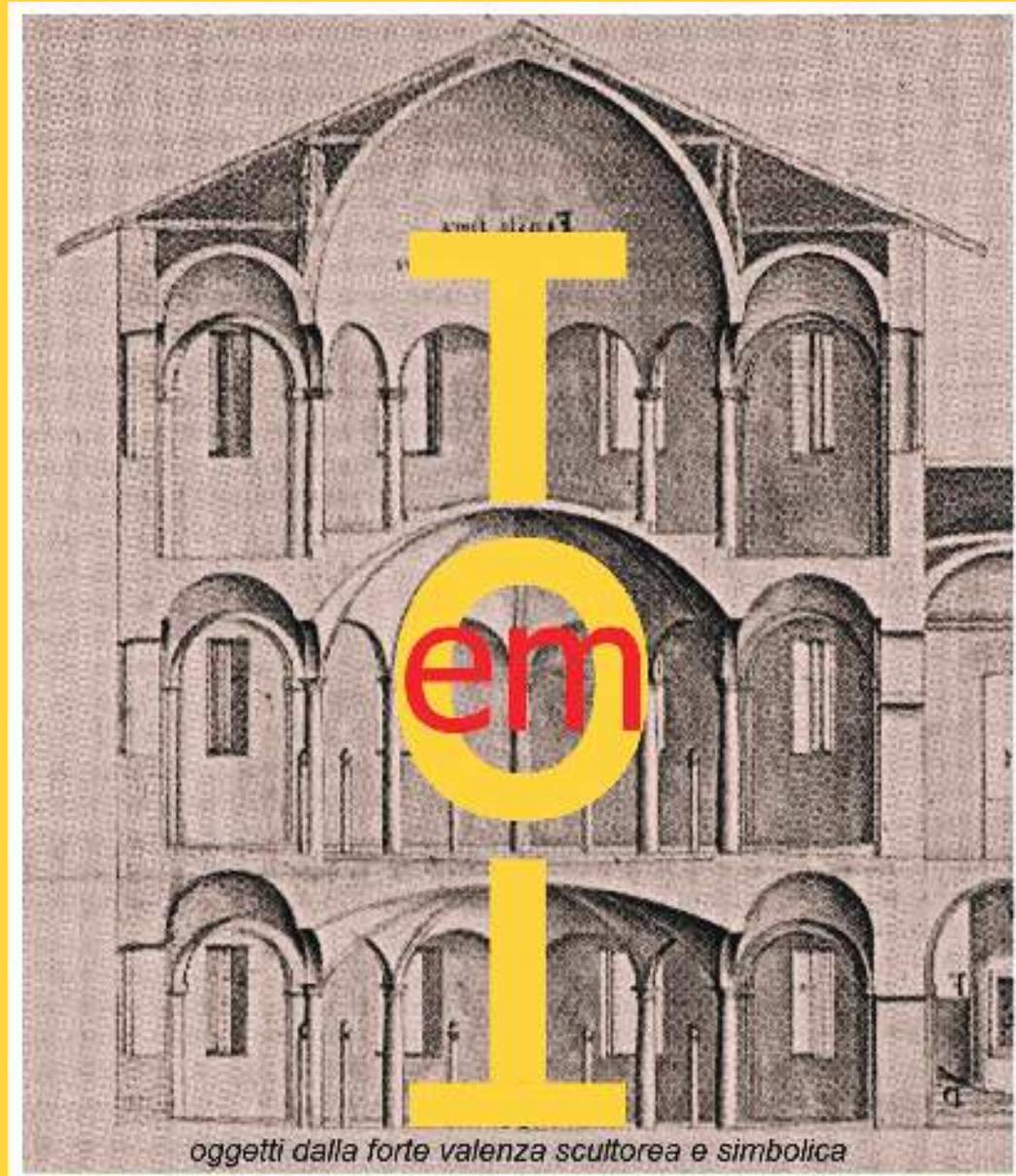


MISIAD



*oggetti dalla forte valenza scultorea e simbolica*

## TOTem

Dopo l'esperienza della mostra/ "censimento" alla Fabbrica del Vapore durante il fuori salone 2012, evento coprodotto con il Comune di Milano, quest'anno Misiad ha proposto una mostra a tema: TOTem

dove l'oggetto diventa simbolo,  
dove la funzione incontra la metafora,  
dove il design si fonde con l'arte.

La mostra, con il patrocinio del Comune di Milano, si è svolta in un luogo che molti, anche tra i milanesi, ancora non conoscevano: le ex scuderie dell' Arcivescovado, una costruzione del 1500 edificata per volere del Cardinale Carlo Borromeo su progetto del Tibaldo Pellegrini. Ristrutturato negli anni 70' dall' architetto Luigi Caccia Dominioni è un vero gioiello della milanesità proprio alle spalle del Duomo. Nella mostra sono stati esposti i progetti di diversi designer (circa 70) a cui è stato dato come tema il totem, sia da un punto di vista figurativo che simbolico, proprio in riferimento alla geometrica pulizia del volume architettonico che ha ospitato l'evento.

Ho immaginato che la pianta della sala che ospitava la mostra replicasse la pianta della città' di Milano dove le mura esterne dell' edificio rappresentano la circonvallazione esterna; la cerchia del colonnato della sala fossero le

## TOTem

After the success of the exhibition/"censimento", at the Fabbrica del Vapore (Steam Factory), during the Fuori Salone 2012, an event co-produced with the City of Milan, this year Misiad proposed a theme exhibition: TOTem

when the object becomes a symbol,  
when the function meets the metaphor,  
when design blends with art.

The exhibition, sponsored by the City of Milan, is held in the former stables of the archbishop's palace a place that many are unfamiliar with including local Milanese. The stables were constructed in 1500 by Tibaldo Pellegrini and commissioned by Cardinal Carlo Borromeo. The building, which was renovated in the 1970s by architect, Luigi Caccia Dominioni, is known as a "jewel" of Milan and located just behind the Duomo. The exhibition includes projects from several designers – around 70 – inspired by the "totem" theme from both a figurative and symbolic point of view. The aforementioned perspectives reference the geometric simplicity of the stables's architecture.

I envisioned the room of the exhibition to replicate the layout of Milan: the outer walls of the building represent the outer ring; the circular colonnade of the hall reflect the Spanish walls; and the large round table designed by

mura spagnole; il grande tavolo tondo disegnato dal Caccia ricalcasse la circonvallazione dei navigli; abbiamo così distribuito su queste “circonvallazioni” gli oggetti creando dei percorsi per i visitatori preordinati rispecchianti una parte della circolazione della città di Milano. Inoltre abbiamo organizzato con gli igersmilano un instameet che si è svolto lo stesso giorno dell’ inaugurazione della mostra dalle 18 alle 19 .

L’arch. Francesca Cutini e il fotografo Francesco Cianciotta hanno accompagnato gli instagramer alla ricerca di architetture e oggetti totemici di Milano per poi terminare con la visita agli oggetti totemici della mostra. L’evento si è chiamato #totemilano Misiad\_

Ritengo che, sempre di più, sarà interessante coinvolgere le numerose piattaforme web in modo che i nostri interlocutori non siano solo gli addetti ai lavori ma proprio attraverso i social network interessare e incuriosire tutti coloro che sicuramente nella loro vita compiranno una sedia, una lampada etc, tutti oggetti che fanno parte della quotidianità di ciascuno di noi.

Ancora una volta Misiad ha continuato il suo percorso per dare risalto alle tante eccellenze che hanno proprio nel territorio Milanese il loro punto di riferimento, perseguendo così lo scopo per cui è nata.

Laura Agnoletto  
Art director Misiad

Caccia mirror Milan’s canals.

Hence, the distribution of the works on these “ringroads” creating circular paths for visitors mimicking the “circulation” of Milan. We also organized an “instameet” with the igersmilano which took place on the same day of the exhibition from 6pm to 7pm.

During this time, the arch. Francesca Cutini and photographer, Francesco Cianciotta, accompanied the Instagrammers in search of totemic architecture and objects across Milan. The “instameet” was concluded with a special tour of the totemic objects included in the exhibition.

The event hashtag was #totemilano Misiad\_

I think that, more and more, it will be interesting to adopt and utilize the numerous social media platforms to engage a wider audience not only art and design experts, but the general public as well whose interaction with objects of everyday life may turn into a fascination, a curiosity, and a desire to collect a chair, a lamp, and other objects.

Once again, Misiad continued to highlight the many excellences that find their point of reference right in the Milan area thus fulfilling its ethos.

Laura Agnoletto  
Art director Misiad

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CHIARA CASTRIA *Kinku*

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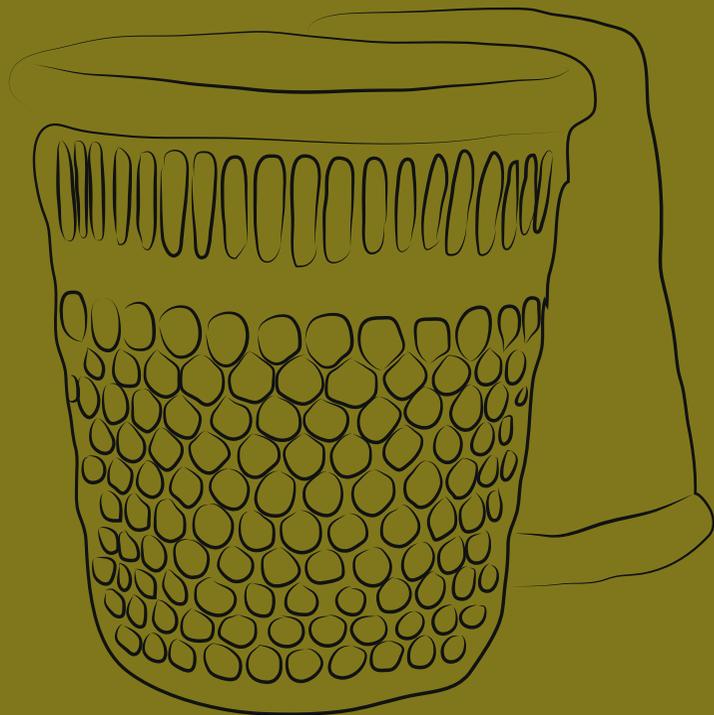




DE VECCHI MILANO 1935 *Sant'Elia*

MISIAD

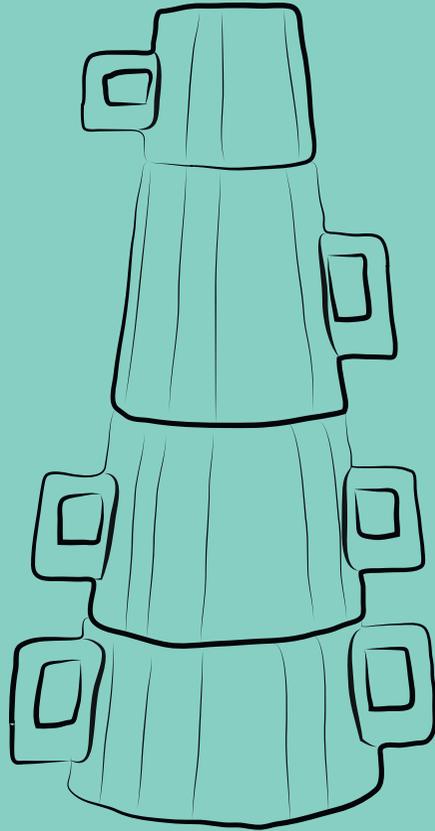




VITO NESTA *inDITO*



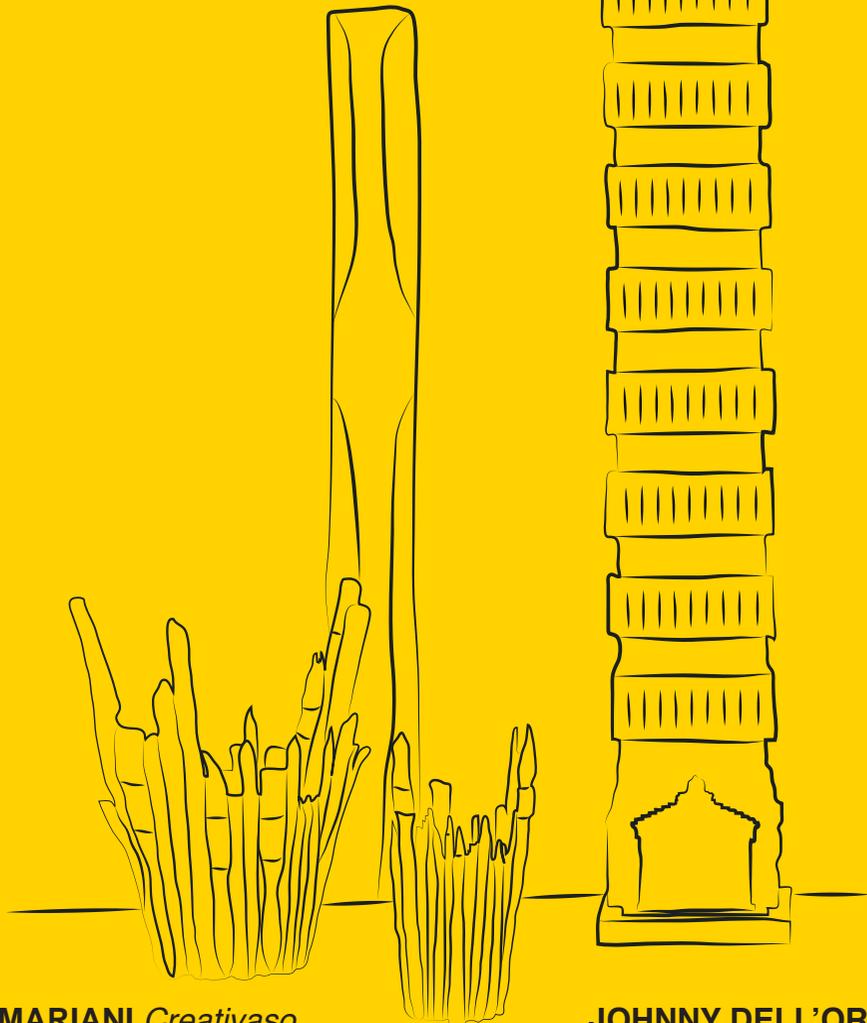
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MICHELA RICCIOTTI & GIANNI VERNA *TOTEM Breakfast set*



