

April 8 — 17
Cascina Cuccagna

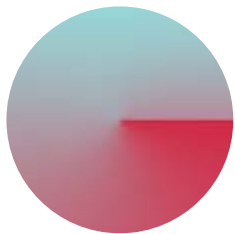
Fuorisalone
2016

Failures Process Beyond Success



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A project by
Raumplan and ACCC



Failures

Process Beyond Success

Milan Design Week
8 – 17 of April at Cascina Cuccagna
via Cuccagna 2-4, 20135 Milano – Italy

Raumplan and ACCC are setting up a big exhibition in Cascina Cuccagna, an old barn in the centre of Milan, recently restored to its original beauty. These historic walls are the backdrop for a fascinating insight into some hidden sides of designers' and producers' daily work.

FAILURES. MAIN EXHIBITION

Failures examines what is left behind the scenes in the design world. *Failures* is about the process beyond success: stories of setbacks, stories of broken paths that lead to new perspectives. The main exhibition displays a wide range of unique pieces that never made it out to the factory: prototypes by real masters such as *Aldo Rossi, Alessandro Mendini, Ettore Sottsass, Marco Zanuso, Anna Castelli* and *Richard Sapper*, owned by museum institutions of prestigious brands such as *Alessi* and *Kartell*. Moreover, you will find research products by renowned contemporary designers as *Riccardo Blumer* and *Francesco Faccin*.

These pieces may be considered "failures": for many different reasons they missed their goal or moved far away from the original project. Mistakes, imperfections and unpredictable contaminations are the focus of the exhibition. They are shown as being the rule rather than the exception, even and especially in projects by eminent designers: the real ability seems to be to welcome these aspects and integrate them into the creative process. Exposing failures is a chance to show the real value of research and experimentation: it's a way to celebrate the process as the driving force of innovation, beyond the imperative of short-term success.

TRIALS. COLLECTIVE EXHIBITION

Next to the main exhibition, in the room called *Capriate*, a selection of young European designers displays a heterogeneous range of products, prototypes and auto productions, showing their processes and the stages of their research. *Trials* are like "free-practice sessions" in which designers get free from the obligation to succeed in the short-term: a framework of experiences telling how untamed experimentation can lead to innovation.

VENTURES

The other rooms of the Cascina are dedicated to established design studios and companies that create value through research and development. We asked exhibitors to present their products telling stories about their "making of", showing evidence of the process that led to the final outcomes.

PRESS CONFERENCE
8 April — h. 18.30

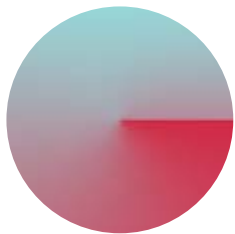
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Failures

ARCHIVIO SACCHI

A selection of drawings and pictures from *Archivio Giovanni Sacchi* tell stories about the contribution of the model-maker in the creative process: the relationship between the designer and the model-maker is a key point in our inquiry about what's in between the original idea and its concrete development. The walls of the *Galleria* host a set of images representing Sacchi's workshop and his interaction with eminent designers such as Luca Meda, Achille Castiglioni and Aldo Rossi. The series of attempts, redrafts and ongoing reviews are a constant feature in this development and substantiate the continuous updating of the initial project while the prototype leaves the paper and assumes three-dimensional physical shape.



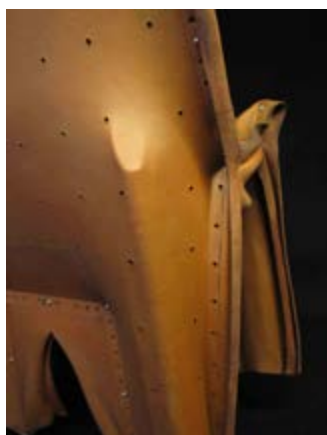
ATELIER BLUMER

Riccardo Blumer and his atelier *Blumer & Friends* offer an interpretation of the theme of "failure" through a report of the conceptual evolution of an idea, between the reference to the initial design and contamination. Blumer takes a classic design theme such as "the chair" as an opportunity to explore and share a working method and his idea of design. Giving resonance to contamination of approaches he proceeds by trial and error, through prototypes and material studies.

Riccardo Blumer,
Esperimento, cuoio cotto
n.1. Sedia

n.2. Sgabello

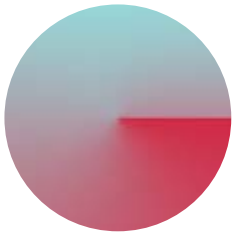
n.3. Sedia



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FRANCESCO FACCIN

Pieletrico lamp tells the story of a successful prototype that circulates among the most important international companies, receiving awards and granting a considerable resonance to the designers Francesco Faccin and Alvaro de Ocon Catalàn. This product got a really positive response among the audience, critics and magazines as soon as it was launched. Nevertheless, dealing always with different circumstances, yet each time equally adverse, the lamp never made it out of the factory despite its peculiarities and its advanced stage of design.

