

# Diario di una collaborazione Il progetto step by step

# Italian Design is coming home

# What goes around comes

[ ENG ]

We've been invited by Polyedra to attend to "Italian design is coming home. To Switzerland".

A project involving 22 Italian and Swiss design firms that worked in couples to celebrate with a poster the present, the past and the future of the close cooperation between Italian and Swiss designers.

The results of this project have been published in a book distributed by the Swiss publisher Actar/Birkhäuser/D.

[ I ]

Siamo stati invitati da Polyedra a partecipare a "Italian design is coming home. To Switzerland".

Un progetto che ha previsto il coinvolgimento di 22 studi di design italiani e svizzeri che hanno lavorato in coppie per celebrare con un poster il presente, il passato e il futuro della stretta collaborazione tra designer svizzeri e italiani. I risultati di questo progetto sono raccolti in un volume distribuito dall'editore svizzero Actar/Birkhäuser/D.

project description /  
descrizione progetto /  
Beschreibung des Projekts

[ ENG ]

70 years ago, Swiss severity encountered seductive Italian flair, leading to the birth of a new style that went on to characterise the world of graphic design for many years.



In this project we decided that we did not want to develop a „definitive“ image, a monument to posterity. We were much more interested in celebrating the spirit of the time and its protagonists, which was perhaps the part we envied most.

We wanted to find a way to replicate that experience of when different personalities worked together with the same degree of interest and desire to experiment, able to build upon one another, and open to new ideas and comparison.

Our main question regarded what had changed or what were the differences between 70 years ago and today. In this day and age, we have obtained new techniques that enable us to work together even from a great distance, without having to be in the same country, office or studio.

In order to do so, we tried to create a “simulator”, setting ourselves a few rules. The poster we had to design became the field in which to measure ourselves as members of the same team. We managed to overcome the space in between us thanks to software that united our eyes, minds and hands, enabling us to work together from a distance, at the same time and on the same document.

We are very satisfied with this experiment, which produced an unexpected result - something over which none of us ever really had control.

Although it is probably true to say that the finished poster does not completely get the message across, in this particular case we were much more interested in the process than the end result.

[ I ]

70 anni fa il rigore della scuola svizzera ha incontrato la fantasia italiana con la sua voglia di sedurre, n'è nata così un'estetica nuova che avrebbe caratterizzato il mondo della grafica per molto tempo.

Con questo progetto abbiamo deciso di non realizzare un'immagine definitiva, una statua per i posteri; ci affascinava molto di più celebrare lo spirito del tempo e dei suoi protagonisti, la parte che forse invidiavamo di più.

Volevamo trovare il modo per replicare quell'esperienza, quando personalità diverse lavoravano insieme con la stessa curiosità e voglia di sperimentare, capaci di costruire partendo dall'altro, aperti al nuovo e al confronto.

La nostra domanda principale era cosa è cambiato o quali sono le differenze tra 70 anni fa e oggi. Soprattutto nei giorni d'oggi abbiamo ottenuto delle tecniche nuove, che ci permettono di lavorare insieme anche avendo delle distanze grandi e senza doversi trovare nello stesso paese, ufficio o studio.

Per farlo perciò abbiamo provato a creare un “simulatore” dandoci alcune regole, il poster che dovevamo progettare è diventato il campo in cui misurarci come membri di un'unica squadra. Grazie ad un software utilizzato per lavorare insieme a distanza – nello stesso tempo e sullo stesso documento – siamo riusciti a superare lo spazio che ci divideva unendo occhi, menti e mani.

Siamo soddisfatti di questo esperimento, il risultato è stato sicuramente inaspettato – qualcosa di cui nessuno di noi ha mai avuto davvero il controllo – e probabilmente il poster finito non assolve completamente il suo ruolo comunicativo, ma questa volta eravamo molto di più interessati al processo che al risultato finale.

[ D ]

Vor 70 Jahren hat die Strenge der Schweizer Schule die italienische Fantasie, mit ihrer Lust zu verführen, getroffen, aus welcher eine neue Ästhetik entstand, die die Welt der Grafik für lange Zeit charakterisierte.

Mit diesem Projekt haben wir uns entschlossen nicht ein «definitives» Bild oder ein Standbild für die Nachwelt/ kommen zu realisieren. Uns faszinierte mehr, den Geist der damaligen Zeit und seine Protagonisten zu zelebrieren, den Teil, den wir wahrscheinlich mehr beneiden.

Wir wollten eine Möglichkeit finden, diese Erfahrung zu replizieren/wiederholen. Wenn verschiedene Persönlichkeiten eine Reise auf sich nehmen wollen und mit derselben Neugier und Lust zu experimentieren, der Fähigkeit etwas aufzubauen, Offenheit für Neues und für Konfrontation sind, zusammenarbeiten.

Um das zu erreichen, haben wir versucht einen «Simulator» zu kreieren und uns Regeln aufzugeben. Das Poster, das wir entwickeln mussten, wurde ein Spielfeld, worauf wir uns als eine Mannschaft messen durften. Dank einer Software, die uns erlaubte aus einer Distanz zusammen zu arbeiten – zur gleichen Zeit und auf dem gleichen Dokument – ist es uns gelungen die Entfernung zu überwinden, die uns trennte, um Augen, Gedanken und Hände zu vereinen.

Wir sind sehr zufrieden mit diesem Experiment. Das Resultat war sicherlich unerwartet – etwas wovon niemand von uns jemals wirklich die Kontrolle hatte – und wahrscheinlich erfüllt das Poster nicht vollkommen eine kommunikative Funktion, aber diesmal waren wir viel mehr am Prozess, als am Endresultat interessiert.





**1/** The space in which to work will be that of a single horizontal poster (created out of the union of the two planned vertical posters).

**2/** Each team designs its own layout grid, then the two grids will be superimposed to create the definitive grid on which to work.

**3/** Each of the two studios will do a 70-word brainstorming session, all matching words will then be removed from the two lists and the remaining words will express the differences.

**4/** One of the studios will choose a word from the list and propose it to the other team, which will have two moves at most to represent it on the poster.

**5/** With each move, each team will be able to modify the elements inserted by the other team and add its own elements. However, no elements may be removed.

**6/** Each team will have 35 moves, for a total of 70 moves.

**7/** Each move will last a maximum of 5 minutes. A maximum of 10-15 moves may be made in any one day. Work will be carried out every other day.

