

# MAS

Museo d'Arte e Scienza di Milano  
Via Quintino Sella 4, angolo Piazza Castello Sforzesco

## *PRESENT*

### *F / A FakeAuthentic*

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##### *AMArchitectrue Stefania Agostini Luca Mostarda & Rocco Vitali*

USES TO COMPARE QUTIDIANLY THE OWN ENTHUSIASM OF YOUNG ARCHITECTS WITHIN THE DIFFICULTIES OF AFFIRMING IN A SATUROUS PANORAMA OF MANY PROPOSALS AND OBSTACLES. FOR THIS REASON WE PROPOSED OURSELF AS A TARGET FOR THE SALONE DEL MOBILE 2019 TO OFFER THE POSSIBILITY TO A COLLECTIVITY OF EMERGING TALENTS TO PRESENT TO THE PUBLIC OF SALONE DEL MOBILE 2019 THEIR OWN SKILLS AND CAPABILITY THROUGH THE REALIZATIONS OF A PIECE OF FURNITURE.

#### *F / A FakeAuthentic*

##### *\_ Brief*

WE WANTED TO SELECT 11 PARTICIPANTS. AN OPEN CALL HAVE BEEN LAUNCHED LOOKING FOR YOUNG ARCHITECTS UNDER 40.

WE HAVE BEEN VERY GLAD TO NOTICE THE SUCCESS OF OUR OPEN CALL SINCE WE RECEIVED A CONSISTENT NUMBER OF APPLICATIONS. WE DECIDED TO EXTEND THE INVITATION TO 15 SELECTED GROUPS OF ARCHITECT.

WE WILL HOST A COLECTIVE MADE BY FRAGMENTS OF CULTURE FROM 11 DIFFERENT COUNTRIES.

THE 15 SELECTED GROUP OF ARCHITECT WILL DESIGN AND PRODUCE A NEW PIECE OF FURNITURE INSPIRED BY THE THEME OF THE EXHIBITION *F / A FakeAuthentic* REFLECTING ON THE SINGULARITY / DUPLICITY OF THIS TOPIC.

TOPIC THAT WILL BE THE FIL-ROUGE BETWEEN PARTICIPANTS.

PARTICIPANTS WILL BE LET FREE TO GIVE THEIR INTERPRETATION OF *F / A FakeAuthentic*.

THERE WILL NOT BE ANY RESTRICTIONS ABOUT MATERIALS, COLOURS, CONSTRUCTION METHOD, WEIGHT.

SIZE. SIZE WILL BE THE ONLY LIMIT DUE TO PRACTICAL REASON. ACCORDING TO TYPOLOGIES. 21 EXHISTING TYPOLOGIES TO CHOOSE FROM.

A PIECE OF FURNITURE IS THE GOAL. ONE FOR EACH PARTICIPANT.

A PIECE OF FURNITURE THAT HAS TO BE BEAUTIFUL, BUT ALSO FUNCTIONAL AND PRAGMATIC, EASY TO SHIP AND EASY TO BE PLACED, VERSATILE AND OF COURSE STURDY.

YOUR PIECE OF FURNITURE WILL BE SHOWN AS PART OF THE COLLECTIVE EXHIBITION.

YOUR EXHIBITION.

OUR EXHIBITION.

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*\_ Exhibition*

THE EXHIBITION WILL OPEN ON TUESDAY THE 09th of APRIL AND IT WILL BE THE OCCASION TO LAUNCH YOUR PROJECTS IN AN EXTRAORDINARY PLACE, FULL OF HISTORY AND VERY ACTUAL IN THE VERY CITY CENTRE OF MILANO, FACING THE MASSIVE PRESENCE OF CASTELLO SFORZESCO.

WE CHOOSE MAS, *Museo d'Arte e Scienza* AS A PERFECT VENUE WHERE TO SET YOUR INSTALLATION AND WHERE MEMORIES OF THE SITE WILL DEAL WITH INFLUENCES OF NOWADAYS DESIGN IN A FRAME OF KNOWLEDGE OF MAKING.

THE COLLECTIVE EXHIBITION WILL OPEN ON TUESDAY 09th of APRIL WITH AN EVENING EVENT, FROM 17:30 UNTIL 19:00. THE VERNISSAGE EVENT WILL BE STRICTLY ON INVITATION.

AFTER 19:00 THE EXHIBITION WILL BE OPEN TO THE PUBLIC AND IT WILL BE FREE ADMISSION.

THE COLLECTIVE EXHIBITION WILL STAND UNTIL FRIDAY 12th of APRIL AND IT WILL BE FULLY ACCESSIBLE FOR FREE DURING THE OPENING TIME OF THE MUSEUM.

DURING THE WEEKEND VISITS TO THE EXHIBITIONS WILL HAVE TO BE BOOKED IN ADVANCE.

DURING THE OPENING WEEK A CYCLE OF PUBLIC LECTURE WILL BE GIVEN FROM THE PARTICIPANTS IN THE CONFERENCE SPACE OF MAS AVAILABLE FOR THE OCCASION.

WE DO IMAGINE *F / A FakeAuthentic* AS A LAUNCHPAD TO SHARE AN ENSEMBLE OF THINGS WE THINK ARE GOOD AND GENUINE.

ONE WAY OR ANOTHER.

*F / A FakeAuthentic* IT IS NOT ABOUT PERSONAL TASTE, IT IS MUCH MORE ABOUT COLLECTIVE, INTERESTING AMBIGUITY, CLEVER JOINTS, GOOD PROPORTIONS, INTRIGUING DISCORDANCES, PROPER MATERIALS.

AND MAYBE WE WILL END UP WITH AN UNEXPECTED AUTENTICITY IN SOMETHING FAKE.

AND VICEVERSA OF COURSE.

*AMArchitectrue Stefania Agostini e Luca Mostarda with Rocco Vitali  
alles zusammen curators of*

*F / A FakeAuthentic*

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*F / A FakeAuthentic*  
*\_ Participants*

VG13  
ASLLTK  
LINEA 33  
SUGIBERRY  
STUDIO VLORA  
Francesca Mirone  
Theo De Meyer Stefanie Everaert  
Giovanni Benedetti+STUDIO ERRANTE ARCHITETTURE  
Céline Bianchi with Atelier Aveque  
Alba Abiad and Naveen Jose  
Laboratorio Biù  
Stephan Lando  
OPERE VARIE  
CONVOID  
Barnum

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