



Press release

MILANO DESIGN FILM FESTIVAL 2014

Press conference:

Thursday, 10 April – 12 noon

Sala Stampa Brigida (Press Room)

Palazzo Marino, piazza della Scala, 2 – Milano

DESIGN: CAMERAS ACTION!

Milano Design Film Festival 2014. The programme.

"The intuition about the Milano Design Film Festival has now become a reality, an appointment that is able to demonstrate clearly how time can change cultural viewpoints and languages. In this context, design re-appropriates the fullness of its original significance, which, from the very first formulations of the Bauhaus, included every aspect of life designed with no constraints of parcelling. Thus, fashion, music, food, landscape and environment are an integral part of the vision of a landscape for planned living. Directing and cinematography are design projects as are the voice, the moving image: in a word, poetry. In the difficult panorama in which we live, design and architecture are assets which many people are willing to give up and investing in them is increasingly becoming a choice for the very few".

For us, MDFF is much more than a festival. It is an appointment to present the production of documentaries with the most recent design and architecture themes. This event is intended to be a platform for information, updating, experimentation and encounters characterized by first rate contents and an unusual and efficacious capacity to dialogue with the public."

Antonella Dedini and Silvia Robertazzi, curators of the Milano Design Film Festival

Sustained by the success of the first edition, MDFF 2014, sponsored and promoted by the City of Milan and promoted by EXPO 2015, triples seating capacity and chooses a new venue: the **Anteo spazioCinema** with 4 cinemas and more than 600 seats to host the second edition on **October 9-12**.

To present a programme of events whose quality and profile are being refined day by day, the organization aims to favour participation in the festival by making it increasingly pleasurable. MDFF will be cinema, music, debates, workshops, aperitifs, chats, meetings, contests. *"We'd like to think that these four days will give the opportunity to look at design and architecture more directly and spontaneously and less banally"*, the curators say.

During the press conference, introduced by the City Councillor for Economic Development, Fashion and Design, **Cristina Tajani** and the Cultural Councillor, **Filippo Del Corno**, Antonella Dedini and Silvia Robertazzi will present the itinerant phases of the MDFF and the principal events that will enliven this Milanese appointment next October.

The festival's internationalization is a strong signal of the reaffirmation of Italian cultural activity in the world. Among the venues out of Milan are **Paris, Rome and Beijing**. For showing films selected by the MDFF, the following were chosen: the Istituto Italiano di Cultura a Parigi, the MAXXI Architettura of Rome and, in the heart of Beijing, the Sanlitun Taikooli quarter, the area involved during the edition of the Beijing Design Week. All these are places of cultural expression and contemporary creativity.

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Neither does MDFF neglect the instructive aspect of that a documentary film encloses. In addition, it was actually a Ministerial Decree (DPR 137/2012) that allowed signing an agreement with the Ordine degli Architetti di Milano for defining a didactic programme able to update the professionals registered in the Order.

On this occasion the **SHORT FILM MDFF AWARD 2014** will be launched a contest to selecting unpublished storyboards in order to make an audiovisual film of maximum 10 minutes.

The theme contest, "Milan. Places where we eat" is meant to embrace design, architecture and food habits. All this set in one city: Milan, the coming seat of EXPO 2015. The places chosen dedicated to eating can be either public or private and must narrate our behaviours at table and our relationship with food. The contest is aimed at directors, video-makers, screenwriters and all those, whether Italian or not, who intend to try their hand at an audiovisual work. (See attachment)

Music will have an important role in the event. In addition to the opening concert by **Lorenzo Palmeri**, designer and musician, there will be composers who, with completely new pieces, will interpret some of the films on the calendar.

During the press conference, the new site for the Milano Design Film Festival will be presented (milanodesignfilmfestival.com); information about MDFF events and themes will be constantly updated on the site.

The commitment of the event is encountering the collaboration and support of institutional and private partners that are following its development and making its realization possible. At the moment, 3D Produzioni, Alessi, Sofia Bonetti, Ferragamo, Flos, IVM Group with the brands Ilva and Milesi, Molteni&C, Tucano and Vitra are the companies supporting MDFF 2014.

