



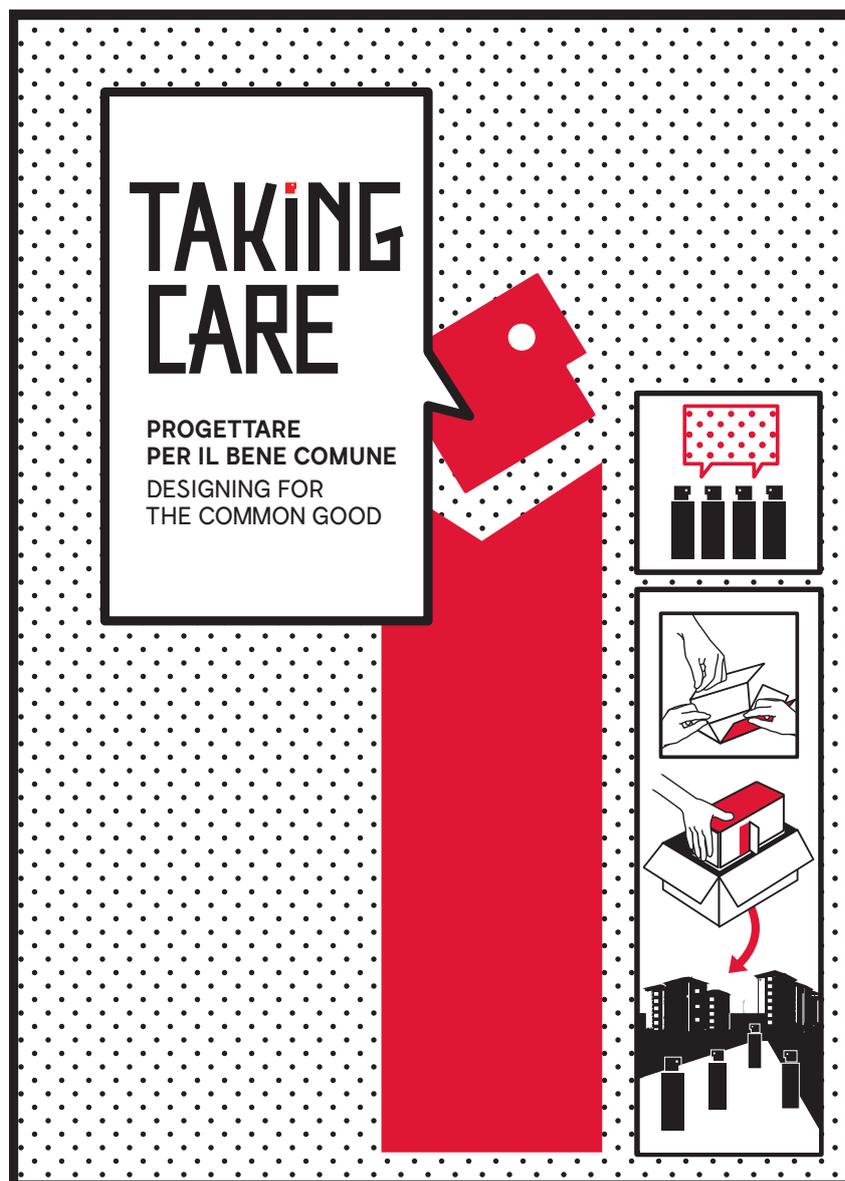
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la Biennale di Venezia

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ITALIAN PAVILION
Biennale Architettura 2016

28.5 – 27.11/2016
Tese delle Vergini, Arsenale
30122 Venice, Italy

The press kit can be downloaded at:
www.takingcare.it/pressphoto



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press release

press presentation of the
ITALIAN PAVILION
at the 15th International Architecture Exhibition of La Biennale di Venezia

“TAKING CARE
Progettare per il bene comune / Designing for the common good”

Rome, Monday, 4 April at 12 noon
MIBACT, Via del Collegio Romano 27
Sala ex Consiglio Nazionale

“TAKING CARE, Progettare per il bene comune / Designing for the common good” is the theme of the Italian Pavilion at the 15th International Architecture Exhibition of La Biennale di Venezia. Architecture as a community service, taking care of individuals, spaces, places, principles and resources. For an architecture that makes a difference, in keeping with the aims of **TAMassociati**, the curatorial team of this year's Pavilion, represented by Massimo Lepore, Raul Pantaleo and Simone Sfriso.

