

**Triennale Design Museum presents
White Flag**

Curated by Silvana Annicchiarico and Giorgio Camuffo

London Design Biennale

7 - 27 September 2016

Somerset House

Triennale Design Museum represents Italy on the occasion of London Design Biennale 2016 with the installation *White Flag*, curated by Silvana Annicchiarico and Giorgio Camuffo. The theme of the first edition of the London Design Biennale is *Utopia by Design* which celebrates the 500th anniversary of the publication of Sir Thomas More's classic, *Utopia* (1516).

The exhibition runs for 20 days and 20 Italian designers have been chosen for it. Each one has been asked to design a white flag, filling it with symbols, signs and meaning to convey the value of a surrender, of a truce, a contemporary metaphor of utopia, according to the curators: not a form of construction, but rather an act of deconstruction.

On the first day, the 20 flags will be planted on a suitably redesigned map of the world: flags fluttering and moving in the breeze.

But this truce, like all others, is delicate and fragile, limited in time.

This is why one flag will disappear each day and, in its place, there will be an object chosen or designed by the designer.

An object as a kind of offering, or gift, in a symbolic exchange.

Pointing a way, showing how restitution can be made in a concrete manner, pointing the way to the world and to design. A constantly evolving installation.

In the end, there will be no white flags left but just a landscape of objects. A sort of offertory brought about in a time of truce.

Silvana Annicchiarico and Giorgio Camuffo say: "Throughout the course of history, utopias have almost always attempted to build new worlds. And impose new models. Each one saturating the space and claiming to be unique and perfect. The result is a world saturated with models that suffocate each other. That are mutually exclusive. That all attempt to exclude the others and assert only themselves.

Perhaps the time has come to think about utopia not as a form of construction, but rather as an act of deconstruction. As a moment of surrender.

This is the idea: a world that surrenders. That raises a white flag. That takes a step back. That calls for a truce. That lays down its weapons. That does not impose itself, but that opens itself up. That stops the endless monologue of all utopian ideas and that gives in to the need for dialogue. In other words, that gives in to the need to interact with others, with the imperfect, with those who do not fit the norms and standards. With those who believe in another model, another dream, another god.

The white flag is a symbol of surrender. It speaks in the same language to everyone. Its meaning is universal. When it appears, it calls for a ceasefire:

under the protection of the white flag and the space for dialogue it creates, opposing sides can find ways to coexist, without the existence of one side meaning the submission or extinction of the other.

Like all utopias, also a world of surrender yearns for something unattainable. It is a striving towards. It is a vision that brings with it the seeds of its own negation. As soon as it is opened, the space-time of utopia appears in all its precariousness and fragility. The time of utopia and dialogue is a time that starts disappearing the moment it appears”.

Designers

Antonio Aricò; Associato Misto; Marco Campardo and Lorenzo Mason; Cristina Celestino; Matteo Cibic; CTRLZAK Studio; Francesco D’Abbraccio (Studio Frames); Folder; Alessandro Gnocchi; Francesca Lanzavecchia (Lanzavecchia + Wai); Lucia Massari; Giacomo Moor; Eugenia Morpurgo; Rio Grande (Lorenzo Cianchi, Natascia Fenoglio, Francesco Valtolina); Sovrappensiero Design Studio; Alessandro Stabile; Studio Gionata Gatto; Studio Zanellato/Bortotto; Gio Tiroto; 4P1B Design Studio.

About the London Design Biennale:

The inaugural London Design Biennale will be held at Somerset House from 7 to 27 September 2016, bringing design installations and exhibitions from over thirty countries from the world’s nations to the heart of the capital.

The Biennale presents an extraordinary opportunity for countries and representative cities to create design statements that address the 2016 theme, “Utopia by Design”. It will provide a prestigious, global stage for the world’s leading contemporary design and design-led innovation, creativity and research.

The presentations will occupy the entirety of Somerset House, including the famous Edmond J. Safra Fountain Court. Situated on the banks of the River Thames in the heart of London, the former royal palace is a world famous cultural centre and is one of London’s most visited attractions with more than 3.2 million visitors in 2015.

The Biennale will run in partnership with Somerset House and is supported by the Mayor of London. An International Advisory Committee and Jury composed of leading figures from design has been appointed and will award medals to the Biennale’s most significant national contributions.



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#LDB16

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www.londondesignbiennale.com

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