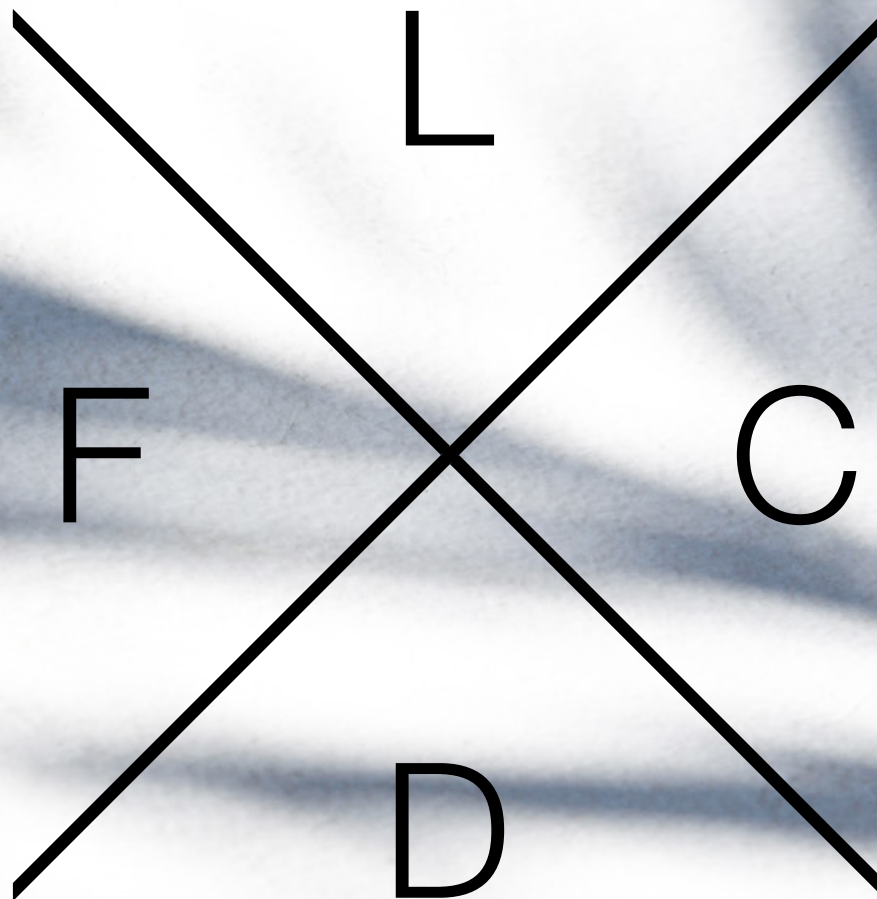


# Lake Como Design Festival

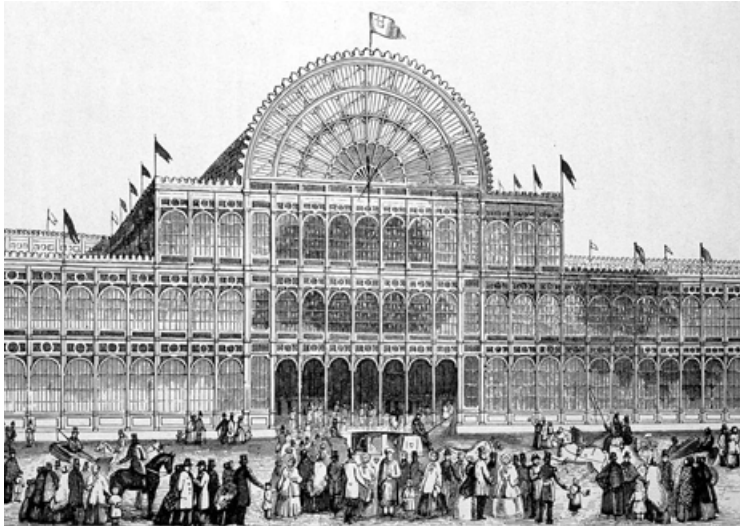


CONTEMPORARY DESIGN SELECTION

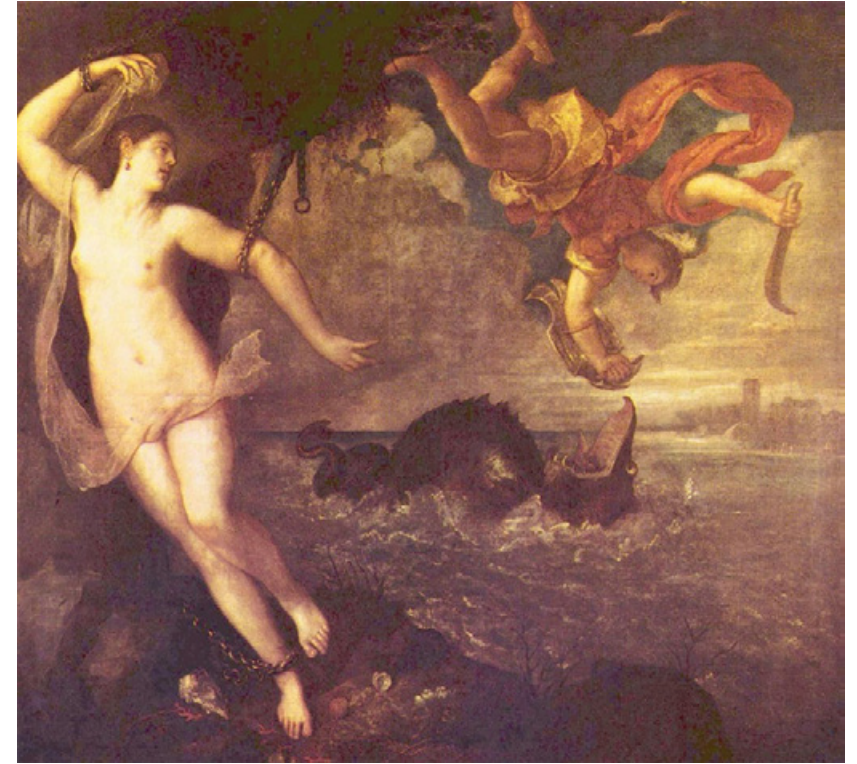
*lightness*

14 — 22 September 2024

**Lake Como Design Festival** renews its appointment and announces the sixth edition, **from September 14th to 22nd 2024** in the city of Como and around its lake. **Lightness** is the leitmotif of this new event, that will take visitors on a diffuse journey discovering exhibitions and site-specific installations around this year theme from different points of view. Never as in this moment do we need lightness, that same one described by Italo Calvino in his *“Six Memos for the New Millennium”*: the lightness “associated with precision and determination, not with vagueness and indulgence to chance.” A constant need over time that has always pushed us toward the illusion that we can ignore the force of gravity and get closer to the sky. From Leonardo's mechanical flight to the construction of the Tour Eiffel, from the use of glass to that of aerogel, “light thinking” has always involved different fields - literature, theater, art, design, architecture, physics, chemistry - and now it takes us on a new date, where lightness finds the right balance between form, material and movement.



Crystal Palace, Joseph Paxton, 1851



Perseo e Andromeda, Tiziano, 1553-1559



A 2.5 kg stone block is supported by 2 grams aerogel base.



Frei Otto, Music Pavilion.  
Federal Garden Exhibition, 1955



Shiro Kuramata,  
Oba-Q Lamp, 1972



Photo by Jean Pierre Gabriel

“Whenever humanity seems condemned to heaviness, I think I should fly like Perseus into a different space. I don’t mean escaping into dreams or into the irrational. I mean that I have to change my approach, look at the world from a different perspective, with a different logic and with fresh methods of cognition and verification. The images of lightness that I seek should not fade away like dreams dissolved by the realities of present and future”.

