



INTERNI ENERGY FOR CREATIVITY

APRIL - MAY 2015

A DREAM FOR TOMORROW

LOOKING TO THE PAST TO INVENT THE FUTURE

UNIVERSITÀ DEGLI STUDI DI MILANO via Festa Del Perdono 7, Milano
13 APRIL - 24 MAY

THE GARDEN OF WONDERS

A JOURNEY THROUGH SCENTS

ORTO BOTANICO DI BRERA via Fratelli Gabba 10 - via Brera 28, Milano
13 APRIL - 24 MAY

MIND MOVERS

AUDI CITY LAB via Monte Napoleone 27, Milano
13 APRIL - 10 MAY

FuoriSalone 2015
INTERNI ENERGY FOR CREATIVITY
UNIVERSITÀ DEGLI STUDI DI MILANO



"Energy"

Press Conference

"LOOKING TO THE PAST TO INVENT A MORE DENSE, ORGANIC FUTURE": THIS IS THE IDEA WITH WHICH, ON 13 APRIL, PHILIPPE DAVERIO, PROFESSOR OF INDUSTRIAL DESIGN AND ART HISTORIAN, ACTED AS MODERATOR AT THE PRESS CONFERENCE OF THE EXHIBITION-EVENT OF INTERNI, "ENERGY FOR CREATIVITY." THE PRESENTATION TOOK PLACE IN THE AUDITORIUM

OF THE UNIVERSITÀ DEGLI STUDI DI MILANO, WHICH HAS BEEN ENTIRELY RENOVATED, FOR AN AUDIENCE OF OVER 400 JOURNALISTS AND SECTOR PROFESSIONALS FROM ITALY AND ABROAD, WHO LISTENED TO THE WORDS OF ARCHITECTS AND DESIGNERS INVITED BY INTERNI FROM AROUND THE WORLD, PRESENTING THEIR PROJECTS FOR THE EVENT.



From the top: the Auditorium of the Università degli Studi di Milan during the press conference for Energy for Creativity; the moderator Philippe Daverio opens the session; in the group, from left, Diana Bracco, Patricia Viel, Antonio Citterio, Gilda Bojardi, Philippe Starck.

INTERNI Energy for Creativity

Università degli Studi di Milano
A DREAM FOR TOMORROW
Looking to the Past to invent the Future

Projects by 27 ARCHITECTS and DESIGNERS



SITES THE UNIVERSITY OF MILAN, THE BRERA BOTANICAL GARDEN AND THE AUDI CITY LAB ON VIA MONTENAPOLEONE. WITH THIS WIDE-RANGING INITIATIVE INTERNI CREATED AN IDEAL BRIDGE BETWEEN DESIGN WEEK IN MILAN AND THE UNIVERSAL EXPOSITION, OFFERING EVERYONE IN THE HEART OF MILAN AN EVENT FULL OF CONTENT, BOTH IN THE AREA OF ARCHITECTURAL DESIGN AND IN A SURVEY ON FUTURE LIFESTYLES. AT THE UNIVERSITÀ DEGLI STUDI DI MILAN, "A DREAM FOR TOMORROW. LOOKING TO THE PAST TO INVENT THE FUTURE" PRESENTED A SERIES OF MICRO-ARCHITECTURES, INSTALLATIONS, EXHIBITIONS AND PROJECTS TO INVESTIGATE THE NEAR FUTURE FROM THE PERSPECTIVE OF OUR TIES WITH HISTORY. THE ORTO BOTANICO IN BRERA HOSTED THE EXHIBITION "THE GARDEN OF WONDERS. A JOURNEY THROUGH SCENTS," A PROJECT OF THE BE OPEN FOUNDATION THAT EXPLORED THE RELATIONSHIP BETWEEN DESIGN AND SMALL PRODUCTION COMPANIES IN THE WORLD OF PERFUME. FINALLY, THE AUDI CITY LAB ON VIA MONTENAPOLEONE PRESENTED "MIND MOVERS" A SERIES OF ENCOUNTERS AND CONVERSATIONS BETWEEN SCIENTISTS, ENGINEERS, ARTISTS AND DESIGNERS ON INNOVATION AND THE DISCIPLINES OF THE FUTURE. THE INTERNI EXHIBITION-EVENT BENEFITED FROM THE PATRONAGE OF THE CITY OF MILAN. PARTNERSHIP WITH EXPO MILANO 2015. IN CO-PRODUCTION WITH AUDI AND BE OPEN FOUNDATION

