

MY.P

Dear Roberta, thank you for inviting me in your project.  
I was convinced by your deadline, February 30th:  
Ethereal day, infinite, as magic as Neverland

Giulio Iacchetti

# February 30th... be inspired!

MY.PROTOTYPE new project for 2015

a co-production

MY.PROTOTYPE  
NOTHING ELSE THAN THE FIRST ONE

EIGHT  
art project

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## KIDS DESIGN WEEK 2015

April 14-19/2015

**Museo Nazionale della Scienza e della Tecnologia Leonardo da Vinci**

via San Vittore 21 - Milano

info and opening: [www.kidsdesignweek.it](http://www.kidsdesignweek.it)

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We have brought together 11 designers and put at their disposition 15 portfolios. 15 portfolios that belonged to 15 children, who during a lab, became inventors: they resolved difficult problems – “how can I eat bread and Nutella without dirtying my hands?” – they modified and improved common objects and invented wonderful, nonexistent objects.

Each designer chose a portfolio and took it with them. From the contents, each one found inspiration: in details, in form, in concept, and adapted this into a new object.

Some of the prototypes are made by the designers, others by the master artisans of Slow Wood.

The project, conceived and realized by MY.PROTOTYPE, concludes with the exhibition *February 30th... Be inspired!* co-produced with Eight Art Project, exhibition design by +R | piurre.

Through correspondences, notes, designs, ideas, projects and finally the prototypes, this small exhibition retells the experience of all those who were involved: children, designers, and artisans... showing that creativity is maintained in the course of one's life; something that stems from childhood: the ability to create and recreate the world!

The prototypes displayed in the exhibit can be purchased, with a portion of the profit going to the association Casa Magica Onlus, which has voluntarily allowed the participation of their children.

## CONTACTS

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Participants:

### 11 designers

Federico Angi, Moreno Dalca, Lorenzo Damiani, Francesco Faccin, Odardo Fioravanti, Giulio Iacchetti, Elia Mangia, Giacomo Moor, Lorenzo Palmeri, Matteo Ragni and Paolo Ulian

### 15 children

Alen, Andro, Christian, Dario, Diego, Gabriele, Giorgia, Joshua, Luciano, Lucy, Alvaro, Nicole, Riccardo and Viola.

### Slow Wood's master artisans

in particular: Ceruti Legno (Giulio Iacchetti's project), Artelegno Di Bernardo (Giacomo Moor's project), Xiloidea + Lo.Sa (Elia Mangia's project).

in collaboration with

**Casa Magica  
ONLUS**

MY.PROTOTYPE would like to thank all those who contributed to the realization of this exhibition.

The designers, the children, the artisans.

Camilla Caccia Dominioni and all the volunteers of Casa Magica Onlus, Alessandra Cantarelli for having conceived and led the labs, Marco Parolini and the Slow Wood staff, Niccolò de Brabant for filming, Isabella Martinelli and Luigi Ziliani for hosting in their studio Livello6, Andrea Ragone, Gretchen Seibel for text translation, and Chiara Alessi for having believed in the project and pushed us to realize it.

Set-up



Graphics

**MY.PROTOTYPE**  
NOTHING ELSE THAN THE FIRST ONE

Technical partners

**SLOW  
WOOD**

UNIQUE STORIES CRAFTED IN ITALY

**Slow Wood**

[www.slowwood.net](http://www.slowwood.net)



**Il Cartolaio Matto**

viale Col di Lana 2 – Milano

Partners info

### **MY.PROTOTYPE**

MY.PROTOTYPE: the first online platform dedicated to the world of prototypes.

Our mission is to share the culture of design as embodied by the prototype through a website, exhibitions and events to promote talents and prototypes from past and present.

Constantly looking for new ideas and partnerships, we love to explore and share new experiences.

*www.myprototype.it*

### **Eight Art Project srl**

Eight Art Project s.r.l. deals with cultural projects in contemporary art and design. Established in January 2014 by Elena Tettamanti, architect and expert of applied arts. Over the last few years, she focused on the organization of contemporary art exhibitions, converting her passion for art into an entrepreneurial activity. In 2011 she organized and promoted the exhibition “Roberto Ciaccio. Inter/Vallum” at Palazzo Reale in Milan, and in 2014 she conceived and curated the exhibition “Trame. Copper Shapes in Contemporary Art, Design, Technology, and Architecture” at Triennale di Milano.

*www.eightartproject.it*

### **Casa Magica ONLUS**

Casa Magica is an NPO based in Milano since 1990. The professionals from Casa Magica work with minors in school-age from first and second grade, supporting them in their homeworks and in their personal growth.

Casa Magica is a well known and appreciated organisation, also by the local public and institutional organization, with whom Casa Magica daily collaborates.

*www.casamagicaonlus.com*

### **Alessandra Cantarelli**

Graduated in Communication and Teaching of Arts at the Accademia di Belle Arti of Brera; she is a professional Art-therapist from Art Therapy Italiana and regularly registered to Arte Terapeuti APIART. She conceives, realizes and leads her own didactical and expressive labs and works as professional educator with children, kids and adults with disability.

*www.scarabocchiale.it*

### **+R | piierre**

The architectural office +R | piierre deals mainly with the existing heritage and with reuse projects. The will to recognise in the existing built environment a cultural, social and economical value to be enhanced is the starting point of every project. The working method, based on a critical and active knowledge of the existing built environment, aims to give a new meaning to the object of our intervention - whether it is architecture, product design or graphic design - through the design process, so that it can find a new, reconceptualized identity.

*www.piierre.com*

### **SlowWood**

Slow Wood intend to take a leading role in the field of Italian high-quality furniture through a network of skilled craftsmen, a solid team of designers, a deep knowledge of wood: a competitive advantage in both.

*www.slowwood.net*