Borrowing Italo Calvino’s concept of lightness - the theme of this year’s Lake Como Design Festival - it could be argued that design is an elaborate form of storytelling that, as the author wrote in his “*Six Memos for the New Millennium*” (1988), “would let us escape the limited perspective of the individual ego, not only to enter into selves like our own but to give speech to that which has no language, to the bird perching on the edge of the gutter, to the tree in spring and the tree in fall, to cement, to plastic.

For Calvino, lightness is a literary device and at the same time a cognitive path that the writer uses to narrate the world, observing it from a distance that allows complex scenarios to be understood,

created and shared. Similarly, the design process is the result of an indirect vision made possible by the sudden “agile leap of the poet” to free ourselves from precept and prejudice, from what is arbitrarily established as permanent and certain. Design, like Perseus in his winged sandals, is the conscious shifting of points of observation, it is the widening of perspectives, it is the surprising emergence of new meanings.

Design is to all intents and purposes a narrative practice. Objects tell stories and are often the result of “speculative fabulations” (borrowing anthropologist Donna Haraway’s definition). A product is (or should be) the result of investigations that interrogate past and present history and invite us to appropriate useful tools to define a new design. The ‘words’ of design - arising from a poetic, philosophical, scientific or critical act - dialogue with matter and function, social and cultural context, emphasising the ethical and often visionary sense of the design act: its capacity to explore, by imagining them, future scenarios of a better world.

*Giovanna Massoni*

Once again this year, the exhibited works will be selected by the Lake Como Design Festival in collaboration with **Giovanna Massoni**. To better define the purpose of this edition, we have created three thematic clusters:

**Subtracting weight** / materials, processes and structures that determine the object's lightness: the reduced weight of its impact on the planet, and/or more simply, for functional and aesthetic reasons, using light solutions (materials or building principles).

**Agile objects** / lightness of design is also agility. This cluster is dedicated to transformable, transportable, multi-functional and adaptable objects.

**Spaces of light** / inevitable word pun, light is lightness par excellence when its function is not only to illuminate but to allow natural or built space to transcend materiality and generate visual epiphanies and immersive emotions. Here it is not the lamp object that interests us but the effects of its light beam.

**Location**

In collaboration with Villa del Grumello Association and Antonio Ratti Foundation, the next edition will open **Chilometro della Conoscenza** as part of the new exhibition route. Located near the center of the city of Como, Chilometro della Conoscenza brings together, through 15 hectares of centuries-old parks, various architectures such as **greenhouses, chapels, lemon groves, and docks** where, much like a dispersed *kunsthalle*, the setups of projects selected by Giovanna Massoni will find space. This creates a new, widespread exhibition path, immersed in greenery and overlooking the shores of Lake Como.

