

**Address by the Ambassador Gianluigi Benedetti
on the occasion of the Conversation Show
Design Museum, Holon - May 27, 2019**

Dear Mayor (*Moti Sasson, Mayor of Holon*),
Dear Maya (*Maya Dvash - Chief Curator del Museo*),
Distinguished Guests

It is a real pleasure for me to bring you the greetings of the Italian Embassy on the occasion of the opening of the exhibition “The Conversation Show” in this wonderful museum.

I feel especially grateful because the exhibition we’re introducing tonight firmly underlines the high quality of cultural relations and exchanges between Italy and Israel and it takes place in a very special year for both our countries.

This year marks seventy years of diplomatic relations between our two countries. Considering the excellent results we reached so far, I am positive that the future will be even more generous and exciting for all of us.

This Museum and the partnership that we have been creating in the past years can be considered important examples of how cultural cooperation can bring mutual enrichment and reciprocal understanding.

So I would like to warmly thank the Design Museum of Holon for giving Italy and Italian design the right attention in its almost 10 years of activity, with many important projects created in partnership with the Italian Embassy and the Italian Institute of Culture, like the exhibition we are opening tonight.

Maria Cristina Didero is the first of the Italian talents we’re proud to host here. She’s one of the masterminds behind the “Conversation Show”: independent, but always working on creating networks, always with a look at the bigger picture, in constant conversation with the world.

Definitely the Zaven duo provides an excellent example of Maria Cristina’s concept. Based in their homeland Venice, Enrica Cavarzan and Marco Zavagno found their own “conversation piece” in the contamination between art, communication and design, creating a unique project.

The flexible shape of their creations reflects the fluidity typical of the exchange inside the creative process, and in Zaven's design innovation and creativity are always in conversation with the centuries-old tradition of Venetian glass-blowers.

Conversation, indeed. Conversation means a continuous debate inside the creative partnerships, but in the context of this exhibition conversation means also an open dialogue among the international top design firms hosted here, each one of them coming through different patterns and representing different ideas and projects, but all of them giving us the opportunity to touch the incredible richness and variety of contemporary design.

Take your time to fully appreciate Zaven's work and to enjoy also all the other artists' amazing projects.

So, once again, thank you Design Museum of Holon for this opportunity, thank you all very much for coming, I wish the exhibition all the best of success.