

# Daniel Libeskind, protagonist of design and technology roundtable in the era of digital production

Milan Design Week – Gothic cloister, church of San Maurizio al Monastero Maggiore

**30 March 2015** – Daniel Libeskind, a major international figure in architecture and design, will be the guest of Biesse Group, Fiam Italia and Enaip at the **Design & Digital Manufacturing** event, due to be held on April 17 in the Gothic cloister at the church of San Maurizio al Monastero Maggiore (Via Bernardino Luini, 5), at the Milan Design Week.

At 19.00, a round table will be held, with designers, master artisans and technological innovators, who will demonstrate how the synergies between sectors that appear to be completely different can come together to create truly unique design pieces. The novel products that emerge will be based on a combination of awareness, excellence and know-how, supported by the common thread of continuous development. A debate between **Daniel Libeskind**, **Vittorio Livi** (President of Fiam Italia), **Giancarlo Selci** (founder and CEO of Biesse Group), **Paola Vacchina** (President of Enaip), **Paolo Molteni** (from the Cantù Made Italy project), **Valentina Aprea** (Councillor for Education, Training and Employment, Lombardy region), **Luca Delfinetti** (Councillor for Economic Activities, Cantù borough), and the **Hon. Luigi Bobba** (Under-secretary of the Ministry for Labour and Social Policy).

Following the meeting on the theme of Design and Technology, aspiring chefs from Enaip will stage a cocktail-dinner, using traditional local products in an innovative way, with a **show-cooking** session, along with wine tasting and live music. The Cloister is a unique backdrop for the installation of **design products** which are the result of a unique combination of creative genius and cutting-edge technology, such as the mirrors designed by Daniel Libeskind for Fiam Italia, the K14 kitchen by Cantù Made Italia, and other items made by students of Enaip Lombardy.

"For our group, this will be a strategic event - says **Raphaël Prati**, Marketing & Communications Director at **Biesse Group** - and our presence once again serves to confirm the close connection between our products and the world of design - objects made with the

help of our technologies, which allow users to design, simulate and produce, with no limits".

Thanks to volunteers from the Italian Touring Club, participants at the event will have the opportunity to visit the **Church of San Maurizio al Monastero Maggiore**, which, exceptionally, will be open in the evening. This sixteenth-century treasure chest, nestled between the grand buildings on Corso Magenta, was once the seat of the most important convent in the city, belonging to the Benedictine order, and decorated inside with a vast cycle of frescoes attributed to the school of Leonardo.

This event was conceived by Biesse Group, Fiam Italia and Enaip Lombardy, and launched in partnership with: Cantù Made Italy, the City of Cantù Department of Economic Policies, the Cantù Wood Festival, the Moscatelli Brothers, and volunteers from the Italian Touring Club.

**BIESSE S.p.A.** - Biesse Group is a global leader in technology for processing wood, glass, stone, plastic and metal. It designs, manufactures and distributes machines, integrated systems and software for manufacturers of furniture, door/window frames and components for the construction, ship-building and aerospace industries. It invests on average 14 million Euros per year in R&D, boasting over 200 registered patents. It operates through 8 industrial sites, 33 branches and 300 agents and selected dealers, exporting 88% of its production. Its customers include some of the most prestigious names in both Italian and international design. Founded in Pesaro in 1969, by Giancarlo Selci, the company has been listed on the Stock Exchange (STAR segment) since June 2001; it now counts 3000 employees throughout the world.

#### **Daniel Libeskind**

An international figure in architecture and urban design, the architect Daniel Libeskind is renowned for his ability to evoke cultural memory in buildings of equilibrium-defying contemporaneity. Informed by a deep commitment to music, philosophy, and literature, Mr. Libeskind aims to create architecture that is resonant, original, and sustainable. Born in Łódź, Poland, in 1946, Mr. Libeskind immigrated to the United States as a teenager. Daniel Libeskind established his architectural studio in Berlin, Germany, in 1989 after winning the competition to build the Jewish Museum in Berlin. In February 2003, Studio Daniel Libeskind moved its headquarters from Berlin to New York City when Daniel Libeskind was selected as the master planner for the World Trade Center redevelopment. In addition to the New York headquarters, Studio Libeskind has European partner offices based in Zürich, Switzerland and Milan, Italy.

### **Libeskind Design srl**

Based in the heart of Milan and managed by Daniel's son Lev Libeskind, Libeskind Design oversees a diverse array of architectural projects, including master plans, residential and office towers, hotels, private homes, exhibitions, interiors and public sculptures. Libeskind Design also houses Daniel Libeskind's industrial and furniture design department, perfectly suited to the city of Milan, with its unparalleled artisans, care for detail and connections to the broader world of contemporary architecture and art.

**Fiam Italia** was born from one man's passion for glass and was founded by Vittorio Livi in 1973. The company designs, develops and produces items of furniture in curved glass, made according to a combination of artisan and industrial processes, merging tradition and innovation, hand crafting and design. Vittorio Livi came to know and appreciate glass at a very young age. In the creative mind of the young man, a dream began to take shape: of glass becoming a unique star in the world of design, creating furniture which impresses with its solidity, and seduces with its transparency; design objects which do not date, but which instead remain untouched by the passing years, or by varying trends and shifting spaces.

**Enaip Lombardia** is accredited by the Lombardy Region for the provision of training and employment services. The organisation has been present in Lombardy for over 50 years, with 27 locations offering qualified services for training young people and placing them in employment, as well as for adult education, to support the unemployed and to deliver training for the development of organizations and businesses. Special attention is paid to those at risk of social exclusion, the disabled and those who have learning difficulties.

**Cantù Made Italia** took shape around the daily exchange of skills, experience and technical expertise of a group of companies and designers from Cantù, with a view to promoting excellence in design and Cantù artisan workmanship, within the context of furniture, houses and other residential environments. Thanks to a collaborative experience established over time, a supply chain has evolved which is based around a proven network, structured to provide a "product-service" which is offered with a range of different values, both to professionals and directly to the public.

**Event with pre-registration at** [biessegroup.com/designweek](https://biessegroup.com/designweek)