

La Scatola Magica/The Magic Box, a homage from the Salone del Mobile to Milan

The Salone del Mobile is setting out its values, its close ties with Milan and with the companies and designers that have made it famous the world over. In the stunning setting of the Sala delle Cariatidi at Palazzo Reale, eleven authors will sum up the quality, innovation, creativity and, especially, the beauty of the Milanese fair in an exciting multi-sensory and narrative experience.

To celebrate its 60th anniversary, the **Salone del Mobile.Milano** has opted for an original approach to narrate its story and introduce its **Manifesto** to an international public. **The Magic Box** will be on at **Palazzo Reale's Sala delle Cariatidi** from **7th June to 17th June**. **Eleven words for eleven authors**: a site-specific audio-visual installation devoted to the 11 institutional values that have always made up its DNA. Eleven Italian filmmakers will bring the threads of the story together: **Francesca Archibugi (Emotion), Pappi Corsicato (Enterprise), Davide Rampello (Quality), Wilma Labate (Design), Bruno Bozzetto (Networking), Luca Lucini (Communication), Claudio Giovannesi (Culture), Gianni Canova (Young People), Donato Carrisi (Ingenuity), Daniele Cipri (Milan) and Stefano Mordini (Savoir Faire)**. The aim is to reawaken our sense of wonder by creating a memorable experience and to celebrate the anniversary of the event and Milan in pursuit of beauty, through the language of film and theatre.

The installation will feature a monumental “**camera obscura**” – a 6m high, 24m deep parallelepiped – inspired by the visionary and imaginative world of pre-cinema optical devices, and play host to an actual **3-act spectacle**. The concept and executive production are by **Davide Rampello**, with his **Rampello & Partners Creative Studio**,

“Quality for me is the quest for and narration of differences. What are the world of design, and of furnishing in particular, if not a constant quest, through technology, design, function to create a difference, improvement and therefore quality?” said **Davide Rampello**, artistic director and creative producer of the installation.

On entering the camera obscura, visitors will feel as though they are in an extremely elegant art gallery. The masterpieces in the room will be the metaphorical key to the narrative. When walls go dark, the ‘magic box’ will turn into a cinema in which **11 films d’auteur by 11 leading Italian filmmakers** will be screened. Each filmmaker has interpreted a word from the Manifesto in their own personal key, turning it into a short film d’auteur. The finale really will be an amazing coup de theatre.

Two leading institutions on the Milanese cultural scene are also among the project partners: the **Pinacoteca di Brera** – from whose collections the 21 works reproduced inside the installation are drawn – and the historic **Carlo Colla & Sons Marionette Company**.

SYNOPSIS

System – Bruno Bozzetto

In just a minute and a half, the poetics and lightness of the animation elaborate the continuous cognitive evolution of the human being. The solar system, DNA, mathematics, music, language: man’s discovery and interpretation of every System is down to his curiosity, his sensitivity and his ingenuity.

Communication – Luca Lucini

A monologue interpreted and performed by a famous Italian actress is played out in three completely different states of mind: aggressive and imperative; ironic and playful; placid and seductive. 90 seconds that sum up the founding principle of Communication: form is just as important as content.

Savoir Faire – Stefano Mordini

No words, no dialogue: just music, landscapes and gestures. The short film narrates the production process of an iron object, starting with the narration of its territory, by way of the raw materials needed for its realisation, and completing the “journey” with some macro-shots of “Savoir Faire”: - the preparation of the fire in the workshop, the flame regulated by the bellows, the incandescent iron that takes shape as the anvil is hammered.

Enterprise – Pappi Corsicato

This short film captures one of the living things most emblematic and representative of the concept of Enterprise in close-up: the ant, a creature with a natural work ethic and a marked spirit of cooperation. Seen alongside the hard-working and systematic toil of the ant, in just over a minute the indispensable values of a great Enterprise: research, strategy, objectives and team work are underscored.

