



BEOPEN
CREATIVE THINK TANK

"MADE IN..." @ EXPO 2015

The Garden of Wonders. A Journey Through Scents.

Orto Botanico, Milan

via Fratelli Gabba 4 / via Brera 10

within "Energy for Creativity"

13 April – 24 May 2015

BE OPEN, the international foundation which operates in the field of design and creativity, has chosen the **Botanical Garden of Brera** as the amazing background of a sophisticated interdisciplinary project whose central theme is ***perfume***.

The research is presented on the occasion of **EXPO 2015 in May, with a special preview during the Milan Design Week in April**, due to the aesthetic and philosophical features this products embodies.

Ferruccio Laviani is the General Coordinator for the whole set up where well known designers **Tord Boontje, Fernando and Humberto Campana, Dimore Studio, Front, Jaime Hayon, Lissoni Associati, Jean-Marie Massaud** and **Nendo** resent their interpretation of defunct luxury brands.

The exhibition is the second stop of the global project **"Made in..."**, an investigative tour on the **virtuous relationship between contemporary design and the excellence of small producers at the four corners of the earth**. The research on perfume focuses on the heritage of values of **small business realities**, communities which have been able to pass on traditions, expertise and relationships over the years.

The history of perfume is the **history of raw materials from all over the world**, an ***ante litteram* global product**; each perfume represented **a real and imaginary journey of goods and cultures**. In more recent years the relationship between fragrances and the look of the packages has become more and more intense, to such an extent that it has created **well-defined brand identities**, some of which are still used today.

BE OPEN decided to explore the world of fragrances by especially focusing on some **historic**

brands which have disappeared, international excellences whose fame has decreased over the years because of a sometimes-too-aggressive global market. The foundation identified **8 lost brands** which must be *rebranded* in order to protect the experiences at the basis of production and to prompt a **global virtuous circle between the producers of raw materials and perfume brands.**

Yelena Baturina, BE OPEN Founder, explains: *“Those like me who have always dealt with business believe that the relationship between creativity and enterprise is always a stimulating, groundbreaking subject. The chance given by EXPO 2015 and Fuorisalone to see the world in a single city is definitely unmissable. We created “Made in...” in order to examine the relationship between design and quality small-to-medium enterprises carefully, considering all experiences and to offer a different way of looking at the global market and suggesting solutions for the future”.*

An almost alchemic product, perfume is the result of old knowledge and of highly artisan manufacturing: the process of scent creation and the **skillful mix of natural ingredients** from the whole world; on the other hand, **the look of the finished product which is conveyed by the packaging, the image of brands and the different boxes containing the perfumes.** The set-up focuses on an essential feature, the **European business and social fabric**, that is **small business realities with a strong artisan nature** representing a precious heritage for the economy of many countries and therefore, the core of an ever-increasing interest.

The general organization and set-up of the exhibition is entrusted to **Ferruccio Laviani**, who created a **diffused museum** where all parts of the project communicates with each other and with the Garden area. Describing his project, the architect says: *“Nothing better than a garden can narrate the story and the olfactory path presented by BE OPEN: perfumes concealing other perfumes, both natural and alchemic, original and extraordinary. The layout is composed of simple outdoor elements that, due to an unusual finishing, transform the common greenhouses into precious objects containing worlds representing various essences. The gardens of Brera, then, become the enchanted forest of the painting by Alberto Savinio where colorful toys turn into fragrant ingots through in which the visitor can get lost”.* Laviani chose, for the **Aralia greenhouses and the numerous garden furniture around the venue all by Unopiù**, a unique **golden finish** custom-made by the company which has supported the project from its start.

The production of the eight brands, in contrast, is assigned to several designers who reinterpreted their history and features according to their sensitivity in the section ***The Houses of Wonders***. they acted as Art Directors for the *brands* in order to show that design can become a strong point for small entities requiring a new commercial life to meet the challenges of the contemporary global market.

Tord Boontje worked on the Czech brand **Waldes et Spol**, **Fernando and Humberto Campana** on **Biette** from France, Italian brand **Bertelli** has been reinterpreted by **Dimore Studio** whereas

Swedish trio **Front** focused on the French brand **Guyla**; Spanish **Jaime Hayon** worked on the British brand **Boissard**, **Lissoni Associati** gave its interpretation to the American perfume house **Lundborg**, **Jean-Marie Massaud** on **Bertif** and finally **Nendo** has been dealing with Russian brand **R.Koehler & Co.**

The exhibition, part of the Interni *“Energy for Creativity”* network **coproduced by BE OPEN**, is also an in-depth analysis of the **economic and social potentialities of small brands and of the positive effect that their development can have on the social and economic reference systems.**

In order to highlight these academic aspects, experts in the field has been involved in the curatorship of a **historic/anthropological part** called ***A Journey Through Scents*** introducing visitors to the most general aspects of the subject: **a visual, interactive tour** among the main actors, fragrances, production techniques used for perfume-production since the XVIII century. Greek-born and cosmopolitan Curator and Researcher **Elena Vosnaki** has been appointed to oversee the historic part, whereas **Gérald Ghislain**, Founder of *Histoire de Parfums*, curated the section devoted to fragrances and raw materials besides creating new fragrances for each one of the historic brands.

Finally, a special pavilion hosts the section ***A Vision in a Box***: an imaginative showcase of different bottles designed by renown designers inspired by the shapes which will contain the fragrance of the future. Participants include **Werner Aisslinger, Analogia Project, Philippe Bestenheider, GamFratesi, LucidiPevere, Karim Mekhtigian, Mist-o, Ludovica e Roberto Palomba, Thukral&Tagra and Victor Vasilev.**

The Milan program is the evolution of “Made in..India” where the Foundation explored a thousand-year culture made up of great **individual excellences** which have lasted so far thanks to single craftsmen which resulted in the creation of an ideal brand of Indian luxury – ***Samskara*** - mixing up old productions and contemporary designs of the subcontinent.

The program “Made in...” is also enhanced by **HANDS, a call for action through BE OPEN's social networks** and the website www.beopensocial.com

Hands are the first tool ever used by human kind, they shaped the world as we know it today; hands are the link between our bodies and what surround us. They allow us to grasp life, literally and figuratively being the quintessence of creativity. The Foundation has called upon all web users around the world to post innovative content on this subject using the **hashtag #BeOpenHands**. **Ibrahim Hammada, winner of the call for action**, has been awarded with a trip to Milan on the occasion of EXPO 2015.

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