MARZIO RUSCONI CLERICI *MACRO*

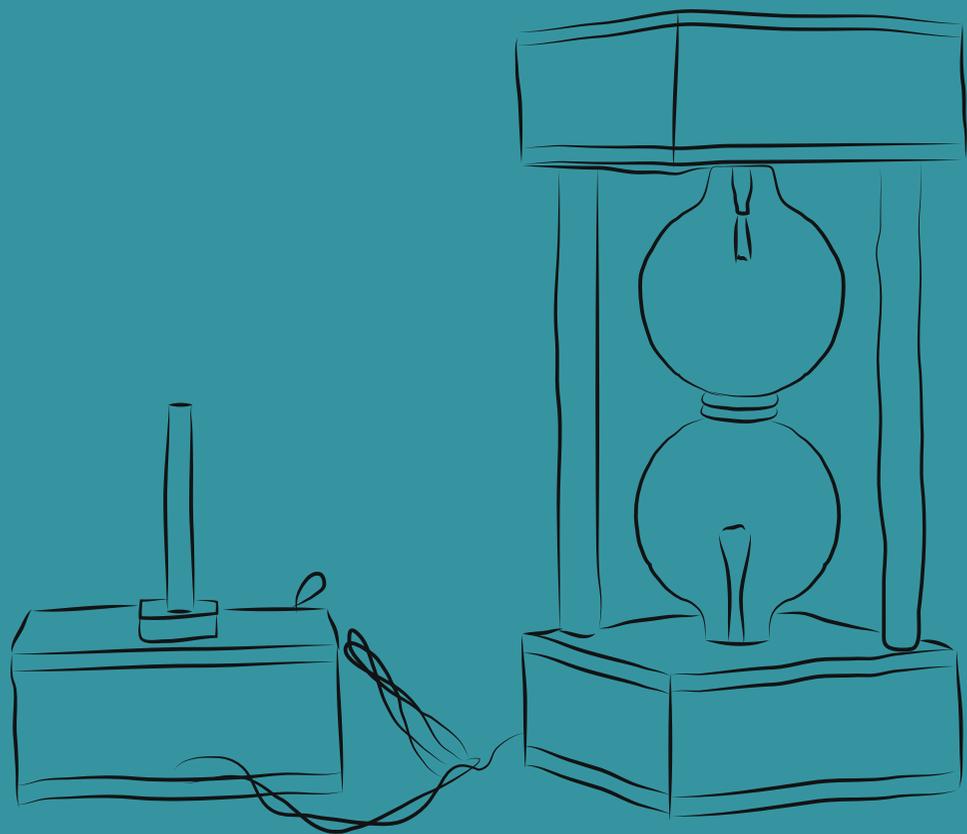


GIADA MARIANI *Creativaso*

JOHNNY DELL'ORTO *Passeggiata notturna*

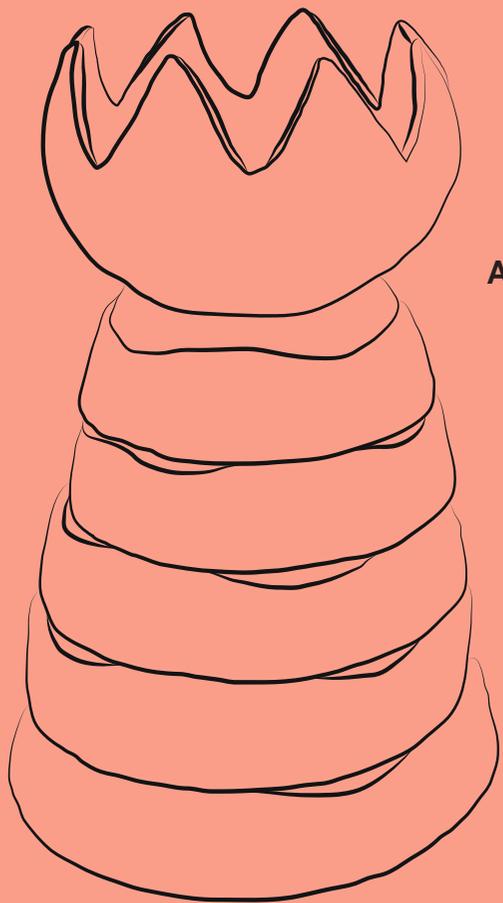
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MATTIA GHIDINI *Sands of light*

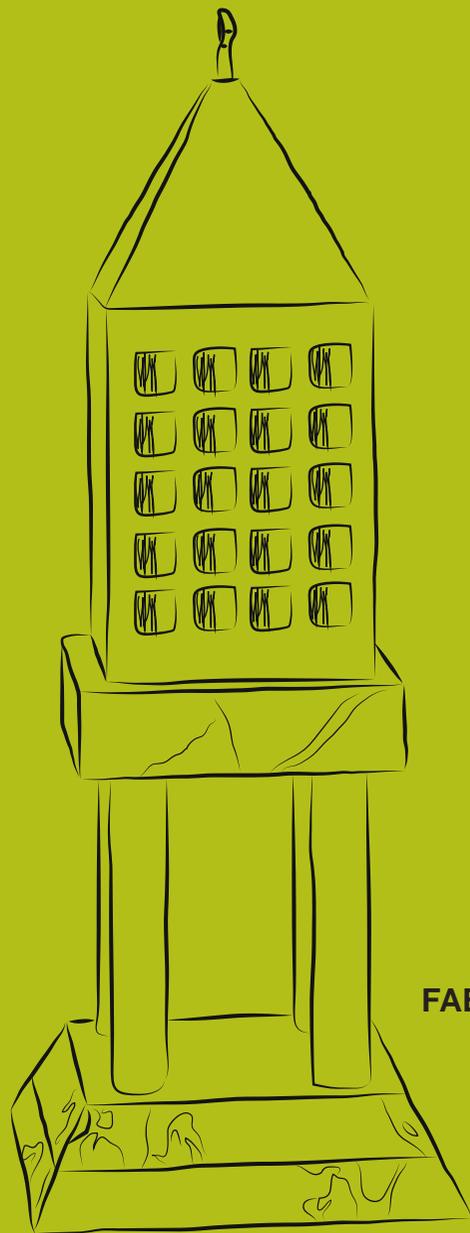




ANDREA BRANCIFORTI *Etna*



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FABIO ROTELLA *Architettura*

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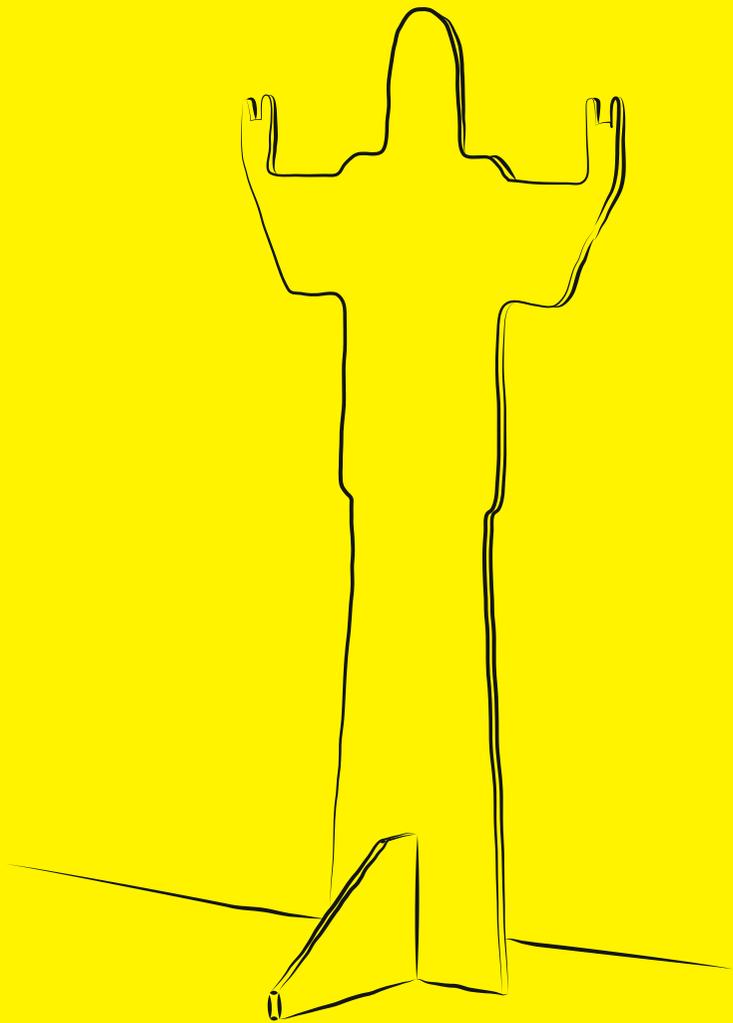




ALESSANDRA BATTISTONI *Totum*



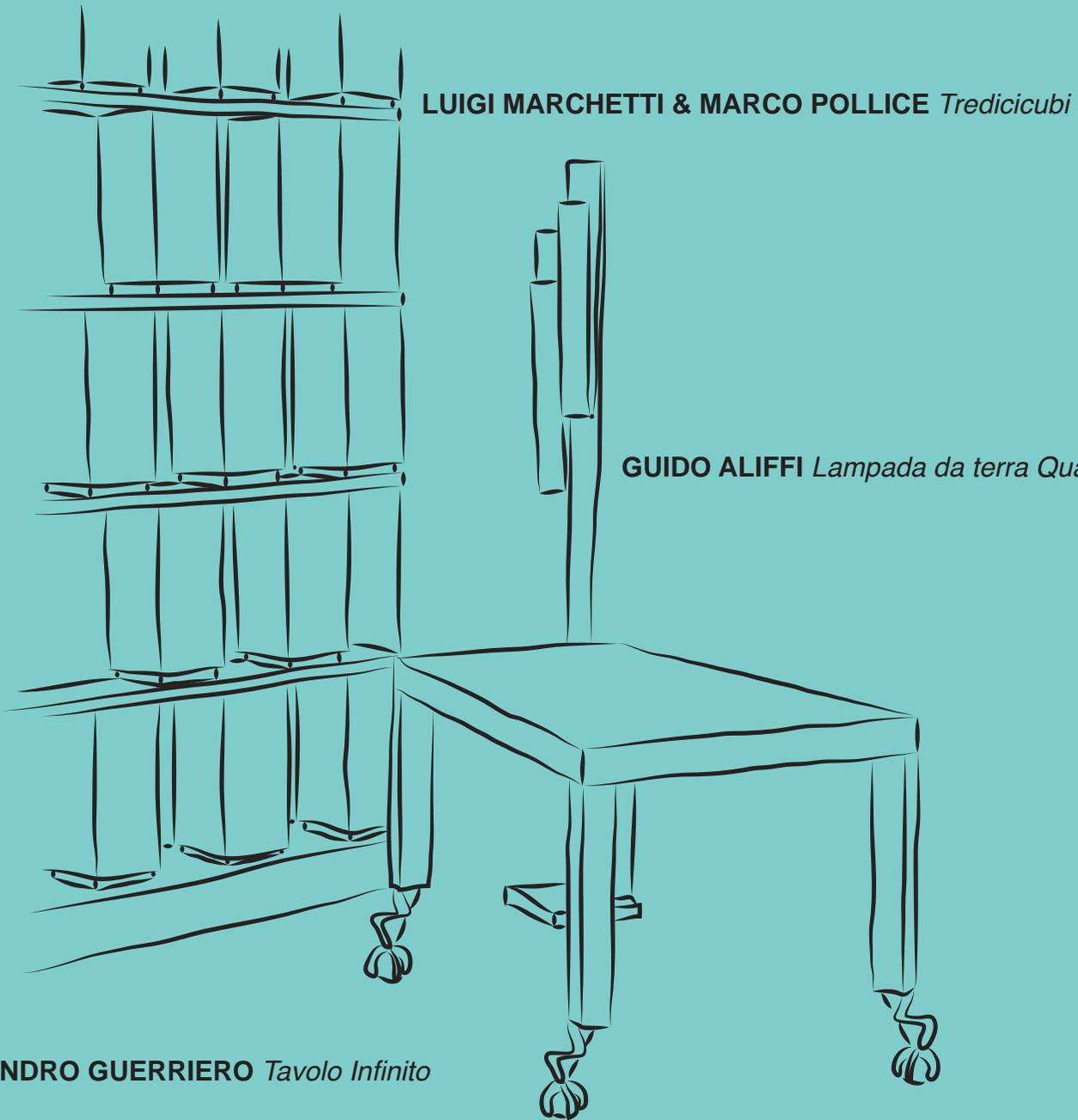
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**SIMONE COSETTINI** *Jesus*



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**LUIGI MARCHETTI & MARCO POLLICE** *Tredicicubi*