**8/** A new page will be created after every move, to document all the steps.



**1/** Lo spazio in cui lavorare sarà quello di un unico manifesto orizzontale (nato dall'unione dei due verticali previsti)

**2/** Ognuno disegna la sua gabbia, poi le due diverse gabbie saranno sovrapposte per creare quella definitiva su cui lavorare.

**3/** Ognuno dei due studi farà un brainstorming di 70 parole, saranno poi cancellate le parole comuni sulle due diverse liste, le parole che resteranno confluiranno dalle differenze.

**4/** Uno studio sceglie una parola dall'elenco ottenuto e la propone all'altro team che avrà un tempo massimo di due mosse per rappresentarla sul manifesto.

**5/** Ad ogni mossa si possono modificare gli elementi inseriti dall'altro team e aggiungere i propri elementi, gli elementi non si possono però eliminare.

**6/** Si eseguiranno 35 mosse a testa per un totale di 70 mosse.

**7/** Il tempo massimo d'ogni mossa è di 5 minuti. In un giorno si fanno massimo 10/15 mosse. Si lavora un giorno sì e uno no.

**8/** Dopo ogni mossa si crea una nuova pagina, in modo da documentare tutti i passaggi realizzati.

**1/** Der Raum, in welchem wir arbeiten, wird ein einziges horizontales Manifest/Plakat sein (gegeben aus den zwei vorgesehenen vertikalen Flächen)

**2/** Jeder gestaltet sein Raster. Danach werden die beiden verschiedenen Raster übereinander gelegt, damit das definitive aus der Überlagerung entsteht, das dann zum Arbeiten angewendet wird.

**3/** Jeder beider Studios wird ein Brainstorming von 70 Wörtern machen. Danach werden die übereinstimmenden Wörter aus der Liste gestrichen. Die übrig gebliebenen bleiben durch die Differenzen beider Studios stehen.

**4/** Das eine Studio wählt jeweils ein Wort aus der erhaltenen Liste, um es dem anderen Studio als Aufgabe zu erteilen. Diese müssen in maximal zwei Moves das entsprechende Wort auf das Poster übertragen/darstellen.

**5/** Bei jedem Move können Elemente modifiziert werden, die vom anderen Team eingefügt wurden oder es können eigene, neue Elemente hinzugefügt werden. Jedoch dürfen keine Elemente komplett gelöscht werden.

**6/** Es werden 35 Moves pro Studio gemacht, das heisst ein Total von 70 Moves.

**7/** Die maximale Zeit für ein Move beträgt 5 Minuten. An einem Tag werden maximal 10-15 Moves gemacht. Es wird jeweils an jedem zweiten Tag daran weiter gearbeitet.

**8/** Nach je einem Move von beiden Studios wird eine neue Seite im Dokument erstellt, damit alle Moves dokumentiert und nachvollzogen werden können.

moves / mosse / Zug

[ ENG ]	[ I ]	[ D ]	[ ENG ]	[ I ]	[ D ]
1. distance	1. distanza	1. Abstand	2. 1940	2. 1940	2. 1940
3. distance	3. distanza	3. Abstand	4. departure	4. partenza	4. Abfahrt
5. Piazza del Duomo	5. piazza del duomo	5. Piazza del Duomo	6. departure	6. partenza	6. Abfahrt
7. abstract	7. astrattismo	7. abstrakt	8. meeting	8. incontro	8. Treffen
9. abstract	9. astrattismo	9. abstrakt	10. meeting	10. incontro	10. Treffen
11. passion	11. passione	11. Leidenschaft	12. rhythm	12. ritmo	12. Rhythmus
13. green, white	13. verde, bianco	13. grün, weiß	14. differences	14. differenze	14. Unterschiede
15. people	15. persone	15. Menschen	16. dialogue	16. dialogo	16. Dialog
17. overcome	17. superare	17. überwinden	18. dialogue	18. dialogo	18. Dialog
19. handmade	19. fatto a mano	19. handgefertigt	20. time	20. tempo	20. Zeit
21. spiral	21. spirale	21. Spirale	22. news	22. novità	22. Nachrichten
23. spiral	23. spirale	23. Spirale	24. border	24. confine	24. Grenze
25. coincidence	25. coincidenza	25. Zufall	26. border	26. confine	26. Grenze
27. coincidence	27. coincidenza	27. Zufall	28. geometry	28. geometria	28. Geometrie
29. war	29. guerra	29. Krieg	30. geometry	30. geometria	30. Geometrie
31. war	31. guerra	31. Krieg	32. geometry	32. geometria	32. Geometrie
33. halftone screen	33. retino	33. Raster	34. communication	34. comunicazione	34. Kommunikation
35. halftone screen	35. retino	35. Raster	36. communication	36. comunicazione	36. Kommunikation
37. seduction	37. seduzione	37. Verführung	38. tradition	38. tradizione	38. Tradition
39. seduction	39. seduzione	39. Verführung	40. tradition	40. tradizione	40. Tradition
41. challenge the public	41. sfidare il pubblico	41. Herausforderung für die öffentliche	42. anniversary	42. anniversario	42. Jubiläum
43. challenge the public	43. sfidare il pubblico	43. Herausforderung für die öffentliche	44. anniversary	44. anniversario	44. Jubiläum
45. game	45. gioco	45. Spiel	46. positive	46. positivo	46. positiv
47. boot	47. stivale	47. booten	48. reduction	48. riduzione	48. Reduzierung
49. line	49. linea	49. Linie	50. epicenter	50. epicentro	50. Epizentrum
51. line	51. linea	51. Linie	52. epicenter	52. epicentro	52. Epizentrum
53. modernism	53. modernismo	53. Modernismus	54. interpenetration	54. compenetrazione	54. Durchdringung
55. photography	55. fotografia	55. Fotografie	56. training	56. formazione	56. Ausbildung
57. photography	57. fotografia	57. Fotografie	58. training	58. formazione	58. Ausbildung
59. overlap	59. sovrapposizione	59. überlappen	60. show	60. spettacolo	60. zeigen
61. overlap	61. sovrapposizione	61. überlappen	62. show	62. spettacolo	62. zeigen
63. creativeness	63. creatività	63. Kreativität	64. simplicity	64. semplicità	64. Einfachheit
65. creativeness	65. creatività	65. Kreativität	66. simplicity	66. semplicità	66. Einfachheit
67. studio Boggeri	67. studio boggeri	67. Studio Boggeri	68. black	68. nero	68. schwarz
69. asymmetry	69. asimmetria	69. Asymmetrie	70. radical	70. radicale	70. radikale