Young people – Gianni Canova with IULM Students

Title: YOLO – You Only Live Once

The film focuses on the new generations to appropriate the ocularity of their gaze. In a fluctuating and fluid perspective, the viewer is immersed in a realm suspended between real and virtual, the body and its dematerialisation. The two strands holding the narrative together are dance and the city of Milan. Three young dancers will flesh out a dual narrative geared to reappropriating their own physicality and discovering the Milanese cityscape. The panicky rhythm of the dance will generate a lysergic experience of the urban landscape that manages to transmit the dizzy feeling of being Young today.

Emotion – Francesca Archibugi

Title: Animals

In the tough struggle for survival, the evolution of the species could not but engage the extraordinary and mysterious power of the Emotions. Thus this short film narrates the Emotions crystallised in the feelings of the animal world: the boredom of a sea lion, the anger of a Thai dog, the joyfulness of a penguin on the seashore.

Ingenuity – Donato Carrisi

A man, sitting alone in a cafe, presents and discusses an idea, a great innovation born of human Ingenuity, without it being named. He is holding a typographical letter in his hand. Once the hitherto concealed face of the man is revealed, so too is the subject of the narration: not a cutting-edge machine ... but a book.

Design – Wilma Labate

Under the arches of a Roman ruin in the midst of nature, a group of men and women tries to build a paper castle: in turn, each member passes in front of the table and lays a piece of paper on top of the building and then leaves. The castle collapses. But the Design project isn't “archived” – they build it again, all together this time, and the result is glaring: the castle doesn't collapse.

Quality – Davide Rampello

Quality is nothing more than a quest for and narration of differences. To mark the 60th anniversary of the Salone, the film celebrates the excellence and wealth of Italian savoir faire, splitting the story into decades: from the '60s to the present day. Each of the six “chapters” features the best projects in the world of furnishing and design. A dynamic and picturesque montage of images, texts and artwork, commented and accompanied by the typically vital jazz of Charlie Parker and Dizzy Gillespie in Groovin' High.

Culture – Claudio Giovannesi

Title: Adoration of the Magi

Three teenagers from different ethnic groups are playing football in the country, near an ancient Roman aqueduct. One of them finds a soft toy lying on the ground. It belongs to a girl, a little older than them and of a different ethnicity, and to the newborn child lying in her arms. The two of them are close by, under one of the arches of the aqueduct. The boy, smiling, goes towards them to give back the toy. The girl is scared but then realises that the boy, who is then joined by his companions, means well. In silence the three of them share a moment of pure admiration and wonder faced with the grace of motherhood.

Milano at the Centre – Daniele Cipri

Title: The Mania of Dr. Dziga

A short black and white film inspired by the silent films of the '20s features a man and a young girl in the countryside, wearing clothes from the last century – they seem to have appeared from the past. The man tries to find the perfect frame for a self-timer, but chance and his own artistic dissatisfaction keep putting a spanner in the works. The screen is split into three parts – while this constant quest for perfection is being stymied in the middle section, the city of Milan is shown on the sides, with its spectacular geometries and its flawless decorations.

LA SCATOLA MAGICA/THE MAGIC BOX

Sala delle Cariatidi

Palazzo Reale

12 Piazza del Duomo, Milan

7th-17th June 2022

10.30am – 7.30pm (last entry 7pm)

Thursday 10.30am – 10.30pm (last entry 10pm)

CREDITS

Creative and Executive Production Rampello & Partners for the Salone del Mobile.Milano

Concept and Artistic Direction – Davide Rampello

Project Manager – Tania Di Bernardo

Architectural Project – Alessandro Colombo

Set Design – Mekane

Light Design – Marco Filibeck

Graphic Design – Studio FM

Video – Punto Rec Studios

The event will last for 30 minutes overall, numbers are strictly limited for each slot.

Milan, 6th June 2022

Press info:

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