**GUIDO ALIFFI** *Lampada da terra Quadra*

**ALESSANDRO GUERRIERO** *Tavolo Infinito*





MARZIO RUSCONI CLERICI WC

AGATHA RUIZ DE LA PRADA LOVEsofa

AGATHA RUIZ DE LA PRADA

MISIAD



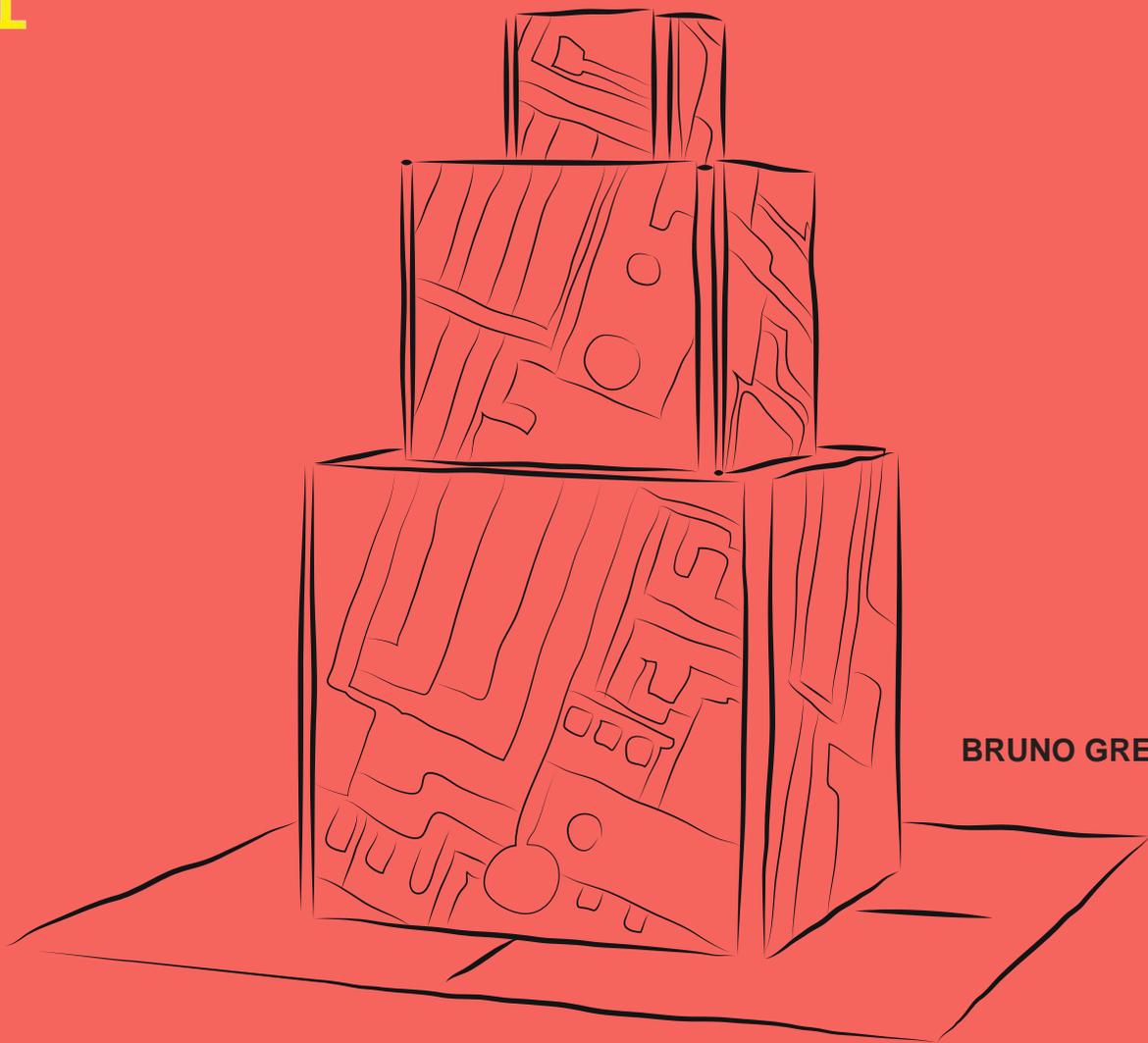


**GIOVANNI GARRONE** *Formosa*

**EMANUELE BENEVOLO** *Totem antropomorfo*

**MARCO JR ZANUSO** *Tavolino T9071.1*





**BRUNO GREGORY** *Torre magica*

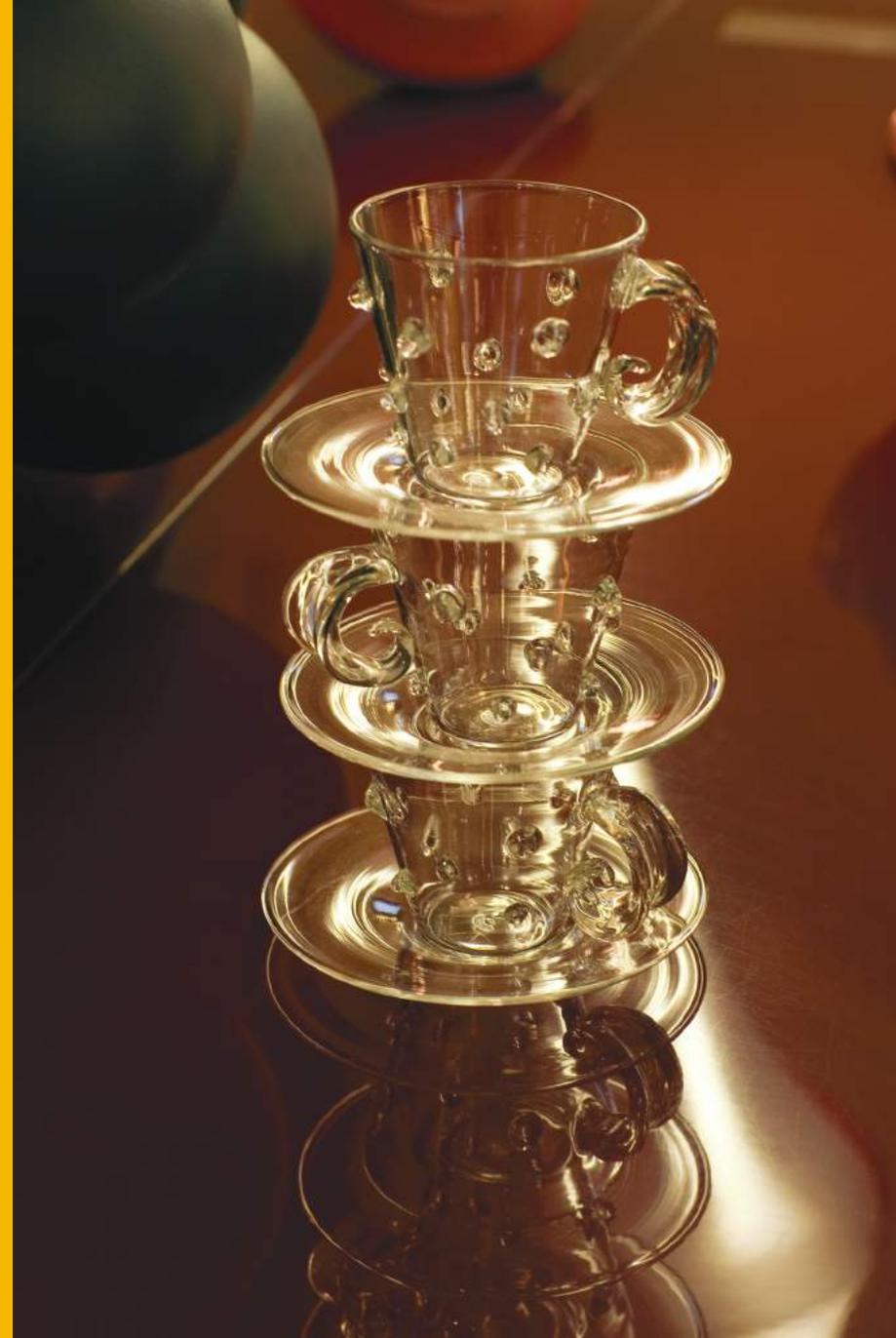
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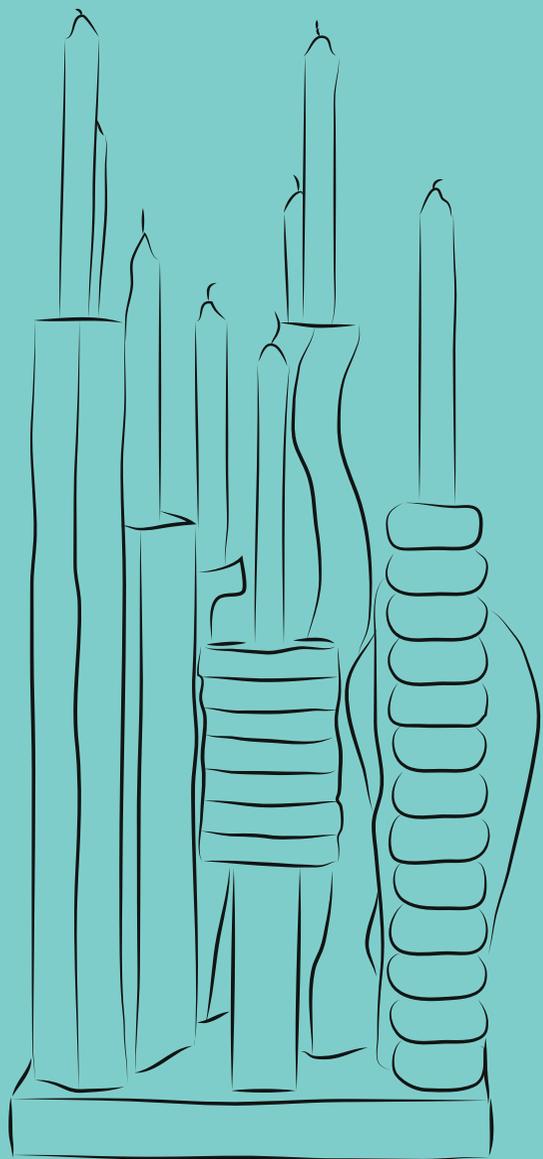




CHIARA LAMPUGNANI *Coffee Cup Barocco*

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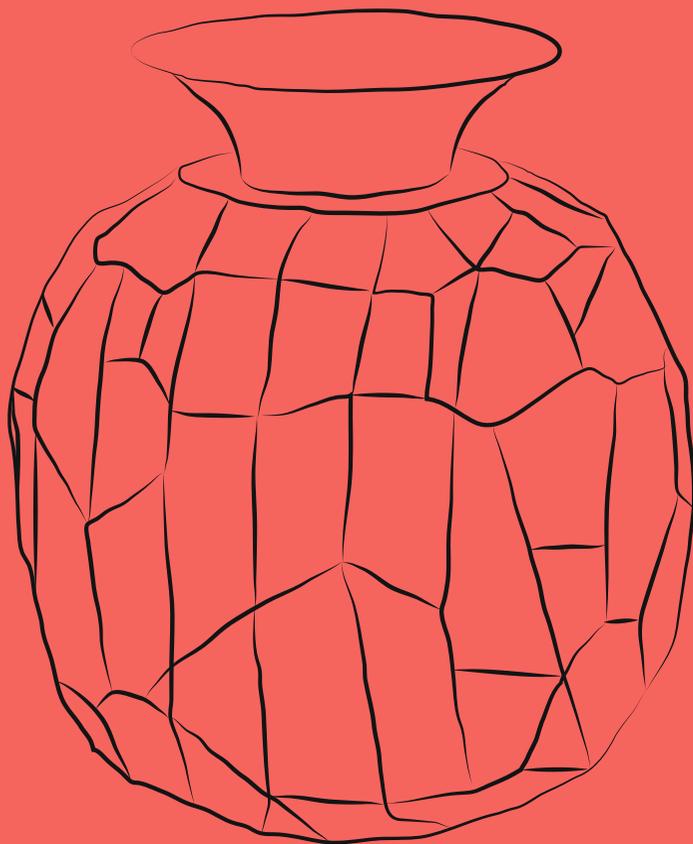




**IRENE GIRELLI** *Candelabro Intrico*

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**MARCO JR ZANUSO** *Vaso Palissandro*

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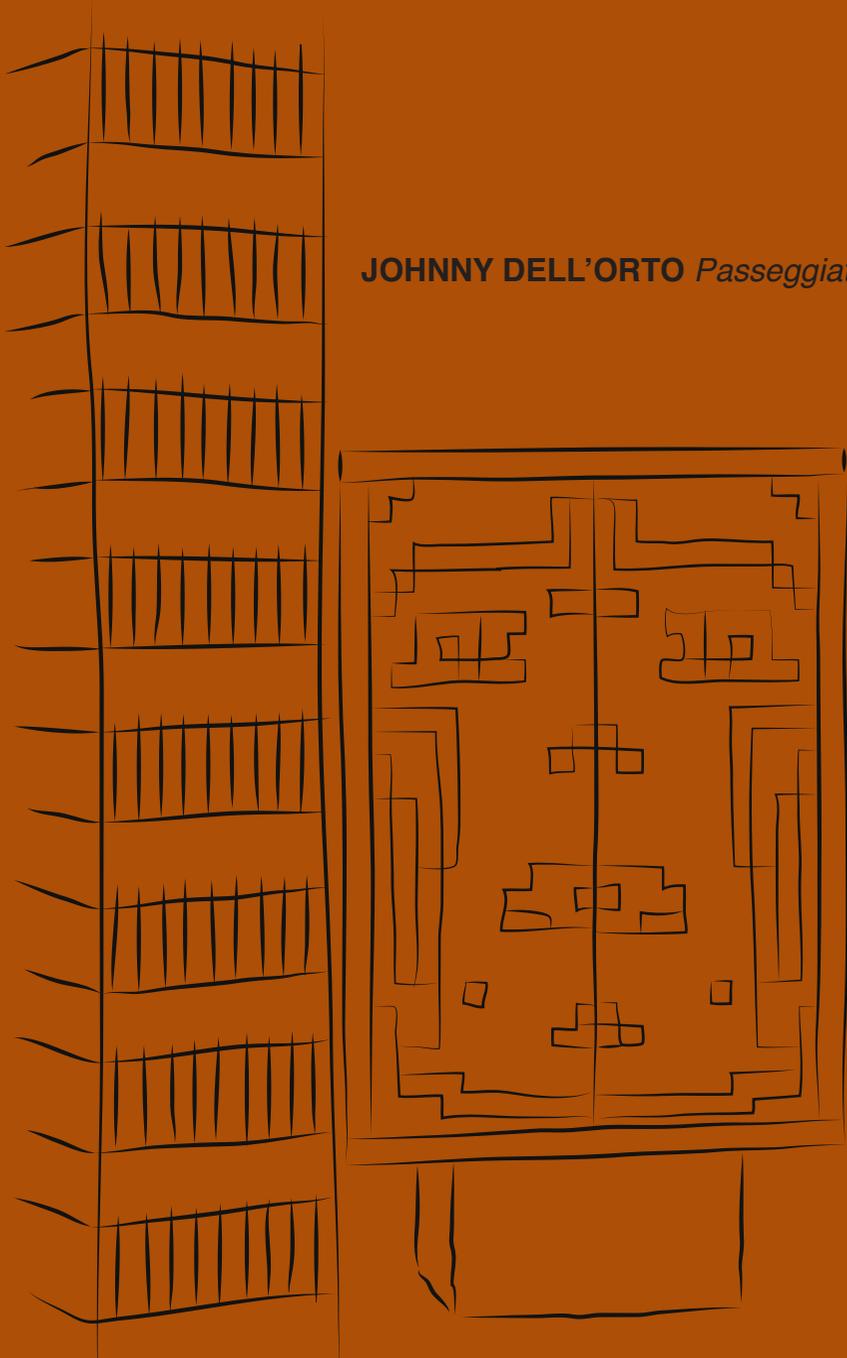


ROSARIO PASCUZZI *Cone-lampada*



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**JOHNNY DELL'ORTO** *Passeggiata notturna*