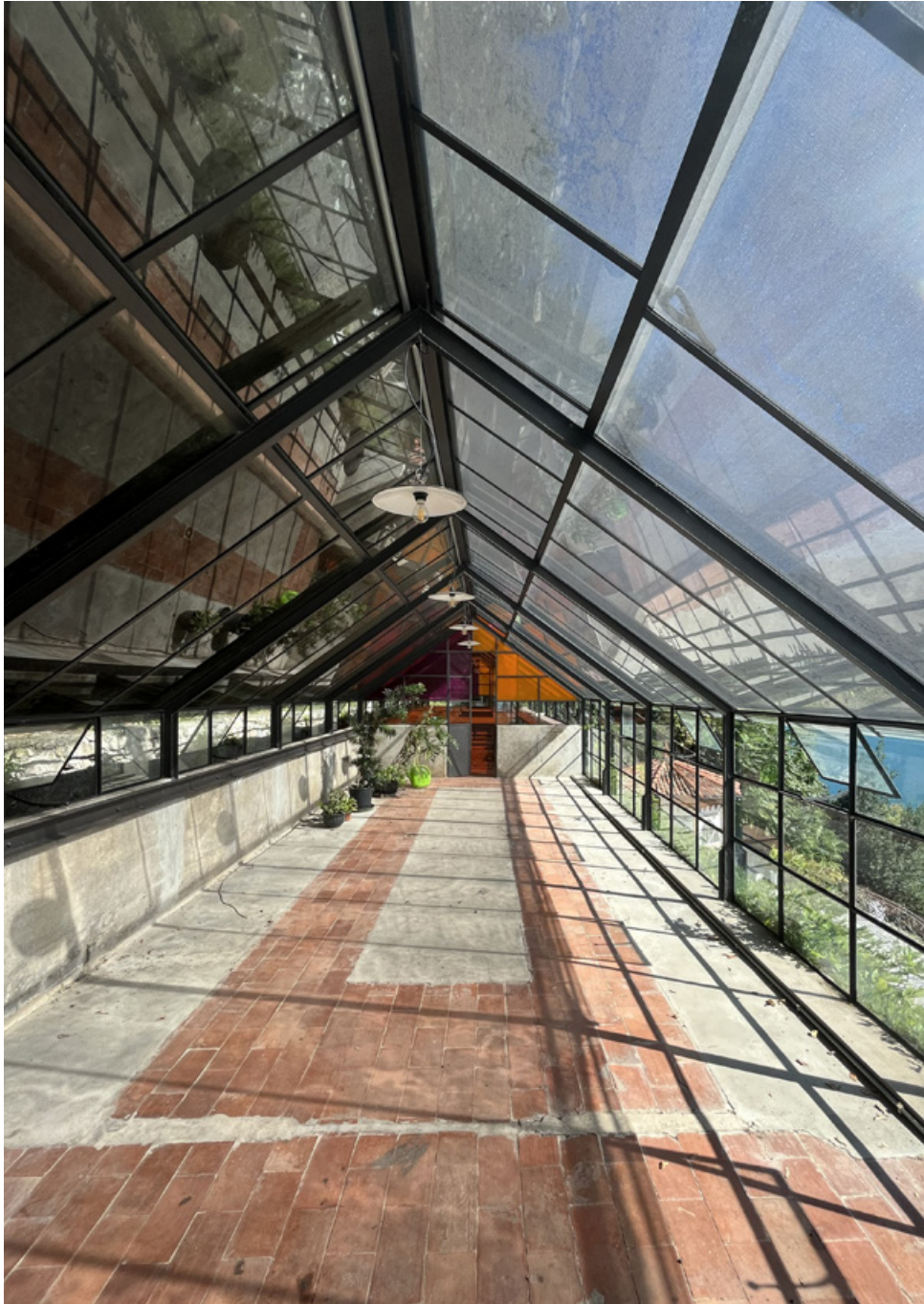
