

Say, do, design... to re-use to save the planet.

Italian Design day 2018

Davide Bruno, Stoccolma 1 marzo 2018.

Good afternoon everyone.

It is with great pleasure that I offer my greeting to you all, to my fellow speakers and to the authorities. I'd like to thank you for the invitation to present two case histories on the occasion of this important international meeting.

Special thanks to our Ambassador Mr. Mario Cospito, to Roberta Sturma and to all the people who have worked to make this conference an important debate on the Swedish territory.

Through the cases I am going to present, I would like to touch the theme of re-use and the importance, for our planet, of using highly recyclable materials for the sake of the world population's life quality - in particular within the daily use of objects.

Moreover, I believe today we urgently need to set up an innovative system to develop industrial products, in order to favour the use of a circular economic model.

Let's imagine we could develop products and manufacture them with the possibility to constantly upgrade them, both at the production level and by the final users.

This new protocol would value recyclable raw materials and promote ethical products that can preserve the territory.

I'd like to tell you a story: Once upon a time, there was a tree.

He used to breath next to a provincial road, he was sad and his fate was to be rooted out by a bulldozer, then chopped in pieces to become firewood... no one would have remembered it...

yet all of a sudden its life changed: someone had chosen him to represent Christmas in one of the most beautiful squares of Italy, in Milano... its mood changed and he turned into the happiest tree in the world. Hundreds of children would have turned their gaze to the fairy lights on it... This is the story of how a truly unique occurrence in Italy has started.

A 36 metres tall spruce (code name: Vittorio) has been carefully wrapped and transported for thousands of kilometres.

The biggest branches have been cut and kept aside to be re-attached after the tree had been put up.

Decorated with the most enchanting lights and enclosed in a fence by Sky Academy (supporter of the event), it has been the star of the Duomo square in Milano until last January, when its lights have been switched off and it started its second life, not less important than the first one.

The Milanese fir has been segmented for easier storage and, after the selection of the most noble parts of the tree - about six cubic meters of solid wood -, it has been waiting for the best students' ideas to be transformed within the instrumental labs of Politecnico.

The transformation has been conceived by the participants of an intensive workshop, which I had the pleasure to coordinate for the Design School of the Politecnico di Milano, aimed at the development of products, installations and street furniture for the city of Milano, where the students have been engaged in the working of the wood.

Led by designers, professors and expert technicians in the processing of wood, the students have

collaboration with Sky Italia and the Municipality of Milano, and soon a jury will choose the best results that will proceed to the manufacturing phase in May 2018.

Then, the works will be managed by the municipality, and functionally exhibited around the city. The idea is to humanize a work of art capable of interacting with people. This will be achieved through an optimization of functions supported by technology, as well as an aesthetic that will turn objects into something that wants to be shown, not hidden.

Each detail has been designed to be functional and efficient, and to guarantee the best maintenance possible.

Why is it now that we are talking of re-use in Milano?

Because the next edition of the International Triennial Exhibition in 2019, entitled Broken Nature, intends to explore the relation between men and nature at all levels, with all the complex links that we have disrupted over time.

That's something we Italians have done, not you: you can only teach us and lead the way, in particular when we speak about natural environmental resources.

These links need to be recovered, and here design can play a determining role. It can foster creativity and set up strategies to reconsider our relation with nature.

In the last decades, in all branches of design, we have heard about "organic", "green", "eco-compatible", and "sustainable", but now the goal is for designers to be able to convey real meaning and action into these words, by encouraging new social and planning behaviours.

At Broken Nature, we will see examples of architecture and design from all over the world, all focused on the idea of mending and building links. The starting point will be organic design, nature, and the essence of things.

Talking about the essence of things, I would like to tell you about a company that has always revolved around the nature of a very recyclable material: glass.

There's a famous city in Italy, beloved by the entire world. Not everyone knows that it is also the place where we can find the most important and historical glass workshops: the Venetian glassworks.

Venice is a city of unique fascination, yet the glassworks can leave even the most incredulous of the visitors speechless. Master glass-makers have been blowing this material for years, creating, in a unique style, collections of vases and glasses.

Though no one has ever noticed that by blowing glass it is possible to create other wonderful things. And again, a company with such a potential needs to work with creativity, imagination and boldness.

Salviati was established in Murano in 1859, and is still today one of the most prestigious glass manufactures in Venice.

Over 150 years of glass making knowledge and strong collaborations with international designers characterise a collection of timeless pieces of outstanding quality and design.

Today it shows the ability to master the heritage of the Muranese legacy and explore the art of the possible.

Salviati's products are highly recognisable for their strong narrative, creativity and distinctive design. They embody the Venetian tradition and interpret extraordinary making techniques in a contemporary way.

Historically, Salviati has worked with designers and artists with great sensibility and abilities to understand glass as a material.

Salviati and its designers are committed to investigate the limits in making and exploring new aesthetics to create considered and powerful objects.

Salviati's history is far more important than what you can read in its creations, and today the goal is to create glassworks that tell about the company's and the city of Venice's history in relation to today's world.

Working at an international level and opening to the very topical theme of globalization can be very positive themes, and that's what Salviati glass wants to communicate.

This globalization starts on the tables of Italians, with their world-famous food, that comes in beautiful containers. Aesthetic elements that are functional as much as they are pretty...

Different worlds united by common values, such as the use of recycled materials to create nice and functional objects: icons of design and architecture.

After all, in the past, the city of Venice has already been a very important crossroads of cultures and goods, over many centuries.

Salviati has been able to re-interpret the historical role of the city, creating objects that express a new vision of the Muranese glassworks.

Making use of the knowledge of the great masters of glass-making, together with a fast evolution of the production processes, Salviati has turned into an Ambassador for Venice.

Glass as a material needs to be valued, now more than ever, in particular in alternative to plastic; on this line, Sky International is going to start a global campaign against plastic materials.

Talking about this, I personally believe that it is possible to build a relationship through the experience of a project in the field. Something suited to the development policies of a Northern European system, involving the enterprises that are more closely related to the working of wood and glass.

So, I've come to the end of my speech, and I wish you a very good rest of your day. Thank you.

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