**ANNA GILI** *A viso aperto*

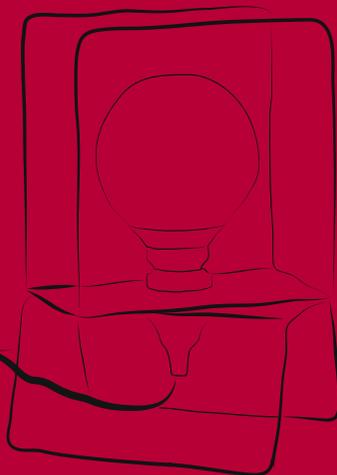


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MARZIO RUSCONI CLERICI WC



MICHELA RICCIOTTI & GIANNI VERNA *Duo lamp*



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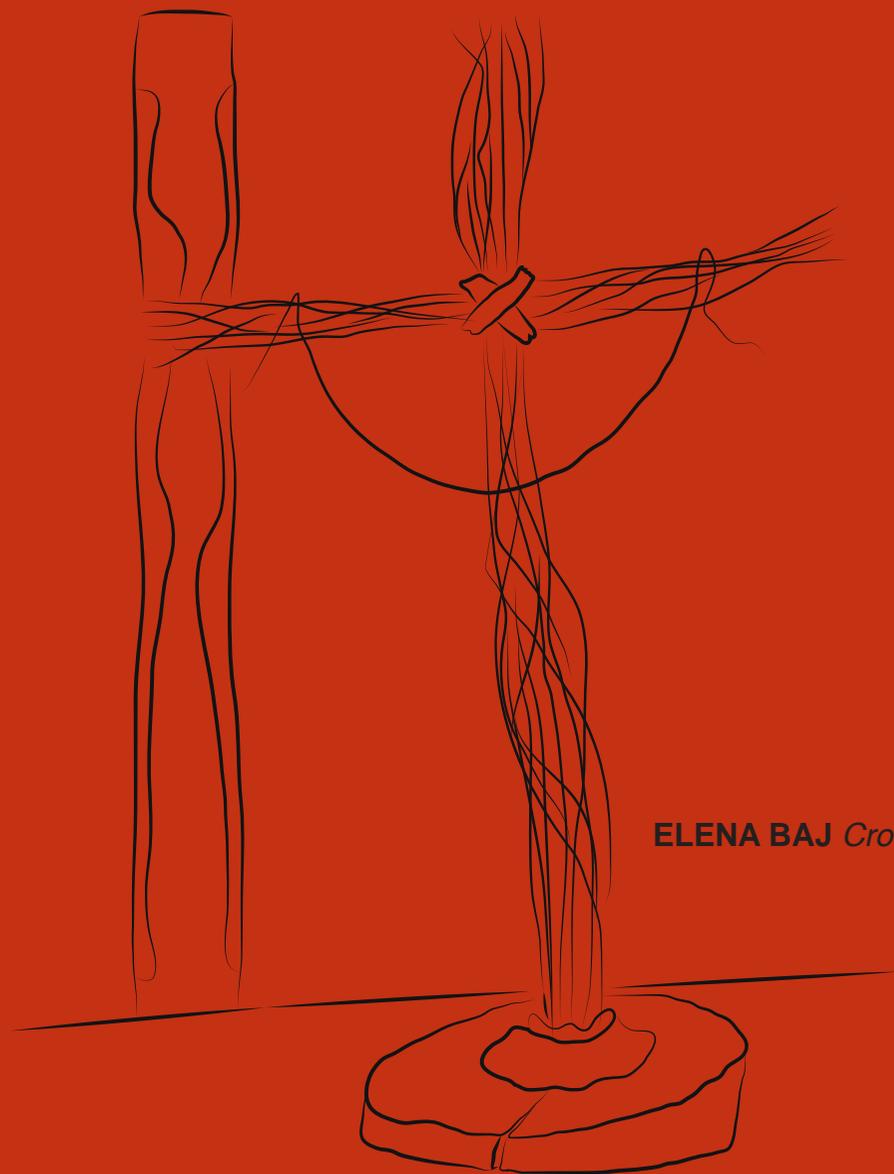


FELIPE CARDENA *Passaggio in India 2013*



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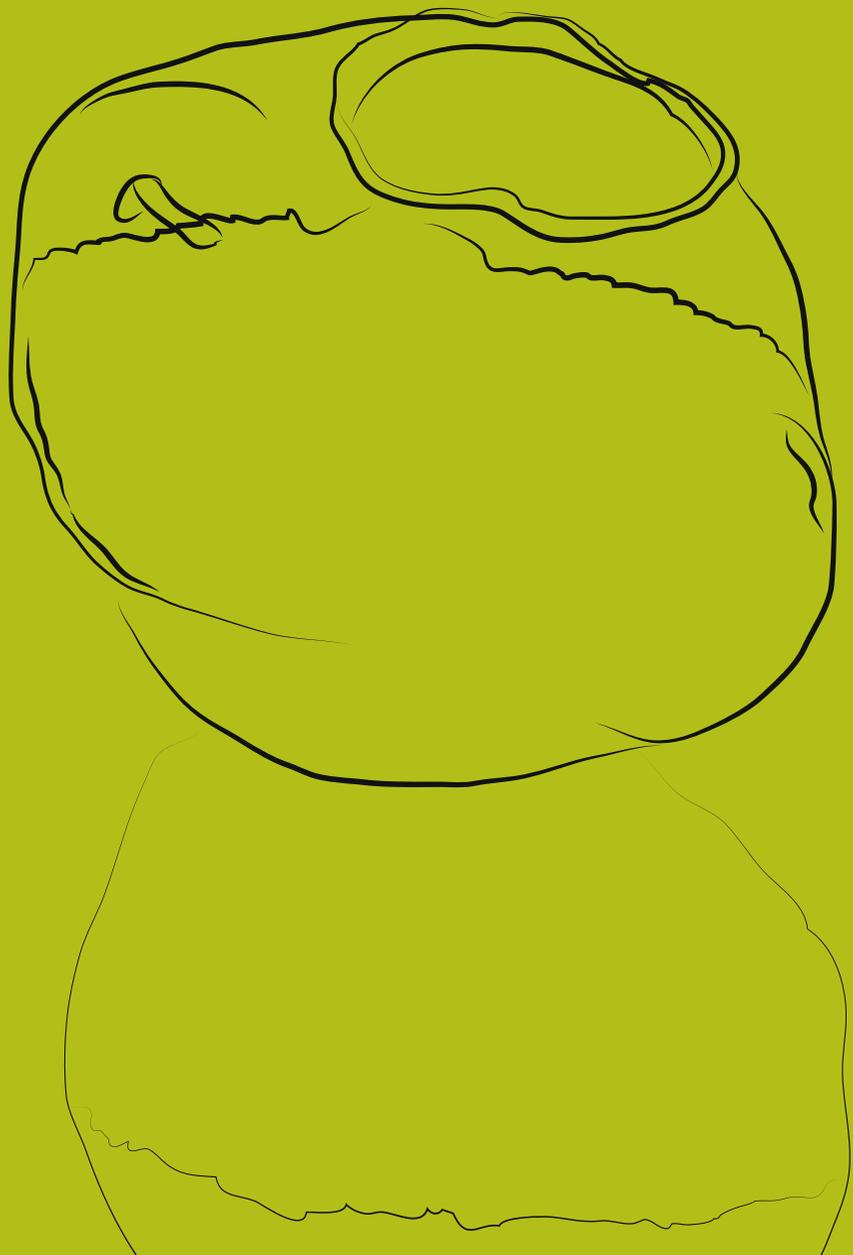
MARZIO RUSCONI CLERICI WC



ELENA BAJ *Crocefisso*



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CARLO CEREDA *Bubble*

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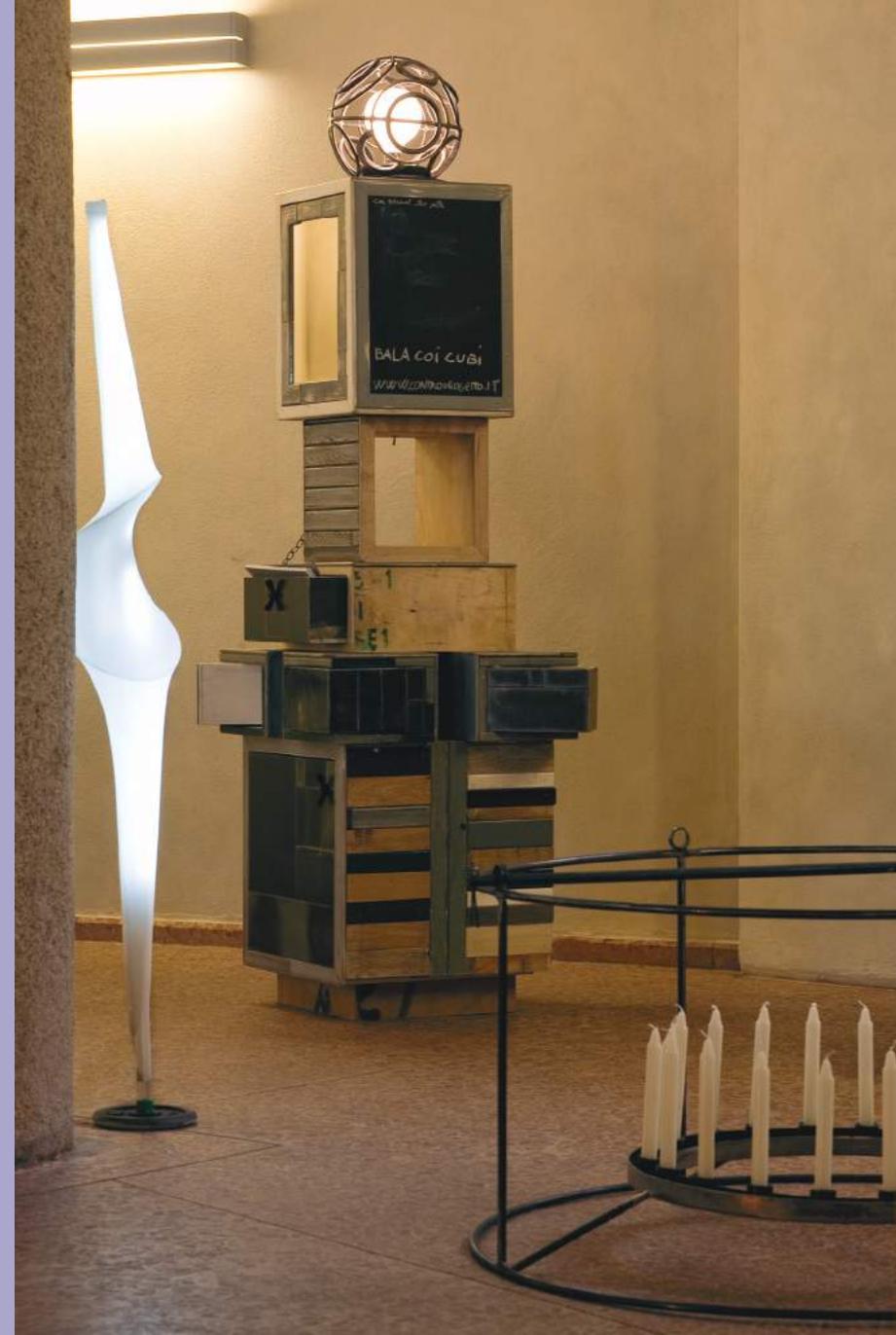




MARZIO RUSCONI CLERICI *Libeskind*

CONTROPROGETTO *Balacoicubi*

MISIAD





ELIO MISURIELLO *Un giorno di sole*

MARZIO RUSCONI CLERICI *MACRO*

SIMONE COSETTINI *Empty*





**PIERLIDIA RUGGERI** *Abito in tessuto di legno*



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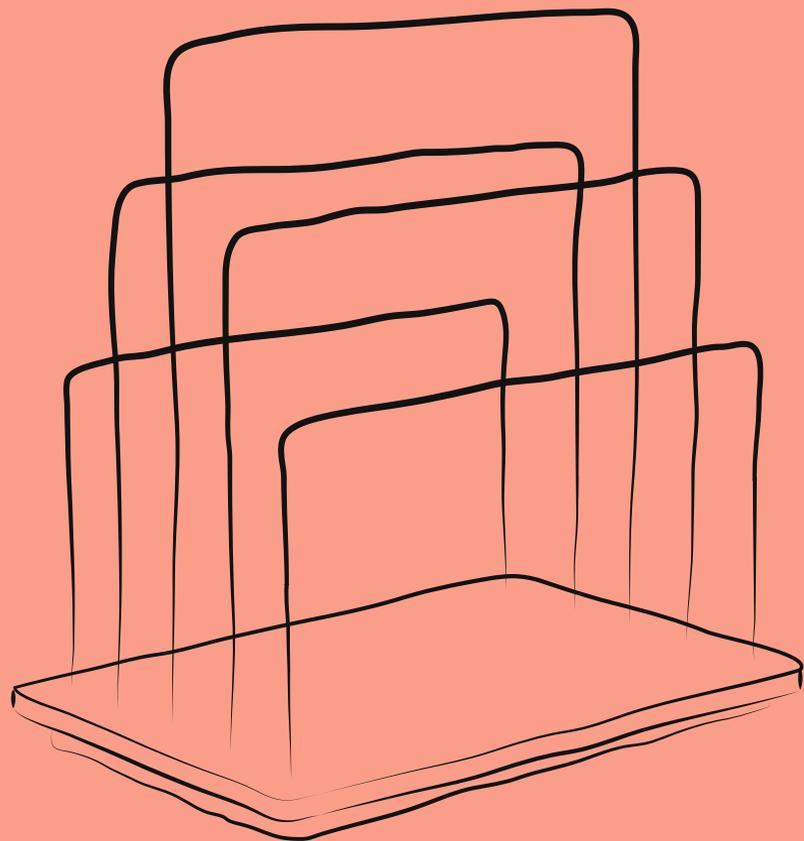
MARZIO RUSCONI CLERICI WC

ELENA CUTOLO *Panca bestia*

MARZIO RUSCONI CLERICI *Pelli*

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FRANCESCO FUSILLO & RENATA LAUDATI *DomusDuomo*



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**IRENE GRAZIOLI** *Retortam*