Participatory and intelligent architecture, capable of challenging the status quo and imagining a better future. A project presented at La Biennale with the intention of enabling it to take root and spread beyond, creating a new civic awareness. Architecture in the service of the common good in society, curbing marginalization and exclusion. *“The outer suburbs are the real challenge of the twenty-first century. They are the places where the vast majority of the inhabitants of our cities live, work and dream. Organizing these spaces, connecting them to the great metropolitan flows, while respecting their identity, restoring their beauty and harmony, is the great role facing architecture in this context,”* declares **Dario Franceschini, Minister of the Cultural Heritage and Activities and of Tourism.**

The theme of the 15th International Architecture Exhibition of La Biennale di Venezia – chosen by the artistic director Alejandro Aravena – investigates the need to combine architecture with the quality of people's lives. This view is endorsed by **Paolo Baratta, President of La Biennale di Venezia**, who says: *“We had feared that architecture risked being left with no alternatives between building spectacular projects or bricolage. This Biennale seeks to show that architecture is engaged in a major undertaking: shaping the common space.”*



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Continually being transformed, the outer suburbs are open to experimentation and compelled to cope with contemporary changes. But culture can make an important contribution to the suburbs, notably through the mission of the DGAAP, whose tasks include promoting cultural policies to support virtuous regenerative processes. **Federica Galloni**, head of the **General Directorate for Art, Contemporary Architecture and Urban Peripheries**, observes that, *“Apart from specific urban projects or social policies for the outer cities, architecture can and must do a great deal more. This is the principal mission of the Directorate-General whose activities include fostering the quality of architectural design and cultural policies intended to sustain virtuous processes of regeneration.”*

The theme of “taking care” seeks to offer tangible proof of how architecture can help spread and make effective the principles of culture, socialization, participation, health, integration and legality in any place and on any scale.

The Italian Pavilion 2016 is presenting 20 projects by Italian architectural firms showcasing a broad range of approaches, a variety of actors, and a plurality of objectives in the work done. The selection ranges across fields such as housing, work, health, education and culture, and enhances the relations between architecture and a variety of commissioning bodies (public, private, associative, civic, etc.), playing an active part in a process of participation and greater public involvement. For this reason the exhibition opens with a display of photographs that give visible form to the idea of the common good in Italy. It then develops into experiments in the field and a clear call to action. The Pavilion will present 5 original projects assigned to as many national associations committed to the struggle against marginalization in outer city areas in different parts of Italy. These are 5 artefacts that will be customized in a joint project between designers and associations. They will bring quality, beauty and rights where these are now absent or deficient, in an overall project of social subsidiarity.

“We want an architecture that is a driving force for new visions, a powerful medium of communication, an instrument by which the many urban peripheries will lay claim to rights, progress, opportunities and inclusion,” explain the **TAMassociati** team. Projects as instruments for action in suburbs and degraded areas, supports for actions with a social impact, centres for the appropriation of collective space, models for the care and development of human and natural resources and support for public regeneration policies. To make these actions effective, the objects will be financed through private sponsorships and a crowdfunding campaign launched at the opening of the exhibition.



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The TAKING CARE exhibition will have a low-cost installation, eliminating the superfluous and creating added value, cutting costs and optimizing efficiency and reuse.

Again this year, thanks to the hospitality of the Vega Technology Park in Marghera, the DGAAP will curate a programme of initiatives devised in consultation with TAMassociati and involving numbers of first-year students in Italian Schools of Engineering and Architecture (Padua, Reggio Calabria, Syracuse, etc.). In keeping with the theme of the 15th International Architecture Exhibition, **3 training workshops** will be held on the subject of social architecture.

The Italian Pavilion's website is www.takingcare.it

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FACT SHEET: ITALIAN PAVILION

The outer cities are among the most vital places in society. Changing continually, since they are more open to experimentation, they are also the districts that first have to cope with and absorb far-reaching changes in the contemporary world. At the same time they often suffer most deeply from marginalization and social degradation. Apart from specific urban projects or social policies, culture can do a great deal for the suburbs. This is one of the missions of the Directorate-General for Contemporary Art and Architecture and for Suburbs (DGAAP), whose tasks include promoting cultural policies to support virtuous processes of regeneration. The theme of the 15th International Architecture Exhibition of La Biennale di Venezia, chosen by its director Alejandro Aravena, explores the need to combine architecture with a better quality of the built environment and thus people's lives. In a unity of intents with the challenge launched by the director Alejandro Aravena, and mindful of this thematic framework, the Minister Dario Franceschini chose the TAMassociati curatorial team, consisting of Massimo Lepore, Raul Pantaleo and Simone Sfriso, as curators of the Italian Pavilion.

