

CASE HISTORIES 24 ORE CULTURA

EXHIBITIONS AND SPECIAL PROJECTS

EXHIBITION CASE HISTORIES



Deutsche Bank



Presentation of exhibition projects

“DEUTSCHE BANK – ARTIST OF THE YEAR 2022”

“DEUTSCHE BANK – ARTISTS OF THE YEAR 2021”



Fondazione
Deloitte

Deloitte.

Presentation of the Deloitte Photo Grant photography prize

“AND THEY LAUGHED AT ME”



marie claire

Presentation of the exhibition project

PAPER HOUSES - MARIE CLAIRE MAISON



BalichWonderStudio

Presentation of the exhibition project

“BREMBO – THE ART OF BRAKING”



DEUTSCHE BANK – ARTIST OF THE YEAR 2022

MUDEC PHOTO | 14 SEPTEMBER - 22 OCTOBER 2023

DEUTSCHE BANK – ARTIST OF THE YEAR 2022

MUDEC PHOTO | 14 SEPTEMBER - 22 OCTOBER 2023

The exhibitions dedicated to Corporate Collections and Art and Businesses continue. Many companies like banks and insurance companies have art collections or connections with the art world.

To mark the 40th anniversary of the Bank's collection, Deutsche Bank and Mudec have come together again to present THE ARTIST OF THE YEAR award, now in its 11th year.

Since it opened in 2015, Mudec has been the home of businesses, pursuing its vocation for cultural contamination.

The 2022 Deutsche Bank Global Art Advisory Council prize was awarded by renowned international curators to Chinese artist Lu Yang (Shanghai, 1984), one of the most interesting on the contemporary art scene, who takes her inspiration from manga, video games and techno culture but also myths and ancient traditions, philosophy, Buddhism and animism, science fiction, neuroscience and biotechnology.



DEUTSCHE BANK – ARTIST OF THE YEAR 2022

MUDEC PHOTO | 14 SEPTEMBER - 22 OCTOBER 2023

After opening at the PalaisPopulaire in Berlin, the “Artist of the Year” award returns to Milan and MUDEC, continuing the important collaboration begun last year, with the aim of presenting the Italian public with some of the most interesting artists on the international scene who have distinguished themselves for their creativity and the value of their work. This second collaboration with the Deutsche Bank prize confirms MUDEC and 24 ORE Cultura’s commitment to contemporary languages and themes and takes the form of an artistic and cultural programme of international scope supplemented by in-depth side events, including themed guided tours, educational workshops, artist talks and meetings.

Together with the DB Italia Foundation, a major programme of educational workshops is planned for children and adults on the relationship between art and technology and on digital avatars and the multiple forms of I and of being.



DEUTSCHE BANK – ARTIST OF THE YEAR 2022

MUDEC PHOTO | 14 SEPTEMBER - 22 OCTOBER 2023

Lu Yang presents the DOKU Experience Centre exhibition, a full immersion into the possibility of virtual reincarnation that takes form in the life/death pairing translated into the Buddhist sutra Dokusho Dokushi, or DOKU for short.

Like a futuristic research laboratory, the exhibition presents the neutral avatar modelled on the artist's own features and then immersed in all six of her digital versions of DOKU. In total, the DOKU Experience Centre presents these six different avatars - through light boxes, video installations, a video game - which seem to exist beyond mortality, gravity and sexuality. He/she can constantly reinvent him/herself, take on any form, any gender, any human or non-human identity.



DEUTSCHE BANK – ARTIST OF THE YEAR 2022

MUDEC PHOTO | 14 SEPTEMBER - 22 OCTOBER 2023

The DOKU Experience Centre exhibition is entirely dedicated to these themes and, in particular, to the virtual reincarnation of the artist - Dokusho Dokushi, or DOKU for short - as a gender-neutral avatar, a hyper-realistic figure whose face is modelled on hers but can take on different guises. The six different avatars created by Lu Yang - Human, Heaven, Asura, Animal, Hungry Ghost, Hell - embodying the six realms of rebirth of Samsara, the karmic wheel of life that symbolises the eternal cycle of birth, death and reincarnation, are presented.

In addition to the first narrative video DOKU the Self, also presented are the music video DOKU the Matrix, made especially for this exhibition, and the new series Bardo #1, which shows the avatar and its respective attributes in circular mandala compositions. Lu Yang studied at the China Academy of Arts in Hangzhou and lives and works in Shanghai.



DEUTSCHE BANK – ARTISTS OF THE YEAR

MUDEC PHOTO | 8 SEPTEMBER - 23 OCTOBER 2022



ZHANG XI
ZHAN

DEUTSCHE BANK – ARTISTS OF THE YEAR 2021

MUDEC PHOTO | 8 SEPTEMBER - 23 OCTOBER 2022

Deutsche Bank has supported contemporary art for more than forty years through its Art and Culture department and continues to develop its portfolio, now regarded as one of the world's most important collections of contemporary art on paper and in the field of photography.

After the opening at the PalaisPopulaire in Berlin, Deutsche Bank chose Mudec as the perfect setting to exhibit the work of the winners of the 2021 *Artist of the Year* competition, a prestigious international award that the bank dedicates to contemporary art and which for the first time, to mark its tenth anniversary, was awarded to three artists: Maxwell Alexandre (Brazil), Conny Maier (Germany) and Zhang Xu Zhan (Taiwan).

Starting with this group exhibition, the first of a series of initiatives, MUDEC continued to embrace contemporary languages and themes with an artistic and cultural programme of international scope.



40 years
of the Deutsche
Bank collection

45 years
Deutsche Bank
Italy

10 years
of the Artists
of the year award

DEUTSCHE BANK – ARTISTS OF THE YEAR 2021

MUDEC PHOTO | 8 SEPTEMBER - 23 OCTOBER 2022

During the exhibition the Deutsche Bank Italia Foundation entrusted 24 Ore Cultura with the development of an educational project, offering schools and adults the opportunity to approach and understand the world of contemporary art free of charge through a programme of immersive educational activities.



DEUTSCHE BANK – ARTISTS OF THE YEAR 2021


MUDEC PHOTO | 8 SEPTEMBER - 23 OCTOBER 2022



DEUTSCHE BANK – ARTISTS OF THE YEAR 2021

MUDEC PHOTO | 8 SEPTEMBER - 23 OCTOBER 2022



A photograph of a gallery installation. The central focus is a large wall covered in a grid of numerous small photographs, likely depicting protest scenes. To the right, a framed portrait of a woman holding a red rose is displayed on a red wall. The gallery has white walls, track lighting, and a polished floor.

DELOITTE PHOTO GRANT - AND THEY LAUGHED AT ME

MUDEC PHOTO | 13 DECEMBER 2023 – 28 JANUARY 2024

DELOITTE PHOTO GRANT - AND THEY LAUGHED AT ME

13 DECEMBER 2023 – 28 JANUARY 2024

The “**And they laughed at Me**” exhibition at Mudec Photo presented the work of **Newsha Tavakolian**, winner of the first **Deloitte Photo Grant**.

This photography award is promoted by **Deloitte Italia** and endorsed by the **Deloitte Foundation** and was held in collaboration with **24 ORE Cultura** and **Mudec**, which was represented on the jury in the person of one of the museum's conservators.

In response to the theme of the first edition of the award, "connections", artist Newsha Tavakolian presented a vivid depiction of an ever-changing society and the struggles of those of whom it is formed.