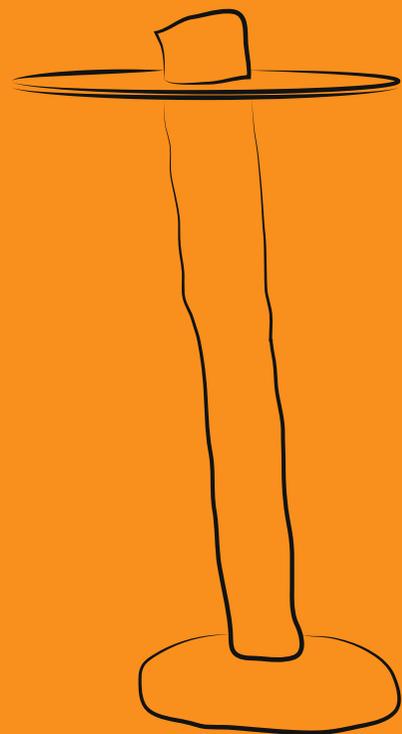
**GIUSEPPE RABONI** *Consolle*

**GIORGIO SCORZA PRIANO** *Foresta*



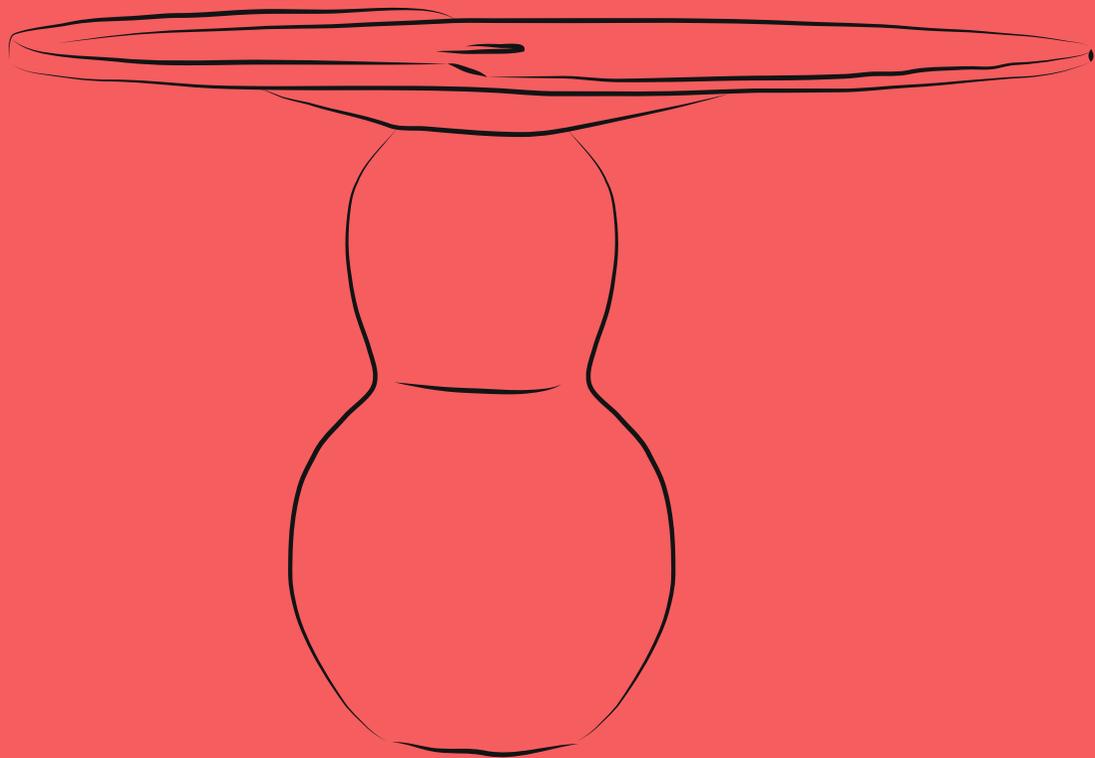
TESSUTI MIMMA GINI *TiTi*

ALESSANDRO GIACOMELLI & MARCO REDAELLI *PoZo*



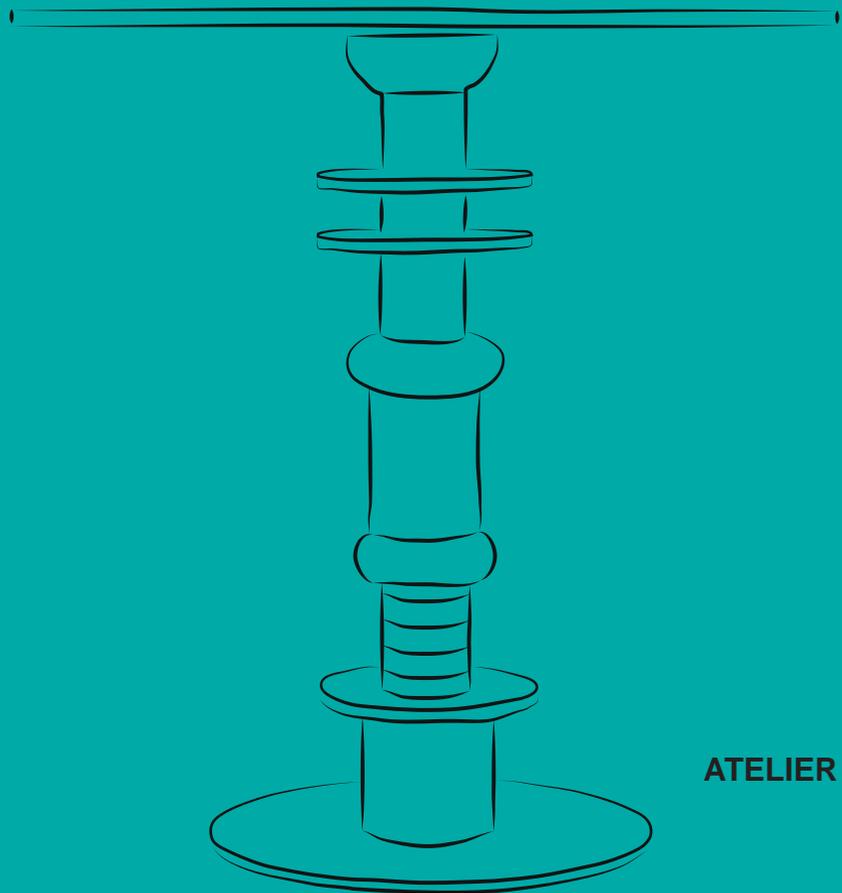
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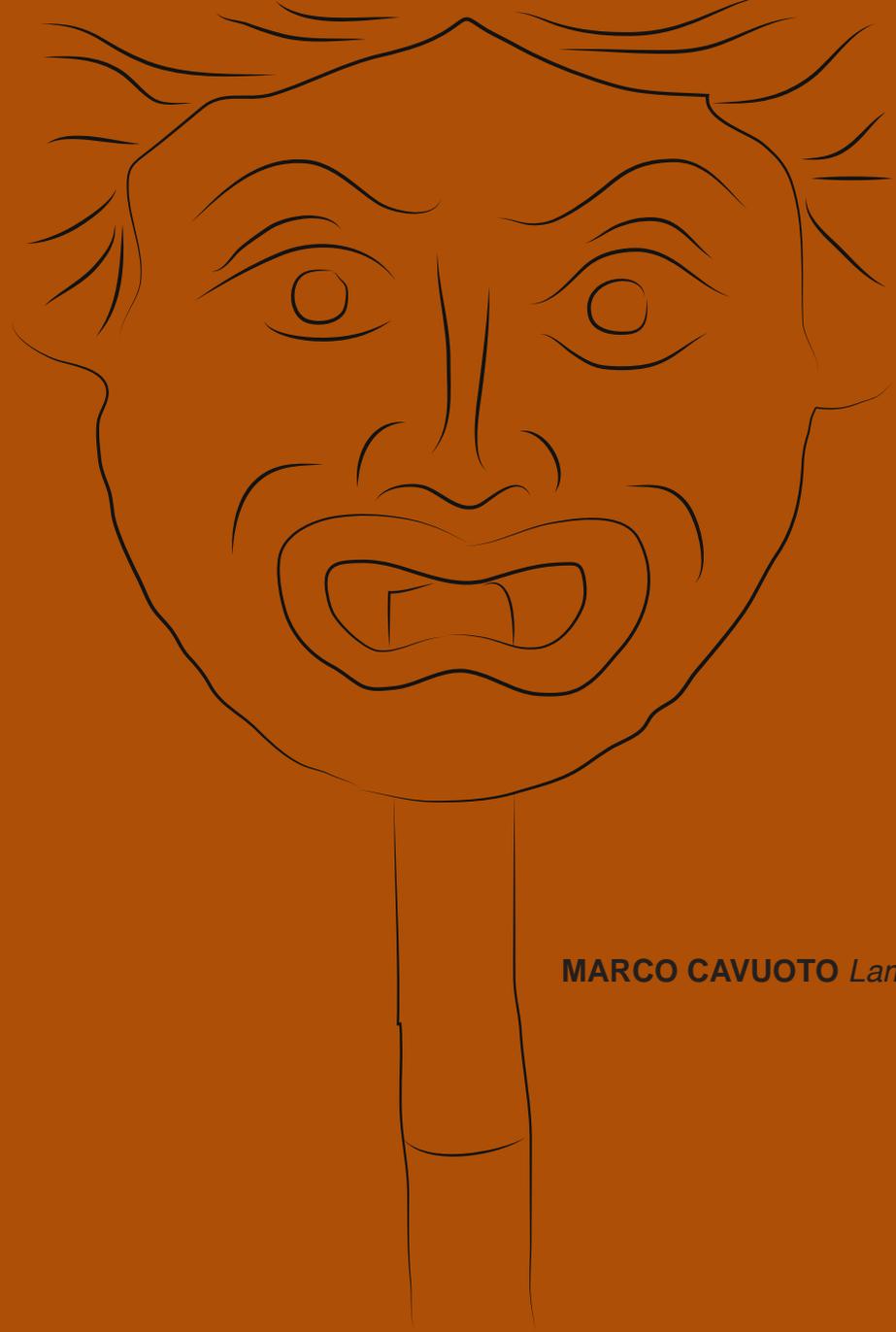
**SERGIO CALATRONI & NUNZIO TONALI** *Zucca cinese*





ATELIER ZAV *Liberty*

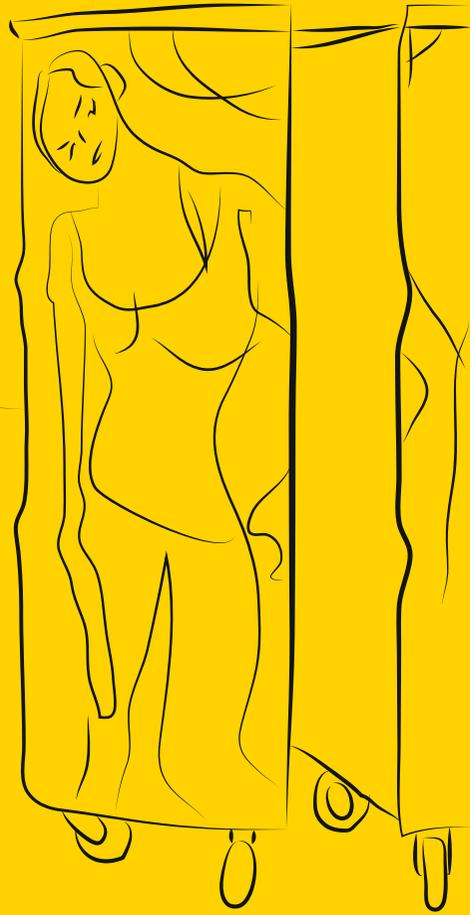




**MARCO CAVUOTO** *Lampada di scena - donna*

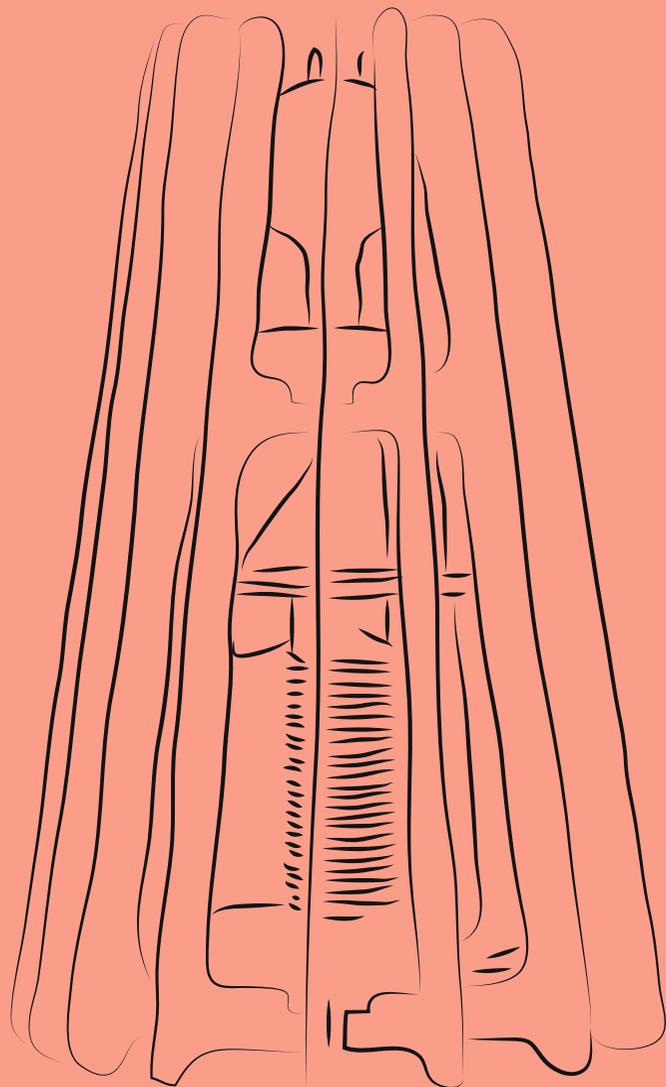


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FRANCESCA CUTINI *Barrel Collection*