Francesco Faccin – Alvaro Catalàn de Ocon,
Pieletrico. Base multiuso per lampada

Francesco Faccin,
Stratos. Sedia



MUSEO ALESSI

The pieces from *Museo Alessi* are supposed to suggest a reflection about how the unexpected and accidental circumstances can decide the fate of worthy projects. Sometimes failure or success is not a matter of the real value of the creative process and outcome: these projects were set aside at the last minute, for extrinsic motivations. Aldo Rossi came into contact with Alessi in the late 1970s. In the 1980s, he designed some of the products most strongly associated with Alessi. From 1987–1989, Rossi developed a design for a folding chair that was not put into production, since it turned out that, by a rare coincidence, it was similar to a project already produced by another company. One more example regards the notorious gastronome Alberto Gozzi to produce a set of cups and candleholders for hotel use. The outcome is a prototype in brass and steel ready to go on the market, but it gets set aside due to high production costs and because it is out of fashion for hotel keepers. Another beautiful unique piece from Museo Alessi is the Venini vase by Alessandro Mendini: in this case the author decided not to go further into the production phase because there were too many differences between the artist's expectations and the resulting aesthetics of the prototype.

Aldo Rossi,
Folding Chair. Sedia

Ettore Sottsass,
Objects for hotel use

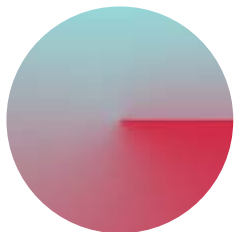
Alessandro Mendini,
Venini vase. Vaso



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KARTELL

Museo Kartell contributes to the exhibition through some “successful failures”: objects modified work in progress that, thanks to substantial modifications to the original design (not made by the designer, but due to an external intervention) have become very successful products. The chair K 1340 (a.k.a. K4999) designed by Sapper and Zanuso has become an iconic piece because of the possibility of overlapping the chairs. This characteristic was not initially thought by designers and is the result of a development “under construction” they made at the last minute. The 4801 chair designed by Joe Colombo in 1965 was supposed to be produced in plastic but went into production in 1973 in wood because of technological deficiencies of the plastic thermoforming. It was produced in the typical transparent Kartell plastic only in 2011, using the original drawings by the author taken from the Kartell museum.

Richard Sapper – Marco Zanuso,
4999. Seggiolina

Joe Colombo,
4801 e 5867. Poltrone



OPENING TIMES
h.11.00 > h. 21.00

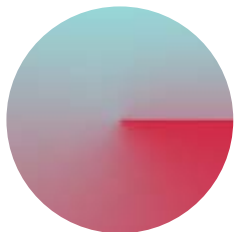
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Trials