DELOITTE PHOTO GRANT - AND THEY LAUGHED AT ME

13 DECEMBER 2023 – 28 JANUARY 2024

Born in Tehran in 1981, Newsha Tavakolian has worked on the streets as a photographer during times of freedom in her country, Iran, but during periods of great censorship she has found and experimented with alternative ways of using her artistic language to document the changes and events that inevitably continue to shape us today.

With over 70 works including archive images, unpublished shots and stills, the exhibition visually documents and informs visitors about the dramatic face of oppression in Iran from 1996 to the present day. Newsha Tavakolian's camera lens "replaces the tortured eyes" of her compatriots. Her images, pregnant with human emotion, succeed in raising the long-suppressed voice of all those who have suffered this repression and violence.



DELOITTE PHOTO GRANT - AND THEY LAUGHED AT ME

13 DECEMBER 2023 – 28 JANUARY 2024



LE
CASA DI
CARTA

marie claire
20 anni
Maison

PAPER HOUSES - MARIE CLAIRE MAISON

MUDEC PHOTO | 16 - 19 NOVEMBER 2023

LE CASA DI CARTA

Il progetto è stato realizzato in collaborazione con il Museo di Arte e Storia della Città di Milano e con il supporto di...



PAPER HOUSES - MARIE CLAIRE MAISON

MUDEC PHOTO | 16 - 19 NOVEMBER 2023

To celebrate its twentieth anniversary, Marie Claire Maison Italia opened "Paper Houses" in the spaces of MUDEC Photo, an exhibition-event curated by design historian Domitilla Dardi which, through five settings and five themes, examines the concept of living in recent years, presenting different ways of life and a domestic dimension made up of dreams, passions and personalities, but also the little quirks of everyday life.

At the core of these domestic scenarios are simple but precise questions: what are the housing concepts that have defined this era? What are the key elements for understanding interior design today? But above all: what homes represent us at the beginning of the new millennium?

Between new symbols and ancient idiosyncrasies, everyone can identify themselves to some degree, like in a family album or in the collection of their favourite magazine.



PAPER HOUSES - MARIE CLAIRE MAISON

MUDEC PHOTO | 16 - 19 NOVEMBER 2023



PAPER HOUSES - MARIE CLAIRE MAISON

MUDEC PHOTO | 16 - 19 NOVEMBER 2023





BREMBO – THE ART OF BRAKING

MUDEC | 6 -18 SEPTEMBER 2022

THE
ART
OF

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#TheArtofBraking

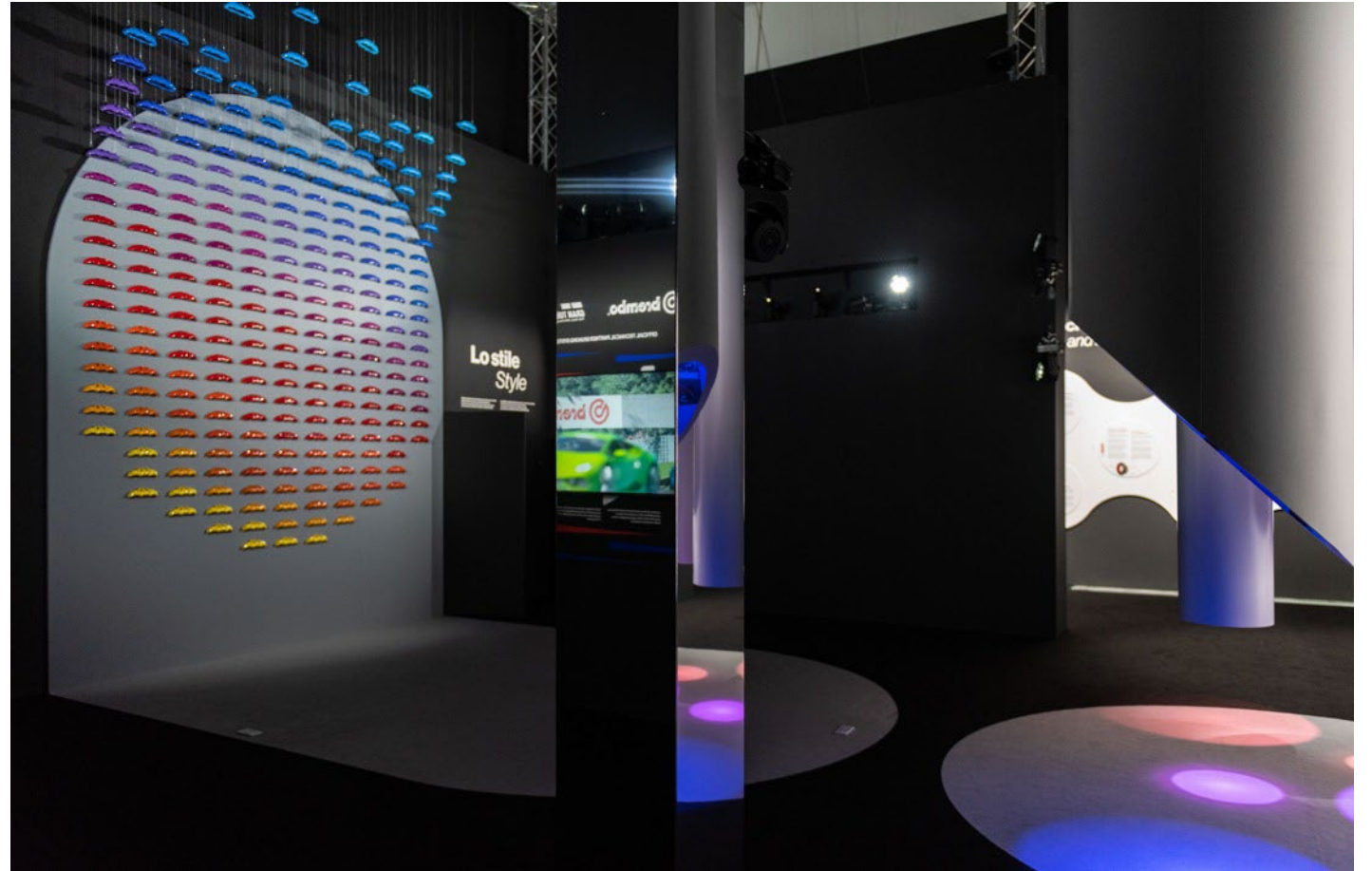
BREMBO – THE ART OF BRAKING

MUDEC | 6 -18 SEPTEMBER 2022

This exhibition forms part of the artistic and cultural programme of the museum, a place for discussing contemporary issues through the visual, performing and sound arts, design and culture.

With this exhibition project in the spaces that once housed the former Ansaldo industrial facility, **Brembo retraces the milestones of a business venture which over the years has consolidated the historic Bergamo-based company as one of the leading exponents of Italian savoir faire**, capable of combining technology and design with one eye always on the latest trends.

