

Address by the Ambassador Gianluigi Benedetti
on the occasion of the Italian Design Day Conference 2019
Design Museum in Holon - March 19, 2019

Director of the Museum of Design, Mrs. Maya Dvash,
Architect Ceppi, Architect Sordi,
Dear guests and friends,

I am glad to welcome you to the 2019 Edition of *Italian Design Day in Israel* hosted by the Design Museum in Holon.

This event, marked around the world, gives us a formal “excuse” to celebrate one of the most artistically creative and economically thriving fields in Italy during the past, well, many centuries.

Indeed, the wealth of knowledge and of expertise of Italian design is rooted in times past. This illusive mixture of beauty, originality, craftsmanship, quality of raw materials and, at times, sophisticated production methods, has become part of our national DNA. It is as if we can't help it but look for beauty, functionality, quality, in everything around us, from daily objects to grand buildings.

We have decided to dedicate this year's Italian Design Day to *Design and Future Cities*, exploring the Italian architecture and design not only from the creative point of view but also from an economic, social and environmental stands as well.

The title is very much in tune with the theme selected for the 22nd Triennale International Exhibition, “*Broken Nature - Design Takes on Human Survival*”, launched in Milan two weeks ago. Sustainable policies are central today both for governments and for the private sector. The Triennale allows Italy – as a world leader in design – to showcase ideas, projects and high-quality sustainable solutions, hoping to spark an international debate on cutting-edge design.

I would like to very briefly portray and say a warm welcome to our esteemed Architects who honor us today with their presence.

Giulio Ceppi, an architect and a designer, has studied at the “Scuola Politecnica di Design” of Milan, he got a PhD from and is now assigned Professor at the “Politecnico” of Milan. In 1999 he founded “Total Tool”, a visioning and design strategy company with head offices in Milan and Buenos Aires. He has held workshops and conferences in more than 25 countries all over the world, has written several essays on design and project culture. He has also won international prizes (selection Compasso d’Oro, Dedalo Minosse, Mr. Planet, etc.) and his works have been shown in prestigious international expositions such as the Biennale of Venezia, and the Triennale of Milan.

Samuele Sordi, joined Pininfarina in 2013, leading a wide range of cultural, residential and commercial projects in Europe, Middle East and Asia, including the Vitra residential tower (American Architecture Award 2015), Cyrela by Pininfarina (iF Design Award) and the Air Traffic Control Tower for the new Istanbul Airport (International Architecture Award 2016). He is currently managing the Pininfarina Architecture Unit.

Real Ambassadors of Italian Design, their presence here today is another expression of just how close and important the relations with Israel are for Italy, relations that are celebrating their 70th birthday this year.... and that are destined for a long brilliant future.

Italy, the second largest manufacturer in Europe and the seventh in the world, has a significant partnership with Israel in the scientific, technological, and industrial fields. Our joint program ensures annual funding for industrial and scientific projects in cooperation with the Israel Innovation Authority and the Ministry of Science and Technology. It is this Joint Program that allows for events such as this one, and we are proud of having an on-going collaboration with the Design Museum of Holon.

The First national museum dedicated to design and architecture in Israel, this place has proven to have fulfilled its designation to become a new cultural and educational hub for central Israel. Ron Arad Architects was commissioned by the local authorities to design a museum of an international standard, and with the important mission of promoting the appreciation of design and architecture in Israel, and of Israeli design both locally and abroad. What a magnificent, state of the art, architectural creation Arad has come up with!

It is right here that on 15th of December 2010 the Embassy of Italy organized the first “Italian Industrial Design Day” in Israel. At the event participated, among other guests and journalists, three very important Italian designers – Mr. Paolo Pininfarina from the Pininfarina Design Company, Mr. Piero Gandini

from Flos, the leading lighting company, and Mr. Matteo Alessi, from Alessi. The guests of the event had the opportunity to admire, in addition, the exhibition of the "Farnesina Design Collection" with important Italian Industrial Design Objects selected directly from the collection of the Italian Ministry of Foreign Affairs.

During Design Week Holon 2015 the Embassy of Italy in Israel held right here a conference titled "Food for Thoughts" - dedicated to design in the context of food, in perfect timing with the universal exhibition EXPO Milano 2015, which was dedicated to the theme "Feeding the Planet, Energy for Life".

Today's event brings together some of the most important names in design globally, we are grateful for all the participants for taking part in this. I am, just like you, very curious to listen to the lectures of our guests so I shall not keep you waiting.

Thank you very much.