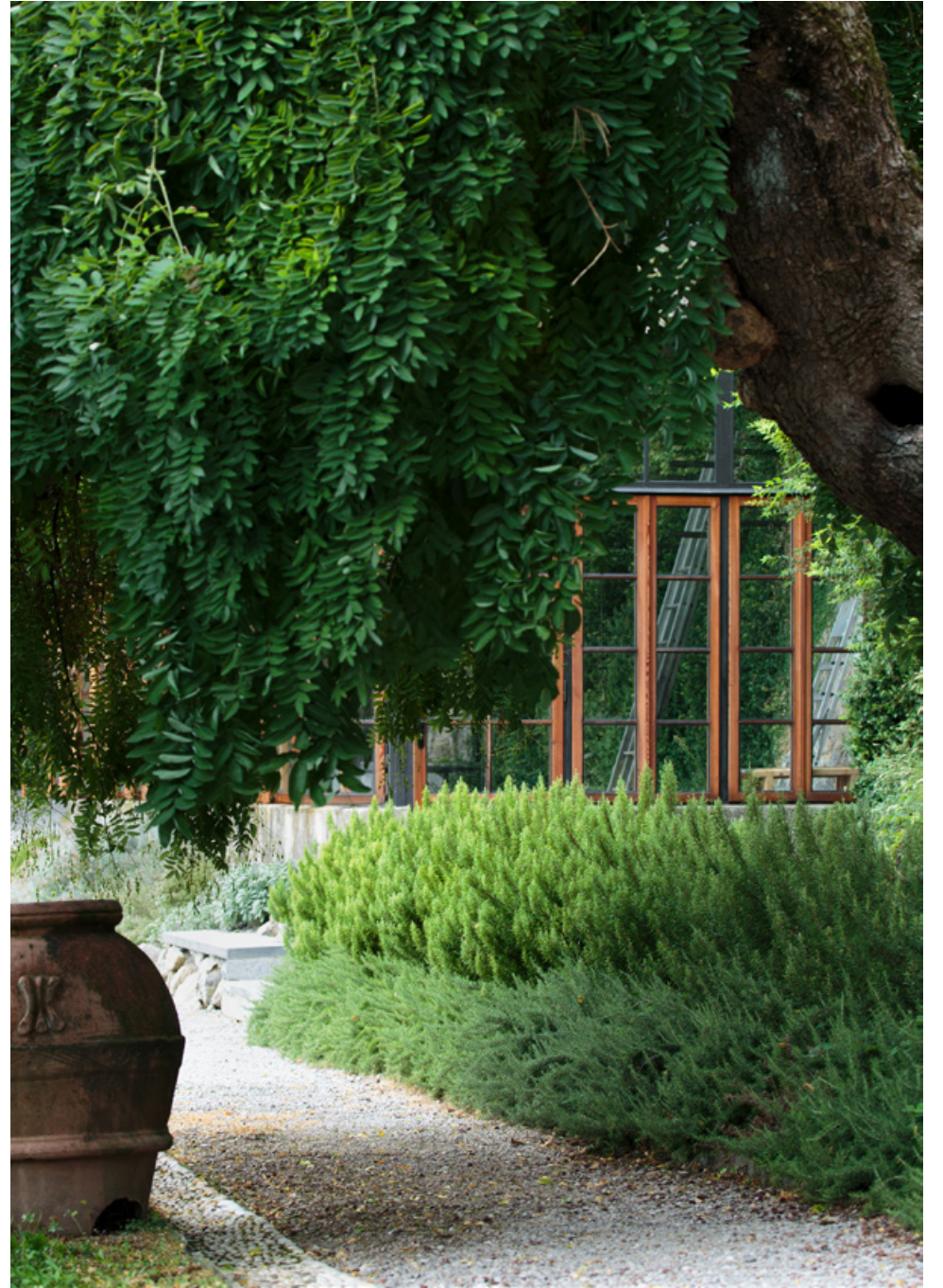