As part of a **multimedia and immersive experience conceived and created by Brembo and Balich Wonder Studio**, visitors will discover the shapes, materials, colours, style and evolution of braking systems, the distinctive elements, examples of advanced technology and design, in a **fascinating journey that goes from the origins of the company through to the most important challenges of the future such as sustainability and electric mobility.**



BREMBO – THE ART OF BRAKING

MUDEC | 6 -18 SEPTEMBER 2022



BREMBO – THE ART OF BRAKING

MUDEC | 6 -18 SEPTEMBER 2022



BREMBO – THE ART OF BRAKING

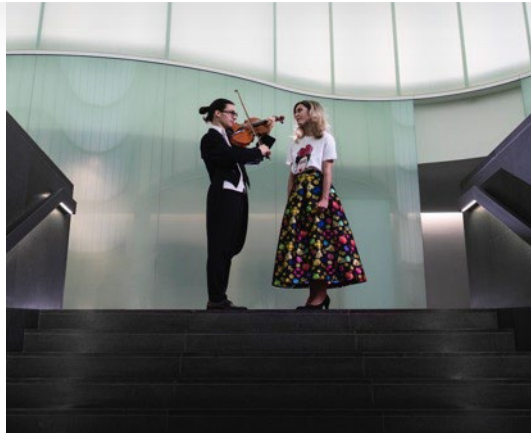
MUDEC | 6 -18 SEPTEMBER 2022



CASE HISTORIES SPECIAL PROJECTS - EXHIBITION PROMOTION



Presentation of the project
THE SOUND OF ART.
LaFil at Mudec. Surrealist Music



Presentation of the project
THE SOUND OF ART.
LaFil at Palazzo Reale. Goya and music



IL SUONO DELL'ARTE

LaFil al Mudec.
Musica surrealista.

23-28
maggio 2023



GRUPPO 24 ORE



mudec.it

THE SOUND OF ART. LaFil at Mudec. Surrealist music.

PROMOTIONAL PROGRAMME FOR THE “DALI, MAGRITTE, MAN RAY AND SURREALISM” EXHIBITION - MAY 2023

As part of its promotional activities for the “Dali, Magritte, Man Ray and Surrealism. Masterpieces from the Boijmans Van Beuningen Museum” exhibition, **24 ORE Cultura**, in collaboration with **LaFil - Milan Philharmonic**, developed the *Sound of Art* festival: a packed programme of events aimed at **reconfiguring the relationship between orchestral music and the museum experience**, permeating every moment of the museum visit with the evocative charm of classical music with **each piece of music performed inspired by the surrealist masterpieces on display.**

For a week, music inhabited the museum spaces as part of a continuous dialogue between surrealist art and classical music: performances, installations, orchestra rehearsals, workshops and meetings open to the public.

The project was carried out with the contribution of the Cariplo Foundation and the support of the Unipol Group, partners in the initiative.



THE SOUND OF ART. LaFil at Mudec. Surrealist music.

PROMOTIONAL PROGRAMME FOR THE "DALI, MAGRITTE, MAN RAY AND SURREALISM" EXHIBITION - MAY 2023

The audience had the opportunity to enjoy various immersive experiences characterised by the continuous dialogue between surrealist art and classical music, including:

- **Pictures in music:** short musical performances by various chamber groups formed of LaFil musicians, each one dedicated variously to one of the masterpieces on display in the exhibition, the artist, the year of composition or the poetry of surrealist artwork.
- **One-to-one musical performances:** musical incursions during the exhibition, where individual visitors were invited to enjoy an immersive musical experience based on a piece for clarinet, viola and electronic base composed by musician and DJ Gabriel Prokofiev.
- An ensemble - consisting of the first chairs of LaFil, violinist Fedor Rudin and an actor from the Piccolo Teatro of Milan - offered the museum audience a performance of one of Igor Stravinsky's most famous works: "**Histoire du soldat**."



THE SOUND OF ART. LaFil at Mudec. Surrealist music.

PROMOTIONAL PROGRAMME FOR THE “DALI, MAGRITTE, MAN RAY AND SURREALISM” EXHIBITION - MAY 2023

The week in numbers

In the museum:

- +30 hours of orchestra rehearsals made accessible to the public via a monitor in the auditorium foyer
- 28 musical incursions performed in the exhibition space
- 4 sold-out educational workshops on the Saturday and Sunday
- 100 people watched the performance of Histoire du soldat and enjoyed an exclusive visit to the exhibition
- +300 people registered for the introduction to listening sessions

On social media:

- +100,000 people reached by social media communications
- +1800 interactions
- 28,000 reel views on the Museum's main social media channels



THE SOUND OF ART. LaFil at Mudec. Surrealist music.

PROMOTIONAL PROGRAMME FOR THE "DALI, MAGRITTE, MAN RAY AND SURREALISM" EXHIBITION - MAY 2023



THE SOUND OF ART. LaFil at Mudec. Surrealist music.

PROMOTIONAL PROGRAMME FOR THE "DALI, MAGRITTE, MAN RAY AND SURREALISM" EXHIBITION - MAY 2023

Corriere della Sera
Il Sole 24 Ore
La Repubblica
Dove – Corriere della Sera
Business People
Il Venerdì di Repubblica
Il Sole 24 Ore - Domenica
Vivi Milano

Sky Tg24
Rai News

Artribune.com
Ansa.it
Vivimilano.it
Goldenbackstage.com
Milano.mentelocale.it
Newsic.co.uk
AdvExpress
Milanowekend.it

24 ORE
CULTURA

Raffaële Mellace

Arte e musica s'intrecciano e illuminano reciprocamente dal 22 al 28 maggio al Museo delle Culture (Mudec) nella manifestazione "Il Suono dell'Arte". In occasione della mostra "Dali, Magritte, Man Ray e il Surrealismo. Capolavori dal Museo Boijmans Van Beuningen", LaFil - Orchestra Filarmonica di Milano animerà per una settimana il percorso espositivo con performance e concerti gratuiti (è sufficiente il biglietto per la mostra), accompagnando le tematiche della mostra stessa. Il progetto, nato dalla collaborazione tra LaFil e 24 ORE Cultura, mette a tema il rapporto tra musica d'arte e fruizione museale, facendo interagire, in un dialogo permanente e suggestivo, le opere surrealiste esposte con l'interpretazione live dei musicisti di

Surrealismo a «Fil» di note

Al Mudec la Filarmonica di Milano propone «incursioni musicali» ispirate alla mostra sull'avanguardia

Un pianoforte trafitto da un cipresso, un altro in bilico su una gamba sola mentre con l'altra infilza un teschio, un terzo sulla cui tastiera appaiono sei teste di Lenia avvolte in altrettante aureole fluorescenti. E ancora, una donna nuda che si leva un pezzo di pelle a forma di violino. Basta guardare uno dei suoi tanti quadri dove questi strumenti compaiono per capire che con la musica Salvador Dalí aveva dei problemi. Per dirla tutta, la detestava. Forse memore delle lezioni di piano impostegli da bambino o forse, come nel caso di Freud, la temeva, turbato dalle emozioni forti che può scatenare.

«Eppure, l'artista con cui è stato più facile trovare dei ponti è proprio lui», assicura Marco Seco, giovane direttore d'orchestra argentino di origini italiane, fin dall'inizio coinvolto nell'avventura de LaFil-Filarmonica di Milano ideata da Luca Formenton, organico che riunisce «a progetto» le prime parti di alcune delle più importanti formazioni italiane e internazionali, dalla Scala ai Berliner, da Santa Cecilia ai Wiener, affiancandole a gio-

aluni compositori», dice Seco, raccontando che, proprio Dalí, «pur diffidando della mu-

sica, è stato l'artista che più ogni altro gli ha sollecitato i nessi sonori: «Per esempio con Shostakovich, mentre Man Ray ha creato un filoretto con Varèse e Magritte con Stravinskij». Tra i dive momenti previsti, da segnare il 26 maggio la messa

scena de «Histoire du Soldat di Stravinskij, dove affese bte musicali si uniscono a un attore e una ballerina. E ancora, l'esperienza Quadri in musica prevede «assaggi» musicali con gruppi cameristici, gustare in prossimità di un singolo dipinto. Sorprendente poi le «incursioni musicali» che, ogni 30 minuti, inviteranno un visitatore della mostra a sedere accanto a un musicista per ascoltare «one-on-one» un breve brano di stato surrealista. Gran finale il 29, fuori Mudec, ma sempre

