

ALKEMIA

ALKEMIA: DIGITAL DETOX DESIGN @BOLOGNA DESIGN WEEK Bologna > 23-28 September 2019

During **Bologna Design Week 2019**, **Digital Detox Design** presents “**Alkemia**”.

Digital Detox Design presents 'Alkemia', from 23 to 28 September at **Bologna Design Week 2019**. After Living Experience, in via Solferino 11 in Milan during Fuorisalone last edition, Digital Detox Design finally lands in Bologna at **CERSAIE** fair with its brand new project inspired by the world of alchemists.

In the era of hyper-history the difficulty of balancing technological progress and ethical and cultural values on a human level, has a considerable impact on our daily lives. Time in the digital era multiplies and shatters, creating infinite echoes that accelerate and de-synchronise our actions. The natural environment is destroyed with undaunted consistency, hyper connected young people live in dimensions that are similar to those of Hikikomori. Locations are made virtual and at the same time lose their essence, their uniqueness. Our ability to read, analyse and memorise impact daily with growing notification stress. Even the world of furnishing and decoration, the very way we live and inhabit our spaces, seems to be influenced by these transformations, levelling down to market logics that randomly chase the latest device or connect, update, recharge and consume.

Thanks to the uniqueness and specificity of the works of the designers, **Alkemia** aims to encourage a more widespread discussion on the meaning of creativity. Through the different state of materials of alchemist tradition (albedo, rubedo and nigredo) the visitor is invited to an in-depth contact their secrets, their scents, their vibrations, their stories.

Created and curated by Alessio Conti, **Alkemia** is an art route where matter is dissolved, purified and recreated. Design items become tangible signs of a transmutation, of a creative process that originates from alchemy. Extraction, fusion, scalding and welding are all forms of transformation techniques still implied in the creation of materials like stoneware or steel. A transmutation which involves especially ideas, that become products created in order to satisfy an array of contemporary and aesthetic needs, with the aid of intelligence.

Alkemia is a project made possible thanks to the collaboration of manufacturing brands, designers and artists.

Ascari Falegnami has specifically created for this installation a fir-wood portal with natural aging and geometrically designed dividers in walnut wood. **Doodesign** exhibits **Lucciolight**, a wall covering that reinterprets a William Morris fabric to lead us into a world of magical atmospheres. **Matteo Bandi** brings from London **Sidekicks**, a series of technological objects devoted to purification and digital well-being. **Matteo Giannerini** presents **M.I.N.E.**, a line of furnishing accessories that subverts the use of precise forms, proposing a reflection on culture and the role of design as a democratic instrument of union and openness. The creativity of **Pollini Home** is manifested by the creation of a kitchen floor realized on a carpentry bench and porcelain stoneware volumes. Winner of the **Rebell Prize**, the **Nestart** brand has chosen **Alkemia** for the official launch of the new surface designed for the world of design and architecture by showcasing tables that draw from the Roli tarsia to reproduce it with advanced and eco-sustainable materials and creating the entrance arch to the exhibition.

Alessandro Mattia and **Gloria Gianatti** of **Sapiens Design**, winners of the **Red Dot Award 2019** in the Product Design category, exhibit, in addition to the iconic **Oplàmp** currently at the Design Museum in Essen, **Intrecci**, innovative furnishing accessories created to enhance a fabric of popular tradition and its loom processing technique. The preview of **Czech Design Week** sees **František Jungvirt**'s vase as the protagonist in which glass becomes a container of processes of physical transformation.

The exhibition space set up is by **Stefano Lodesani Studio**, that has already developed important projects for exhibitions like 'Confessionals' by Michael Kenna in 2017 and the recent one about Antonio Fontanesi at the Musei Civici in Reggio Emilia. For **Alkemia** he has developed a path in which the alchemical states are told through color, light and perfumes creating symbolic suggestions and a unique sensory experience that enhances the relationship between man and artifact.

Daniele Zamboni, in collaboration with **Olfattiva**, will exalt the emotion evoked by each of the works presented with "Sette Silenzi per violino solo", played by **Maestro Pietro Fabris** and perfumes specially made and associated with the different objects. A work of visual art by **Lorenzo Fornaciari** will allow the visitor to interact with particles, photons and archetypal structures. The photographs of **Francesca Catellani** complete the experience with **Underskin**, a research that led the author to experiment a dimension of continuity between waking consciousness and dream images starting from the study of the Red Book by C. G. Jung. Finally, on Wednesday 25 September, on the occasion of Design Night, the matter will become movement and dance with the performance of **Sabino Barbieri**.

Where

The space will be set up at ADIACENZE, in Vicolo Spirito Santo 1/B in Bologna.

Dates and times:

Exhibition

23-28 September 2019 from 2pm to 8pm

Vernissage and press review

23 September 2019 from 6pm to 10pm

Design Night

25 September 2019 from 7pm to midnight

Finissage

28 September 2019 from 6pm to 10pm

Website:

www.digitaldetoxdesign.it

An event created and curated by Alessio Conti

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