“TAKING CARE – Designing for the Common Good” is the title of the curatorial project that TAMassociati has developed for the Italian Pavilion 2016. The theme of “taking care” fits in well with this theme. It is intended as tangible proof of how architecture can help spread and make effective the principles of culture, socialization, participation, health, integration and legality in any place and on any scale.

In keeping with the theme of the 15th International Architecture Exhibition, this year the DGAAP will curate a program of initiatives planned in agreement with TAMassociati and hosted in the outer city area of Vega Technology Park in Marghera. Those taking part will be first-year students from Schools of Engineering and Architecture in Italy (Padua, Syracuse, Mantova, Alghero, Rome, Reggio Calabria). **Three training workshops** are planned on the theme of social architecture, starting from the display in the Italian Pavilion.

The MiBACT has contributed to the exhibition with an amount of 600,000 Euros formalized as usual with an agreement with the Fondazione La Biennale di Venezia signed March 17, 2016.

Federica Galloni
Director General DGAAP
and Commissioner Italian Pavilion



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DIRECTORATE-GENERAL FOR CONTEMPORARY ART AND ARCHITECTURE AND FOR SUBURBS (DGAAP)

Enhancing contemporary art and architecture.

Promoting creativity to build a collective identity and redevelop the outer city.

The Directorate-General for Contemporary Art and Architecture and for Suburbs (DGAAP) is the office of the MiBACT devoted to contemporaneity.

Promoting and valorizing, supporting and enhancing, understanding and protecting are the actions by which the DGAAP carries out its mission. Its fields of expertise are the visual arts in the broadest sense (painting, sculpture, photography, video, installations, performances, etc.), architecture and design, as well as the redevelopment of outer city areas.

Those involved are institutions, public structures and creative talents (artists, photographers, architects, designers, etc.), the new generations, students and scholars. The purpose is to ensure the ultimate beneficiaries, the citizens, enjoy the best possible experience and to contribute to the country's cultural growth.

The DGAAP's activities are developed through a series of instruments: the implementation of laws and programs over which it has exclusive competence, agreements with other private or public bodies, the conception of specific initiatives, activities of participation and support and incentives for research projects. The results of the DGAAP's activities are reflected in the organization of competitions and commissions, acquisitions, training courses, exhibitions and events, research projects and much else.

The DGAAP was established by Decree 171/2014 (Art. 16 c 4 and subsequent amendments) and has been in force since February 2015.

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PROJECT DESCRIPTION



«We want an architecture that is a driving force for new visions, a powerful medium of communication, an instrument by which the many urban peripheries will lay claim to rights, progress, opportunities and inclusion.»

ITALIAN PAVILION

at the 15th International Architecture Exhibition of La Biennale di Venezia
“TAKING CARE – Designing for the common good”

Curatorial team TAMassociati

Tese delle Vergini all’Arsenale, 28.5-27.11

Our work began in the last millennium with a precise idea of architecture as a collective work for society. Our proposal for the Italian Pavilion at the 2016 Architecture Biennale is in keeping with that vision: a collective effort to which we have summoned other groups whose vision is particularly attentive to places, communities and local resources.

The architecture on display is integrated into these approaches, often with limited resources but rich in strong ideals.

In keeping with these principles, the exhibition, divided into sections, opens with the contribution that people of different cultural and professional backgrounds have made, in response to curatorial team’s request, to the debate about the theme of the common good in their respective fields and in relation to built space. This introduction seeks to illustrate how architecture is related to the general theme of the common good and, finally, how to advance discussion of the role of the common good in our future.

This theoretical reflection is conducted as part of an investigation into Italian architecture in relation to the theme of the exhibition: “Designing for the Common Good.”