(Piazzesi/Fotogramma). Una performance al museo. Qui sopra, Marco Seco, direttore artistico dell'orchestra «LaFil»

LaFil porta la musica classica tra i capolavori del Surrealismo

di Teresa Monestrolli

Non poteva che essere un'orchestra fuori dagli schemi come LaFil, Filarmonica di Milano, nata con la voglia di sperimentare luoghi insoliti di esecuzione oltre che formazione (ogni volta diversa a seconda dei progetti a cui aderisce), a flirtare con il movimento surrealista proponendo un festival musicale che supera l'esercizio di stile dei concerti allestiti nelle sale di un museo e tenta un inedito dialogo con le opere in mostra e con il pubblico. Con incursioni musicali studiate ad hoc per essere abbinate a un dipinto di Magritte o di Dalí e un brano inedito scritto dal compositore Gabriel Prokofiev (nipote del celebre Sergej) interpretato in un'installazione one-to-one per un solo visitatore per volta. Succede al Mudec dove per una settimana LaFil si trasferisce con il progetto di contaminazione "Il suono dell'Arte" ideato su misura per la mostra in corso "Dali, Magritte, Man Ray e il Surrealismo. Capolavori dal Museo Boijmans Van Beuningen".

Una serie di incursioni sonore nella mostra che ospita i grandi capolavori di Dalí, Man Ray e Magritte

«Siamo un'orchestra che si muove in spazi non convenzionali per chi l'ha sempre vista in un teatro o in un museo. E allora eccoci a conquistare ai confini del teatro, teorico del suo cui manifesto apre l'occhio che detestava la musica odiava Salvador Dalí molto presente in mostra al contrario è stato fatto, era identificare menti giusti fra i quattro

"IL SUONO DELL'ARTE" al Mudec di Milano con la LAFIL-FILARMONICA DI MILANO

LINK: <https://www.novest.it/il-suono-dell-arte-al-mudec-di-milano-con-la-fil-filarmonica-di-milano/>

"IL SUONO DELL'ARTE" al Mudec di Milano con la LAFIL-FILARMONICA DI MILANO. La musica incontra l'arte surrealista con "Il Suono dell'Arte", un nuovo progetto culturale in cui la musica dialogherà con la grande arte per un'intera settimana al Mudec di Milano. Dal 23 al 28 maggio 2023, LaFil trasferirà infatti la propria residenza al Museo delle Culture all'interno del percorso della mostra "Dali, Magritte, Man Ray e il Surrealismo. Capolavori dal Museo Boijmans Van Beuningen" (Mudec, 22 marzo - 30 luglio 2023) per proporre un progetto artistico unico nel suo genere, che reinventerà per una settimana il concetto di fruizione culturale e musicale della città. Il progetto è frutto della collaborazione tra LaFil - Filarmonica di Milano e 24 ORE Cultura e realizzato con il contributo di Fondazione Cariplo e il sostegno di Gruppo Unipol, partner dell'iniziativa. In quei giorni di fine maggio il Mudec si trasformerà infatti in un polo culturale a tuttotondo che, attraverso il fascino delle opere surrealiste esposte nelle sue sale, darà ispirazione



Formazioni italiane e internazionali. Nella foto grande

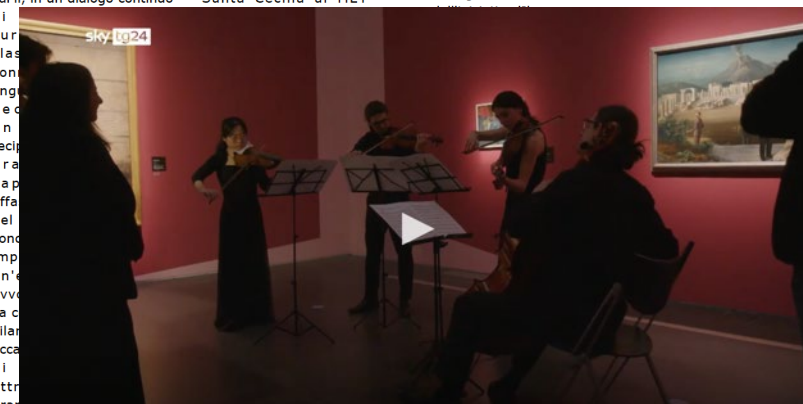


Al Mudec la musica sinfonica dialoga con le opere dei surrealisti

LINK: <https://www.goldenbackstage.com/2023/05/01/mudec-musica-sinfonica-dialoga-con-arte.html>

Al Mudec la musica sinfonica dialoga con le opere dei surrealisti. Il festival "Il suono dell'arte" si terrà dal 23 al 28 maggio. È stata battazzata "Il suono

Milano e 24 Ore Cultura e realizzato con il contributo di Fondazione Cariplo e il sostegno di Gruppo Unipol. Le attività del Festival all'interno del Mudec sonouite (previa tazione attiva dal 22 o) eccetto quelle ste nelle sale della a, che sono infatti rese nel biglietto. Il



PALAZZO REALE

IL SUONO DELL'ARTE

LaFil a Palazzo Reale.
Goya e la Musica

29, 30 novembre, 1 dicembre 2023
Sala delle Otto Colonne



con il contributo di



partner



sponsor tecnico



THE SOUND OF ART. LaFil at Palazzo Reale. Goya and music.

PROMOTIONAL PROGRAMME FOR THE “GOYA. THE REBELLION OF REASON” EXHIBITION - NOVEMBER - DECEMBER 2023

Following the resounding success of the first edition, 24 ORE Cultura and La Fil - Milan Philharmonic held the second edition of **“The Sound of Art”**, the **musical-artistic event dedicated to the dialogue between art and music**, in the evocative rooms of Palazzo Reale.

Focal point of this second event was the exhibition “Goya. The Rebellion of Reason”, the major art project dedicated to the last of the Old Masters and the first of the Moderns.

An intense dialogue between art and music in which, inspired by the work of Goya works and the themes of the exhibition, the musicians of LaFil performed a series of musical masterpieces across **three concert evenings in the evocative Sala delle Otto Colonne**, offering visitors to the Palazzo Reale an enveloping and all-encompassing artistic experience.

The second edition of the initiative was also made possible thanks to the contribution of the Cariplo Foundation and the support of the Unipol Group, partners in the initiative.



THE SOUND OF ART. LaFil at Palazzo Reale. Goya and music.

PROMOTIONAL PROGRAMME FOR THE "GOYA. THE REBELLION OF REASON" EXHIBITION - NOVEMBER - DECEMBER 2023



CASE HISTORIES SPECIAL PROJECTS AT MUDEC



**TAKE A BRICK. The art of
knowing how to take a break**
OCTOBER - DECEMBER 2023



**FUJIFILM -
PHOTOJOURNALIST FOR A
DAY**
APRIL - MAY 2022



**TRAVELLING THE WORLD
WITH STOKKE**
7 – 12 JUNE 2022



ELECTROLUX - UROBORO
1 JUNE – 31 JULY 2022



TAKE A BRICK

L'ARTE DI SAPERSI
PRENDERE UNA PAUSA.



TAKE A BRICK. The art of knowing how to take a break

MUDEC | NOVEMBER - DECEMBER 2023

In parallel with the “Vincent van Gogh. Artist and Reader” exhibition, **24 ORE Cultura** and **LEGO Italia** offered visitors to the Museum the chance to take a break from the chaos of everyday life and get back on an even keel thanks to art and LEGO.