DAPHNE ZUILHOF
daphnezuilhof.nl

— *Assembly Series*



CHIARA ANDREATTI
chiaraandreatti.com

— *Twinkle coffee table*



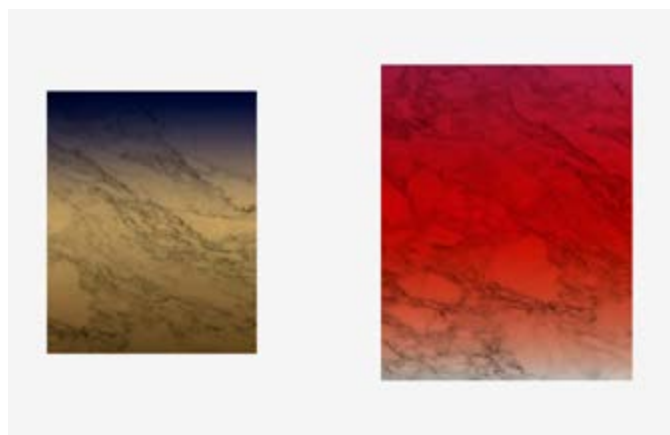
JOHN ASTBURY
johnastbury.com

— *Corners*



NICK ROSS
nckrss.com

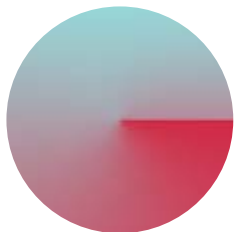
— *White Lies, Slab Series*



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Trials

GIACOMO MOOR
giacomoor.com

— *21 grammi*



JACOPO FERRARI
jacopoferrari.com

— *Steina*



ELISA HONKANEN
elisahonkanen.com

— *UMI chair*



VALERIANE LAZARD
valerianelazard.com

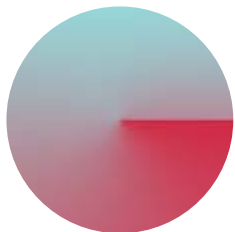
— *Antipode*



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Trials

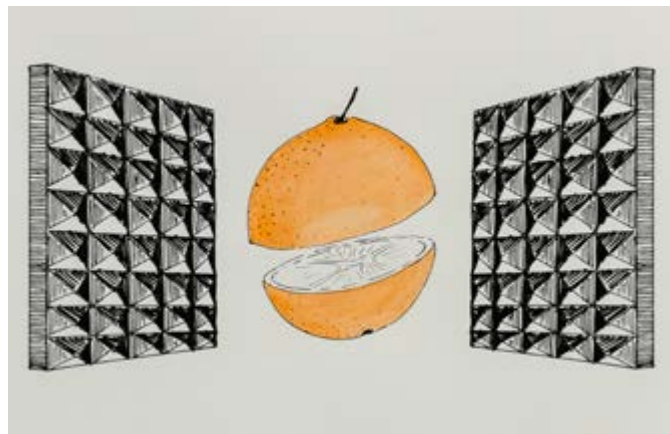
DELFINO SISTO LEGNANI
delfinosl.it

— *Stratos*



JACOPO SARZI
jacoposarzi.com

— *Orange Squeezer*



LOUIS DE BELLE
louisdebelle.com

— *Failed Dioramas*



HAHA STHLM
hahasthlm.com

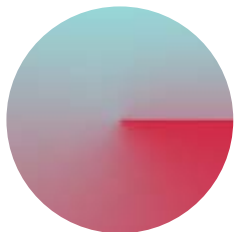
— *Vima Collection*



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Trials

NOIII
noiiidesign.com

— *Mini Cruiser*



BE ABLE E.V
be-able.info

Led by
WEIWEI WANG
weiwei-wang.com

SARA RICCIARDI
sararicciardi.org

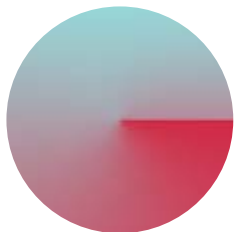
— *Pancake Project*



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SMARIN
smarin.net

— *Les Schaises*



GYPSUM
gypsum-arte.com

FPE | d'Officina
fpespa.com

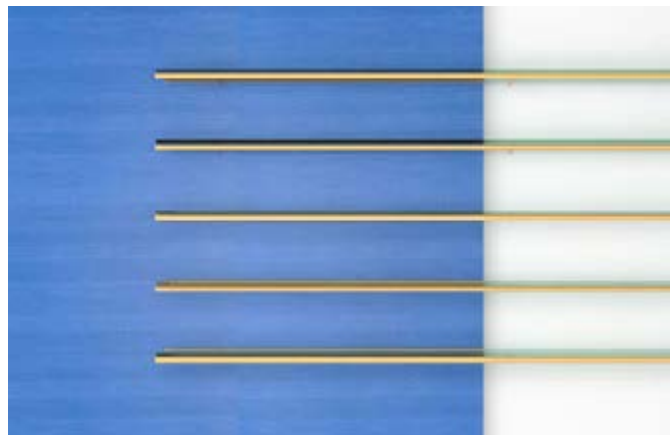
Led by
MARCO MERENDI
& **DIEGO VENCATO**

— *Pigmenti*



ARCHITETTI ARTIGIANI
ANONIMI / ANNARITA
AVERSA
annaritaaversa.com

— *Pentagram*



ANDERS LUNDERSKOV
anderslunderskov.com

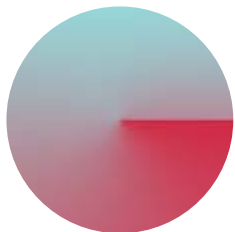
— *Volila*



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DANIELE CIMA
danielecima.com

— *Upcycled words*



USHBAG
ushbag.com

— *Backpacks*



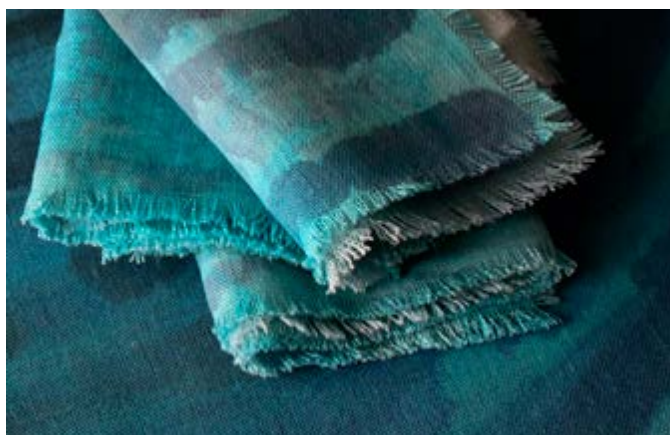
LIT
welovelittlethings.it

— *Impress through simplicity*



LAURA PIACQUADIO
laurapiacquadio.com

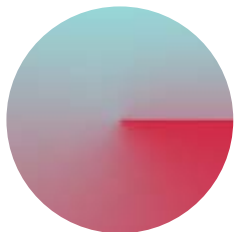
— *Tracce di Colore*



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ALESSANDRO IACOBINO
KAROL SUDOLSKI
caustic.space