Photo by Isabella Sassi Farias





**Onsite**



Photo by Isabella Sassi Farias



Photo by Isabella Sassi Farias

Thanks to partnerships with different collaborators, Lake Como Design Festival offers designers and artists a great deal for the accommodation and breakfast at a favorable rate. This allows them to actively participate in key festival moments: from the press tour to the opening, dedicated panel talks where they can share their creative journey, to the finissage evening. It's a setup that encourages connections and creates opportunities for exploration, networking and conviviality. Check out the application for details on costs and how to join.

**To participate**

# **To participate in the selection, submit your project and a brief description to [info@lakecomodesignfestival.com](mailto:info@lakecomodesignfestival.com)**

Each participant can submit a maximum of two projects, with at least an unpublished one. The organization will decide, based on the final projects, the arrangement of the projects in the dedicated exhibition space. The participation fee is 700 euros and includes:

- Press Tour
- N. 2 invitations to the opening cocktail (Saturday, September 14th), reserved to exhibitors, press and sponsors
- N. 2 free passes with unlimited access throughout the festival
- N. 2 invitations to the finissage party (Friday, September 20th)
- N. 9 exhibition days open to the public
- Presence within the dedicated talk program
- Promotion on national and international press
- Photo shoot
- Content dedicated to the event on the official festival website
- Presence on festival's Instagram profile
- Artwork's insurance throughout the festival
- Daily security service during public opening hours

**Giovanna Massoni** (born in Milan, lives and works in Brussels) is an independent curator and consultant working in the field of design and visual arts. Since 2005 she has collaborated regularly with institutions for the promotion of Belgian and international design. Constantly searching for collaborative methodologies and innovative forms that can valorize and communicate the cultural and social value of design, she strongly supports this practice for its ability to facilitate openness, interconnections and interdisciplinary collaboration, today indispensable for the construction of a new ecosystem of values and objects.

