

PRESS RELEASE

WIPE OUT DESIGN La Selettiva

Duration: 8 – 29 April 2017

**Location: Galleria Gruppo Credito Valtellinese
Milano, Corso Magenta n. 59**

Inauguration:	Friday 7 April, 6.30 p.m. Galleria Gruppo Credito Valtellinese
Design Week Press Preview:	Friday 7 April, 11 a.m. Galleria Gruppo Credito Valtellinese

Fondazione Gruppo Credito Valtellinese in collaboration with Fondazione Enaip- Lombardia and Città di Cantù presents "Wipe Out Design / La Selettiva", an event promoted concurrently with Salone Internazionale del Mobile di Milano 2017.

The exhibition comes from the desire to make the international audience know the role played by Selettiva del Mobile in the renewal of the design and the furniture production in Italy. Born in 1955 in Cantù, the International Furniture Competition was held every two years between 1955 and 1975 with the aim to turn architects and designers from around the world inviting them to suggest new production guidelines. Architects and designers from various nationalities and backgrounds like Ilmari Tapiovaara, Werner Blaser, Gianfranco Frattini, Donato d'Urbino, Carlo Volonterio, Sven Staaf, Yasuhiko Itoh, joined it. The organization of the event was entrusted to Triennale di Milano that put his arrangement the necessary experience to face an episode like that. The event included the participation of the most qualified local manufacturers for the production of prototypes to be displayed in the final exhibition: the Selettiva. The Cantù's Competition had a wide resonance thanks to the attention of the national and foreign press, which right from the start had been able to recognize the originality and the inherent power of innovation, however, guaranteed by the Juries profile, always international resonance.

On stage at Stelline a theory of "Selettiva"'s objects is at the centre of the space and interprets the sophisticated functionalism and the aesthetic allure – sometimes blatantly radical – as an opposed-exhibition, dedicated to the project "Wipe Out Design". Behind this logo - presented in a preview at the Salone del Mobile 2015, within the exhibition "Unknown Pleasures" with flattering reviews (Domus, Abitare, AT Casa, Interni) - there is no production agency, surprisingly, no start-up connected with the wooden furniture set-up, no public or private profitmaking enterprise. On the contrary, it is a new cultural manifesto that, through a selection of 11 furniture prototypes - or even everyday utensils modified up to having become unfit for common use and executed with the same production techniques of the furniture design and of mass production, it wants to indicate an alternative path to the culture of living. A joyful and playful path, with high symbolic content, but above all detached from the limiting aspects of product design, by now blatantly subservient to the trend-system and co-branding politics. It is an opportunity to talk about the freedom of the body in view of new rituals for the occupation of the living space, exactly in the same week in which others are talking about objects, trademarks, star-architects, contracts, goods.

Those furnishings, designed by Leo Guerra and Cristina Quadrio Curzio, were born from the anti-ergonomic and anti-functional re-elaboration of existent objects produced in series by the main companies of this sector in two decades of “La Selettiva” or from the poetic re-interpretation of period products, but also from their material and symbolic components with unavoidable juxtaposition of the coeval production of visual art.

The 11 pieces “Wipe Out” have been designed by the students of Enaip Cantù, as a didactic project-work, in the run of the post-secondary school diploma “Tecnico di produzione e Industrializzazione nel Sistema legno-arredo e design” (Technician of production and industrialisation in the wood furnishing and design system). Their creations took place in the carpentry laboratory of Enaip. While the granting of the loan of the original drafts of “La Selettiva” is by “Città di Cantù” through the Culture Department, that last Autumn organized the first exhibition with the theme of the historical competition, giving birth to an enchanting storytelling which will go on in an open talk to the audience on April 8th 2017 at 11.00 a.m. at Stelline, coordinated by Roberto Borghi – curator of the exhibition -, with the presence of Claudio Bizzozero – mayor of Cantù -, Francesco Pavesi - culture assessor -, Tiziano Casartelli – architect, author of “La Selettiva del Mobile” for the Canturium editions.

The art works’ setting up in exhibition is organized in the Refettorio, thanks to 13 big bifacial textile backdrops supplied by the luxury brand BROCHIER, international leader in the production of fabrics for high fashion and interior design.

A catalogue has been created for the exhibition, with introductory texts by Borghi, curator of the exhibition with Tiziano Casartelli, in cahier de voyage format (84 pages, 100 ill., cover in cardboard and plastic, elastic closure, 14x10 cm) which will be freely distributed to the audience during the opening on April the 7th.

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Opening times	From Tuesday to Friday 1.30 p.m. - 7.30 p.m. Saturday 12 a.m. – 7 p.m. Closed on Sunday and Monday April 25 th FREE ENTRY
Information	galleriearte@creval.it - www.creval.it
Press Office	Studio ESSECI – Sergio Campagnolo tel. +39 049.663.499 info@studioesseci.net

Exhibition produced and organized by Fondazione Gruppo Credito Valtellinese, with the Culture Department of the Town of Cantù, ENAIP Lombardia
Main sponsor: BROCHIER