

HOUSE OF BIRDS

Triennale di Milano

Garden

Viale Alemagna, 6 - Milan

April 4 – 9

Press preview – April 3

The exhibit **HOUSE OF BIRDS** by **Action Giromari** held in the Garden of Triennale di Milano for Design Week 2017 introduces 24 creations that weave together design, creativity, and nature.

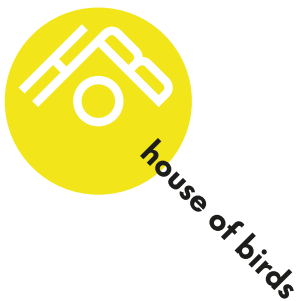
Roberto Giacomucci, creator and curator of the project, coordinated a **workshop** of **24 well-known Italian and foreign designers** invited to meet one challenge: to design a birdhouse. They were free to express and experiment their own vision through functions, forms, colors, and finishes.

It was based on these premises that House of Birds was created, an exhibit engaged in by: **Shin Azumi; Emmanuel Babled; Sebastian Bergne; Aldo Cibic; Claesson Koivisto Rune; Nigel Coates; Matali Crasset; Lorenzo Damiani; Marco Ferreri; Odoardo Fioravanti; Naoto Fukasawa; Roberto Giacomucci; Alessandro Guerriero; Constance Guisset; Giulio Iacchetti; Industrial Facility; Lanzavecchia + Wai; Lievore Altherr; Piero and Francesco Lissoni; Palomba Serafini ps+a; Marc Sadler; Denis Santachiara; Paolo Ulian; Michael Young.**

Flight is the quintessential symbol of freedom. Free from all restraints, birds defy all types of resistance in the infinite space that is the sky, overcoming gravity's downward pull, and can head anywhere. Nevertheless, even nature's freest creatures develop a need to count on a place that offers them protection and safety. As a consequence, we might imagine the abode of a winged creature more as a "cradle" rather than a cage—a safe place where it can protect itself and nest. They strive to build their home with everything that nature offers them: mud, twigs, straw, feathers... They manage to bring real genuine works of art to life just using their beak and their claws: an ability that, we must remark, makes them "natural architects".

The "**House of Birds**" workshop draws inspiration precisely from this collective imaginary and carries it over to the sphere of creativity. The **Action Giromari** workshop is the space where these **24 projects come to life** by combining technology and artisanship. A comfortable place where architects and designers can work together with the company to reach solutions for realizing their projects.

This is the objective of the House of Birds exhibit: to show how every idea can become a reality when there is a perfect balance between creativity and technical abilities!



The *House of Birds* exhibit's set-up is made out of Palboard™, the innovative PVC composite material, exclusively distributed by **Geplast Communication**, the exhibit's technical sponsor.

Action Giromari is a manufacturing company that, by combining handicraft and technology, transforms ideas and designs into real working objects. The broad variety of materials—natural and plastic—that it can work and all the workshop's different types of technology make it possible for the company from the Marche region to offer custom-made solutions to architects, brands, and companies from all different industries: design, furniture, fashion, beauty, and home care, food & beverage, food service, LSR, retail, and contract.

Action Giromari's major clients include: Dolce & Gabbana, TOD'S, Max Mara Fashion Group, Prada, Miroglio Group, Lavazza, and Scavolini.

www.actiongiromari.it

Press Office *House of Birds* exhibit

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