



PRESS RELEASE, Turin January 31, 2007

Torino 2008 WORLD DESIGN CAPITAL

Design is direction.

Dorfles, Guedes, Morteo, Thomson.

As of today, they are members of the Torino 2008 Advisory Committee, working to guide the project's development and to reflect on the most pressing issues in contemporary design.

A year before the opening of what is going to be an unprecedented event, the members of the Torino 2008 World Design Capital Advisory Committee were presented at a press conference held today in the city. The Advisory Committee's role will be to guide the project's development and to submit the most pressing issues in contemporary design to the Organising Committee's attention. The Board members are: Gillo Dorfles, painter, author of numerous of essays on design and aesthetics, and founder of MAC (Movimento Arte Concreta); Guta Moura Guedes, former director of the Belém Culture Centre (Lisbon) and founder of Experimenta, the cultural association that promotes design culture and organises the Lisbon Biennial ExperimentaDesign, one of the most internationally acclaimed events of its kind; Enrico Morteo, architect, design historian and critic, writer, and TV and radio presenter; and Michael Thomson, founder of the London-based consultancy Design Connect helping design firms with business strategy, and a fellow of the Royal Society of Arts.

Along with the Advisory Committee, other speakers present were Sergio Chiamparino, Torino 2008 Organising Committee Chairman, Peter Zec, President of Icsid (International Council of Societies of Industrial Design), and Andrea Bairati, deputy chair of the Organising Committee. The meeting was moderated by Carlo Forcolini, President of ADI (Association for Industrial Design).

The Organising Committee took the occasion to present the progress made so far and to illustrate the goals that the city has set to achieve, conscious of its role as "beta tester" for the World Design Capital project.

"Being designated to host the XX Olympic Winter Games," declared Organising Committee Chairman Sergio Chiamparino, "can be seen as the culmination of many of the policies implemented by the City of Torino in recent years. The nomination was the trigger for a process of profound change in the city's identity, the starting point on a truly international journey leading towards the 150th anniversary of the Unification of Italy and of which Torino 2008 World Design Capital represents a fundamental step."

In 2008 Torino will be the first ever World Design Capital.
The World Design Capital title, awarded by Icsid, the world's leading professional body with a mission to promote design as a tool for sustainable development, is first and foremost a recognition of Torino's powerful determination to use design to renew the city itself through strong ties with innovation and creativity as well as its deep-rooted heritage and wide-ranging skills in design.

"Representing both added-value for products and a strategic element across all of Piedmont's industrial sectors, design is one of the main ingredients in innovation. In this sense, "Design is direction" is an ideal indication of the way forward," declared Organising Committee Deputy Chair Andrea Bairati. "Our goal will be to promote and enhance design, both at home and in the world, through high-level training and by attracting young creative talent."

Torino 2008 offers an amazing opportunity to showcase Italian design as well as being the ideal platform for developing national and international ties. The experience of the Advisory Committee members will make sure that the event offers the public a clearer view of what is happening in contemporary design, balancing its relevant issues, meanings and facts with Italian sensibility and the value of our bold, multi-faceted, and often hidden local identity.

Design is first and foremost the privilege of asking questions.
In harmony with this perception, Torino 2008 sets out to fashion a character of its own by adopting new solutions and methods, stimulating open participation, and creating a system of visual communication that will grow through the dedication and experience of those that welcome design as an invitation to improve life.

A list of the first events scheduled in the Torino 2008 World Design Capital calendar will be presented in April, alongside the Milan Furniture Fair.

Torino 2008 World Design Capital Organising Committee

CITY OF TORINO
PROVINCE OF TORINO
PIEMONTE REGION
CHAMBER OF COMMERCE OF TORINO
COMPAGNIA DI SAN PAOLO
FONDAZIONE CRT
ADI (ASSOCIATION FOR INDUSTRIAL DESIGN)

New photos are available from the web site: www.torinoworlddesigncapital.it

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Torino 2008 WORLD DESIGN CAPITAL

Advisory Committee

Gillo Dorfles

Italian, born in Trieste in 1910. Painter, author of numerous essays, teacher and then full professor in aesthetics at the universities of Milan, Trieste and Cagliari. In 1948 he founded MAC (Movimento Arte Concreta) along with Monnet, Soldati and Munari, becoming one of the movement's principal theorists. In 1954, the Wittenborn Gallery in New York staged a personal exhibition of his works. Dorfles also directed his theoretical and critical inquiry at the world of design, publishing in 1963 "Il disegno industriale e la sua estetica", which he later expanded upon in "Introduzione al disegno industriale". He is an exponent of ADI (the Association of Industrial Design).

