

IMAGINAIRES

Fabrica presents an off-site installation at the New York International Contemporary Furniture Fair.

New Museum
18 - 21 May

Ponzano, May 2009. Fabrica, the Benetton Group's communication research centre, will participate with the installation *Imaginaires* at the International Contemporary Furniture Fair (ICFF) of New York.

A large table will host natural, surreal landscapes in which simple, handmade ceramic pieces representing the plant world and sophisticated blown-glass objects will merge with electric systems to create a new perspective of reality. Thus, an electric plug generates leaves or flowers, or a cabbage becomes an integral part of an interactive clock (www.exquisiteclock.org) in which the numbers meet in nature. New York's extraordinary skyline provides the perfect backdrop for Fabrica's young artist-researcher's inspired design vision.

F A B R I C A

Fabrica is Benetton's communication research centre, created in 1994 from Benetton's cultural heritage. It is located in Italy, near Venice, in a complex which Tadao Ando restored and enlarged.

Fabrica's challenge is both an innovative and international one. It is a way of marrying culture and industry, using a form of communication which no longer relies only on the usual kinds of advertising, but conveys industrial culture and the company's intellect through other media: design, video, music, cinema, photography, publishing, the Internet.

www.fabrica.it

Fabrica Design:

Creative Direction: Sam Baron (France)

Isabel Abreu (Portugal)

Catarina Carreiras (Portugal)

Valentina Carretta (Italy)

Marta Celso (Italy)

Tak Cheung (USA/Hong Kong)

Cristina Dias (Portugal)

Jade Folawiyo (Nigeria/United Kingdom)

Gonçalo Campos (Portugal)

Fabrica Interactive:

Exquisite Clock by Joao Wilbert (Brasil)

Creative Direction: Andy Cameron (United Kingdom)

Concept in partnership with Gabo Gesualdi (Argentina)

Technical Installation: Joao Wilbert in partnership with Julian Koschwitz (Germany)

Images: Joao Wilbert, Josh Levi (USA), Gabo Gesualdi, Nicolò Degiorgis (Italy) and Gonçalo Campos (Portugal)

Production: Federica Roncalli (Italy), Isabel Abreu (Portugal) and Luciano Alban (Italy)
Thanks to Pushkar Nagwekar (India) and Tomonaga Tokuyama (Japan)

Partners:

Surface, Secondome, Olfaire, Diamantini & Domeniconi, Benetton.

Imaginaires

New Museum
Sky Room 7th Floor
235 Bowery, NYC

18-21 May
Monday-Thursday 12:00-18:00

More information:

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www.fabricafeatures.com
www.newmuseum.org
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