

Glimpses on the Italian way

Milano Design Film Festival

@ Graduate School of Techno Design

Kookmin University



15th — 16th November 2016

After participating in the Seoul Design Week 2015 within the Seoul Design Festival, Milano Design Film Festival heads back in Korea, thanks to the co-organization and support of the Italian Institute of Culture in Seoul to talk about design and made in Italy through the video. This time is within the KMU Kookmin University in Seoul in front of an audience of students, professionals and the Italian community in the city. According to the MDFF's mission to export the Italian culture abroad, a selection of seven films is presented, mainly from the last edition of the Festival. The films are the most suitable to describe the protagonists of Italian design history and the modus operandi that characterizes Italian design practice, where creativity finds its way through trial, error and instinct. From furniture to unique pieces, to the design of dream cars, the audience experiences the Italian spirit through the eye of the film directors in biopics and new forms of documentary. With the exception of the docu-film about Campana brothers who, however, are having a fortunate dialogue with Italian companies.

Program

15th November – 3 pm

- Before Design: Classic
- Fornasetti. Theme and variations
- Driving Dreams

16th November – 10 am

- The Campana Brothers. Fernando & Humberto
- A Marwoolus Journey
- I wished I were Walt Disney
- Drunk on Light

TED Square

Kookmin University
Seoul, Korea

Milano Design Film Festival is an information and learning platform, characterized by the quality of its content and an innovative ability to dialogue with a public of architects and designers but also the general public of the city. Its program selects recent and past films with the aim of showing how much points of view and cultural languages are changed in time and how much innovation comes through creativity. The festival is a new means of communication and cultural dissemination, revealing the complexity beneath everyday life and living and the role of design in it. Each MDFF edition selects its material under the main themes of Design, Architecture, City Planning and Sustainability. With regards to the widespread use and adoption of audiovisual language, each program touches on different types and filmmaking techniques, and stimulates the debate with panel discussions and workshops. Particular attention is given to Italian filmmaking, in order to promote it both within national and international borders. MDFF has been created in 2013 by MiCue – a design research lab in Milan – and it is promoted by the Milan City Council. In addition to the key event in October, MDFF organizes activities throughout the year such as *MDFF Capsule Screening*, which includes bespoke and itinerant projects in Italy and abroad, and *Cinema Nascosto*, screenings in special Milanese locations. In 2016 MDFF launched *Festival on Festival* inviting ten internationally recognized architecture and design film festivals to select films related to the 21st Triennale theme, "Design after Design".

Italian Cultural Institute in Seoul is the official Italian government agency for the promotion of cultural exchanges between Korea and Italy. As one of the more than eighty Italian Cultural Institutes currently active in all the major cities of the five continents, the Italian Cultural Institute in Seoul acts not only as a showcase and source of current information on Italy, but also as a driving force behind initiatives and projects of cultural cooperation, collaborating with major cultural institutions in Korea to organize various cultural events in a vast array of areas, including art, music, cinema, theatre, dance, fashion, design, and photography.

KMU Kookmin University is one of the oldest Korean schools. Today it counts about 24,000 students, 700 departments which cover a broad spectrum of faculties from Humanities to Design, Medicine, Natural Science and Engineering, 13 colleges, 13 Master schools, and more than 300 teachers.

Graduate School of Techno Design (TED) supported by the government's Brain Korea 21 Project, offers various programs to enhance students' professionalism, especially focusing on the practical education of students in order to develop their abilities in designing, planning, and marketing, and in the coordination of projects through participation in collaborative research with companies.

A Marwoolus Journey

Italy, 2015, 6'18" / Italian language with English subtitles



Directed by Jasmin Schröder and Emanuele Marzi

A natural waterfall is the scene chosen in which to tell of the inspirational motives behind the birth of an unpublicized and innovative material, fruit of the creative mind of designer Marco Guazzini. Prato, city of the textile industry. Pietrasanta, city of marble. These are the two realities motivating him to experiment with a material of wool and marble, Marwoolus. Remnants from the manufacture of coloured wool are recycled, imprinted deep into white marble, leaving a symbolic and real pattern, desired by Guazzini. The material and the ensuing work also speak for values of economical and ecological sustainability.

