

ITALIAN DESIGN DAY

Intervention by H.E. Mr Paolo Trichilo, Ambassador of Italy

20 March 2019, Fužine Castle

Ladies and gentlemen,

tonight we celebrate the third edition of the Italian Design Day in the charming premises of MAO, Museum of Architecture and Design, which has been a fundamental partner in this initiative since the beginning. So, I would like to start by thanking the representatives of MAO for their cooperation, that is not limited to the excellent logistical support but involves a constant exchange of ideas and cultural dialogue.

On this same day, in one hundred cities all over the world, well known Italian experts selected as ambassadors of Italian design are holding lectures on a shared topic. The event is organized by the Italian Ministry of Foreign Affairs and the Ministry of Culture, in cooperation with the Italian Trade Agency, La Triennale Design Museum, Salone del Mobile di Milano and the Italian Association for Industrial Design. I would to thank the Italian Cultural Institute in Slovenia and the Ljubljana office of the Italian Trade Agency, for the organization, under the coordination of the Italian Embassy, of today's event.

The Design Day takes place in the most lively period of the year for this sector, twenty days before Salone del Mobile in Milano, which is a traditional meeting point for professionals from all around the world. Moreover, just some weeks ago the twenty-second international exhibition of La Triennale di Milano had its official opening, where Slovenia is represented by a project curated by the Academy of Fine Arts and Design of the University of Ljubljana, under the coordination of Prof. Barbara Predan.

Design is a language that combines form and function, the inspiring tradition of high-end craftsmanship and the most efficient contemporary industrial processes. From this viewpoint, design represents a distinctive element of Italian creativity and cultural identity.

At the same time it should be underlined the economic importance of the design sector. Italian Design export in 2018 almost reached 22 billion euros (nearly 5% of total Italian export), with a weight - at constant prices - that has grown from 14% to over 22% of world demand since the beginning of this decade: 29 thousand companies that produce 4,5 Billion Euros of revenue (+ 12,5% in the last 5 years).

The title of this edition of the Design Day is "Design and the City of Future". So we will see how design, architecture and urban planning can work together envisioning new solutions for complex realities such as the cities we live in, tackling issues like infrastructure systems, mobility, preservation of the environment and the architectural heritage, and re-generation of urban spaces.

The Design Day is also an opportunity to put in contact the Italian ambassador of design with a Slovenian colleague, encouraging cooperation, dialogue and mutual knowledge. That's why a big thank you goes to our two lecturers for their kind participation: the ambassador of Italian design for Slovenia, Architect Michele Rossi from Park Associati, and Architect Aleš Vrhovc from Studio Gregorc-Vrhovec.

Before listening to their speeches, we will watch a short movie. The program will be closed by a debate moderated by Maja Vardjan. I would like to wish you a pleasant evening and invite you to continue our conversation also by sharing another drink after the event.

Thank you!