

Installation **IN/OUT** (9 x 5 x h 6 m.)

Project by **Massimo Iosa Ghini**

Realization **Ceramiche Cerdisa**

lighting **iGuzzini Illuminazione**



Cosmos and chaos, body and mind, rules and exceptions, individual and community, natural and artificial...represent the dualism of open borders within human life. Massimo Iosa Ghini's dialogue investigates this theme of Open Borders, interpreting the ceramic material within its dual meaning of abstract, impalpable and mental shape but also organic, primitive and bodily.

The installation represents the volumes of two basic units, meant as paradigm of human beings' universal values. The outdoor wavy surface is covered by ceramic material, bended and fractured, then opened to the contamination and potentiality of random re-configuration. The chromatic and tactile variety of Ceramiche Cerdisa products allows to create this vibrant and rich pattern. The indoor pure volume is characterized by white bright tiles, evoking a suspended and ethereal temporal dimension. Open border identifies the open space of contamination between opposites polarities: inside and outside, individuality and close encounter.



MASSIMO IOSA GHINI

Considered one of the best known Italian architects and designers, Massimo Iosa Ghini (Bologna, 1959) takes part in the 80s in the avant-garde of Italian architecture and design founding the cultural movement Bolidism and joining the Memphis group of Ettore Sottsass.

In 1990 he opened the Iosa Ghini Associates, which nowadays operates in Milan, Bologna, Moscow and Miami, developing projects for main international groups and developers, designing residential, commercial and museum spaces, cultural installations, areas and structures dedicated to public transport and also retail chain stores projects.

Among product and furniture design he design for leading companies such as Moroso, Cassina, Poltrona Frau, Snaidero, iGuzzini, Fiam, Zumtobel, Duravit, Silhouette and Yamagiwa.

Among the main interior and architectural projects, the developing of the worldwide chain of Ferrari Store and Kiko Store, IBM Software Executive Briefing Center (EBC), Seat Yellow Pages in Turin and Capital Group in Moscow headquarters, Giorgio Morandi House Museum in Bologna, Kröpcke Metro Station in Hanover, the interiors of Brickell Flatiron's residential building in Miami and the People Mover transportation infrastructure in progress in Bologna. He was professor at La Sapienza University in Rome; since 2008 he has been Adjunct Professor at the Polytechnic of Hong Kong; currently at the Department of Architecture, University of Ferrara.

Many products are exhibited in several museum collections and have received important awards and mentions, including the Compasso D'Oro ADI, the Good Design Award by the Chicago Athenaeum and the Roscoe Award, USA, the IAI Green Design Award, China, the iF Product Design Award and the Red Dot Award, Germany.

A solo exhibition, from the beginning to the sustainable present, has been dedicated by the Triennale di Milano, in 2013, and by the Bologna Modern Art Museum, MAMbo in 2014.

In 2015, Fondazione Guglielmo Marconi awarded him the Marconi Award for Creativity.

CERAMICHE CERDISA

Founded in 1959, Cerdisa Ceramiche is part of Gruppo Ceramiche Ricchetti Spa and produces floor and wall ceramic tiles that are both beautiful and technologically advanced, while maintaining a strictly Italian-crafted style and tradition.

It is able to offer a wide selection of products characterized by a confident material impact, a solid technical core, a strong focus on innovation, functionality and respect for the environment. Cerdisa Ceramiche is the Group's brand that places the accent on large residential, commercial and public settings.

For many years now, the company has been striving to improve manufacturing processes and product quality, by reducing consumption and using renewable forms of energy. Technologically advanced manufacturing equipment work along with a system for the collection and use of production waste and processing water, thus guaranteeing maximum quality throughout the entire production process.

Interni Open Borders

Milan, 11th – 23rd April 2016

Università degli Studi di Milano - Cortile d'Onore

Via Festa del Perdono, 7

Opening hours

11th – 17th April, 10am – 12 midnight

18th – 23rd April, 10am – 10pm

Free admission