texts by Antonella Galli
photos Mattia Campo, Francesca Cao, Paolo Consaga, Nicolò Lanfranchi, Saverio Lombardi Vallauri, Ludovica Magnini, Andrea Martiradonna and Marcello Mariana



1. Roberto Garavaglia
SENIOR VICE PRESIDENT FOR STRATEGY AND BUSINESS DEVELOPMENT AGUSTAWESTLAND
LIKE LAST YEAR, IN COLLABORATION WITH INTERNI, WE ANNOUNCE THE SECOND EDITION OF THE CONTEST FUYDEAS FOR THE CITY 2015. WE ARE ASKING A SELECTED GROUP OF DESIGNERS TO MAKE PROPOSALS FOR THE INTERIORS OF THE AW609 CONVERTIPLANE, WHICH COMBINES THE PROPERTIES OF HELICOPTERS WITH THOSE OF AIRPLANES.

2. Gianluca Vago
MAGNIFICO RETTORE UNIVERSITÀ DEGLI STUDI DI MILANO
THIS ENCOUNTER IS A TRADITIONAL AND ESTABLISHED OCCASION, FOR AN EXTRAORDINARY EVENT LIKE THE EXHIBITION OF INTERNI AND THIS YEAR THE INTERNI PRESS CONFERENCE IS THE INAUGURAL EVENT IN THE TOTALLY RENOVATED AULA MAGNA.

3. Gennady Terebkov
FONDAZIONE BE OPEN DIRECTOR
I AM HERE TO REPRESENT YELENA BATURINA, THE FOUNDER OF BE OPEN, WHICH SUPPORTS CREATIVE PROJECTS ALL OVER THE WORLD. WITH THE EXHIBITION "THE GARDEN OF WONDERS - A JOURNEY THROUGH SCENTS" WE SUPPORT TRADITIONS AND CRAFTS THROUGH DESIGN, AND WE SET OUT TO PRESERVE BEAUTY AND KNOWLEDGE FOR THE COMING GENERATIONS. BEAUTY WILL SAVE THE WORLD.

4. Diana Bracco
PRESIDENT OF EXPO MILANO 2015 AND COMMISSARIO GENERALE PADIGLIONE ITALIA
PASSING THROUGH THE CORTILE D'ONORE ONE IS FASCINATED AND ENGAGED BY THIS EVENT, THE OPENING IS VERY SPECIAL, BECAUSE IT IS A PORERUNNER OF THE EXPO, A PLATFORM FOR THE COUNTRY'S RENEWED GROWTH, FOR ACTIVITIES, FOR YOUNG PEOPLE, AND WITH THE FUORIEXPO INITIATIVE, INCLUDING THIS EXHIBITION, THE WHOLE CITY CAN GET INVOLVED.

5. Cristina Tajani
COUNCILLOR FOR POLICIES OF LABOR, ECONOMIC DEVELOPMENT, UNIVERSITIES AND RESEARCH OF THE CITY OF MILAN
TODAY WE PAY HOMAGE TO A CULTURAL PARTNERSHIP BETWEEN THE CITY OF MILAN AND INTERNI. THE MAGAZINE, OVER TIME, HAS BECOME MUCH MORE THAN A PUBLISHING PRODUCT. IT IS ONE OF THE ACTORS OF THE DESIGN SYSTEM AND ITS PROMOTION, ON WHICH WE RELY FOR THE CONSTRUCTION OF A COORDINATED SYSTEM IN THE CITY.