**Among her most important missions to date:**

Since 2006, it has collaborated with Belgian federal institutions in the organisation, communication and curating exhibitions during Design Week in Milan under the brand Belgium is Design (a.o. 'Perspectives' and 'The Toolbox' both presented at the Triennale of Milan, in 2012 and 2013 respectively). Guest curator in 2006, 2008, 2015 of the Biennial International Design Biennial in Saint-Étienne (France); project manager for the DesignSingaporeCouncil for Milan Design Week in 2008. In 2009 and 2011 she worked as consultant for the EESC (European Economic and Social Committee) for the first and second edition of the Sustainable Design Award. From 2012 to 2018 she was artistic director of RECIPROCITY, International Triennial of Design for Social Innovation in Liège (BE). In 2020, she curated the Maison POC Circular Economy, as part of Lille Metropole 2020, World Design Capital. In 2021, as part of the Belgium is Design activities, she conceived and curated The object becomes. -a film directed by Alexandre Humbert on 9 "best practices" of contemporary Belgian design, which continues to travel to international festivals, events and international schools, such as MDFF 2021 and the New York Architecture and Design Film Festival 2022. Her most recent exhibition project, presented from 25 September 2022 to 8 January 2023 at the CID Grand-Hornu in Belgium, "At the coalface! Design in the post-carbon age" is an exhibition that brings together international designers, architects and artists around the theme of design in relation to the research and development of new zero-impact materials and techniques. Until March 2024, the Design Museum Brussels is hosting her last exhibition project based on the archives of Belgian interior architect Christophe Gevers. "The architecture of detail". Between 2017 and 2023, she collaborated with the Italian Cultural Institute in Brussels to the organisation of the Italian Design Day. Until March 2024, the Design Museum Brussels is hosting her last exhibition project based on the archives of Belgian interior architect Christophe Gevers. "The architecture of detail". Since 2007, she has been invited to participate in juries and design conferences all over the world. Among the most recent: What Design Can Do, Mexico, October 2021; Eco Solidarity -Wanted Design & EUNIC / ICFF in 2021, New York (USA); Helsinki Design Week in 2018 (FI); Design Canberra Special guest in 2016, Canberra (AU). More recently, she collaborated with ENSCI Les Ateliers in Paris and ENSAV La Cambre in Brussels as part of the research programme for students of the Master Textile Design. She curated the Contemporary Design Selection of the Lake Como Design Festival 2023.



**Lake Como Design Festival boasts collaboration with selected media partners who have contributed to the success of these four editions and believed in the quality of our journey. From 2018 to 2023 the festival collaborated with:**

**AD**

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**Past editions**



Villa Salazar, 2023



Villa Salazar, 2023





Villa Salazar, 2023



Museo Casartelli, 2022



Museo Casartelli, 2022



Museo Casartelli, 2022





Palazzo Valli Bruni, 2021





Palazzo Valli Bruni, 2021



Palazzo del Broletto, 2019



Palazzo del Broletto, 2019



Sala Bianca, Teatro Sociale Como, 2019



Sala dello Zodiaco, Teatro Sociale Como, 2019



Sala Turca, Teatro Sociale Como, 2018



Coordination

Francesca Prandelli

[fp@lakecomodesignfestival.com](mailto:fp@lakecomodesignfestival.com)

Organising committee

[info@lakecomodesignfestival.com](mailto:info@lakecomodesignfestival.com)



Lake Como Design Festival  
is a project by Wonderlake Como ets