The Italian Pavilion 2016 presents 20 projects by Italian architectural firms which showcase a broad range of approaches, a variety of actors, a plurality of objectives in the work done. The selection covers different fields – housing, work, health, education, culture etc. – and enhances the relations between a variety of commissioning bodies (public, private, associative, civic, etc.) and architecture, which plays an active part in a process of participation and ever greater public involvement.

At the end of this narrative, the exhibition circuit opens with a display of photographs that give visible form to the idea of the common good in Italy.

After reflection on the theme and the encounter between architecture and the common good, the exhibition divides into an experiment in the field and a clear call to action. The Italian pavilion will present 5 original projects for 5 completed works assigned to as many national associations committed to the struggle against marginalization in outer city areas in different parts of Italy. These are 5 artifacts that will be customized in a joint project between designers and associations. They will bring quality, beauty and rights where these are now absent or defective in an overall project of social subsidiarity. They will be embedded in real situations, in places where they can reveal their usefulness by helping improve the quality of life for people while regenerating urban spaces. The projects will supply instruments for use in outer cities and blighted districts: aids to social improvement, centers for appropriating collective space, models for nurturing and developing human and environmental resources, civic supports to accompany public regeneration policies.

The associations involved in the project will each create a structure for monitoring the environment and raising environmental awareness: a mobile clinic and cultural mediation center; a permanent center for education in coexistence and active citizenship through play and sport; a social space for adults and children; a point for distributing information about culture, libraries and leisure activities; a social center, located in a building seized from the mafia, open for public discussions and other activities. To make these actions effective, the structures will be financed by private sponsors and will feature in a civic crowdfunding campaign. This will be officially launched, on a specially designed platform, at the opening of the exhibition.

The exhibition installation will be low cost, giving simple answers to complex questions, seeking to eliminate the superfluous and creating added value.

In this way it will cut costs while increasing efficiency and virtuous reuse, on the principle of low cost/high social value.

The catalogue and other media that recount the curatorial project will use original and immediate methods of communication.

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TAKING CARE

Curatorial Team

TAMassociati: Massimo Lepore, Raul Pantaleo, Simone Sfriso

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Ferdinando Crespi
Andrea Mariotto

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Laura Candelpergher
Enrico Vianello

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Emanuela Not

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BeccoGiallo Editore

Models

Incastrapezzo by La forma del legno



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Milan Ingegneria
Banca Popolare Etica

Special thanks to the OPW, Office of Public Works, Republic of Ireland,
for permitting us to reuse the wooden panels from the
dismantled Irish Pavilion at Milan Expo 2015



TAKING CARE is an action that is born in the Italian Pavilion at Biennale Architettura 2016 which then takes root and exists outside it.

It has two purposes: to present a vision of architecture as service to the community; to demonstrate, with tangible proofs, how architecture can make a difference by taking care of people and places, principles and resources.

We are thinking about architecture in the service of the common good, capable of increasing human, social and environmental capital and curbing marginalization and exclusion.

Participatory, intelligent, creative and effective architecture, caring and responsible, is certainly capable of disrupting the status quo that it encounters while imagining and building a better future. And since politics become places in architecture, the exhibition is a powerful reminder of the potential of politics in everyone's lives. It proves that an architectural construct, whether fixed or mobile, temporary or permanent, can become a political actor that defends and affirms rights.

The project **TAKING CARE** is therefore presented at the Italian Pavilion 2016 with the express intention of taking root, growing and spreading outside it, generating a new civic awareness.

Our proposals are like seeds that create a civil awakening, starting from the seedbed of the Biennale Architettura 2016.



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TAMassociati - Biographical note

TAMassociati: **Taking care in Architecture**

Active in Social Design internationally since the last millennium, TAMassociati combines a civil and professional commitment, working in sustainable architecture, urban planning, landscape design, participatory and educational processes, graphic design and social communication.

The office has won widespread recognition and numerous prizes: in 2013 it received the Aga Khan Award for Architecture for the excellence represented by the Salam Centre for Cardiac Surgery in Sudan, the international Lus-Capocchin prize for construction of the world's most sustainable pediatric hospital (Port Sudan) and the Curry Stone Design Prize for the overall sustainability (social and environmental) of recent projects built in different parts of the world. In 2014 the practice won the Zumtobel Group Award for innovation and sustainability represented by the pediatric hospital it built in Sudan (Port Sudan). It was named Italian Architect of the year for 2014 "for its ability to enhance the ethical dimension of the profession."