# millenovecentoquaranta

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Kilometer

**millenovecentoquaranta**

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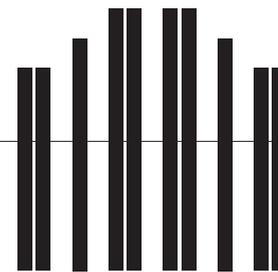
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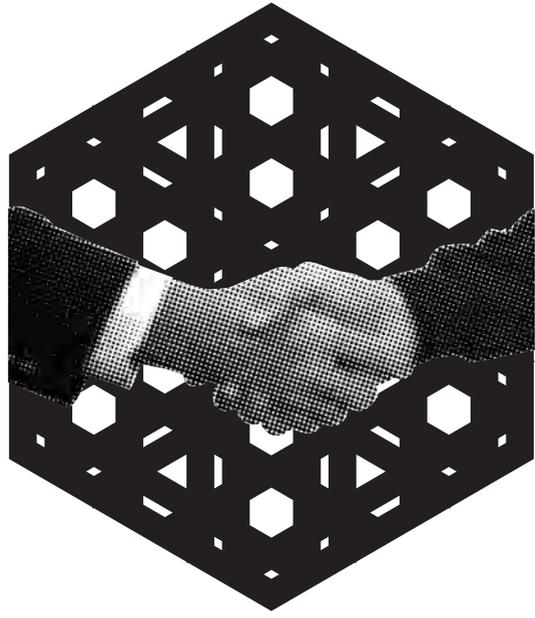
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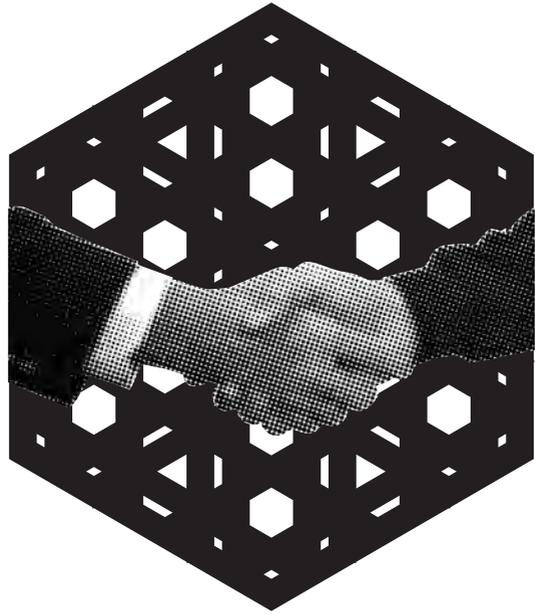
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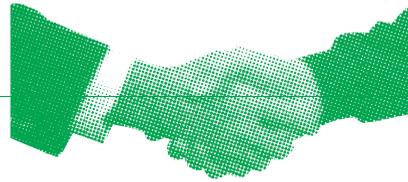
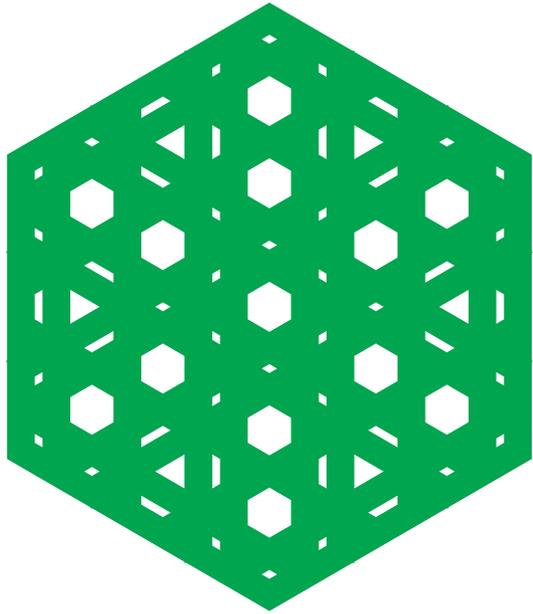


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Passion (from Latin verb *passio* meaning to suffer or to endure) is an emotion applied to a very strong feeling about a person or thing. Passion is an intense emotion compelling feeling, enthusiasm, or desire for something. The term is also often applied to a lively or eager interest in or admiration for a proposal, cause, or activity or love. Passion

can be expressed as a feeling of unusual excitement, enthusiasm or compelling emotion towards a subject, idea, person, or object. A person is said to have a passion for something when he has a strong positive affinity for it. A love for something and a passion for something are often used synonymously.



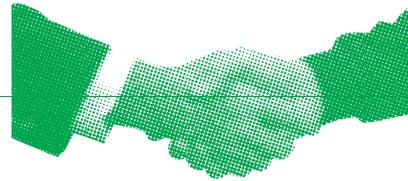
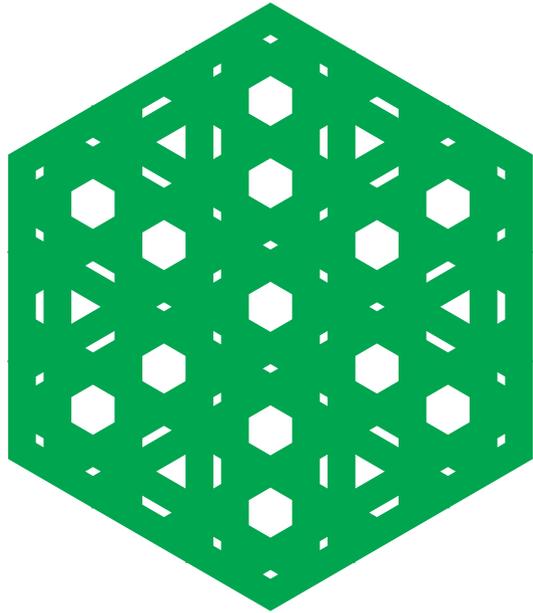
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**bur au co ectiv  
j ky & hyd**