Before Design: Classic

Italy 2016 7' / No words



Directed by Matteo Garrone

Realized for the "Before Design: Classic" exhibition, curated by Studio Ciarmoli Queda for the 2016 Salone del Mobile in Milano, this short film is set in the enchanting Piscina Mirabilis, a Roman cistern in the common of Bacoli, in Campo Miseno. It's being used by a group of children as shelter during a post-atomic era. We see them clearing chandeliers and classic furniture from the dust and rearranging them accurately in order to create the environment of an ideal home. The classic, according to the award-winning Italian director's interpretation, incarnates the "beauty that is able to traverse ages still maintaining its characteristic modernity and contemporaneity, while building a bridge towards the future."

Driving Dreams

Italy 2016, 52' / Italian with english subtitles



Directed by Gianluca Migliarotti and Daniel Tomicic

The Golden Age of Italian automotive design told by its protagonists. Aldo Brovarona, Leonardo Fioravanti, Marcello Gandini, Giancarlo Guerra, Corrado Lopresto Paolo Martin, Giancarlo Perini, Lorenzo Ramaciotti, Filippo Sapino, Ercole Spada, Tom Tjaarda. Their names rhyme with some of the most famous cars in the history of automobiles, a history that, from its epicenter in Torino, unraveled forcefully throughout the entire world. Trailblazers in design, performance, and lifestyle, there's still so much to learn from them; most of all about invincible sense of the team and passion that can make you reach unforeseen goals.

Tom Vack. Drunk on light

Italy 2016 32'08" / Original language with english subtitles



Directed by Ester Pirotta and Emilio Tremolda

Tom Vack is an American photographer and this is the story of his professional career from the middle 80s, when he left Chicago – called by Michele DeLucchi, Philippe Starck and Ingo Maurer to work in Europe – and moved to Milan, to present day. His work has been influenced by the American 'film noir' of the 40s-50s, as well as by the art works of Man Ray and Moholy-Nagy. Tom Vack's photographs are portraits of objects, where the focus is the manipulation of light. Light that comes from the dark... light used artfully to enhance the nature of the object, its form and its material characteristics. In *Drunk on light* we talk about design, photography and above all about light.

I wished I was Walt Disney

Italy 2016, 35' / Italian with english subtitles



Directed by Francesca Molteni

He wanted to be Walt Disney and he became Alessandro Mendini. Creator of a parallel universe, ironic and tragic, intimate and able to speak to the world, in any language: architecture, art, design, writing and critique. "My way of acting and designing is an autobiographic need", he says. "I have the feeling of belonging to the past. I use antique methods, far from today's logic, such as the pencil. Although I have always criticized it, even my search for beauty is old fashioned." A research accompanied by many encounters with design critics and entrepreneurs, and by obsessions and utopias such as designing the perfect object. To serve as counterpoint the animated short film written and directed by Era Ora & Ivana Gloria is included.

Fornasetti. Theme and Variations

Italy 2016, 41', Italian language with English subtitles



A film by Michela Moro, directed by Valeria Schiavoni
Produced by Michela Moro & Woorms

The history of the extraordinary vision of Piero Fornasetti, Milanese artist and designer, is told from its beginning until the contemporary evolution of his Atelier, where expert craftsmen animate inanimate objects, such as ceramics, wallpapers or furniture, though the immense archive of graphics. Discovering the magic and ironic language of Piero Fornasetti this documentary shows the testimonials of people that have known him and have worked with him and studied his unique and original work. It involves design critics, Fornasetti collectors and, always in the background of the story, Piero Fornasetti's son Barnaba, who is transporting his father's heritage in the future, finding new languages and new interpretations.

The Campana Brothers by Fernando & Humberto

Brazil 2016, 20' / Portuguese with English subtitles



Directed by Gabriela Bernd

Inspired by the work of the Campana Brothers, the documentary shows—through the view of the artists themselves—their life and universe. Recent filming in the cities of Brotas and Sao Paulo are combined with images shot over the past two years during their journeys of research and production with artisans around Brazil. The duo incorporates in their work the idea of transformation, reinvention and the integration of craftsmanship in furniture design and mass production where day-to-day Brazilian materials, creativity and simple solutions prevail. Composed by the brothers themselves via conversations that intersect and complement each other, the film revisits the memories, stories, places and images that influenced the Campanas.

Produced by

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