6. Ernesto Mauri
CEO GRUPPO MONDADORI
EVENTS LIKE THIS ONE ATTRACT TO MILAN THE HIGHEST LEVELS OF INTERNATIONAL CREATIVITY. INTERNI HAS REACHED 650 ISSUES, IN OVER 50CY YEARS OF EXISTENCE. THE INSTALLATION OF THE INTERNI EXHIBITION MAKE US DREAM AND THINK ABOUT THE CITY OF THE FUTURE. SO MILAN IS GOING THROUGH AN EXTRAORDINARY MOMENT.

7. Giovanni Perosino
HEAD OF MARKETING COMMUNICATION AUDI AG
THE VOLKSWAGEN GROUP, WHICH I REPRESENT IN THIS CONTEXT, IS THE LARGEST AUTOMAKER IN EUROPE. IT HAS A GREAT PASSION FOR ITALY WITH AUDI CITY LAB ON VIA MONTENAPOLIONE. WE CONSOLIDATE THE DESIGN PART, THE EMOTIONAL PART, OF THE CORPORATION. AUDI IS IN THE TECHNICAL AVANT-GARDE, BUT ALSO IN THE AVANT-GARDE OF COMMUNICATION AND CREATIVITY.

8. Michele Molé of Nemesi&Partners;
9. Gerald Ghislain and **Ferruccio Laviani**;
10. from left, **Roberto Moreira do Valle** (Brazil S/A), **Yang Dongjiang**, **Valerio Maria Ferrari**, **Raffaello Gallo**, **11.** **Antonio Citterio** and **Patricia Viel**;
12. **Luca Trazzi**; **13.** **Annabel Karim Kassar**;
14. **Kengo Kuma** and **Sergei Tchoban**, **15.** from left, **Mac Stopa**, **Antonio Pio Saracino**, **Bernard Khoury**, **Francesco Fresa** (Piuarch), **Alessandro Mendini**.

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The Press Office was organized based on a design by the Polish architect and designer Mac Stopa, founder of Massive Design, in collaboration with Bolon, the Swedish company that produces innovative floors and creative furnishings. With the participation of Tonon, Profim, TMX Project and Saint-Gobain Formula, Marro, Advertis Group, Casali, Mosaico Digitale. Technical sponsors: Flos, Samsung, The Fake Factory, Danese.

Press Office
Waves of Creativity

"THE PROJECT IS BASED ON MY INSPIRATION DERIVED FROM THREE-DIMENSIONAL OBJECTS AND SHAPES, AND EXPERIMENTATION WITH 3D PRINTING TECHNOLOGY. THIS YEAR I TRANSFERRED THE THREE-DIMENSIONAL FORMS INTO A TWO-DIMENSIONAL COATING FOR FLOORING. I HAVE CREATED AN INTERLOCKING TILE FLOOR WITH A BOLON RHOMBOID, DECORATED WITH A PARTICULAR DESIGN ORIENTED FROM LEFT TO RIGHT. IN THIS WAY YOU GET

A KIND OF THREE-DIMENSIONAL EFFECT. THE NEW SYSTEM IS JOINED IN THE PRESS OFFICE BY THE STANDARD BOLON PRODUCTION OF FLOORS IN MULTIPLE COLORS. THIS COMPANY IS ALWAYS LOOKING FOR SOLUTIONS FROM MULTIPLE APPLICATIONS, USING DIFFERENT TECHNOLOGIES. THIS YEAR I MIXED THE THREE-DIMENSIONAL ART WITH BURSTS OF COLOR IN THE COLORED WAVES OF THE WALL FACINGS. TAKING PART IN THIS INITIATIVE OF INTERNI

Project by **MAC STOPA** with **BOLON**

IS ALWAYS STIMULATING, TO THINK OF OBJECTS AND PROJECTS IN AN EXPERIMENTAL WAY. THE EXPERIENCE, AS HAS ALREADY HAPPENED, CAN LEAD TO IDEAS FOR REAL PRODUCTION." MAC STOPA