[26/10/10 13:59:07] jekyll & hyde: ciao  
 [26/10/10 14:00:03] Rosario Florio: ciao  
 [26/10/10 14:00:08] Rosario Florio: come va?  
 [26/10/10 14:00:13] jekyll & hyde: (y)  
 [26/10/10 14:00:22] Rosario Florio: che dite...vogliamo telefonare?  
 [26/10/10 14:00:37] jekyll & hyde: proviamo  
 [02/11/10 17:01:11] Rosario Florio: ci sieto?  
 [02/11/10 17:01:43] jekyll & hyde: si  
 [02/11/10 17:01:45] Rosario Florio: ok  
 [04/11/10 17:24:13] jekyll & hyde: http://www.youtube.com/watch?v=Bzrap8Vv9g8  
 [04/11/10 17:27:15] jekyll & hyde: http://dottech.org/freeware-reviews/13865  
 [04/11/10 17:50:38] jekyll & hyde ha trasferito il file regole.doc ai membri di questa chat  
 [06/11/10 17:03:34] jekyll & hyde: ciao  
 [06/11/10 17:03:40] Rosario Florio: ciao  
 [06/11/10 17:03:46] Rosario Florio: due minuti?  
 [06/11/10 17:03:47] Rosario Florio: ok?  
 [06/11/10 17:03:51] jekyll & hyde: (y)  
 [06/11/10 17:06:37] Rosario Florio: questi sono i dati per il team viewer nostro  
 [06/11/10 17:06:49] Rosario Florio: ID 173 857 719  
 password 5671  
 [06/11/10 17:07:52] jekyll & hyde: ID 292859667  
 [06/11/10 17:08:10] jekyll & hyde: no  
 [06/11/10 17:08:18] jekyll & hyde: ID è sbagliato  
 [06/11/10 17:08:21] Rosario Florio: ok  
 [06/11/10 17:08:23] Rosario Florio: fa niente  
 [06/11/10 17:08:23] jekyll & hyde: ID giusto è  
 [06/11/10 17:08:32] Rosario Florio: penso che serve soltanto la nostra  
 [06/11/10 17:08:37] jekyll & hyde: ID 293855316  
 [06/11/10 17:08:44] Rosario Florio: così potete vedere sul nostro schermo  
 [06/11/10 17:08:44] jekyll & hyde: Password 3346  
 [06/11/10 17:08:46] Rosario Florio: ok  
 [06/11/10 17:08:47] Rosario Florio: grazie  
 [06/11/10 17:08:54] Rosario Florio: andiamo?  
 [06/11/10 17:13:35] jekyll & hyde: grid

[29/10/10 17:05:49] Ollie Schaich: hello italian friends  
 [29/10/10 17:06:01] Ollie Schaich: are you ready for the conference  
 [29/10/10 17:06:04] Ollie Schaich: ?  
 [29/10/10 17:06:06] jekyll & hyde: ciao  
 [29/10/10 17:06:09] jekyll & hyde: si  
 [29/10/10 17:06:16] Ollie Schaich: bueno  
 [29/10/10 17:07:49] Ollie Schaich: 1. No Distance LiveView (TeamViewer)

-lavoriamo ad un poster nello stesso tempo, sullo stesso computer per eliminare la distanza che poi nei giorni d'oggi non esiste.  
 -vui dire poi un Move noi, uno voi, diciamo ca. 50 Moves ognuno  
 -ogni movimento si può eseguire in diciamo 1 minuto  
 -così si ottiene più efficienza e più disciplina  
 -sarà una specie di gioco, quasi come il gioco degli scacchi. invece di giocare l'uno contro l'altro si gioca insieme.  
 -giocremo per dire 1 ora ogni secondo giorno  
 -dopo ogni Move si fa una nuova pagina. così possiamo documentare ogni cambiamento  
 -l'ultima pagina poi sarà il nostro poster, fatto insieme in «realtime» nel libro e sul poster poi potremo usare la pagina sinistra come visualizzazione del processo della documentazione, e la parte destra sarà il poster finito.  
 -per potere incominciare ci servirà qualche titolo o un contenuto come:

In this day and age there is no distance anymore. So we made the poster together on a computer using Live View without knowing what the hell will come out of it.

<http://www.teamviewer.com/de/index.aspx>

## 2. Mixed Styles

un tema che si può elaborare in molti modi

1. variante:  
 noi vi diamo delle grafiche, fotografie o uno stile di forme o un contenuto, diciamo 10 cose e voi le reorganizzate nel modo vostro e viceversa. certamente le forme non definiscono un paese perché rimangono sempre universali. un cerchio non è svizzero o italiano, ma se noi poi le coloriamo blu o rosso o ci diamo un'altro codice si può vedere quali elementi derivano dalla svizzera e quali dall'Italia

2. variante:  
 noi vi diamo dei compiti, anche sul 10, che voi dovete organizzare e così dare forma ad un poster. o viceversa

3. variante:  
 sullo stesso contenuto diamo individualmente forma ad un poster. questo succede a base di un grid dato da noi o da voi. dopo questo noi scambiamo i dati, tagliamo le parti del poster sempre a base di questo grid e reorganizziamo l'elementi per trasformarlo in qualcosa di nuovo.

[04/11/10 17:11:07] Ollie Schaich: ciao  
 [04/11/10 17:11:19] Ollie Schaich: i think rosario is on the way  
 [04/11/10 17:11:23] Ollie Schaich: sorry for delay  
 [04/11/10 17:11:48] Ollie Schaich: talk to you in a few minutes  
 [04/11/10 17:12:26] jekyll & hyde: (y)  
 [04/11/10 17:14:45] Ollie Schaich: he was at the hairdresser  
 [04/11/10 17:14:55] Ollie Schaich: new hairstyle :)  
 [04/11/10 17:15:16] jekyll & hyde: marco too  
 [04/11/10 17:15:20] jekyll & hyde: but no new style  
 [04/11/10 17:15:40] jekyll & hyde: (emo)  
 [06/11/10 17:11:57] Ollie Schaich: mandatelo su questo computer  
 [06/11/10 17:12:00] Ollie Schaich: per favore



Kilometer

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**bur au co etiv  
 j ky & hyd**

