



AIACE Milano



[IN_ITINERE]

INVIDEO by aiace Milano AND IED Milano partner at Posti di Vista RE-CREATION

**Fabbrica del Vapore, Via Procaccini 4 Milano
April 17-22, 2012**

For the 2012 Fuorisalone, FDVLAB has planned at Fabbrica del Vapore a comprehensive program of experimental and creative projects. The projects will offer an interrelating, unconventional interpretation of design, addressing the issue of RE-CREATION as a process of revision of ideas, objects and situations.

Within this context, from April 17 to April 22, IED Milano and INVIDEO by aiace will introduce IN_ITINERE, an interactive exhibition consisting of multimedia installations, in essence the result of a project set up by students of IED Milano in the areas of Media Design, Video Design and Sound Design .

A collaboration was born two years ago between two Entities, albeit following different philosophies. IED emphasizes the "didactic" perspective, while INVIDEO by aiace stresses the "presentation" perspective. Their objective however was the same: new creations expressing themselves through opportunities afforded by new technologies.

After the experiences of IN_EQUILIBRIO on environmentally sustainable design, and IN_SENSIBILE on conscious and responsible design, this year's study and multimedia products will focus on the City theme. The way we were, the way things are, and the way they will be in the future; the way we see Milan now and the way we envision it to be. IN_ITINERE is meant to be a guide for the Fuorisalone participants, helping the public follow a virtual path that will allow them to revisit and reinterpret the city of Milan.

IDEAL CITY // REAL CITY looking at Milan, through the contrast between an ideal city, needing people to take shape, color and sound, and a real city, the city to be found inside sterile buildings, echoing the stories of its dwellers.

UPROOTED // a time travel to a historic district of Milan, Via Paolo Sarpi and the new China Town. The voices of local residents will bring forth remembrances from their past as travel companions, conjuring up images of places that have by now been completely transformed. Projections of material from the archives

will show the profound changes that have occurred, in the evolution of the area. Electricity is the key to the exhibition. The participants will be able to view from a window in the room the former ENEL building.

INVIDEO, since 1990, organizes every year a big international exhibition dedicated to multimedia research and experimentation as well as to the most important and innovative creative and productive factors at the international level. Born with the goal to gift Milan with a permanent collection of electronic arts, INVIDEO owns a fully stocked archive at the Fabbrica del Vapore. It is the most important in this sector in Italy. INVIDEO also produces multimedia interactive projects and promotes shows in this field throughout Europe.

A.I.A.C.E. (Italian Association of Friends Cinema d'Essai) is a Laboratory of the Fabbrica del Vapore and one of the founding members of the Cultural Association FDVLAB. Since 1990, A.I.A.C.E. has been organizing every year INVIDEO, a large international exhibition dedicated to the works of research and experimentation. The exhibition, in addition to a very intense program of works and previews offers the public an opportunity to meet the most prestigious authors and learn about the facts of Europe's most important creative and productive realities at the international level. But INVIDEO is not merely a Show. From its inception, INVIDEO has been based on a strong idea ... to give Milan a permanent archive of electronic arts. Today, the archive stores hundreds and hundreds of works. It is constantly enriched and updated and is now the most important of this sector in Italy. INVIDEO's archive can be accessed at the Fabbrica del Vapore both at the Association premises as well as at the DOCVA (Documentation Center for Visual Arts), the documentation center of the Municipality of INVIDEO, Consortium C / O care of – Via Farini and Show Biz.

INFO

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