

Un'iniziativa di:



In collaborazione con:

**istituto d'arte applicata e design**

Con il contributo di:



**Confartigianato Imprese Torino and Istituto d'Arte Applicata e Design**

**present**

**“DESIGN PARASSITA A PARATISSIMA 2008”**

**Piazza Madama Cristina with Via Gallinari – Torino, Friday 7 November 2008**

Within the collective exhibition "PARATISSIMA 2008", Friday 7 November, some of the best proposals of "Design parassita" will be installed and exposed in Piazza Madama Cristina with Via Gallinari in Torino. Projects realized by the team composed by teachers, tutors and students of Istituto d'Arte Applicata e Design (IAAD). Innovative realizations of design, promoted by Confartigianato Imprese Torino and financed by Regione Piemonte, Camera di Commercio Torino and Comune di Torino, for the realization of potential and constructive interventions destined to public spaces.

#### **“Design parassita”**

“Design parassita” was born from “Passaggio a San Salvario”, the biggest project for the valorisation of urban public space, selected from those presented on Geodesign, contest directed by Torino 2008 World Design Capital.

Paratissima 2008 will be present in San Salvario district, within public spaces, shops, courtyards, streets and squares from 7 to November 9. A map will guide visitors, attending them in a journey through San Salvario. As the past editions, Paratissima 2008 will be unconventional and funny, improved with dj-set and live performances: an exuberant mix of creativity and artistic temperament.

“Design parassita” returns in the same district for which it was foreseen, after the preview in Piazza Palazzo di Città for the celebration of IAAD 30<sup>th</sup> anniversary (Torino, 10 October 2008).

Creations of functional and architectonics “parassitismo” that have life taking energy from an object or an existing system of objects, changing or improving their functions. Structural mutations that will influence the urban view, making it immediate and usable. Temporary changes that value or revalue reality regarding those who lives and inhabits.

"Design parassita" is the implementation of the strategic vision of design through the encounter between teaching, testing and professionalism.

Three factors respectively represented by IAAD, teachers and crafts companies which "materialized" the ideas (among these: Comor - Building models and resins, Vibel - Metalworking, Massena Decorazioni, Sidad -painting systems, Carpentry Odino).

#### **INFO E CONTATTI:**

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