Ollie Schaich  
 Dominic Rechsteiner  
 Rosario Florio

Marco Molteni  
 Margherita Monguzzi  
 Elena Bonaromi  
 Rossella Valenti

















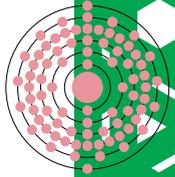
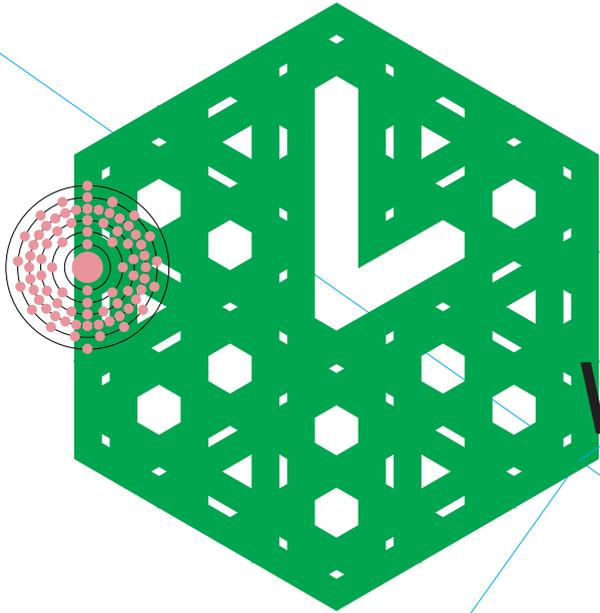








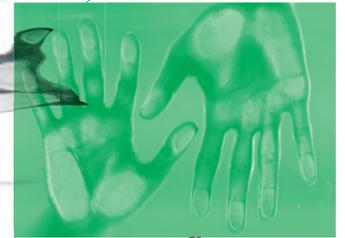
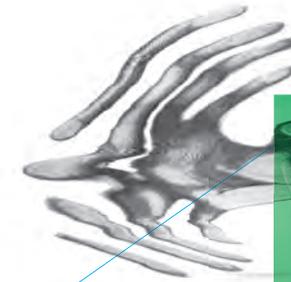




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new

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new

new

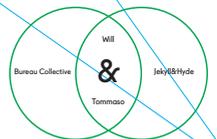
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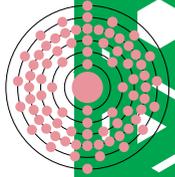
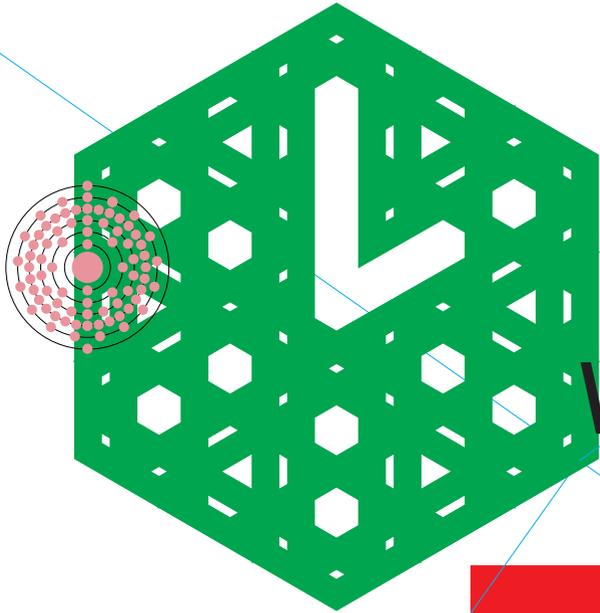
new

bur au co etiv  
j ky & hyd

Ollie Schleich  
Dominic Rechsteiner  
Rosario Florio

Marco Molteni  
Margherita Monguzzi  
Elena Bonanome  
Rosella Valent

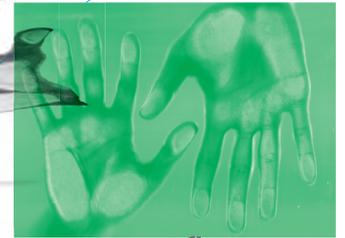
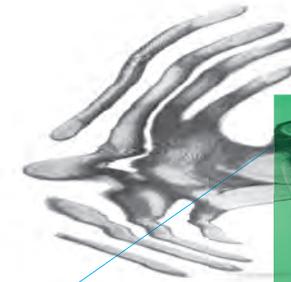




WHAT GOES

UNDER

HOW COMES



322

Kilometer



Passion (from Latin verb *passio* meaning to suffer or to endure) is an emotion applied to a very strong feeling about a person or thing. Passion is an intense emotion compelling feeling, enthusiasm, or desire for something. The term is also often applied to a lively or eager interest in or admiration for a proposal, cause, or activity or

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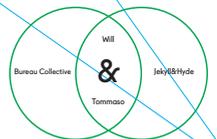
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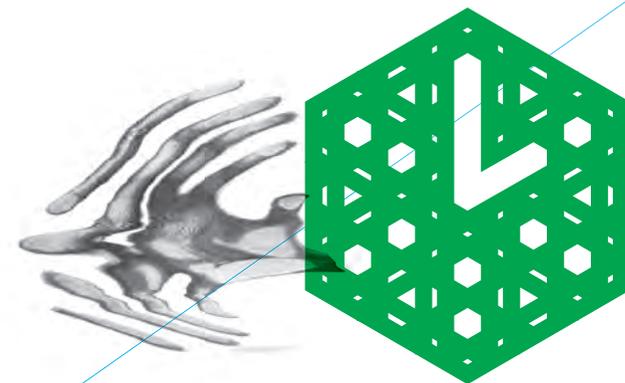
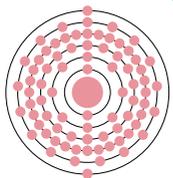
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bur au co etiv  
j ky & hyd

Ollie Schlich  
Dominic Rechsteiner  
Rosario Florio

Marco Molteni  
Margherita Monguzzi  
Elena Bonanomi  
Rosella Valent





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322



Kilometer



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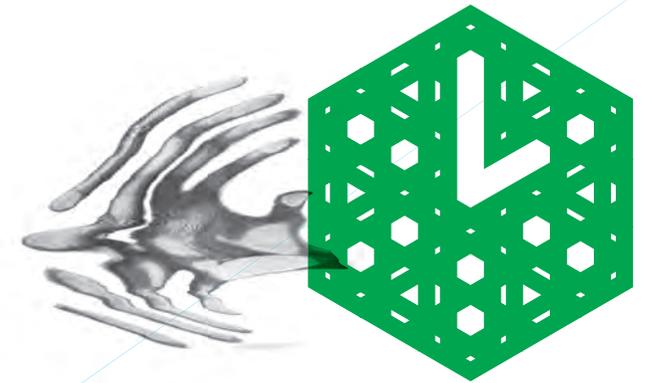
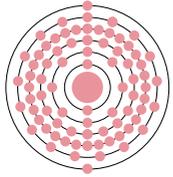
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bur au co etiv  
j ky & hyd