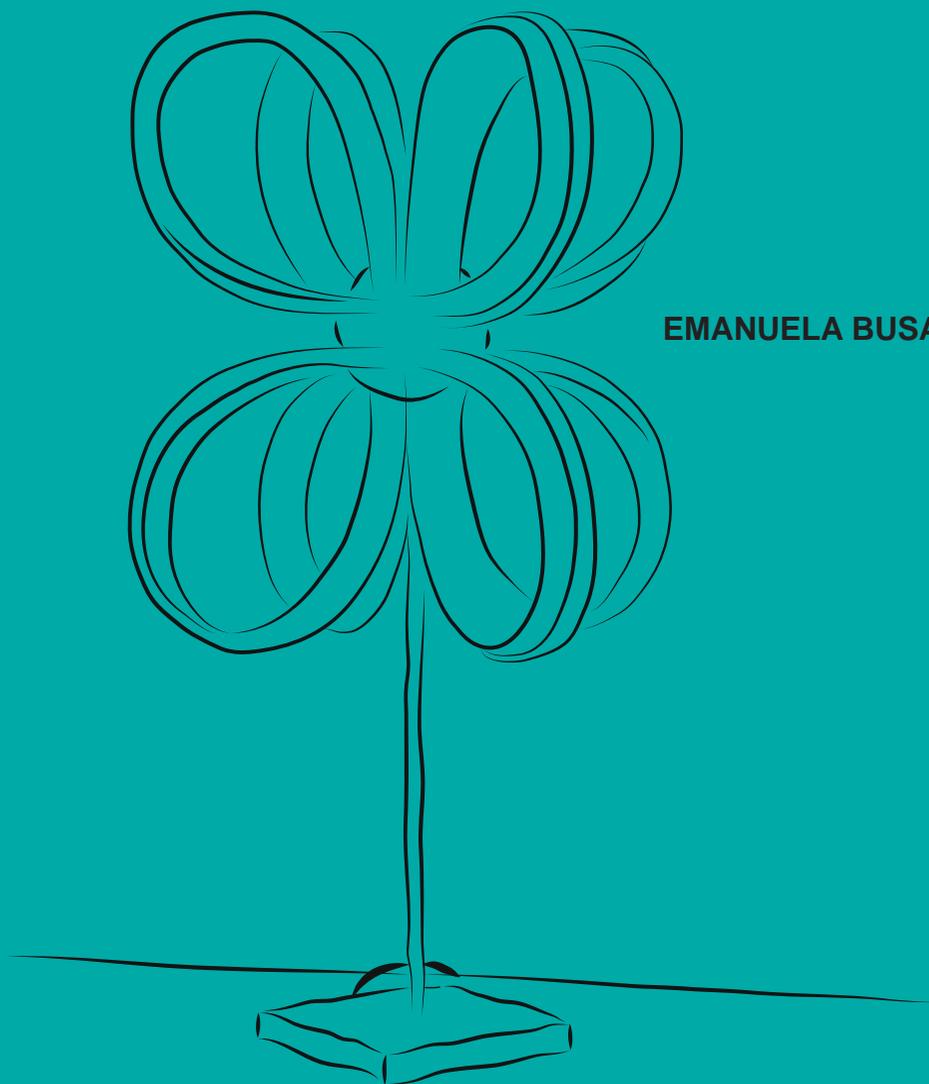




MATTIA GHIDINI *Black Sun*

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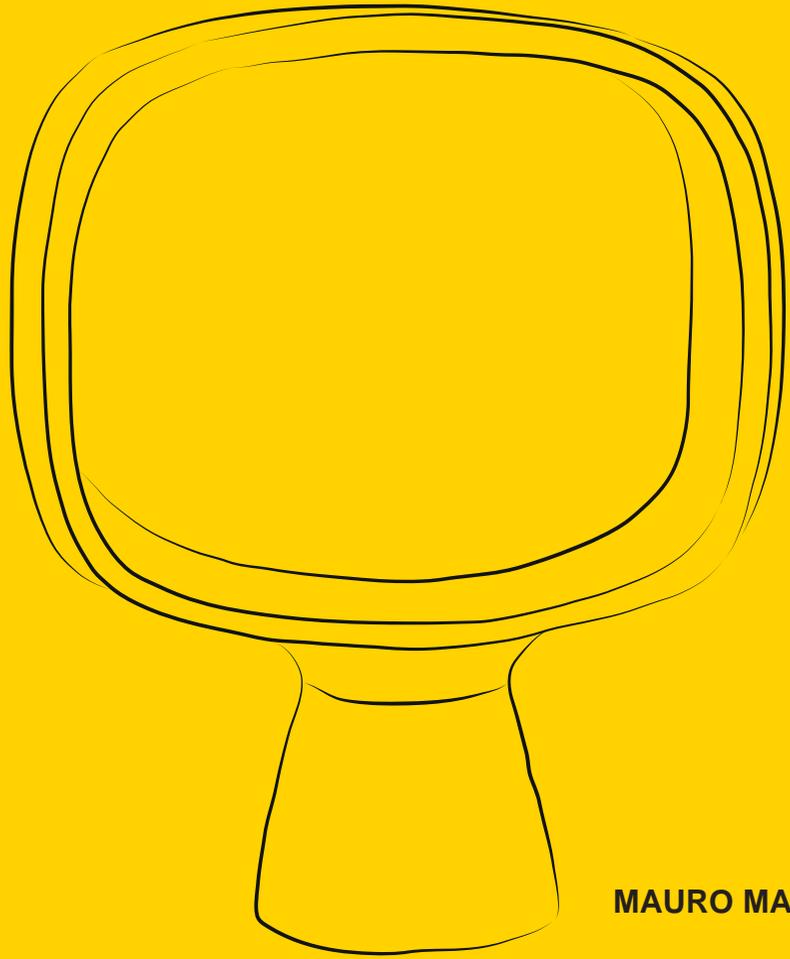




**EMANUELA BUSATO** *Lampada Fortuna*

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MAURO MARTINUZZI *Framed*



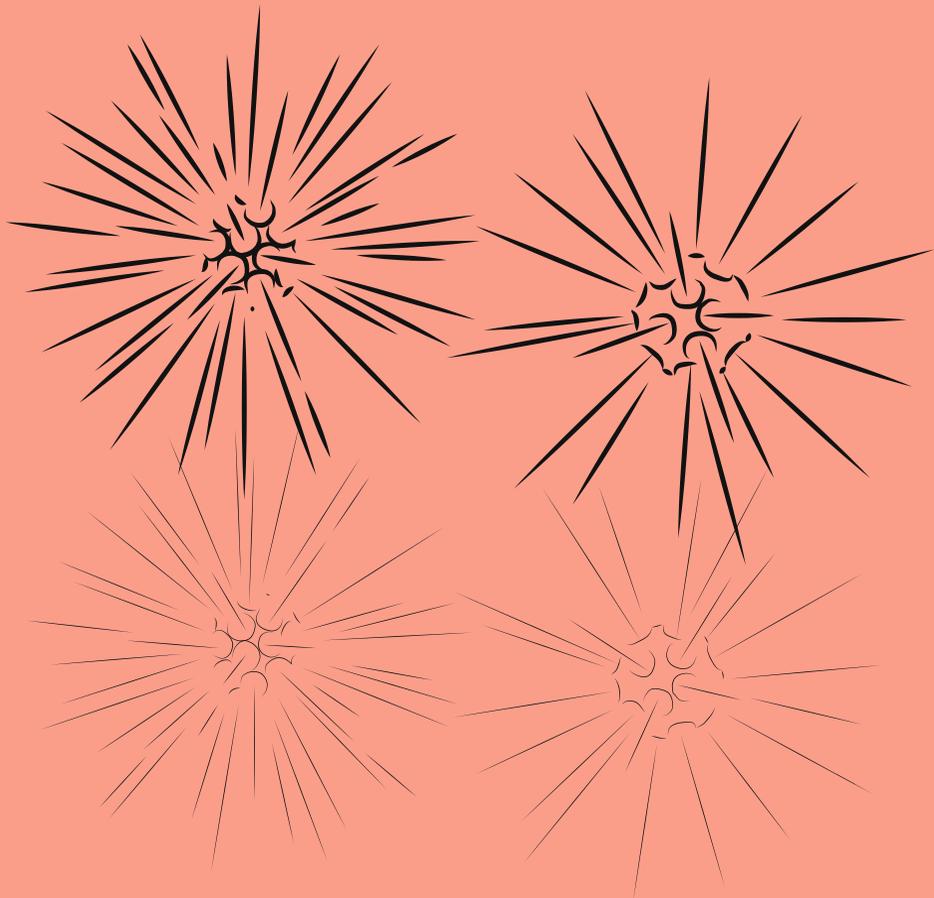
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LAURA AGNOLETTO *Fioretto*

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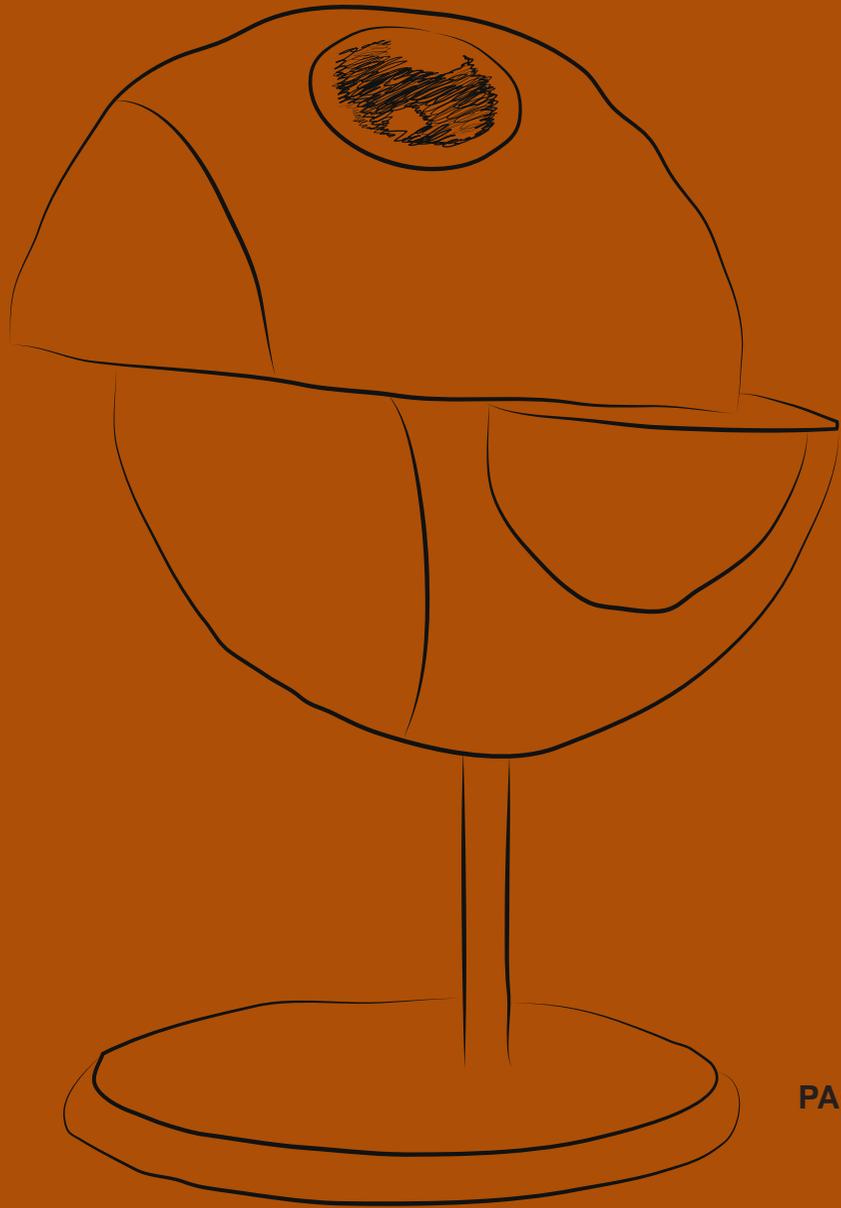
NICOLA GOLFARI *VIRUS*





ILARIA BROLLO *La Matrioska*

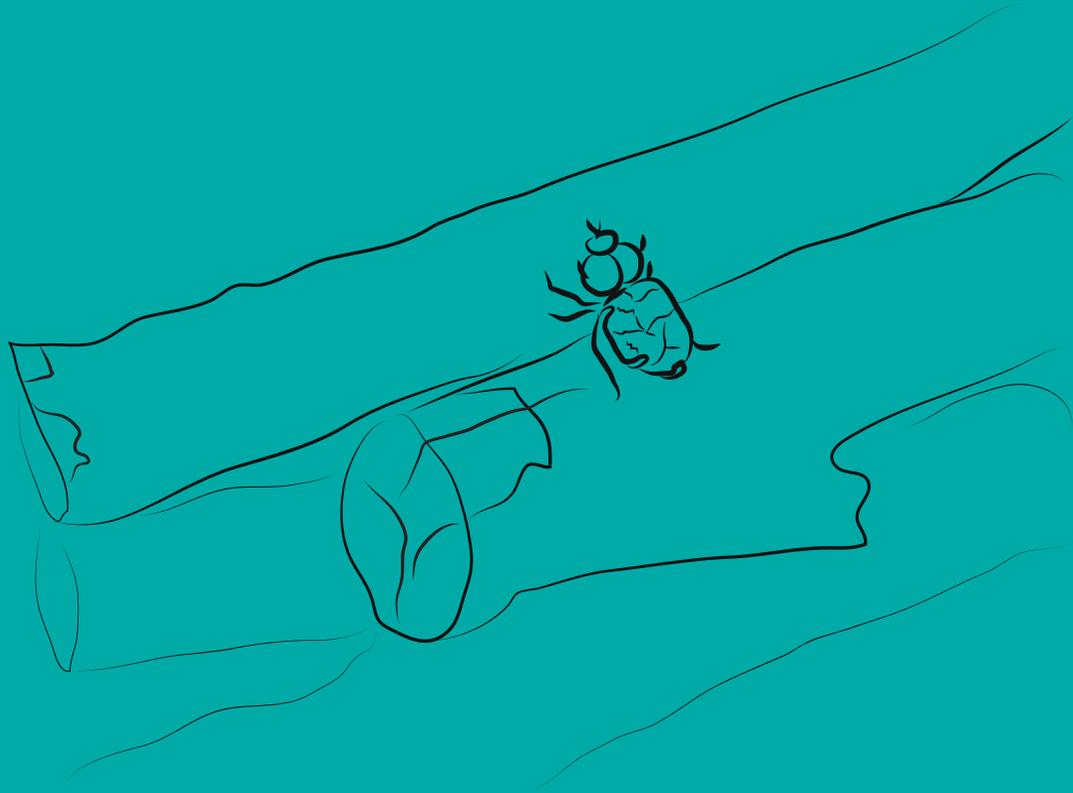




PAO Birdy

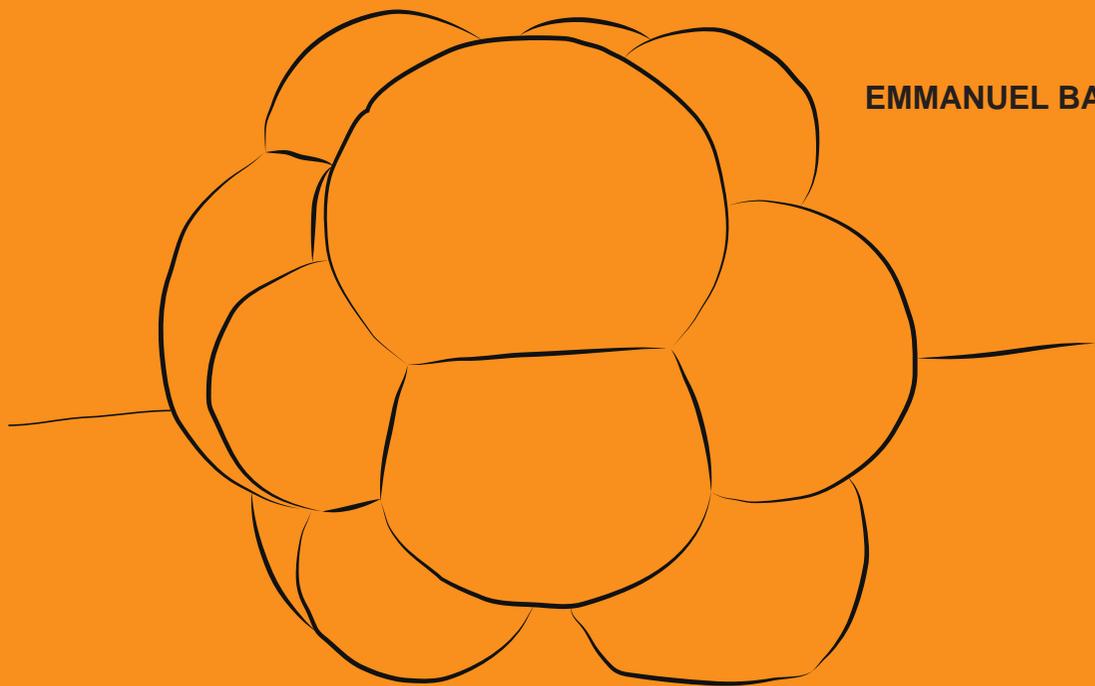


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**SHEILA CUNHA** *The Beetle Generation*