— *Caustic Space*



RECIPIENT
recipient.cc

— *Between the lines*



STUDIO LUNIK
studiolunik.com

— *Kalki*



ERRECUBO

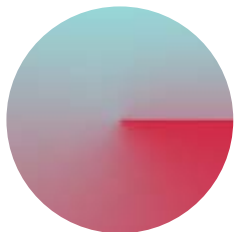
— *The secret of a bag*



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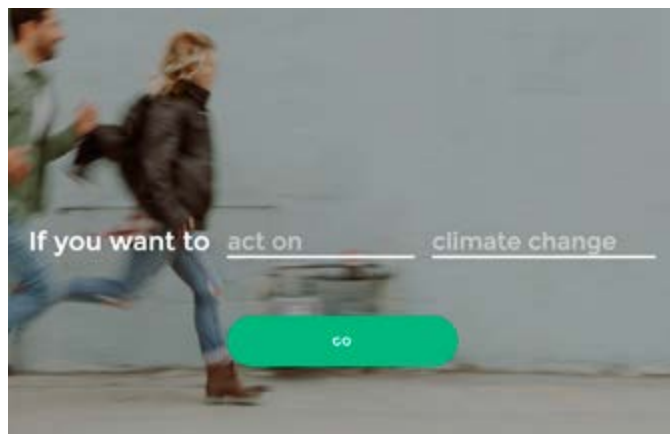
ATELIÈR MACRAMÈ
ateliermacrame.it

— Saké



IYWTO
beta.iywto.com

— If you want to



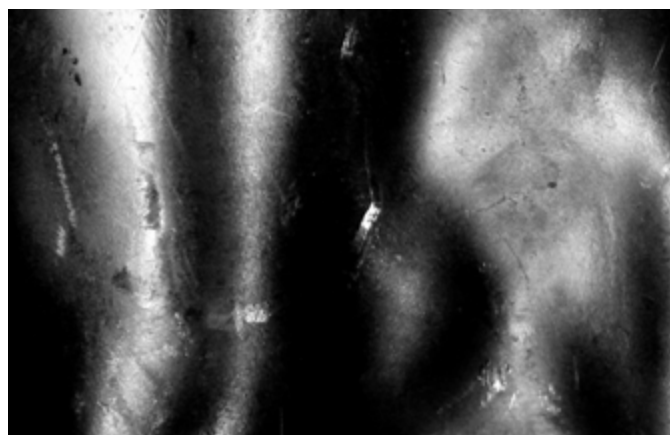
ARCHISTART
archistart.it

— Frame



PAOLA SOMMARUGA
sommarugapaola
@gmail.com

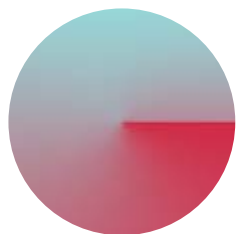
— You're entering where
no one else ever dare to,
you are pure illusion



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A project by raumplan

Raumplan

Curatorship, Graphic Design
and Set-up of *Failures/Trials* Exhibition
Raumplan Studio

Wayfinding and Exhibition Graphic
of *Failures/Trials*
Systems

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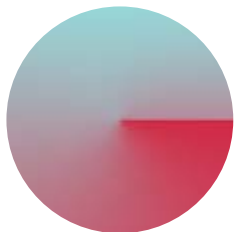
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Cascina Cuccagna

Cascina Cuccagna is a 17th century farmhouse immersed within the apartment buildings of the Porta Romana area: more than 4000 sq. m. of covered spaces and garden. After the recent conservative renovation, the Cascina is now a lively cultural spot and has become one of the people's favourite location during Milano Design Week, known by exhibitors for its uniqueness in the urban structure and for the high number of visitors. It has been indicated by the New York Times as a must-see in Milan in 2015. Cascina Cuccagna also features a restaurant, a bar, a hostel and a veggie garden: nice music, delicious food, pretty lights at sunset always guarantee good vibes and a welcoming atmosphere.

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www.cuccagna.org



Raumplan

Raumplan Studio is a group of architects, journalists, designers and philosophers. We produce, organize and promote exhibitions and events. Raumplan.info is a web platform for social publishing of critique and research. We created a multidisciplinary space for sharing original research content and displaying projects about design, architecture and other visual arts.

Raumplan

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