Ollie Schaich  
Dominic Rechsteiner  
Rosario Florio

Marco Molteni  
Margherita Monguzzi  
Elena Bonanome  
Rossella Valent





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Kilometer



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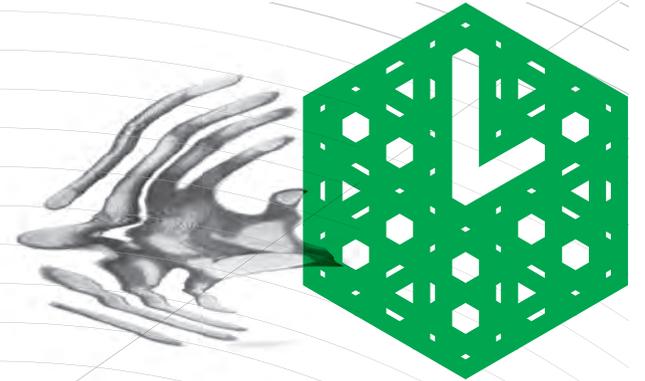
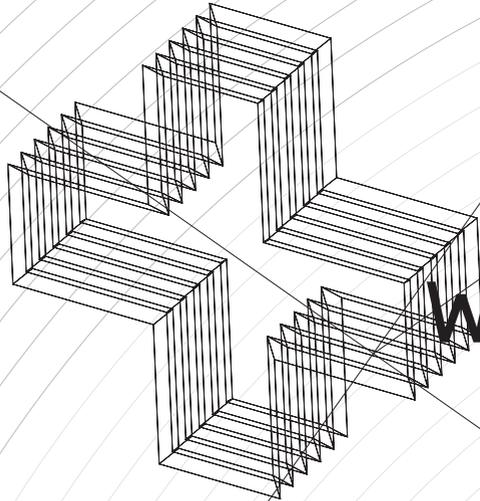
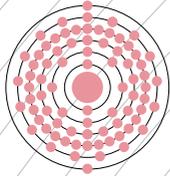
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j ky & hyd

bur au co etiv  
j ky & hyd

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Dominic Rechsteiner  
Rosario Florio  
Marco Molteni  
Margherita Monguzzi  
Elena Bonanome  
Rossella Valent



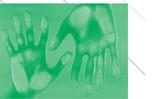


WHAT GOES

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Kilometer



NEW



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NEW



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Ollie Schach  
Dominic Rechsteiner  
Rosario Florio

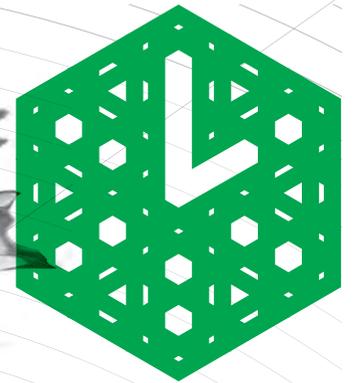
Marco Molteni  
Margherita Morguzzi  
Elena Bonanomi  
Rossella Valent



WHAT GOES

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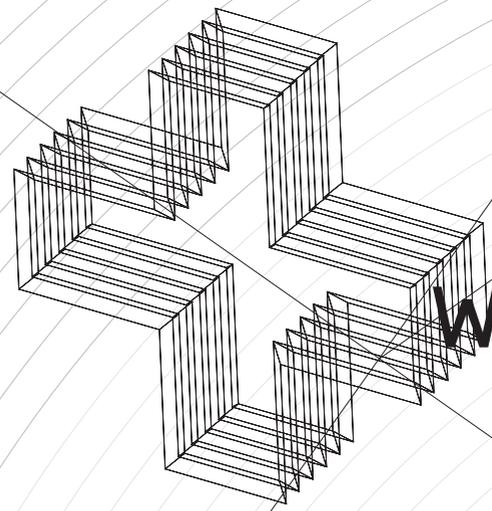
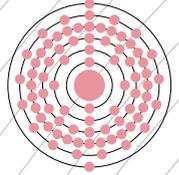


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j ky & hyd

Ollie Schleich  
Dominic Rechsteiner  
Rosario Florio  
Marco Molteni  
Margherita Morguzzi  
Elena Bonanomi  
Rossella Valent



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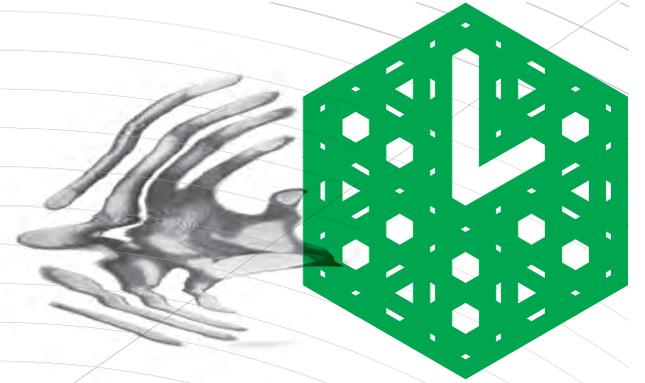
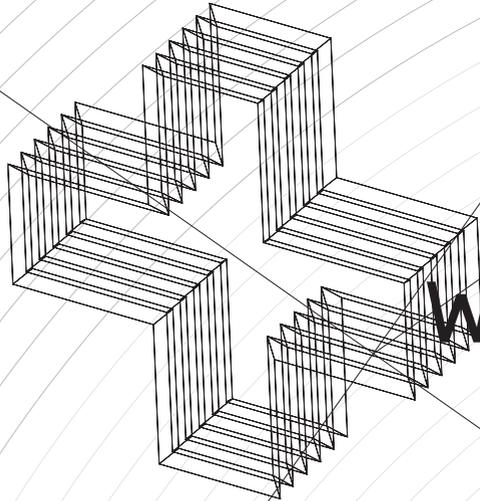
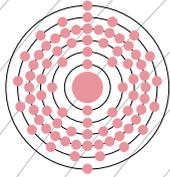
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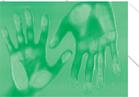
WHAT GOES