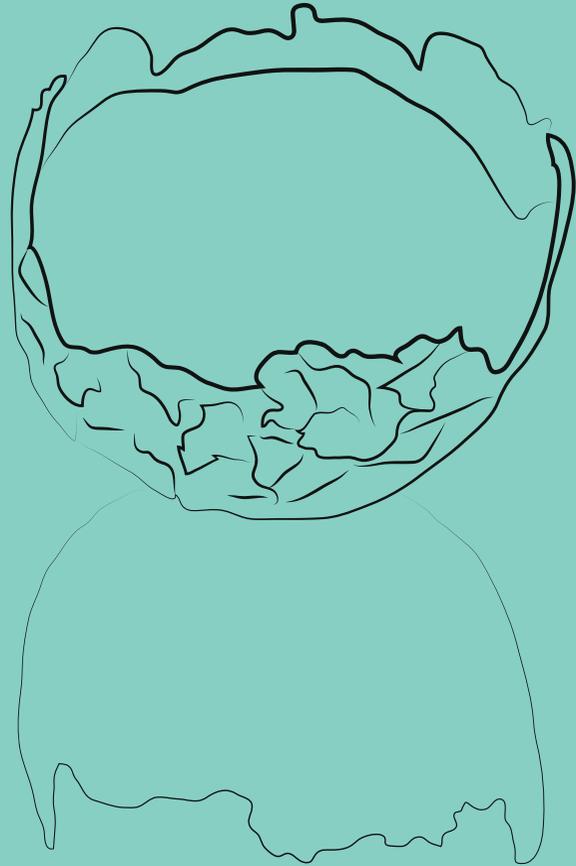




**EMMANUEL BABLED** *Naturellement I*

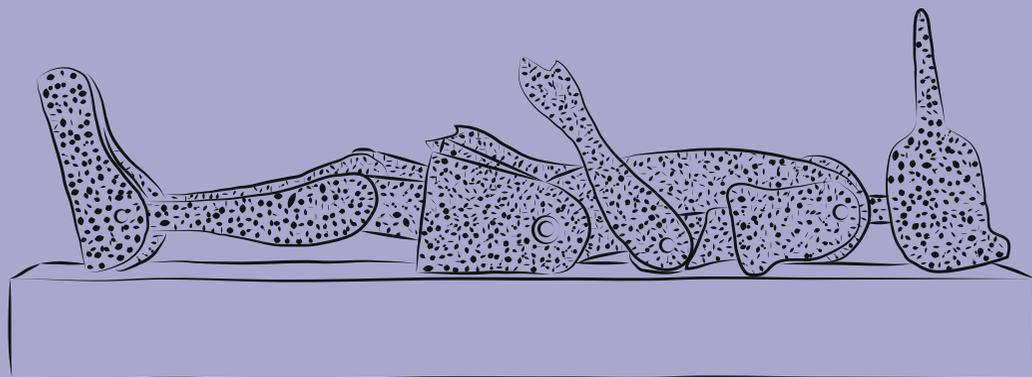
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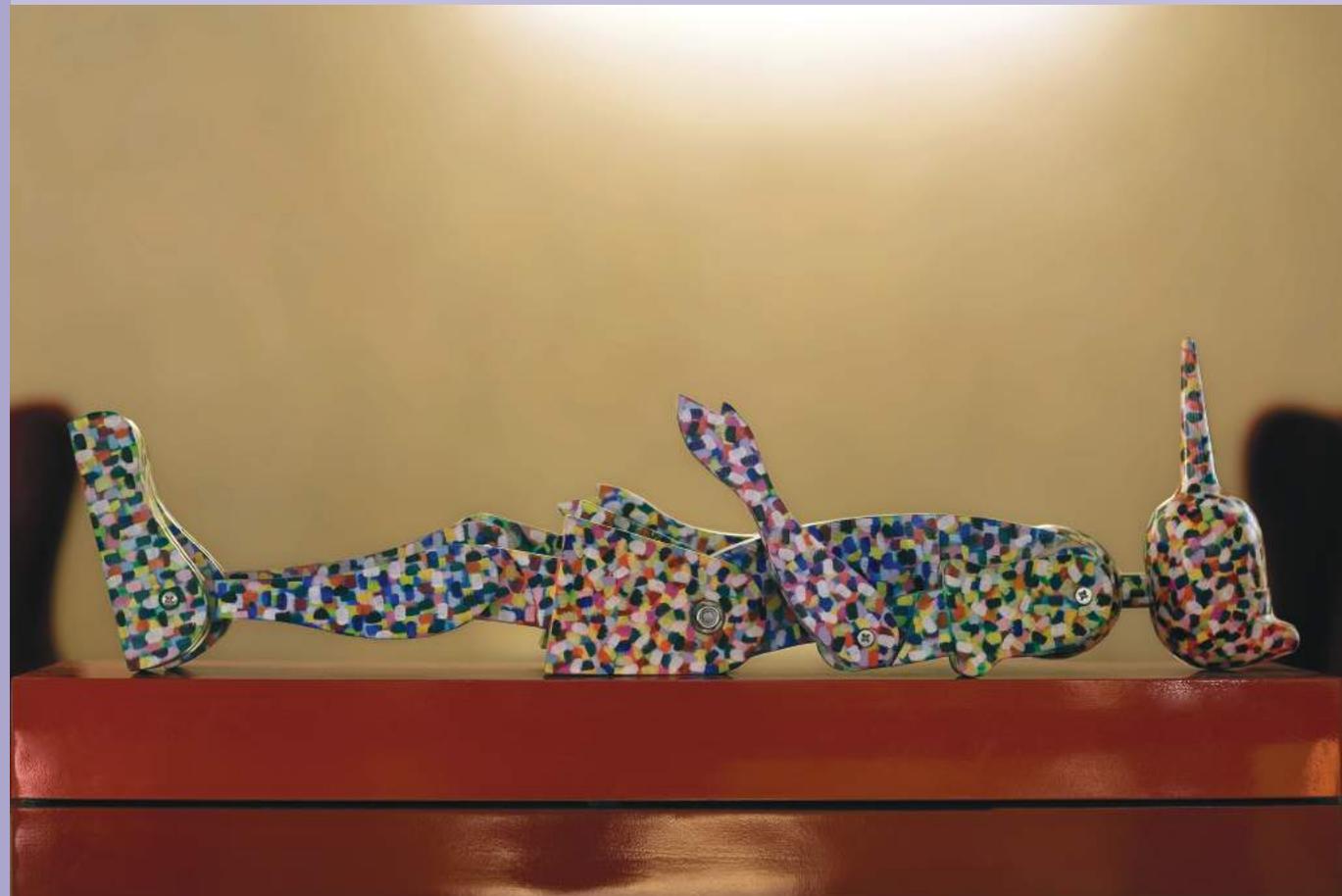


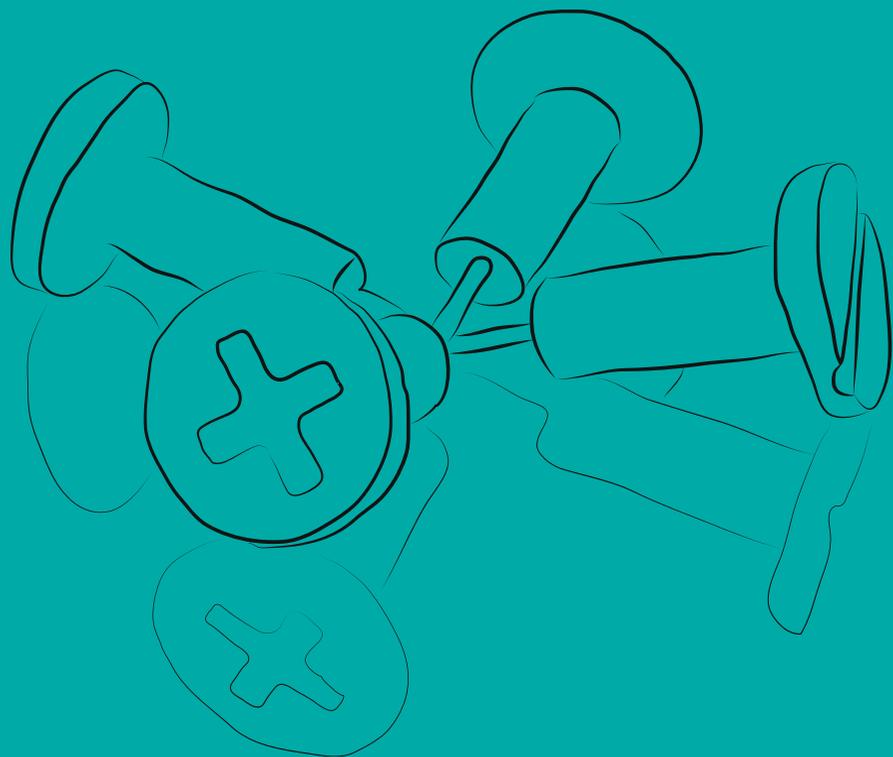
**SIMONA BOIARDI** *Shaping Up*





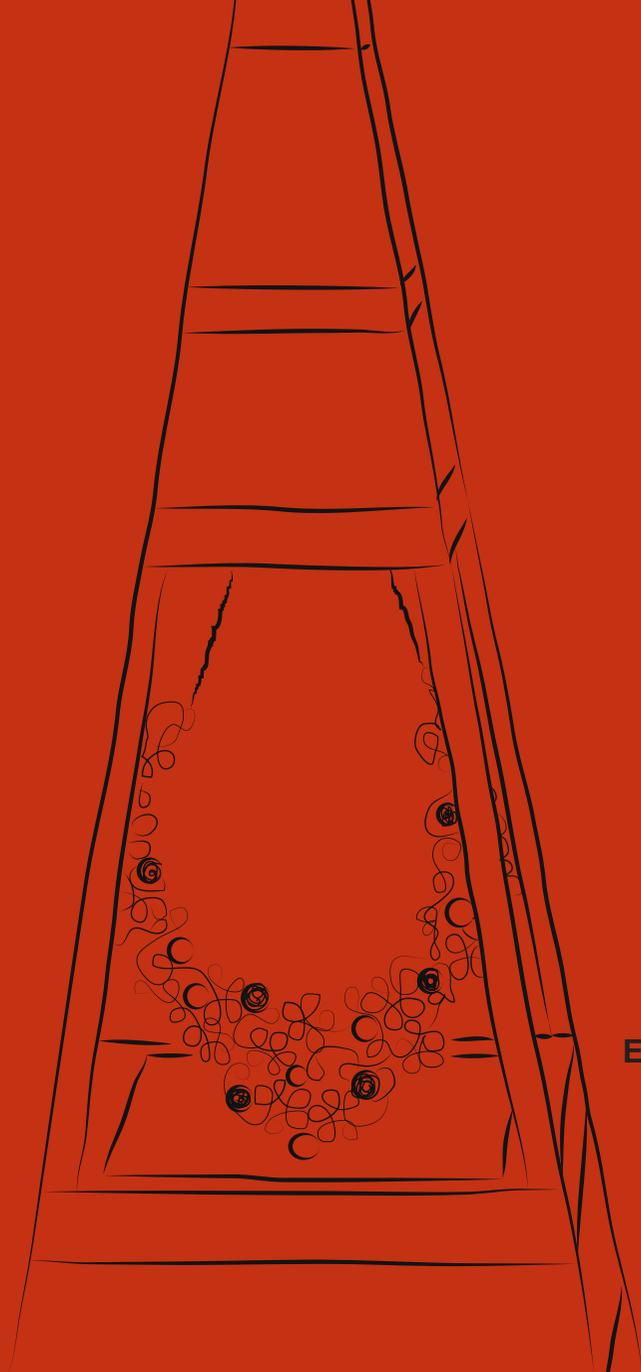
ALESSANDRO MENDINI *Pinocchio, burattino in legno dipinto* 2000





CHIARA FRASSI & LEONARDO BERRETTI *Chiodi*

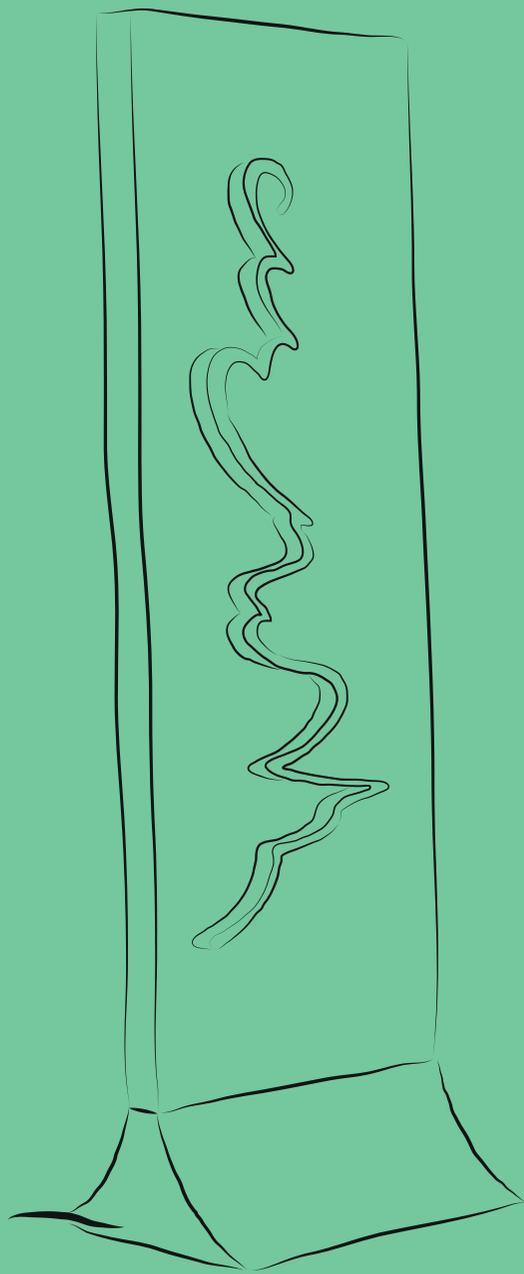




ELISABETTA NAVA *Pyramis*

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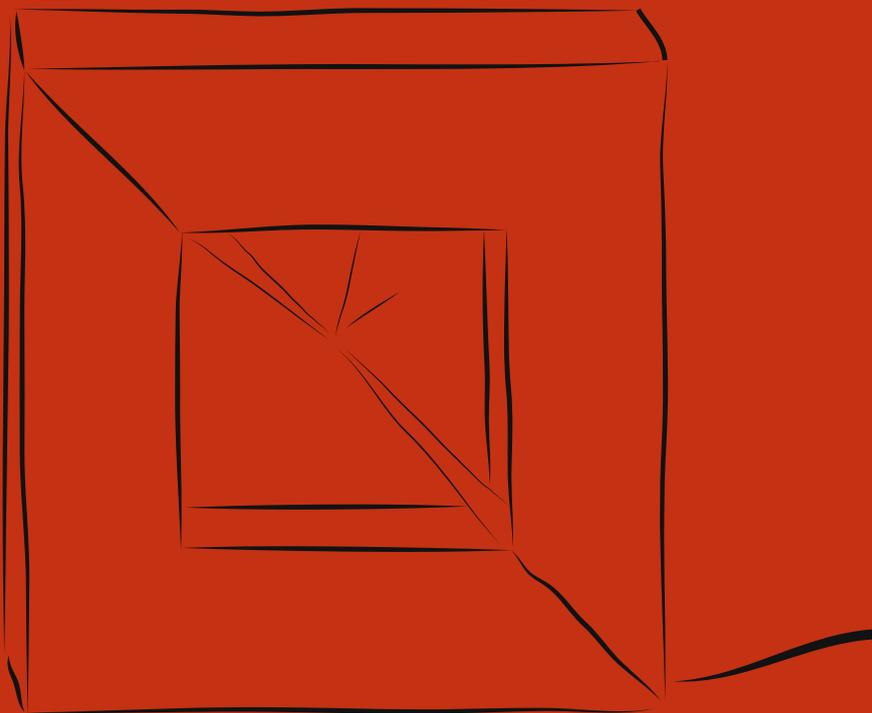




