

PRESS NOTES



SUPER DESIGN
World Premiere At Architecture & Design Film Festival 2017
New York



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OVERVIEW

R & Company and MUSE present

SuperDesign

Italian Radical Design 1965-1975

A film by Maria Cristina Didero and Francesca Molteni – 62' minutes

Directed by Francesca Molteni

SuperDesign is a film about 19 players of the Italian Radical Movement. Through their words and their stories, we retrace the history and the heritage of the movement. They take us back to that time when everything seemed possible.

We encountered Emilio Ambasz, Franco Aulenti, Dario Bagnoli, Lapo Binazzi, Andrea Branzi, Germano Celant, Gilberto Corretti, Pietro Derossi, Piero Gilardi, Ugo La Pietra, Roberta Meloni, Alessandro Mendini, Adolfo Natalini, Gaetano Pesce, Gianni Pettena, Franco Raggi, Charlie Stendig, Cristiano Toraldo di Francia, Jim Walrod.

The mid-1960s represented a revolutionary time when the need for change has spread everywhere in the Western world and has pervaded all the aspects of life. Some beautiful archival historical images recreate the atmosphere of the period. It was a time of 'positive turbulence' also on an artistic level. And even today we can definitely catch a glimpse of this radical virus in our interviewees!

The movement took its steps in Italy – in the 1960s crossed by a wave of political violence, bombings and terrorism, but at the same time an excitingly creative place: because of the energy of its industrialists and the ability and the creativity of its designers, Italy started becoming a global focus for design.

Looking at the works of these architects, designers and curators, walking with them through their cities alleys, listening to their revolutionary ideals, we find that the dreams, the utopias, the ideologies and the passion which have permeated their experience and their art are still alive nowadays.

Listening to our protagonists' stories, our question is: What is left today, what is the Radical Movement's heritage, in a historical period in which the speed of cultural change have resulted not only in a generalized conformity, but also in a loss of values and in the rise of populist parties and nationalist movements?

Director: Francesca Molteni

Script: Francesca Molteni and Maria Cristina Didero

Producer: Claudia Adragna

Year: 2017

Duration: 62' mins

Country: Italy

Production: Muse

Language: English or Italian

Original music: Fabrizio Campanelli and Niki Haas

Trailer: <https://vimeo.com/231880469>

Official Film Website: [www.http://superdesignfilm.com](http://superdesignfilm.com)

Press Photos Available Upon Request



Statements

The film is about the genesis and the meaning of some of the projects of the Radical imaginary. A not-yet-written story of anti-design, or perhaps simply another design story. It was a time of 'positive turbulence' also on an artistic level. And even today we can definitely catch a glimpse of this radical virus in our interviewees. The movement took its steps in Italy – in the 1960s crossed by a wave of political violence, but at the same time an excitingly creative place: because of the energy of its industrialists and the ability and the creativity of its designers, Italy started becoming a global focus for design.

Francesca Molteni, author and director

It has been a great opportunity to investigate the world of these interesting people, and to hear and record directly from their voices the memories of such an incredible and fervent moment of their careers - and of the history of international design. We were honored to had access to their thoughts and their feelings about both their professional and their personal lives at that very time. We intended to document the scene of Italian Radical Design period, understand how it is felt today, and project its statements into the future. As this project is about the past, looks into the present but actually talks about the future.

Maria Cristina Didero, author and design curator

From the moment this project began, I felt we had stirred up something that had far greater impact and weight than we understood. The contradictions and contention that remained with this group of architects and designers of the Radical period has remained with them for 60 years. What we discovered is that radical Italian design was not a trend, a style, or a fad, but in fact a movement. A movement that changed the course of design forever.

Evan Snyderman, R&Company Gallery



Francesca Molteni Biography

Francesca Molteni did her graduated studies in Philosophy at the University of Milan and her postgraduate in Film Production at New York University. From 1999, she worked for RAI, Italian National TV channel. From 2002, she produces documentaries, television formats and institutional videos. As the writer and director of two Ultrafragola series, a Sky TV program on design, she managed the online platform www.ultrafragola.com, the first web TV channel dedicated to design.

She directed *Giocare l'Arte*, an art format for RaiSat Ragazzi, *Buon Compleanno Dino Risi*, a documentary produced by Rai Cinema, *Art Basel Miami Beach*, *L'Urlo*, *50 Years of Beat and Peggy Guggenheim* for RaiStoria, *Ron Gilad*, *Loving Gio Ponti* and *I wanted to be Walt Disney*, screened at many Festivals worldwide. She is a contributor to the Sunday edition of *Il Sole 24 Ore*, *Elle Decor*, *Vogue* and *GQ Italy*. In 2012 she won the award for Innovation assigned by the President of the Italian Repubblica for the QallaM project, Mention of honor of the Compasso d'Oro 2014. In 2013, she received the Cathay Pacific Award for women entrepreneurs. In 2014 she received the PIDA Design Prize for the *Where Architects Live* exhibition and film, produced for the Salone del Mobile 2014. In 2009 she founded the production company MUSE Factory of Projects. In 2017 she has curated with Maria Cristina Didero *SUPER DESIGN*, a film about Italian Radical Design, promoted by R&Company Gallery and produced by MUSE.

Maria Cristina Didero Biography

Maria Cristina Didero is an independent design curator and freelance journalist, based in Milan and working internationally. She contributes regularly to different magazine such as *Domus* and *Vogue Italia*, and she runs her own column titled "L'Ascensore" in *IconDesign*. Didero has collaborated with a number of institutions both in Italy and abroad, curating exhibitions worldwide and editing related catalogues. Among the most recent ones, *AL(L): Projects with Aluminum* by Michael Young at Grand Hornu (BE) for Stichting Kunstboek, (2016) and in the same year *The Space in Between*, Nendo's first museum-like and anthological exhibition at Holon Design Museum, Tel Aviv (IL). In 2015 she published with Franco Audrito of Studio65, *The Merchant Of Clouds* (Skira) for the related show at the GAM, in Turin (IT). In 2013 she wrote the introductory text to *1968*, a book by Maurizio Cattelan

and Pierpaolo Ferrari based on Dakis Joannou's radical design collection. Maria Cristina Didero has published and contributed to several books, among them in 2013, *The System of Objects* at DESTE Foundation (GR), a project co-curated with Andreas Angelidakis, in 2011 *Keep Your Seat*, GAM in Turin with Danilo Eccher (Electa), in 2010 *Michele De Lucchi (Corraini)* with illustrations by New York based illustrator Steven Guarnaccia.