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Kilometer



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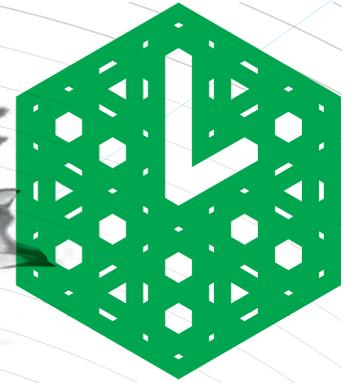
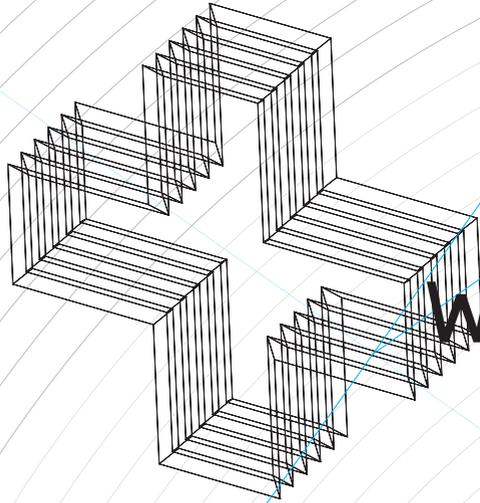
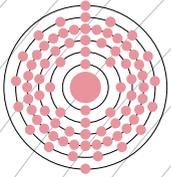
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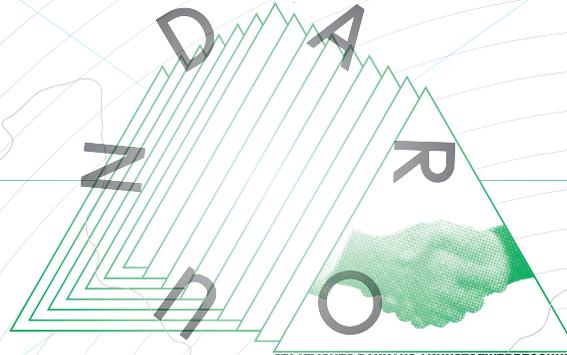
Ollie Schleich  
Dominic Rechsteiner  
Rosario Florio

Marco Molteni  
Margherita Morguzzi  
Elena Bonarime  
Rossella Valent





WHAT GOES



STAATLICHES BAUHAUS / KUNSTGEWERBESCHULE

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Kilometer



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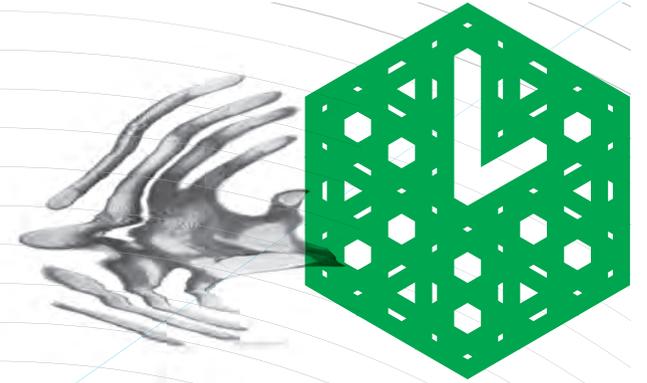
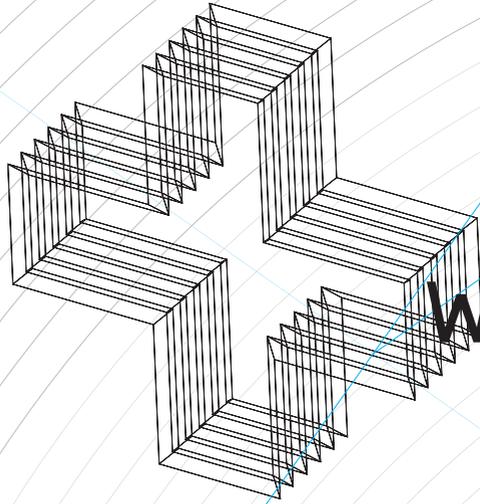
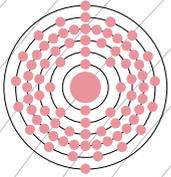
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bur au co etiv  
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Ollie Schleich  
Dominic Rechsteiner  
Rosario Florio

Marco Molteni  
Margherita Morguzzi  
Elena Bonanomi  
Rossella Valentini





WHAT GOES

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STAATLICHES BAUHAUS / KUNSTGEWERBESCHULE

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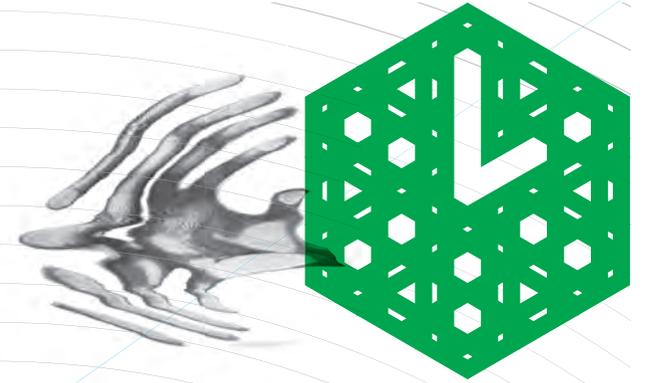
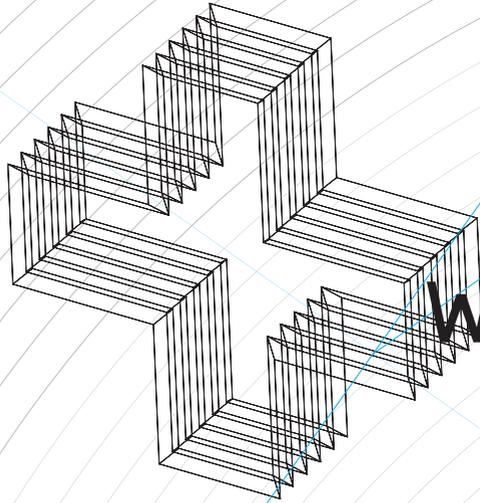
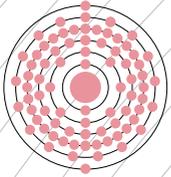
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Otto Schleich  
Dominic Reichsteiner  
Rosario Florio  
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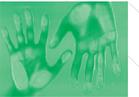
Marco Michas  
Maurizio Monguzzi  
Elena Bonasoni  
Rosalia Valassi





