

Address by Ambassador Gianluigi Benedetti

on the occasion of the Italian Design Day Conference 2018

“Design, Creativity and Manufacturing”

Ambassador’s Residence, 28th of February 2018

Dear guests and friends,

Welcome to the Residence of the Embassy of Italy, and Welcome to the Israeli edition of the **Italian Design Day in the World**.

First of all, kindly allow me to acknowledge with pleasure the presence of **Professor Yuli Tamir, President of Shenkar**, the College of Engineering, Design and Art of Tel Aviv and **Professor Adi Stern, President of Bezalel** Academy of Arts and Design of Jerusalem. We are also welcoming this evening **Mr. Moshe Peterburg, Chairman** of the **Design Museum of Holon**.

The **Italian Design Day in the World** is an integrated promotion project launched by the Foreign Ministry that reaches its second edition with a view to highlighting the excellence and peculiarities of Italian design around the world.

The Italian Design Day 2018 is dedicated to the relationship between design and sustainability, intended as economic, social and environmental, and **is celebrated in 100 cities around the world** thanks to the efforts of Embassies, Consulates and Italian Cultural Institutes, within the scope of the broader promotional strategy of the “Italian Way of Life” campaign.

100 “Ambassadors” of Italian Design – architects, designers, academics, entrepreneurs, critics, communicators – take part in conferences,

promotional events, exhibitions and meetings to present Italian industrial design, one of the distinctive sector of Brand Italy and a key component of our exports, to an audience of experts and professionals of the sector.

This year the Italian Design Day is part of “**Italy, Cultures, the Mediterranean**”, the integrated promotion program that the Ministry of Foreign Affairs and International Cooperation, is promoting over this current year in the Countries of the Middle East, North Africa and the Gulf Region. Combining tradition, innovation and creativity, the program highlights cultural and social identities as optimal instruments for the consolidation of dialogue between the Countries bordering on the two shores of the Mediterranean.

Art and photography, music, theatre and dance, cultural and creative industries, language, new technologies, design and science: around these fields the Italian Embassies and the Italian Cultural Institutes will implement around 300 initiatives throughout the year.

Italian design was born in the workshops of Renaissance artists, whose diverse skills brought to life innovative products with a high aesthetic content. Ever since then research in the field of **industrial design** has grown and developed through a constant interaction between design schools and art movements, **combining Italy's remarkable craftsmanship tradition with technological innovation.**

Design has become a key feature of Italian production and an economic driving force. A study carried out by Bain&Company has highlighted that **Italian design accounts for over a third of the world's industry turnover, which totals 100 billion euros.**

Moreover, design portrays a very distinct feature of the Italian spirit, which in itself has many of the elements that are internationally identified with 'Brand Italy'. That's the high standing reputation of invaluable objects which combine beauty and originality with the quality

of raw materials and production methods, demonstrating the culture and traditions of the country's diverse regional areas.

Underlining the link between design, creativity and manufacturing, tonight I'm very honored to have with us the Ambassador of Italian Design for this edition, **Stefano Micelli**, Professor at Ca' Foscari University (Venice) and Curator of "New Craft" XXI Triennale di Milano and **Dov Ganchrow**, Designer and Senior Lecturer at Bezalel Academy of Arts and Design of Jerusalem.

Thank you very much for your kind attention.



