



SELF-MADE DESIGN

* SECOND EDITION *

MOSTRA DI DESIGN AUTOPRODOTTO

11-18 settembre 2014

Limonaia di Villa Strozzi, Firenze

ABOUT US

Source (www.sourcefirenze.it) is a self-made design event organized by ALTROVE, a small cultural association born in Florence in 2013. The idea is promoting cultural activities of design and architecture, in support of creativity, with particular attention to social and intercultural aspects. The founders are: Roberto Rubini - architect (www.robtorubini.com), Sandro Marini - businessmen (www.ferronero.com), Francesca Lancisi - artist (www.francescalancisi.com) and Monica Reis Danai- teacher of languages and an expert in integration projects in the workplace.

DESCRIPTION OF THE PROJECT

Source, the first project of ALTROVE, born from the idea of giving a new space for creativity and youth in Florence. An exhibition of self-made design, debates, conferences, workshops, meetings, lectures in order to give to the audience the possible future scenarios on production. The event will provide space for about forty creative designers - Italian and international - who will attend presenting from one to three items each one. Participation is free because we believe that young people need accessible space, in order to invest their energies in research and innovation, and because this allows us to select only quality projects. The self-production for us is a form of research which companies should increasingly look at with curiosity and interest. Among goals of the event, there is the desire to make easier the meeting between designers, craftsmen, traders and companies, in order to stimulate a debate on different design subjects and intrigue the audience of non-experts.

The event lasts eight days and takes place at the Limonaia Villa Strozzi of Florence, managed by the cultural association Officine Creative. The program also includes workshops for children and a musical section. The event is supported by the City of Florence, Tuscany Region and sponsored by companies and individuals, and from FAF (Founding Architects Florence – order of Architects).

WE ARE LOOKING FOR.....

We are looking for associations, corporations, institutions, foundations, and public and private schools who are interested in design and creativity and productive purposes – to encourage new forms of productivity giving room for creativity – that for educational purposes – raise awareness among youth and students on the topic of handicraft, design and new technologies that can give life to new future scenarios. An international network we would help in building relationships that can facilitate a broader view of the event and encourage the construction of a dialogue with European countries for a mutual exchange of knowledge and different cultures.

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