WHAT GOES

ENTRATA ALIBERA  
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STÄATLICHES BAUHAUS / KUNSTGEWERBESCHULE



Kilometer



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new

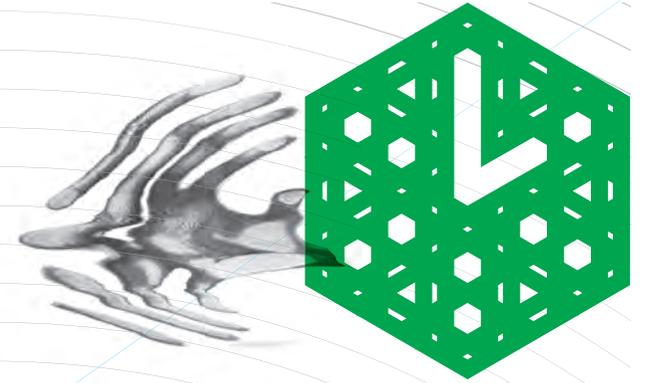
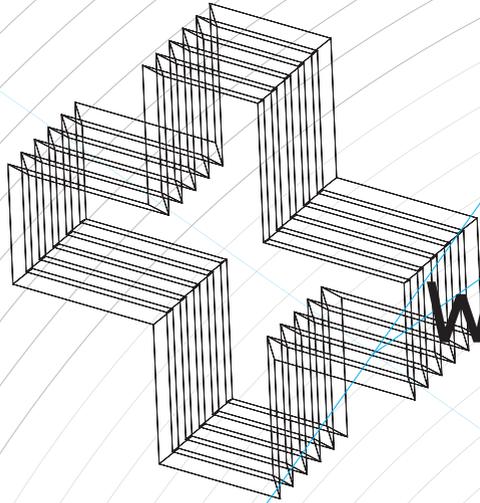
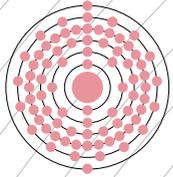
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Otto Schleich  
Domenic Rechterer  
Rosauro Pflögl  
**bur au co ectiv  
j ky & hyd**

Mario Molteni  
Marjolein Montezzi  
Elisa Bonaromi  
Rosella Valentini

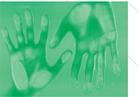




WHAT GOES

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Kilometer



STAATLICHES BAUHAUS / KUNSTGEWERBESCHULE

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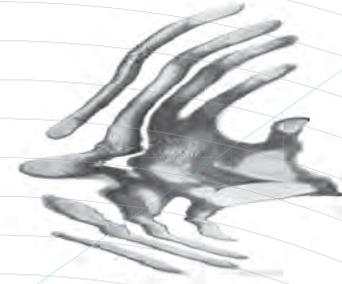
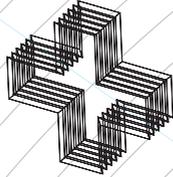
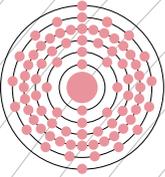
NEW

NEW

Otto Schleich  
Domenic Rechterer  
Rainer Pflögl  
**bur au co ectiv  
j ky & hyd**

Mario Molteni  
Marjanka Morigazzi  
Elena Bonaromi  
Rosella Valentini





# WHAT GOES



STAATLICHES BAUHAUS / KUNSTGEWERBESCHULE

# COMES



Kilometer



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new POSITION

new FORM

new DESTINATION

new FOCUS

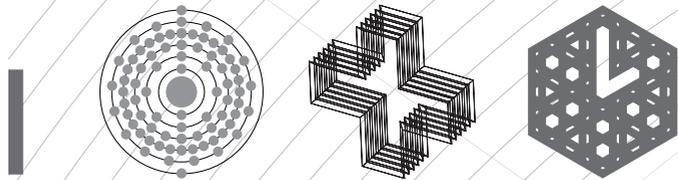
new COMBINATION

Otto Schösch  
Domenic Rechterner  
Rosario Florio  
**bur au co ectiv  
j ky & hyd**  
Marco Molteni  
Margherita Menegazzi  
Elena Benenomi  
Rosella Valentini

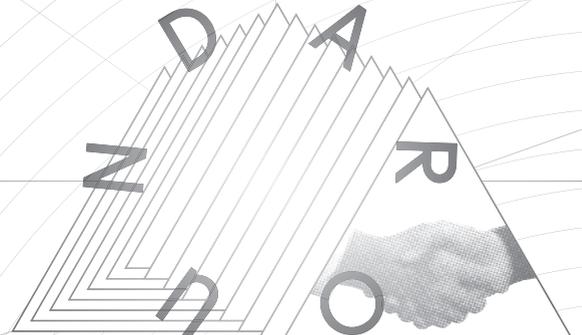


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WHAT GOES  
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STAATLICHES BAUHAUS / KUNSTGEWERBESCHULE

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Kilometer



322

A

COMBINATION

POSITION

POSITION

FORM

Olle Schold  
Dennis Bechtelner  
Rosario Florio

bur au co activ  
j ky & hyd

Marco Muller  
Margherita Morquazi  
Elena Bionardi  
Rosella Valenti

DESTINATION

FOCUS



Passion (from Latin verb *patior* meaning to suffer or to endure) is an emotion applied to a very strong feeling about a person or thing. Passion is an intense emotion compelling feeling, enthusiasm, or desire for something. The term is also often applied to a lively or eager interest in or admiration for a proposal, cause, or activity or love. Passion can be expressed as a feeling of unusual excitement, enthusiasm or compelling emotion towards a subject, idea, person, or object. A person is said to have a passion for something when he has a strong positive affinity for it. A love for something and a passion for something are often used synonymously.

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via valtellina 67  
milano – italy  
t +39 02 33104498  
info@jeh.it

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