Thanks to the multiple compositional opportunities offered by the universe of the iconic coloured bricks, the three workshops represented a moment of creative exploration and individual expression, elements strengthened and amplified by the artistic content. In this way art and culture represented the ideal bridge between the creative act and the understanding of one's own emotions for the achievement of physical and mental wellbeing.

Through the story of the artist, his emotional experience and the interests that shaped his artistic and creative dimension, the “Vincent van Gogh. Artist and Reader” exhibition therefore provided a highly valuable key for understanding and nurturing the creative process.



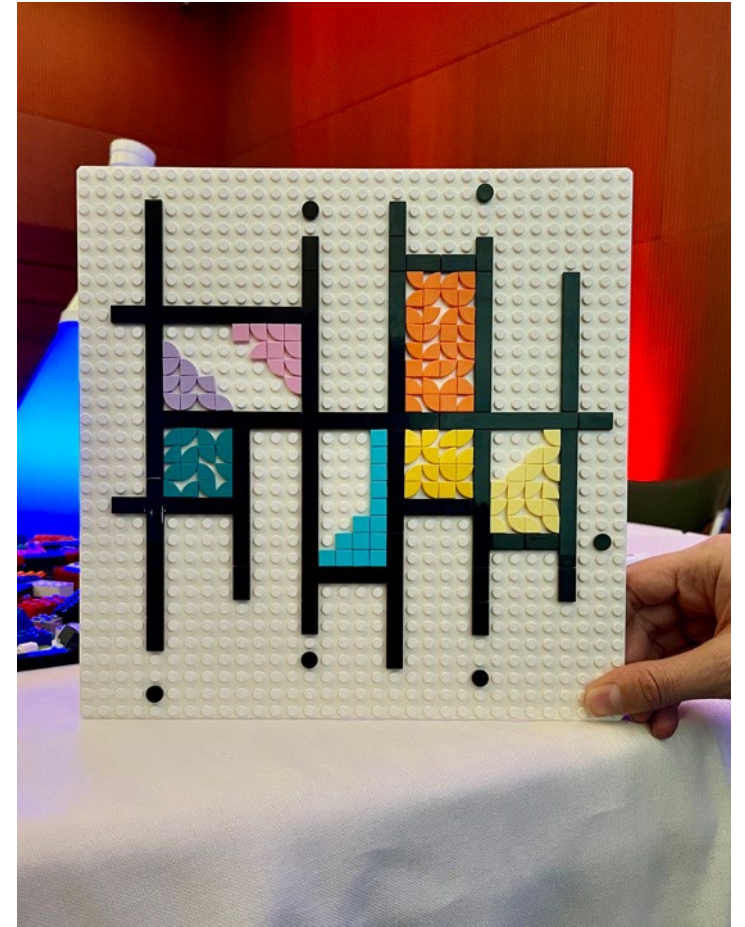
TAKE A BRICK. The art of knowing how to take a break

MUDEC | NOVEMBER - DECEMBER 2023

Following their visit to the exhibition, the public was invited into the workshop to use the bricks provided by LEGO Italia to create their own highly personal “work of art”, an expression of their own creativity and feelings.

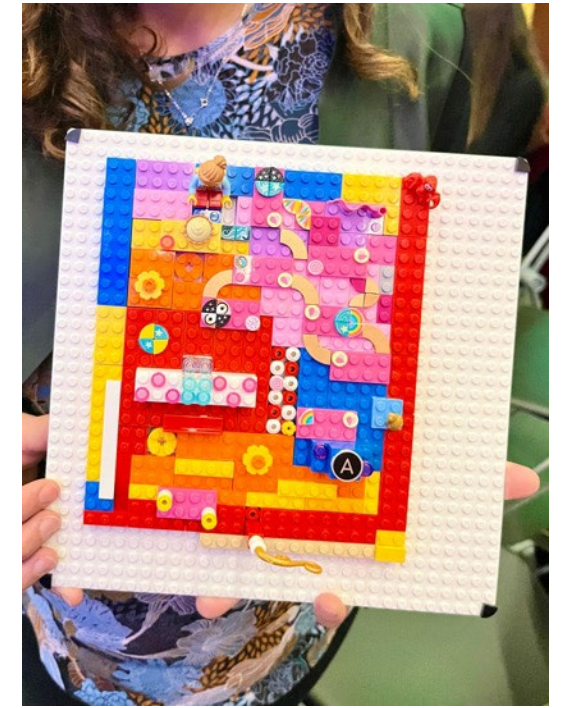
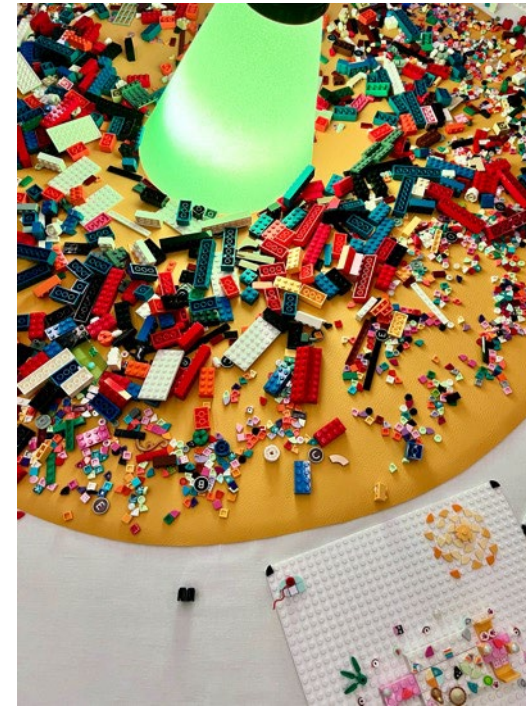
At the end of the workshop, participants were encouraged to take their work home with them, free to finish it, modify it and reorganise it, according to their own feelings at a later date, just like real artists, who often redesign and work over their canvases.

LEGO also occupied the spaces of the Mudec Design Store and the Van Gogh exhibition bookshop with a product placement activity that included the display - and sale - of its own version of Van Gogh's “The Starry Night”.



TAKE A BRICK. The art of knowing how to take a break

MUDEC | NOVEMBER - DECEMBER 2023



Fotoreporter per un giorno

Mudec Education
in collaborazione con

instax
FUJIFILM



FUJIFILM - PHOTOJOURNALIST FOR A DAY

MUDEC | APRIL - MAY 2022

In parallel with the exhibition dedicated to one of the fathers of photojournalism, Henri Cartier-Bresson, Mudec Education in collaboration with instax by FUJIFILM organised the free educational project "Photojournalist for a day", welcoming around 200 children on four dates.

Following a guided tour of the exhibition, the children met a photojournalist who introduced them to the profession and explained what it means to tell a story in pictures today and what techniques are used to take a good shot.

Afterwards, accompanied by their parents and with the support of an educator, the children visited the Museum and produced their own reports using the devices provided by Fujifilm, a partner in the initiative.

At the end of the activity the photojournalist offered an assessment of each work, creating a genuine personal and collective exhibition inside the classroom which was subsequently made available on a page dedicated to the project on the Mudec website.



FUJIFILM - PHOTOJOURNALIST FOR A DAY

MUDEC | APRIL - MAY 2022



Acquista il biglietto

ENG

MUDEC MUSEO INFO MOSTRE SERVIZI EDUCATION MILANO CITTÀ MONDO ARTE PUBBLICA MEMBERSHIP PARTNERSHIP CONTATTI NEWSLETTER AGENDA

Camilla B.

