

## **TURIN: 6 FAMOUS CHARACTERS LOOKING FOR A HOME**

**7 september – 10 october 2004 - Automobile Museum of Turin**

**Official presentation of the Interior Architecture project realized by the students of Institute of Applied Arts and Design – Turin, in collaboration with "AIPI" Italian association of interior architecture designers and GIORGETTI SPA.**

Exhibition's inauguration on Tuesday 7 september; press at 14 hr. public at 18 hr., at the Automobile Museum of Turin - C.so Unità d'Italia 40.

### **THEME**

The project foresees the choice and the following reinterpretation of 6 houses in Turin coupled by affinity and vocation to 6 famous characters carried into real life. The project's context is in the city of Turin, with its historical and modern buildings and its air of sober history.

The 6 famous characters looking for a home are:

**JAMES BOND:** adventurous playboy that lives in a high tech world, his job are impossible missions; today he is a very important manager of a multinational company, he travels a lot, single, aged between 40/45, fascinating, follows fashion and takes care of his looks, loves technology.

**INDIANA JONES:** loves adventures and travels, studies anthropology; today he is a university teacher in anthropology and literature, non-european, aged between 45/50, distant from technology and new fashion trends, he loves practicalness.

**SHERLOCK HOLMES:** rational, intellectual, loves music and opium, he comes from a noble family, does not need to work for living (although he isn't extremely rich) aged 35, cerebral and moderately intellectual, has a lot of free time at disposal.

**CHARLIE'S ANGELS:** three independent young women, love risk and adventure, beautiful, and enterprising, today they are three young professionals, aged between 25/35, good financial situation, they follow fashion and take care of their looks.

**DYLAN DOG:** idealist, loves the night, private investigator that lives together with his assistant, loves the occult, aged 35, he is the dark tormented type, a dreamer, and woman hunter, working is not his main priority (works from time to time to live).

**DIABOLIK AND EVAN KANT:** dark couple, love danger, thieves by challenge, today they are a rich couple that work as art critics, aged between 30/40, beautiful and a little cold in the outside, they love what is beautiful as well as modern essentiality.

Through the analysis of these character's life, the project will talk about: HOME imagine in which type of place they could live and how they would live it; DESIGN think about which type of existing objects of non-existent they would like to have, in which style. IMAGE choose a way of presenting and expressing their personality.

The students of the specialization courses in INTERIOR DESIGN, INDUSTRIAL DESIGN and GRAPHIC DESIGN will take care of these three main aspects of these character's lives.

Moreover, the exhibition will host the final year exam thesis' of our students in INTERIOR DESIGN.

Other than the above mentioned projects and relating to the customizing of the new homes, we thank GIORGETTI SPA, other works from Turin young artists and professionals will be exhibited as well.

Marco Ramasso – animalist and naturalist painter, very important autodidact artist, present in the national panorama since 1986, with significant exhibitions at Artissima and Fogola in Turin, Palazzo Valentini in Rome and Galleria Salomon in Milan.

Eugenio Volpi – photographer, among others, his review dedicated to Moby Dick is very significant.

Nicolas Cocino – professional styling designer, teacher at the Institute of Applied Arts and Design – Turin, for the course of Interior Design as well as for Industrial Design, specialized in furnishing accessories that are unique and extremely personalized.

Massimo Rasero – Interior Architect; teacher of the Architecture Faculty for the Industrial design course as well as for Institute of Applied Arts and Design – Turin, in the course of Interior Design and Industrial Design; specialized in the creation of objects and illumination systems.

Mario Girodo - sculptor

#### PROJECT RESPONSIBLES

Laura Milani, Didactic Director and Project coordinator

Arch. Giulio Sartorio, Home Design teacher

Nicolas Cocino, Styling teacher

Arch. Alberto Malvicino, Technical and Architectural Drawing teacher

Arch. Aldo Beveresco, Technical and Architectural Drawing teacher

Arch. Massimo Giuntoli, Ergonomy teacher

Rossana Brando, Technical Director and Graphic design teacher

Arch. Massimo Rasero, Interior Planning and Industrial design teacher

Marino Verneti, Industrial Design responsible

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Ticket: full € 5,50, reduced € 4,00, schools € 2,00.

Exhibition's time table: Mon. Tues. Wed. Fri. Sat. from 10 to 18'30, Thur. from 10 to 22 and Sunday from 10 to 20'30.