

Milan Design Week  
9 - 14 April 2019  
via Cesare Correnti, 11  
5VIE District

Press Preview  
Monday April 8: 11 am – 6.30 pm

On the occasion of the Milan Design Week  
Fattobene presents the installation:

## Italy in 100 Objects A Wunderkammer of the Everyday

*This year, in reconfirming its presence at Milan Design Week, Fattobene - a platform dedicated at rediscovering Italian objects that have existed for generations – presents the installation **Italy in 100 Objects. A Wunderkammer of the Everyday**, a collection of 100 objects to tell the story of our Country, with a special focus on ten companies, from 19<sup>th</sup> century to the present day.*

*In the 5VIE District, the historical heart of Milan, **Fattobene shows for the first time its ongoing collection of Italian everyday masterpieces** characterized by beauty, good design, unique stories.*

*The **collection is the result of many journeys from North to South**, in search of all those "everyday archetypes" that are an expression of Italy's material culture at its best. The result is a "room of wonders", full of familiar objects - usually difficult to find in the same place -, where you can discover unique stories of notebooks, paper, glue, soap, candies, pencils, and then coffee grinders, hangers, brushes, toys.*

*The installation is the precursor to **the Fattobene Pop-Up at MoMA Design Store, Soho, New York and online at [store.moma.org](http://store.moma.org)** which will launch in August 2019. The Pop-Up will be the first time Fattobene introduces a shop in the United States entirely dedicated to showcasing historical design icons made in Italy.*

## Italy in 100 Objects. A Wunderkammer of the Everyday

The installation explores Italy through its hidden everyday gems and tries to answer one question: **"What is an object of good design?"** The starting point are the words by Bruno Munari: *"There are objects of everyday use in homes and workplaces and people will buy them because they do not chase trends, they don't have the problem of class status symbols, they are well-designed objects and it doesn't matter who designed them. This is real design".*

Munari's words are the *fil rouge* of the collection: **all the 100 objects selected are beautiful, durable and functional.** They have always enriched our homes, telling unique stories. Most of them overcome two world wars and are still here. Some of them are even older, while others reflect Italy's post-war optimism.

It starts from the northernmost part of the Country, represented by the **blauer Schurz**, the traditional **blue South Tyrolean apron**, with whom women once showed whether they were engaged or not, depending on the way they used to lace it.

From **Sicily** comes **Zagara Paradiso**, in its beautiful golden-yellow packaging: *Zagara (orange blossom)* is the flower of bitter orange and represents the "olfactory symbol" of this region.

From **Calabria** comes **Brasilena**, a typical coffee-flavored drink, in its original graphics. From **Sardinia** the wonderful **black and white striped fabric**, that is still used by families to keep *carasau* bread crunchy. From **Liguria** comes the tradition of the "**Lunario**" (*the first lunario in Europe was published in Genoa in 1473, just 20 years after Gutenberg's invention*), an almanac that, still today, is used by farmers to establish the rhythm of the garden's work based on the phases of the moon and the planets.

**Altogether, these 100 objects have the power to tell the story of Italy** and condense an entire encyclopedia of living from 19<sup>th</sup> century to today.

Among **home classics**, iconic **Tre Spade coffee grinders and pepper mills** dialogue with wonderful **hand-made brooms** made by the last Italian broom-maker and with **rare pasta-making tools**, like *corzetti wooden stamps*, that were once "customized" by the aristocracy to serve fresh pasta with their family's crests at gala dinners.

The absolute elegance of the **Toscanini hangers**, born in the 1940s for department stores like La Rinascente and today a top reference for the luxury and fashion world, are placed in relation with the refined simplicity of **Meloria candles**, a collection of candles made by using the lacquer technique, an artisan method capable of creating a polished *faux-glass* patina, of which **Cereria Graziani** is the last representative in Italy.

The universe of **Eritrea Scented Paper**, a room freshener conceived in 1927 by pharmacist Vittoriano Casanova after a trip to Eritrea, will be related to *those products that arrived in Italy from afar*, like the **sulfur sticks**, imported by Genoese sailors from South America or **Mobilol polishers**, created by following a recipe discovered by Piero Martinelli during a trip to England in the 1920s.

*Paper and its stories* are the leading subject of the **stationery section**: here 400 years of Italian graphics history is told through **decorative paper from the historical Remondini archive** – a family of printers who lived in the 18th century and became famous throughout the world -, rediscovered and printed by the **Tassotti printing house** in Bassano del Grappa.

To celebrate its 180 years of activity, **Cartiere Paolo Pigna** opens its historical archive for the first time by presenting a **special collection of notebooks with original graphics** selected from the 50s, 60s, 70s: the chromatic vivacity and the different patterns visually tell thirty years of style, from the economic boom to hippie fashion.

Even the **Zenith stapler** is the result of post-war optimism: born in 1948 as a complement to office life, it soon became a symbol of industrial Italy. With it, there is also another icon: **Coccoina**, the almond-flavored glue *par excellence* in production since 1927 in its original aluminum jar.

Through this particular glue, loved by generations of children, you enter the space dedicated to games: here you can find the colorful **Basso pinwheels** from Gattorna (the last "pinwheel village" in Europe): the company, founded by Luigi Basso in 1920, immediately distinguished itself for the production of high quality pinwheels (at the beginning they were made by using celluloid or feathers) and, today, it still maintains the entire production chain in Italy.

Among popular games there are also **playing cards and tarots**, born in the North of Italy in the 15th century.

To a more recent era belong **Crystal ball** "the bubbles that never break" and **Quercetti pegs**: two games invented after the Second World War, experimenting with new plastic materials that immediately entered the collective mind.

A compendium of the **history of twentieth-century beauty** is enclosed among the wonderful **Valobra soap**, born in Genoa in 1903. At that time, Genoa was right in the middle of the "soap road" that connected Portofino to Marseille and attracted the best master soap-makers of the world. Today the company continues its production of top quality soap bars following an ancient processing method. The presentation of the soap is entrusted to the original packages which, unchanged over the years, are real masterpieces.

The essential design of **Acca Kappa brushes and toothbrushes** - a company founded in 1869 as a horse brush factory - will be placed in dialogue with *old-time fragrances, talcum powder* and objects capable of enclosing a century of personal care in a bottle.

Finally, a collection of candies introduces the **food section**: original packaging and vintage flavors compose a portable encyclopedia of taste. Among these, **Leone Candy Originals**, flavored sugar pills, created by Luigi Leone in 1857 and made special by using a "chromatic rainbow" capable of imprinting itself among Italy's collective rituals.

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**9-14 April 2019**

**Via Cesare Correnti 11, Milano**

**Press preview:** 8 April 11.00 am – 6.30 pm

**Opening hours:**

TUE - SAT: 10.30 am - 18.30 pm

SUN: 10.30 am – 5 pm

**Coffee break:** every day 10.30 am – 2.30 pm

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**For additional information on the upcoming MoMA Design Store Pop-Up please contact:**

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**The event is kindly supported by:**

Acca Kappa, Carta Aromatica d'Eritrea, Cartiere Paolo Pigna, Cereria Graziani, Coccoina, Grafiche Tassotti, Pastiglie Leone, Toscanini, Tre Spade, Valobra, Zenith

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