**CSAC - Centro Studi e Archivio della Comunicazione**

**Università di Parma**

presents

on the occasion of

**Parma Capitale Italiana della Cultura 2020+21**

***Design! Objects, processes, experiences***

**Abbazia di Valserena, Parma**  
**Palazzo Pigorini, Parma**

Open to the public on April 28 in Parma, simultaneously in two locations, the Abbey of Valserena and Palazzo Pigorini, the exhibition *Design! Objects, processes, experiences* curated by Francesca Zanella, produced by CSAC – The Study Centre and Communication Archive of the University of Parma with the support of the Municipality of Parma and Regione Emilia-Romagna on the occasion of Parma Capitale Italiana della Cultura 2020+21, and in collaboration with GIA - Gruppo Imprese Artigiane Parma.

The archives of the CSAC of the University of Parma preserve an immense heritage of knowledge developed by generations of designers who defined the culture of Italian design in the 20th century.

This knowledge allows to tell, through a selection of emblematic projects, the central themes of design.

The exhibition, divided into two sections, traces a path in which the designer - in his many roles as bricoleur, craftsman, anthropologist, philosopher, scientist, technologist - reflects on the themes of design and production, policies of intervention on the territory and cultural heritage, and the different languages and practices within a multicultural society.

The first section shows, inside the Abbey of Valserena, seat of the CSAC Archive-Museum, the projects of Italian designers such as Archizoom Associati, Mario Bellini, Cini Boeri, Achille and Piergiacomo Castiglioni, Enzo Mari, Alessandro Mendini, Roberto Menghi, Bruno Munari, Alberto Rosselli, Roberto Sambonet, Ettore Sottsass jr.

The exhibition is articulated through three key words: object, functional and symbolic dimension of the project but at the same time an instrument of representation of cultures; process, intended as a self-reflexive moment of analysis and definition of the project in the areas of innovation, social commitment, emergencies and the foreshadowing of the future, but also as an interpretation by the designer of the processes of industry or production; experience, or design as a discipline oriented to the study of interactions between people and between them and objects or environments.

The second section at Palazzo Pigorini, entitled *Bodies and processes*, co-curated by Valentina Rossi, presents, through the same three keywords, the results of the first phase of the project *Storie di fili*, conducted by CSAC in partnership with the Museum System of the University of Parma, Cooperativa Eidè, Fondazione Museo Glauco Lombardi and with the contribution of Fondazione Cariparma. Three new sculpture dresses by the artist Sissi, conceived through a process of comparison with the heritage of the CSAC (in particular with the figurines of Cinzia Ruggeri, Krizia and Brunetta, present in the exhibition) and made with the companies of the territory Equipage Srl, Maglificio Nuova Ester and Parmamoda Srl, will dialogue with the costumes of Sartoria Farani, also preserved at the CSAC, giving rise to a reflection on the body, the dress and its creative and tailoring process.

***Design! Objects, processes, experiences***

Abbey of Valserena (until August 29)

Strada Viazza di Paradigna 1, Parma

Palazzo Pigorini (until July 25)

Strada della Repubblica 29/a, Parma

Exhibition curated by Francesca Zanella

Produced by CSAC – The Study Centre and Communication Archive of the University of Parma

With the support of the Municipality of Parma and Regione Emilia-Romagna

In collaboration with

GIA - Gruppo Imprese Artigiane Parma

Equipage Srl

Maglificio Nuova Ester

Parmamoda Srl

Centro Studi Poltronova per il Design

Archivio Alessandro Mendini Milano

Muse Factory of Projects

In occasion of Parma Capitale Italiana della Cultura 2020+21

The *Storie di fili*project is realized with the contribution of

Fondazione Cariparma

In collaboration with

Sistema Museale dell’Università di Parma

Equipage Srl

Maglificio Nuova Ester

Parmamoda Srl

Cooperativa Eidè

Fondazione Museo Glauco Lombardi

Hours:   
Wednesday, Thursday and Friday 15.00-19.00   
Saturday and Sunday (on reservation)

Entrance   
Valserena Abbey: 10 euro full price | 8 euro reduced   
Palazzo Pigorini: free entrance   
For all reductions and updated information: csacparma.it/visit

For information and reservations: info@csacparma.it | www.csacparma.it

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The CSAC of the University of Parma

The CSAC - The Study Centre and Communication Archive began to collect its first nucleus of works in 1968 thanks to Arturo Carlo Quintavalle, on the occasion of the exhibition dedicated to Concetto Pozzati organized by the Institute of Art History of the University of Parma. Located today in the Cistercian Abbey of Valserena, it preserves original materials of visual communication, artistic research and Italian design from the early decades of the twentieth century. A heritage of over 12 million pieces divided into five sections: Art (over 1,700 paintings, 300 sculptures, 17,000 drawings), Photography (with over 300 collections and more than 9 million images), Media (7,000 poster sketches, 2,000 film posters, 11,000 satire and cartoon drawings and 3. 000 drawings for illustration), Project (1,500,000 drawings, 800 maquettes, 2000 objects and about 70,000 pieces including figurines, drawings, sketches, clothes and fashion magazines) and Entertainment (100 original films, 4,000 video-tapes and numerous antique cinema equipment). The CSAC today is a multifunctional space, where an Archive, a Museum and a Research and Educational Centre are integrated. A unique formula in Italy, which maintains and strengthens the activities carried out until now of consultancy and collaboration in university education with seminars, workshops and internships, the organization of exhibitions and the publication of the respective catalogues (over 120 since 1969), and the loan and support of exhibitions in other museums including the Triennale in Milan, MAXXI in Rome, MoMA in New York, the Centre Pompidou in Paris, the Tokyo Design Centre, the Design Museum in London, the Folkwang Museum in Essen and the Museo Nacional Centro de Arte Reina Sofia in Madrid.