dusk of Media

New digital actors assume the leadership of information, communication and advertising. Analysis of the trends of the media market and the future of the information industry.

With:  
**Vittorio Meloni** Intesa Sanpaolo  
**Luca Sofri** Il Post  
**Luca Colombo** Facebook Italia  
**Ashley Benigno** Fjord Milano

Moderated by:  
**Luca De Biase** Comitato Scientifico IED

 **STREAMING**

# 16.11

10:30—19:30 Workshop

## Workshop of Formal Artisanal Tailoring

The tradition of Made in Italy told through men's haute couture. Young designers produce outerwear using ancient traditional pattern-making methods.

Professors:  
**Irene Cinus**

11:00—12:00 Lecture

## A Brief History of Conversation (and how technology is changing it)

By:  
**Ashley Benigno**  
Group Director Fjord Milano

12:30—19:30 Workshop

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Professor:  
**Luigi Vernieri**

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**Marcello Cualbu**

In partnership with:  
**WASP**  
**ARDUINO**  
**OPENDOT LAB**

10:30—19:30 Workshop

## Ikea Hacker Sardiska Project

Ikea furniture hacking with Product Design students. Starting with the concept of democratic design that characterises the company's style, unusual elements are created combining technology and high craftsmanship from Sardinia.

Professors:  
**Annalisa Cocco**  
**Stefano Carta Vasconcellos**

In partnership with:  
**IKEA**  
**BILCOTECH**

# 17.11

10:30—19:30 Workshop

## Fab Love

Fab Lab, whose participants include students from IED Madrid and IED Cagliari. "Print Big" is the large-scale 3D print Madrid workshop for the design of objects of social utility optimised for 3D production. Unleashing Waves and Talking Waste Bins will be the interactive installations from IED Cagliari.

Professors:

**Gianluca Pugliese**  
**Marcello Cualbu**

In partnership with:

**WASP**  
**ARDUINO**  
**OPENDOT LAB**

10:30—19:30 Workshop

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In partnership with:

**IKEA**  
**BILCOTECH**

10:30—19:30 Workshop

## Imaging/Triennale Visual workshop

Photo essay on the changing of spaces in the exhibition aimed at creating an artistic editorial object.

Professor:

**Magali Avezou**

10:30—19:30 Workshop

## Wakening the Sleeping Beauty

50 dancers, 27 scenographers and 4 sound designers put on a performance reflecting on biomimetics. A story of the human journey from the betrayal of the pact with Nature to the creation of a new possible nature through hybridisation.

Professors:

**Gianluca Di Muzio**  
**Luca Prandoni**  
**Paolo Solcia**  
**Penelope Vaglini** former IED student  
**Jole Lombardini** former IED student  
**Jacopo Panfilì** former IED student

In collaborazione con:

**DANCEHAUS DI**  
**SUSANNA BELTRAMI**

# 18.11

10:30—19:30 Workshop

## 50 Objects of the Future

Co-designing activities between designers and visitors, transforming the ideas of the public into 50 possible objects that never existed but have always been desired.

Professors:

**Giovanni Baffetti** former IED student

**Matteo Vilardo** former IED student

Direct involvement of visitors

In partnership with:  
**WACOM**

10:30—19:30 Workshop

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**Luca Prandoni**

**Paolo Solcia**

**Penelope Vaglini** former IED student

**Jole Lombardini** former IED student

**Jacopo Panfilì** former IED student

In collaborazione con:  
**DANCEHAUS DI  
SUSANNA BELTRAMI**

10:30—19:30 Workshop

## Let's Strawshop!

Historical introduction and fun facts about the Italian workmanship of Florentine straw and the production of a braided straw hat according to the classic tradition.

Professor:

**Sara Meucci**

15:00—18:00 Workshop

## Play Your Cards

Creative contest dedicated to emerging illustrators, cartoonists and graphic designers that rewards the best by offering a working contract as an official illustrator for IED Italia social channels.

Professor:

**Antonio Incorvaia**

# 19.11

10:30—19:30 Workshop

## 50 Objects of the Future

Co-designing activities between designers and visitors, transforming the ideas of the public into 50 possible objects that never existed but have always been desired.

Professors:

**Giovanni Baffetti** former IED student

**Matteo Vilardo** former IED student

Direct involvement of visitors

In partnership with:  
**WACOM**

10:30—19:30 Workshop

## Imaging/Triennale Visual workshop

Photo essay on the changing of spaces in the exhibition aimed at creating an artistic editorial object.

Professor:

**Magali Avezou**

10:30—19:30 Workshop

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**Jacopo Panfilii** former IED student

In collaborazione con:

**DANCEHAUS DI**

**SUSANNA BELTRAMI**

10:30—18:30 Workshop

## Personal Fashion Design

Different fashion designers develop their creative expression through classical and contemporary graphical and painting techniques.

Professor:

**Gianni Cinti**

Direct involvement of high school students



Patrocini Istituzionali

*Ministero degli Affari Esteri  
e della Cooperazione Internazionale*



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