Enrico Morteo

Italian, architect, design historian and critic. He has lectured at Venice's Faculty of Industrial Design. He has been a leader writer for Domus and Editorial Manager for Editrice Abitare Segesta. He is a regular contributor to a number of periodicals dealing with design and architecture, such as Abitare, Interni, Modo and Ottagono. He has written and presented many radio and TV programmes.

Guta Moura Guedes

Portuguese, before graduating in architecture from the University of Lisbon, her academic background embraced music, biology and management. In 1998 she was one of the co-founders of Experimenta. The Lisbon-based cultural association, of which she became president in 2002, is dedicated to promoting design culture. Among the association's activities, the Experimenta Design Biennial is probably the most important and well-known at international level. From 2004 to 2005 she was also Director of the Belém Cultural Centre.

Michael Thomson

British, he studied three-dimensional design in Northern Ireland and Germany. In 1995 he set up Design Connect, the London-based consultancy dedicated to advising design firms on business strategy. Before that he taught Art and Design and was an executive in the Northern Ireland Design Council and Assistant Director of Industry Matters, Belfast. He is a fellow of the Royal Society of Arts (RSA) and will become President of the Bureau of European Design Associations (BEDA) in March 2007. From 2001 to 2005 he was an Icsid board member.

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The designation

The International Council of Societies of Industrial Design (Icsid) started the World Design Capital project in 2005. It is a biennial international competition that aims to turn the spotlight on those cities and regions which show strong determination to make the most of design, research and innovation as resources for economic, social and cultural development.

Icsid represents 52 countries from all over the world and includes professional and training bodies and non-governmental organisations, as well as private sector businesses, professionals and institutions committed to promoting the wider use of design as a suitable discipline for pursuing sustainable development.

During the Annual General Meeting held in Copenhagen on 30 September 2005, Icsid President, Professor Peter Zec conferred the title of very first World Design Capital on Torino. The award was received by Mayor Sergio Chiamparino, representing the city, and Torino itself represented Piedmont and indeed the whole of Italy.

The Icsid award recognised the City of Torino and the Piedmont area's excellence in the field of design as well as the wider drive to transform the city's image from industrial centre into a European city building its growth squarely on the twin foundations of "creativity and innovation", while bearing in mind its entrepreneurial heritage and strong design flair.

What happens in Torino will serve as a model for later designations and will surely be carefully followed by the candidates for the 2010 title, as Torino's experience will provide them with guidelines for their own strategies.

In taking up this challenge, the City of Torino is proud to be the trail-blazer for the World Design Capital programme, a title which has no previous precedents and which we welcome as a grand occasion to set out new directions for growth in the area.

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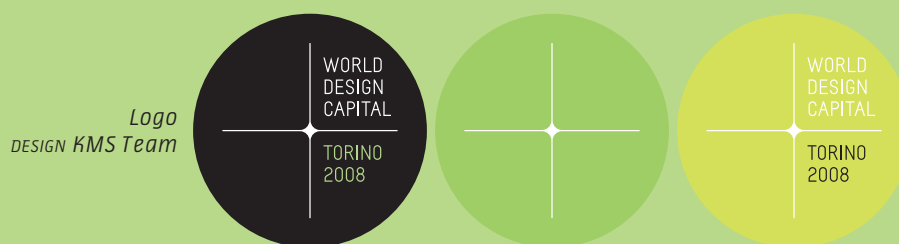
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Torino 2008 WORLD DESIGN CAPITAL

Visual identity

The Torino 2008 visual identity system is based above all on sight. We want perception to play a profound and radical role. To apply our sensitivity to the background, we have opted for a non-finite colour palette that plays with green sensations, because the site of our most acute sensitivity produces the greatest subjectivity. And this will be our colour. To apply our sensitivity to objects, we designed an adaptive alphabetic series, because we believe type design is the best contemporary tool of expression. And these will be our letters.

Branding a territory is neither interesting nor useful. What could be interesting and useful would be to create a set of instruments that refer back to an open, usable, multi-sensory system. And that is what we will deliver to the Torino 2008 designers. Because design is first and foremost an act of questioning.



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DESIGN Piero De Macchi

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oO C020_Y070	pP C030_Y070	qQ C040_Y070	rR C050_Y070	sS C060_Y070	tT C070_Y070	uU C080_Y070
vV C020_Y080	wW C030_Y080	xX C040_Y080	yY C050_Y080	zZ C060_Y080	01 C070_Y080	23 C080_Y080
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