Gloria P.

Davide O.

FOTOREPORTER PER UN GIORNO
in collaborazione con instax by FUJIFILM



MUDECLAB

Here we grow™
In viaggio per il mondo con Stokke™



STOKKE

TRAVELLING THE WORLD WITH STOKKE

MUDEC | 7 – 12 JUNE 2022

A collaboration between Stokke and Mudec Education based on a request to create an educational project to celebrate 50 years of the historic TrippTrapp brand.

The parallels between the company's values (such as family, universal language, attention to cultural diversity and environmental sustainability) and those of Mudec, the museum of world cultures which every day promotes the beauty of cultural diversity to the public with a special focus on families, enabled us to develop the “Travelling the World with Stokke” project.

A major educational project for children between 6 months and 5 years of age, a week of non-stop playing and learning, in a playground set up in Mudec Lab, dedicated to the theme of travel: a physical and emotional journey around the world's five continents to learn about 'diversity' through the universal language of experience, collecting testimonies and sensations from faraway places.



TRAVELLING THE WORLD WITH STOKKE

MUDEC | 7 – 12 JUNE 2022





ELECTROLUX - UROBORO

MUDEC | 1 JUNE – 31 JULY 2022

The work was designed by artists Simon Ostan Simone and Mauro Peloso for Electrolux, Swedish company and sustainability leader in the household appliances sector. The installation is inspired by the famous symbolic figure of the Ouroboros, a snake that regenerates itself by biting its own tail: apparently motionless, but in eternal movement, it represents universal energy that is constantly being consumed and renewed.

Through this work, the company aims to inspire and encourage the public to think about sustainability and the circular economy, key themes in both modern society and the activities of Electrolux.

It is a perfect example of circularity and creative recycling. In fact, Uroboro was made using waste materials from the production of washing machines at the Electrolux site in Porcia: no less than 960 steel scraps recovered from the processing of the drums, assembled thanks to a team effort that saw the direct involvement of a number of Electrolux employees.



ELECTROLUX - UROBORO

MUDEC | 1 JUNE – 31 JULY 2022



CASE HISTORIES CORPORATE EVENTS AT MUDEC: AUTOMOTIVE AND LUXURY



**LAUNCH EVENT
VOLKSWAGEN**
28 NOVEMBER 2023

**EDITIONS DE PARFUMS
FREDERIC MALLE**

**FREDERIC MALLE
FIND YOUR PERFUME**
7 – 12 JUNE 2022

VOLKSWAGEN LAUNCH EVENT

MUDEC | 28 NOVEMBER 2023

Volkswagen chose Mudec for the exclusive *car reveal* of its new fleet of electric models to the Italian market.

To mark the occasion, Mudec Parking was transformed into an unconventional showroom where VW stakeholders, including VIP guests and journalists, were able to watch the unveiling of the German manufacturer's new models.

The event also involved the spaces of the auditorium for the *up-front*, and the exhibition spaces and the Agorà space for the social moments.



VOLKSWAGEN LAUNCH EVENT

MUDEC | 28 NOVEMBER 2023



VOLKSWAGEN LAUNCH EVENT

MUDEC | 28 NOVEMBER 2023



FREDERIC MALLE - FIND YOUR PERFUME

MUDEC | 7 – 12 JUNE 2022

For Fuorisalone 2022, the Innovation2 space was transformed into a temporary Éditions de Parfums Frédéric Malle shop.

The exclusive installation was designed by the Greek painter and multimedia artist Konstantin Kakanians who conveyed all the magic of the Maison's iconic collections.

Find your Perfume took the form of a genuine sensory journey, allowing visitors to identify - and purchase - the fragrance most suited to their personality.

The space welcomed over 500 people a day on weekdays and over 600 people a day at weekends.



FREDERIC MALLE - FIND YOUR PERFUME

MUDEC | 7 – 12 JUNE 2022



CASE HISTORIES SPECIAL PROJECTS 24 ORE CULTURA



Presentation of the project
DYNAMIC CITY.
An expert look at two centuries of art in the city



Presentation of the project
NATIONAL STREET ART PROJECT
Case histories Milan and Turin



BEYOND THE MUSEUM

24 ORE CULTURA

In agreement with local authorities, 24 ORE Cultura is constantly engaged in the promotion of art initiatives in urban spaces.

In recent years this vocation has enabled 24 ORE Cultura to work alongside public institutions, particularly in the cities of Milan and Turin, for the launch or completion of urban redevelopment or upgrading processes and the promotion of architectural heritage through artistic initiatives ranging from street art and video mapping to light art and sound design projects.



NARRATIVE VIDEO JOURNEYS – 2023

24 ORE CULTURA



NARRATIVE DESIGN FESTIVAL: where content meets technology

NARRATIVE VIDEO JOURNEYS

After the great success of the first edition, from 8 December to 7 January, Piazza San Carlo will once again be lit up with the colours and sounds of Narrative Video Journeys, the Christmas event that the City of Turin dedicates to narrative visual design.

Carried out in collaboration with Fondazione per la Cultura Torino and 24 ORE Cultura (the initiative's cultural partner), the project aims to combine artistic research, entertainment and culture by enhancing Turin's symbolic square.



Filia (Luigi Colombo), *Il batterista*, 1927
Torino, GAM - Galleria Civica d'Arte Moderna e Contemporanea
Fondazione Guido ed Ettore De Fornaris

TORINO

Piazza San Carlo

23.12.22 - 8.01.23

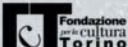

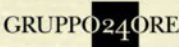
dalle ore 18 alle 23

Città
Dinamica

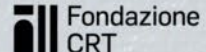








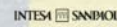


VIDEO
PERCORSI
NARRATIVI
Due secoli
d'arte in città

Un progetto di  CITTÀ DI TORINO

Realizzato da   

Main Partner
 

Con il sostegno di


In collaborazione con
        

FIRST EDITION

NARRATIVE VIDEO JOURNEYS

The 2022 edition involved the realisation of the project "DYNAMIC CITY. An expert look at two centuries of art in the city".

A narrative video journey that over the Christmas period lit up the façades of the west side of Piazza San Carlo - one of the city's most symbolic locations - with an installation that caught the eye for its visual impact but also its content: a virtual tour of the city's main collections and museums (GAM, Palazzo Madama, Fondazione De Fornaris, Museo Nazionale del Risorgimento, Gallerie d'Italia) through a series of images dedicated to the Turin of the 19th and 20th centuries.



2023 EDITION: WINTER TALES

NARRATIVE VIDEO JOURNEYS

Winter Tales - Magical Ice is an experience that combines art, music, nature, imagination and technology to take the audience on a fantastical journey into the heart of winter.

Based on music as a source of imagery and the theme of winter fairytales, the show combines projections of iconic works of art with snow and ice effects that envelop the architecture, creating an immersive experience where the façades act as a canvas for the architectural projections.



2023 EDITION: WINTER TALES

NARRATIVE VIDEO JOURNEYS

This new edition of Narrative Video Journeys will offer the public and the citizens of Turin an even more immersive experience. In fact, the story will unfold on three sides of the square, physically enveloping visitors who will be transported into an enchanted world on a magical journey that comes to life with the notes of the "Inverno" concerto by Antonio Vivaldi, 90% of whose hand-produced scores are conserved in the National University Library of Turin.