Aside from the sponsorship and support from the City of Milan and the sponsorship of Expo 2015, the MDFF 2014 institutional partners are: Accademia di architettura - Università della Svizzera Italiana, ADI - Associazione Disegno Industriale, Accademia di Brera, Anteo spazioCinema, Archivio Pietro Lingeri, Archiworld Channel, Beijing Design Week, Brera Design District, Centro Sperimentale di Cinematografia (Lombardy), Design Library, DesignOnscreen, Domus Academy, Feltrinelli Real Cinema, Fondazione Franco Albini, Fondazione Vico Magistretti, Fondazione Promozione Acciaio, IED - Istituto Europeo di Design, Istituto Italiano di Cultura a Parigi, MAXXI Architettura Roma, Mediateca Multimediale Interattiva Santa Teresa, NABA - Nuova Accademia di Belle Arti Milano, Ordine degli Architetti, P.P.C. della Provincia di Milano, Politecnico di Milano - Scuola del Design, SAE Institute Milano, Scuola Politecnica di Design, Sky Arte, Law Firm - D&P Legal Support for Ideas, Ultrafragola.

Participating in the press conference:

Cristina Tajani, City Councillor for Economic Development, Fashion and Design, Municipality of Milan

Filippo Del Corno, Cultural Councillor, Municipality of Milan

Valeria Bottelli, President of Ordine degli Architetti, P.P.C. della Provincia di Milano

Domitilla Dardi, Design Curator of MAXXI Architettura Roma

Beatrice Leanza, Artistic Director of Beijing Design Week

Maurizio Nichetti, Film Director and Creative Director of Centro Sperimentale di Cinematografia (Lombardy)

Vittorio Sun Qun, Managing Director of Beijing Design Week

Marina Valensise, Director of Italian Cultural Institute Paris

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Quotes

"Thanks to the positive results of the first edition, the Milano Design Film Festival is confirmed as an important appointment for Milan that will allow, through new expressive languages, a vast public be acquainted with the symbiotic relationship between design and architecture, creativity and re-invention of urban areas. An event that in its second edition will contribute to reinforcing cultural exchanges between Milan and China, a country that represents one of the principal markets for our companies and young talents. Thus, after the Beijing Design Festival hosted last year at the Ansaldo, we will be continuing the constructive dialogue between two important realities of the world of design and creativity: Milan and Beijing".

Cristina Tajani, City Councillor for Economic Development, Fashion and Design, Municipality of Milan

"Art and culture, architecture and design: variations of a festival that returns to Milan after the grand success of the first edition. MDFF offers the city the account of some excellent experiences in Italy and abroad through images that are a distillate of the talent that has made Milan an international capital of creativity."

Filippo Del Corno, Cultural Councillor, Municipality of Milan

"BJDW FILMS' represents the desire to broaden understanding and relevant discussion around the discipline of design along temporal and cultural frameworks supplemental to those defined by trends and economic opportunism. With MDFF and its organizers, we are opening up a completely new conversation between Italy and China, one founded on intellectual dialogue and knowledge-transfer".

Beatrice Leanza, Artistic Director of Beijing Design Week

"For the new section of BJDW FILMS that will be inaugurated during the next edition of Beijing Design Week, the contribution of the Milano Design Film Festival is fundamental because it makes us understand that in Italy design is not just lifestyle, but a repertoire of values and an historical legacy that are still uncultivated in a country like today's China".

Vittorio Sun Qun, Managing Director of Beijing Design Week

"Promoting Italian design through the audiovisual language chosen by MDFF is a precious occasion for contributing to the success of industry, handcrafts, style and thus, in a sense, Italian culture".

Marina Valensise, Director of Italian Cultural Institute Paris

"The MDFF programming in the areas dedicated to summer activities in the MAXXI square reinforces the museum's cultural style in comparison with the Arts. A social, shareable place where an art documentary connected to the great names in design and architecture is an expression of creativity in the setting of this contemporary project".

Domitilla Dardi, Design Curator of MAXXI Architettura - Rome

"We are very happy about this partnership that today is even more solid with the debates on the project and the instructional activities. We believe that films and documentaries are an effective instrument for transmitting the civil and symbolic values of our profession to students and architects, but most of all, they are an immediate language able to bring citizens close to a discipline that belongs to everyone".

Valeria Bottelli, President of Ordine degli Architetti, P.P.C. della Provincia di Milano

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2014 Calendar Events:

19 June

MDFF | ITALIAN CULTURAL INSTITUTE PARIS

73, rue de Grenelle - 75007 Paris

www.iicparigi.esteri.it

1, 8, 15 July

MDFF | MAXXI

via Guido Reni 4/A – 00196 Rome

www.fondazionemaxxi.it

24 - 30 September

MDFF | BEIJING DESIGN WEEK

Sanlitun Taikooli – Beijing - China

www.bjdww.org

9 - 12 October

MILANO DESIGN FILM FESTIVAL. Second Edition

Anteo spazioCinema - via Milazzo 9 – 20121 Milan

www.milanodesignfilmfestival.com

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