

LOCAL ICONS. EAST/WEST

Alcantara- MAXXI Project

East and West in the creations of nine international designers

5 – 28 February 2016

www.fondazionemaxxi.it | www.alcantara.com

#LocalIcons

Rome 4 February 2016. Ten cities, nine designers, one extraordinary material. This year the Alcantara-MAXXI project, now in its fifth edition, takes us “around the world in a room”.

For the **LOCAL ICONS. EAST/ WEST** (5 – 28 February 2016) exhibition curated by Giulio Cappellini and Domitilla Dardi, designers **Studio Job, Constance Guisset, Poetic Lab, Mischer'Traxler, GamFratesi, Neri&Hu, Hans Tan, Michael Young, Poetic Lab** and **Cosmas Gozali** create iconic objects to interpret ten cities of two main geopolitical areas, in an imaginary dialogue between East and West.

LOCAL ICONS. EAST/ WEST continues, **from 5 to 28 February 2016**, on the tried-and-tested theme of memories connected with a city, of the travel souvenir. After taking in the essence of Rome in the 2015 project, this year's exhibition embraces a wider cultural dialogue between East and West. Through direct and indirect interchange among the designers, Alcantara and MAXXI generate a new cultural encounter, an exchange of views of two different ways of experiencing the modern city, channelling these reflections into **prototypes** which interpret the soul of cities.

Alcantara® is a material that can give shape to designs and auteur visions. The nine designers experimented with it to produce a travel narrative in images and objects suggestive of **Amsterdam, Paris, London, Vienna, Copenhagen, Shanghai, Singapore, Hong Kong, Taipei** and **Jakarta**.

From Andersen's Little Mermaid, an icon of Copenhagen, to Singapore's Merlion, and from the sign of the Berlage Chair, a tribute to the Dutch designer, a proponent of the Amsterdam school, to the dynamic decorative motifs of Vienna. This creative representation of physical places takes the form of highly evocative objects or installations. The symbol of Hong Kong brings to mind the legend of Bruce Lee, Paris is a romantic moonlight stroll. Or you can lose yourself in the colourful maze of London's eclectic underground or in Taipei's creative cafés, whiz on your bike through the traffic in Shanghai or absorb the culture of the East, as in Jakarta.

In addition to the prototype designed to represent their allocated city, each artist also designed a box, a setting for their prototype. The exhibition is therefore designed as a large installation of **ten boxes**, a “world village” inside the museum.

Cities and designers: Amsterdam - Studio Job | Paris – Constance Guisset | London - Poetic Lab | Vienna – Mischer'Traxler | Copenhagen – GamFratesi | Shanghai - Neri & Hu | Singapore - Hans Tan | Hong Kong - Michael Young | Taipei - Poetic Lab | Jakarta – Cosmas Gozali.

Andrea Boragno, Chairman and CEO of Alcantara S.p.A., stated, “We are very pleased to renew our collaboration with MAXXI on a project which, this year more than ever, highlights Alcantara®’s values. Its extreme cross-genre applicability – one of our material’s distinctive characteristics – has placed us on numerous markets from Europe to East Asia and involved us in major artistic, cultural and social undertakings. This approach is nurtured through our constant dialogue with the creative world and is confirmed by our partnership with MAXXI in an exhibition for which nine international designers were invited to use the softness of Alcantara® to create evocative travel journals”.

Giovanna Melandri, President of Fondazione MAXXI says, “The collaboration between MAXXI and Alcantara is a tangible demonstration of something I firmly believe in: that public and private grow together or waste away together. Through this project, we have grown together by offering the museum’s visitors a series of new, stimulating exhibitions and supporting Italian and international artists, thereby emphasising the museum’s importance as the forum for cultural interaction and inspiration that MAXXI seeks to be”.