SUPPORT THE PROJECT

NARRATIVE VIDEO JOURNEYS

Narrative Video Journeys will brighten up the centre of Turin at one of the busiest times of year in the city, supplementing the programme of events that the City dedicates to contemporary culture.

Supporting the project therefore means enjoying the excellent visibility guaranteed by the event and enhancing the beauty of one of the city's most important locations.



NARRATIVE VIDEO JOURNEYS

24 ORE CULTURA



Finestre sull'Arte®

ARTE ANTICA E CONTEMPORANEA



CORRIERE DELLA SERA CORRIERE TORINO

ABBONATI Accedi DESIGN TROVA MOSTRE LAVORO SHOP

stre conclud

Torino: l'arte sugli edifici di piazza San Carlo



Torino, piazza San Carlo fa da schermo per il videomapping della città

di Redazione online MENU CERCA

Proiezioni visibili fino



la Repubblica

ABBONATI GEDI SMILE ACCEDI

Rai News

Video Cronaca Esteri Politica Sport ...

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MENU CERCA

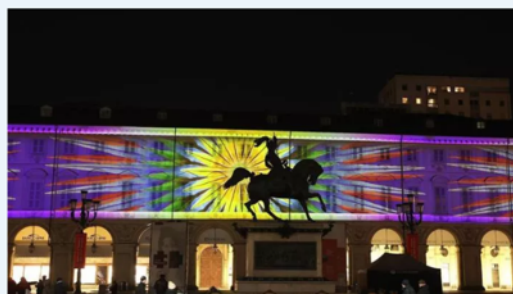
Sei qui: Home > Torino

Lo spettacolo delle luci in piazza San Carlo a Torino con le Gallerie d'Italia

Due secoli di arte sotto la Mole attraverso 70 immagini di opere pittoriche e fotografiche conservate nei musei cittadini

DIEGO MOLINO

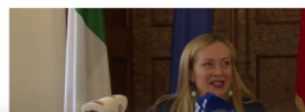
22 Dicembre 2022 | Aggiornato alle 11:40 | 1 minuti di lettura



Domani (venerdi) un percorso di videomapping sui musei torinesi: circa 70 immagini di opere pittoriche e fotografiche conservate nei musei cittadini. Il capoluogo torinese sarà il capoluogo torinese.

Il modello a cui guardare è quello di Lione, che ha fatto della sua Festa delle Luci una delle attrazioni più importanti di tutto l'anno. Il punto di partenza per Torino è la cornice di piazza San Carlo, nello specifico la facciata delle Gallerie d'Italia: una scenografia su cui da domani - e fino all'8 gennaio 2023 - verrà proiettato uno spettacolo di videomapping ogni

Video Del Giorno



Videomapping piazza San Carlo, Torino

Torino - Videomapping sulle facciate dei palazzi

Si inaugura venerdì 23 dicembre in Piazza San Carlo la prima edizione di "Torino Città Dinamica". Emblema della rigorosa eleganza sabauda, la piazza, una tra le più belle del capoluogo piemontese, ospita fino all'8 gennaio un video percorso narrativo proiettato sulle facciate dei palazzi del lato ovest. Sugli edifici sarà visibile una sequenza di 70 immagini di opere pittoriche, grafiche e fotografiche conservate in alcune tra le collezioni museali cittadine. Un modo di promuovere la cultura torinese in modo innovativo e sostenibile: si sarà accompagnati in una visita virtuale delle collezioni dei musei cittadini attraverso la tecnica del videomapping. Le opere d'arte saranno arricchite dall'elemento dell'animazione e del suono. Dalle pareti del museo al muro di una piazza, le opere dialogheranno direttamente con i passanti per condividere l'universale

DYNAMIC CITY. An expert look at two centuries of art in the city

24 ORE CULTURA

HYPOTHETICAL VISIBILITY OPPORTUNITIES FOR SPONSORS

CORPORATE:

- Reference to sponsor in the press release
- Presence of a company representative during the press conference

COMMUNICATIONS:

- On-line and below-the-line outdoor promotional campaigns
- Social communication plan

ON-SITE VISIBILITY:

- Presence of corporate logo on one of the technical turrets
- Potential product placement activities near the square



24 ORE CULTURA AND STREET ART

24 ORE CULTURA

This is the context for the new **24ORE Cultura** urban upgrading project which, starting in the city of Milan, **aims to embark on an artistic journey across Italy.**

The underlying ethos of the initiative is that art should 'come out' of museums and contribute to **creating a valuable collaborative link between institutions and the community.**

A link in which private enterprise can also play a role both through sponsorship and by making a concrete contribution to the cultural policy choices of cities that have a major social impact.



24 ORE CULTURA AND STREET ART

24 ORE CULTURA

These activities, communicated and promoted on social media and widely reported in the press, also allow the Sponsor to diversify its corporate communication channels, associating itself with highly valuable projects from both a cultural and institutional point of view.



24 ORE CULTURA AND STREET ART

24 ORE CULTURA

Always in agreement with local authorities, **24 ORE Cultura** has not only produced major exhibitions dedicated to the masters of *urban art* and leading contemporary *street artists*, it is also constantly **engaged in the promotion of art initiatives in urban spaces.**

In recent years this vocation has enabled 24 ORE Cultura to work **alongside public institutions**, particularly in the cities of Milan and Turin, **for the launch or completion of urban redevelopment or upgrading processes through street art and urban art projects.**



TRADITION (ZEDZ)

MILAN





TRADITION (ZEDZ) - MILAN

24 ORE CULTURA AND STREET ART

The most recent experiences concern the virtuous *urban art* project undertaken by 24 ORE Cultura and the Unipol Group in the cities of Milan and Turin.

The first project, promoted by various actors (the Museum of Culture and the Office for Art in Public Spaces, the Dutch Consulate, with the collaboration of 24ORE Cultura and the support of the Unipol Group), was carried out in the Corvetto district of Milan where, at the end of the Mondrian exhibition organised by 24 ORE Cultura at Mudec, internationally renowned Dutch artist Zedz created a “neo-muralism” work inspired by his previous artworks and his influence in every creative sphere.



TRADITION (ZEDZ) - MILAN

24 ORE CULTURA AND STREET ART

Un murale d'autore all'anno per Milano

I NOSTRI VIDEO

Teleperformance e VOICE First

Kevin Spacey a Londra inizia il processo per...

Un murale d'autore all'anno per Milano

Il nuovo murale dello street artist olandese Zedz inaugurato nel quartiere Corvetto è ispirato al pittore Mondrian ed è il primo di una lunga serie

9 maggio 2022



Inaugurato al Corvetto il murale di Zedz, il primo di una serie per riqualificare le periferie

Se il palazzo diventa un'opera d'arte

La facciata di un palazzo di periferia si trasforma in una tela artistica: è stato inaugurato ieri mattina in piazza Angilberto II, nel quartiere popolare del Corvetto, il gigantesco murale realizzato dallo street artist olandese Zedz: ricopre l'intera parete di una palazzina. L'opera, intitolata "La tradizione", evoca l'arte del pittore olandese Piet Mondrian. Si tratta del primo

di una serie di murali delle più grandi firme della street art internazionale che verranno realizzati ogni anno dal Museo delle Culture e dal Comune, per riqualificare attraverso l'arte luoghi e piazze milanesi.

Il murale di Zedz rappresenta «la finalizzazione artistica» dell'area di piazza Angilberto II, appena riqualificata attraverso il progetto "Piazze Aperte".