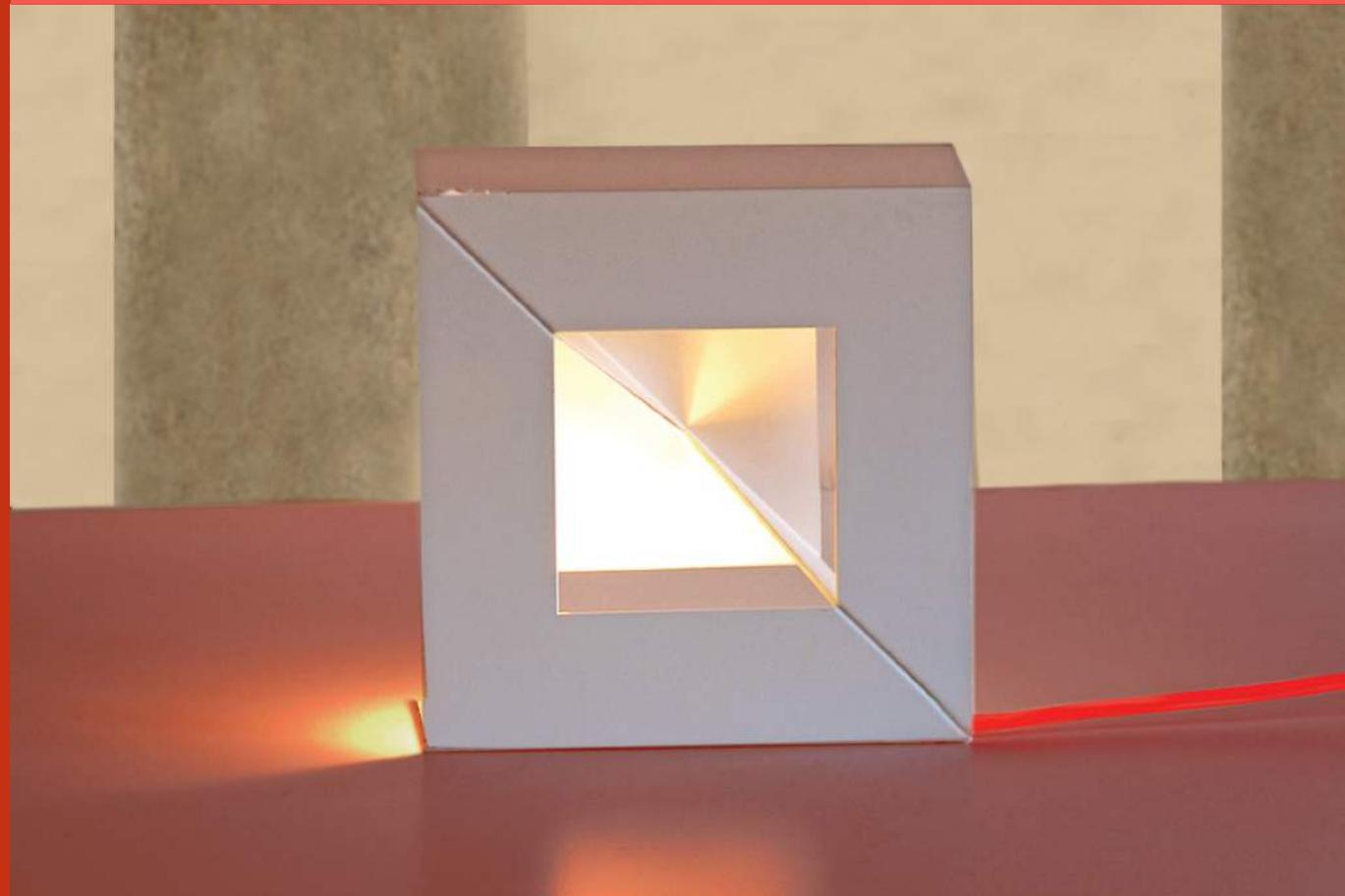
**ROBERTO BOZZI** *Linea di luce*

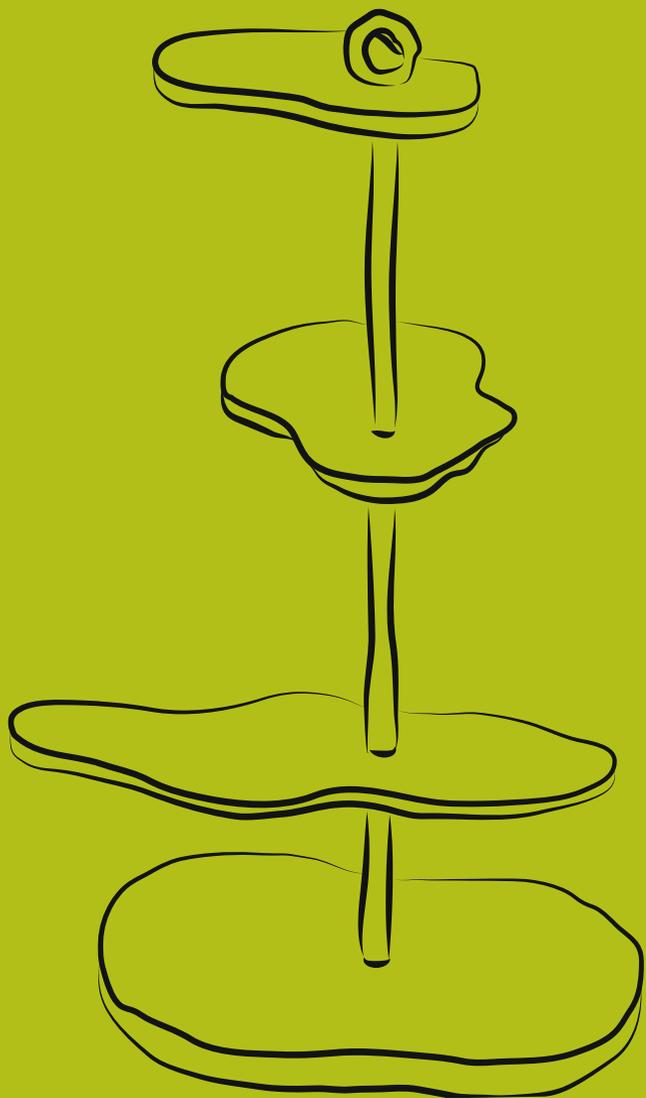


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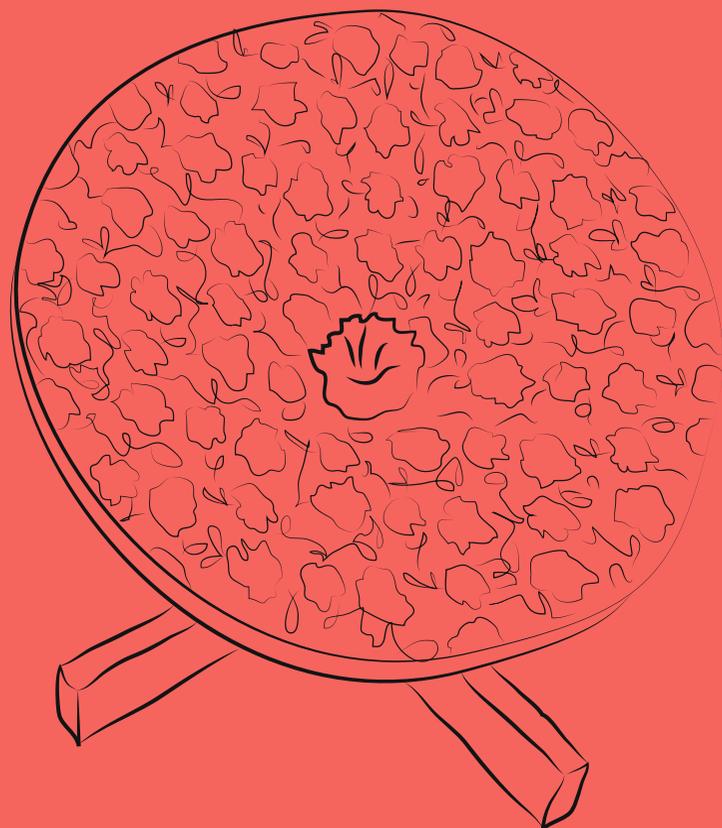
GRAZIANO RUA & FRANCESCA RAFFAELE *Taac Lamp*





CARLA MILESI *Nuvole*

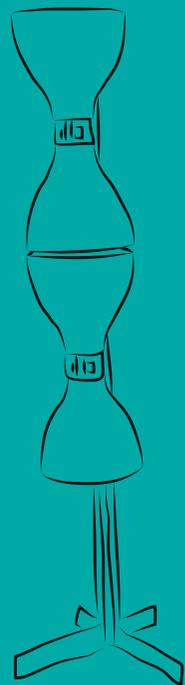




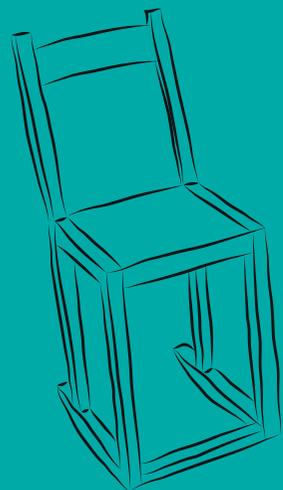
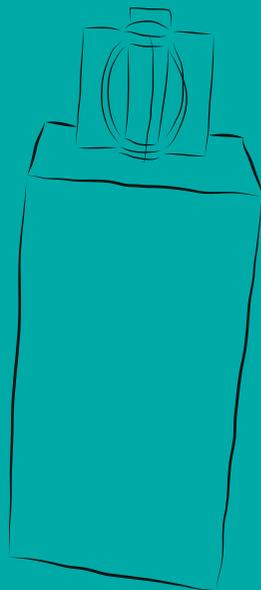
LAURA AGNOLETTO *Flamenco*



**GIOVANNI GARRONE** *Formosa*



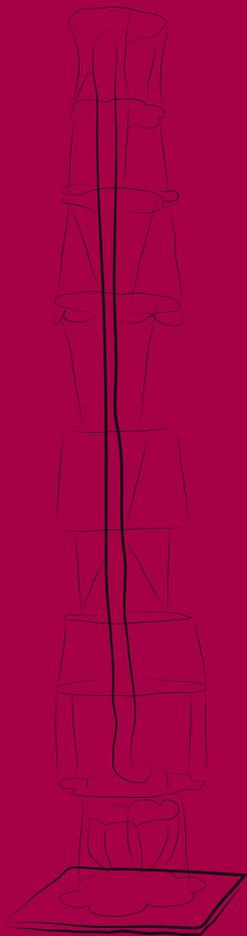
**UTO BALMORAL** *Naif*



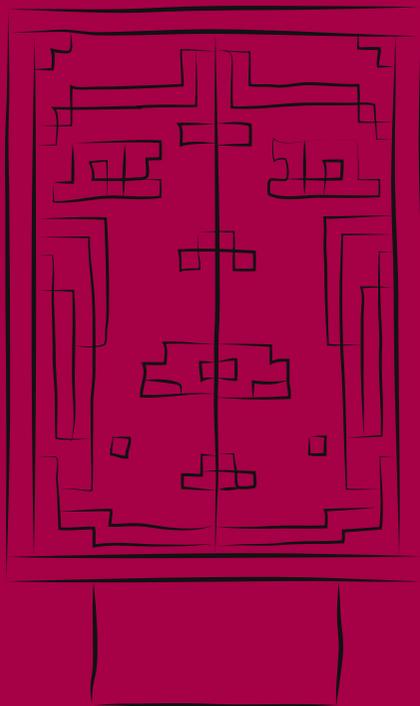
**PLINIOLTRE, COOPERATIVA SOCIALE OPERA IN FIORE** *Discola*



**SEDUTE IMPERTINENTI** *La luce*

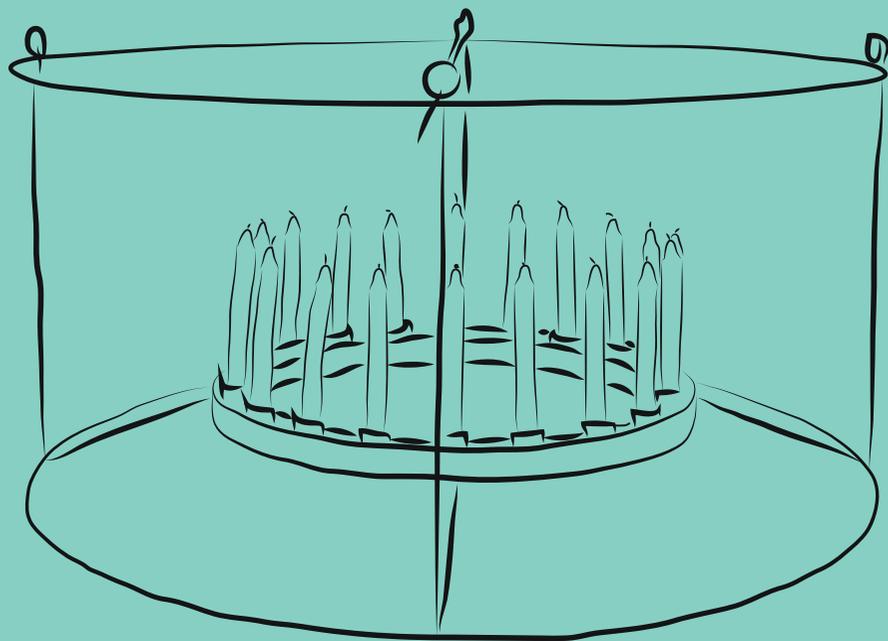


**CAROLINA OLCESE** *La passione*



**ANNA GILI** *A viso aperto*





MARIA LUISA SBERNADORI *Candelario*





ANDREA ROSSETTI *TOTem*



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# TOTem

Spazio Ambrosianeum

via delle Ore 3 Milano

10-14 aprile 2013

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Con il patrocinio del **Comune di Milano** | *With the sponsorship of Comune di Milano*

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Fotografie di | *Photographs by*

**Laura Majolino** da pag 4 a pag 52

**Federica Virgili** da pag 53 a pag 56

**Stefano Locci** per SHAPE+SPACE da pag 57 a pag 59

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