“With projects such as the ones we have for years shared with Alcantara, we point the spotlight at the research and creativity of Italian and international designers as we have always believed that institutional/corporate dialogue is the essential basis for creating innovative visions,” says **Margherita Guccione, director of MAXXI Architettura**. “We enthusiastically continue this partnership to sustain the work of young creative artists, which is among the architectural museum’s main interests”.

Established in 1972, **Alcantara** is a Italian product of excellence. A trademark registered by Alcantara S.p.A. and the fruit of unique, proprietary technology, Alcantara® is a highly innovative product which offers an unparalleled combination of sensory qualities, aesthetics and functional properties. Its extraordinary versatility makes Alcantara the preferred choice of the most prestigious brands in many application fields: fashion and accessories, automotive, interior design and home décor, consumer electronics. Thanks to these characteristics, together with a serious, certified commitment to sustainability, Alcantara interprets and defines the modern lifestyle, the lifestyle of those who like to enjoy to the full the products they use day-to-day and respect the environment.

Since 2009 Alcantara is Carbon Neutral-certified as it has defined, reduced and compensated for all the CO₂ emissions resulting from its activity. To document the company’s progress in this area, each year Alcantara draws up and publishes its Sustainability Statement, which is certified by the TÜV SÜD international certifying body. The Statement is also on the Alcantara corporate website.

Alcantara’s headquarters is in Milan, while the production unit and research centre are in Nera Montoro, province of Terni, in the heart of Umbria.

The **MAXXI** is the first Italian national museum devoted to contemporary creativity. It was inaugurated in May 2010 and is run by a private law foundation set up by the Italian Ministry for Cultural Heritage & Activities and Tourism. In 2013 it was recognised as a private research agency. Devised as a vast cultural campus, the MAXXI was designed by Zaha Hadid, who won an international competition. It is a great work of architecture, displaying innovative, spectacular forms. The museum produces and hosts art, architecture, design and photography exhibitions as well as fashion, film and music events, theatre and dance performances, lectures and conferences with artists, architects and leading figures of our time. The MAXXI is much more than a museum, it is a platform open to all the languages of creativity, to cultural exchanges and joint ventures – a space open to all. The MAXXI is in Rome’s Flaminio neighbourhood on the site of a former army barracks. Occupying an area of 29,000 square metres with a large open plaza at its centre, the museum also includes an auditorium, a research centre with a library and archive, a gift shop, a café and a bar/restaurant. The architectural complex blends into the

city's fabric, forming a new, open urban space that is well-organised and "permeable" to pedestrian transit. Inside, a vast, full-height atrium leads to the galleries, set on three floors. These host, by turns, the permanent collections, exhibitions and cultural events. Glass, steel and cement give the exhibition space a neutral look, while movable panels ensure installation flexibility. The flowing, graceful forms, the variety and interweave of the levels create a complex spatial layout offering different, unexpected visitor routes.



Alcantara.Company



AlcantaraCompany



alcantaraspa



alcantara_company



<https://www.facebook.com/museomaxxi>



@Museo_MAXXI



<https://www.youtube.com/user/MuseoMAXXI>



@museomaxxi



<https://plus.google.com/+maxxi>

The press kit and images of the exhibition can be downloaded from the Reserved Area of the Fondazione MAXXI's website at <http://www.fondazionemaxxi.it/area-riservata/> by typing in the password **areariservatamaxxi**

MAXXI - Museo nazionale delle arti del XXI secolo

www.fondazionemaxxi.it - info: 06.320.19.54; info@fondazionemaxxi.it

opening hours: 11.00 – 19.00 (Tue, Wed, Thurs, Fri, Sun) | 11.00 – 22.00 (Saturday) | closed Mondays,
Free admission for art and architecture students from Tuesday to Friday

MAXXI PRESS OFFICE +39 06 324861 press@fondazionemaxxi.it

ALCANTARA PRES OFFICE for Interiors

SHARE by Silvia Rizzi Comunicazione + 39 02 95330512 bf@share-pr.it