

**SALUTO IN OCCASIONE DELL'ITALIAN DESIGN DAY
2 MARZO 2017 ORE 18.00 – MAO – CASTELLO DI FUŽINE**

Ladies and gentlemen, Signore e Signori, Gospe in gospodje,

first of all, I'd like to thank the representative of MAO – Museum of Architecture and Design, for the kind collaboration and for hosting this event in the charming location of Fužine Castle.

Today we celebrate the first edition of the Italian Design Day. This is a series of lectures which is held at the same time in one hundred cities in the world, at the initiative of the Italian Ministry of Foreign Affairs and the Ministry of Cultural Heritage, in cooperation with the Design Museum in Milan La Triennale and the Italian Trade Agency. This activity takes place just a month before the international design fair in Milan, Il Salone del Mobile, which is a traditional meeting point for professionals from all around the world.

The main concept of the Italian Design Day is that a renowned Italian professional presents his personal approach to his own work, also taking into consideration the history of design in our country. At the same time, this "ambassador of Italian design" has the task to meet his colleagues abroad and encourage an international cooperation and dialogue, a mutual knowledge. To our great pleasure, the lecture in Ljubljana is held by **Lorenzo Palmeri** (designer and professor for various educational institutions, among them Politecnico di Milano) and, on the Slovenian side, by **Luka Stepan** (of Gigodesign design agency). I'd like to express our gratitude to both of them for their participation.

This event was organized in order to point out the wide and growing scope of design in Italy, as well as in all the countries where the production processes are associated with a strong creative component. The idea behind well known Italian designer products tells stories about people who have every day, at a global level, similar needs for objects which are both useful and beautiful. But it is important to stress that today design can be many things at the same time. It permeates both the contexts of culture and industry. It involves inventiveness and originality, combined with the use of top-quality materials, high end construction technologies, processes that

need to be environmentally friendly, as well as highest-quality packaging and advertising.

Identifying a shared vision and some common ground between each other's projects, Lorenzo Palmeri and Luka Stepan agreed to talk about design as an all-encompassing phenomenon, which led to the title ***Multidisciplinary Design***. Before listening to their speeches, we will be able to watch short movie produced by Salone del Mobile in Milan, which today has its first absolute screening.

Let me also underline that today's event is one more example of the ongoing cooperation between the Italian Embassy in Ljubljana, our Cultural Institute and the Italian Trade Agency on one side, and the Slovenian design community on the other. I am in position to announce that we will have other significant activities on the occasion of the next Biennial of Design - BIO, organized by MAO next May.

Finally, I would like to ask Mr. Cerrato, the Director of the Italian Cultural Institute – that I wish to thank for the excellent preparation of this event - to introduce the short movie "Delightful" and tonight's guests, and wish you a pleasant evening and hope to see you soon for new shared projects.

Thank you, Grazie, Hvala