ARTE Neo muralismo

Dal Mudec alla piazza Zedz si ispira a Mondrian



L'opera di Piet Mondrian al Mudec

● Dal Mudec - dove è stata in mostra fino a poco fa - alla strada, l'opera di Piet Mondrian diventa un progetto di arte pubblica, un'opera di neo-muralismo ispirata proprio alla produzione artistica del pittore olandese, realizzata dal conterraneo Zedz. Il nuovo murale - in lavorazione - si affaccia su piazza Angilberto II, nel cuore del quartiere di Corvetto, Municipio 4. Il murale verrà presentato lunedì 9 maggio alle 12.30, e l'artista racconterà la sua opera al pubblico all'Auditorium del Mudec lo stesso 9 maggio alle 19. Oltre

Il murale di Zedz in piazza Angilberto II: geometrie ispirate a Mondrian



Al Corvetto



Soddisfatto L'artista belga Zedz davanti al suo murale

Le geometrie di Zedz ispirate a Mondrian

Ha lavorato come sempre con la botte e le squadre, come gli architetti e i muratori, per creare geometrie perfette (suo segno distintivo) e intersecarle una all'altra. Poi con il colore ha movimentato il disegno astratto, giocando di contrasto fra cernici grigie e nere e pennellate di azzurro, rosa, giallo e verde. Zedz - nome d'arte dell'olandese Ronald van der Volt, uno dei più affermati artisti di urban art, a cui si dedica da metà degli anni Ottanta - ha trasformato il muro cieco di un'anonima casa vecchia Milano di piazza Angilberto II (all'angolo con via San Dionigi), al Corvetto, con un murale di grandi dimensioni dal sorprendente effetto tridimensionale. L'opera, chiamata «La tradizione», è ispirata alla produzione artistica del suo connazionale Piet Mondrian, che i milanesi hanno avuto occasione di ammirare durante la recente mostra al Mudec. Con questo murale, realizzato in collaborazione con il Consolato dei Paesi Bassi, 24 Ore Cultura e Gruppo Unipol, il Museo delle Culture - che già in passato ha dimostrato attenzione e sensibilità verso la street art - compie un ulteriore passo in avanti e promuove un progetto a lungo termine: un'opera nuova all'anno, coinvolgendo le firme più note dell'arte urbana, per accompagnare e valorizzare la riqualificazione di piazze e quartieri.

Marta Ghezzi



DESTINA IL TUO 5X1000 a Opera San Francesco

C.F. 97051510150

sta il giornale

IL GIORNO

Acc

et art dell'olandese Zedz illumina la piazza

Home > Milano > Cronaca > La street art dell'olande...

La street art dell'olandese Zedz illumina la piazza

Inaugurato al quartiere Corvetto il murale dello street artist olandese

Zedz che ricopre l'intera parete di una palazzina in piazza Angilberto II all'angolo con via San Dionigi 1. L'opera, intitolata "La tradizione", evoca l'arte del pittore olandese Piet Mondrian. Si tratta del primo di una serie di murali delle più grandi firme della street art internazionale che verranno realizzati dal Museo delle culture (Mudec) e dal Comune di Milano. Il murale di piazza Angilberto II, appena riqualificata attraverso il progetto "Piazze Aperte", rappresenta «la finalizzazione artistica» dell'area di piazza Angilberto II, rigenerata attraverso il progetto "Piazze Aperte".

Prova la velocità della Fibra Vo

Vodafone - Sponsorizzata da Unipol - 24,90 € al mese

Unipol GRUPPO

INTERESSANTI AN

Senza rischi

La dirigenza r

sky arte MENU

A Milano il murale ispirato all'arte di Piet Mondrian

ARTE 10 Maggio 2022



Archiviata la retrospettiva del meneghino accende nuova Succede grazie a un nuovo m Zedz e ispirata proprio alle fantasie geor

24 ORE CULTURA

ALTHEA OFFICINALIS L. (DOA OA)

TURIN



Althaea officinalis L. (DOA OA) - TURIN

24 ORE CULTURA AND STREET ART

The next project was in the historic centre of Turin where the City Council, with the collaboration of 24 ORE Cultura and the Unipol Group, presented the work *Althaea officinalis* L. by Galician artist DOA OA to the city.

The wall represents "a gateway" to the historic centre, towards the heart of a city that also supports anti-monumentalism, that also knows how to "breathe" more slowly, that places great importance on botany and the healing power of nature, that seeps into the concrete jungle to provide its lungs with cleaner air, as Parco del Valentino and the botanical garden a few metres from the street do.



Althaea officinalis L. (DOA OA) - TURIN

24 ORE CULTURA AND STREET ART

Inaugurazione sotto la neve per il murales floreale dell'artista Doa Oa. L'opera dal titolo "Althaea officinalis L." occupa la parete di quella che è considerata una vera e propria "porta della città" in via Fratelli Calandra 10. La parete è anche un ingresso ideale che invita verso il centro, in quanto prolungamento di corso Massimo D'Azeglio.

Il soggetto sono per l'appunto dei fiori che guardano verso il Parco del Valentino, il polmone verde della città nonché la sede dell'orto botanico.

La parete alta e stretta, fino a pochi giorni fa era usurata da oltre cento anni di vita e da una guerra mondiale nel mezzo e che appartiene a una bella quanto caratteristica palazzina dei primi del Novecento. Ora è diventata una tela di 80 mq, commissionata all'artista galiziana di fama internazionale da 24 ORE Cultura-Gruppo 24 ORE con la sponsorizzazione di Gruppo Unipol e con la collaborazione del Comune di Torino.

La scelta del muro per l'Amministrazione è dovuta al fatto che rappresenta



CHI SIAMO NEWS EVENTI MOSTRE CALENDARIO ARCHIVIO PRESS CONTATTI

Home > News > Un nuovo murale botanico accoglie chi entra nel centro storico di Torino...

News

Un nuovo murale botanico accoglie chi entra nel centro storico di Torino opera di DOA OA

23 Dicembre 2022



Il murales floreale dell'artista Doa Oa accolto dai fiocchi di neve: l'opera svetta ora in via Fratelli Calandra



Realizzato su una parete alta 80 metri rappresenta un "ingresso dolce" al centro storico di Torino. Pochia e Salerno: "Un richiamo alla boccata d'ossigeno tra i palazzi"



LA STAMPA

IL QUOTIDIANO

ABBONATI

ACCEDI

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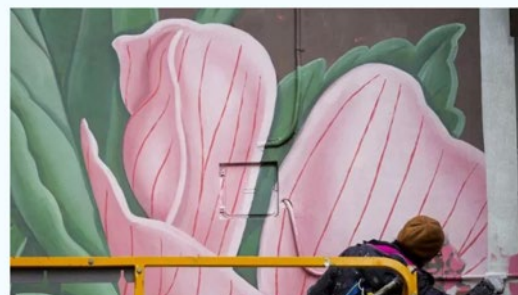
CONTENUTO PER GLI ABBONATI PREMIUM

ALTHAEA COPRE I SEGNI DEL TEMPO UN MURALE BOTANICO PER RESPIRARE CON UNA VISIONE URBANA GREEN

IN VIA FRATELLI CALANDRA GIOVEDÌ 15 INAUGURAZIONE DELL'OPERA DI DOA OA

FEDERICA BASSIGNANA

09 Dicembre 2022 alle 08:20 | 2 minuti di lettura



ATTUALITÀ CENTRO / VIA FRATELLI CALANDRA

Il murale 'botanico' debutta sotto la neve: accoglierà chi entra nel centro storico di Torino

Un angolo di poesia nel cuore di Torino che anche gli esercenti in zona hanno apprezzato



24 ORE CULTURA

hi