It is the curatorial team of the Italian Pavilion at the 15th International Architecture Exhibition of La Biennale di Venezia.

TAMassociati has displayed its works at numerous exhibitions and international events, including Architecture is Life at the Aga Khan University in Karachi, Pakistan, 2014; Five Projects for a Sustainable World, Cité de l'Architecture et du Patrimoine, Paris, 2014; AFRITECTURE – Building Social Change at the Pinakothek der Moderne in Munich, 2013; the Triennale di Architettura in Milan, 2012; International Architecture Exhibition of La Biennale di Venezia, 2012 and 2010 editions.

Currently TAMassociati is working in Uganda, Senegal, Italy and Afghanistan. It has offices in Venice, Bologna, Trieste and Paris.

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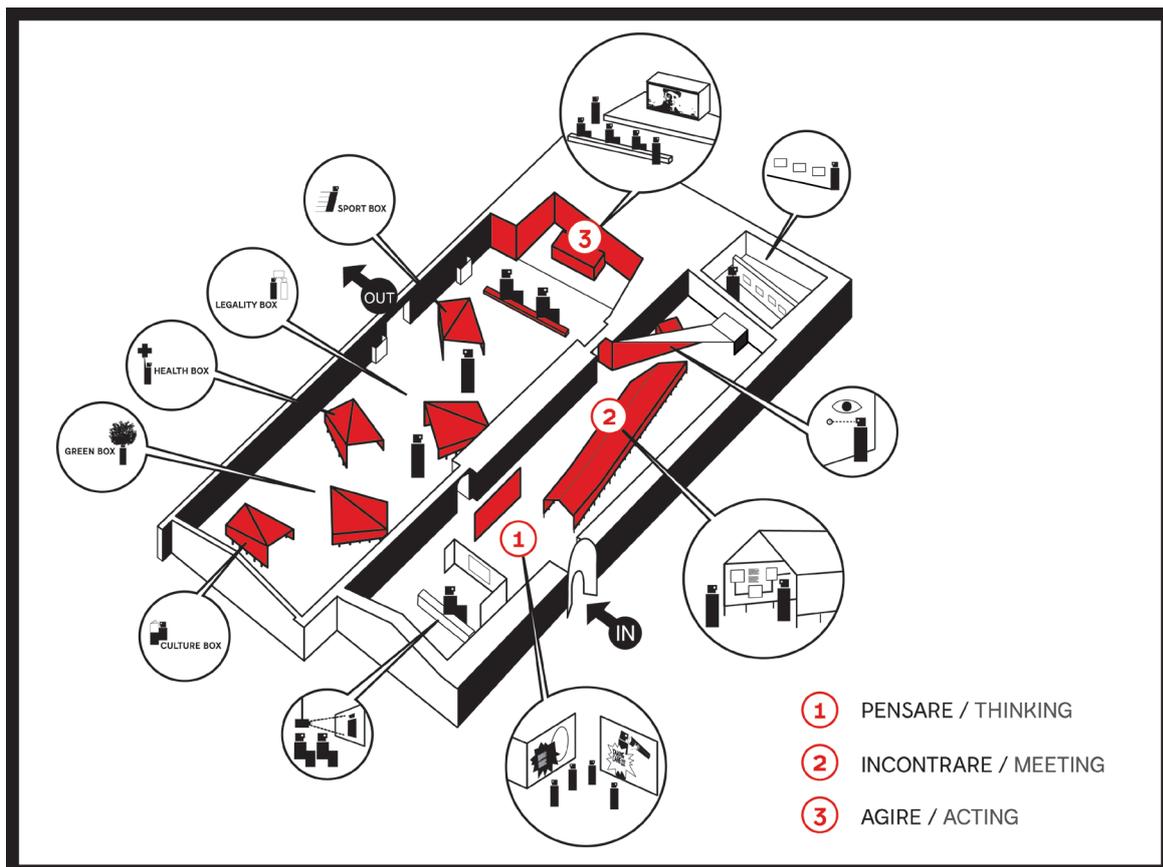
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EXHIBITION LAYOUT

The exhibition layout corresponds to the narrative of the graphic novel in the catalogue. Its principal character guides visitors through the pavilion space. The elements of the comic book emerge from the rectangle of the page to be arranged along a thread, becoming the signage of the physical and narrative exhibition layout.





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