

Italian Design Day

THE EVENT PROGRAM IN THE UNITED STATES

July 7, 2021
EVENT LAUNCH



+ WASHINGTON DC

11:30AM (EDT)/DC | 5:30PM (CET)/IT

Inimitable and Iconic: Italian Design Stories in the US

Introducing a new video on key design products characterizing Italy-US relations in cooperation with

ADI ADI ASSOCIAZIONE
PER IL DISEGNO
INDUSTRIALE



**Italian
Design
Day**



Embassy of Italy
Washington

REMARKS

Mariangela Zappia, Ambassador of Italy to the US

Antonella Andriani, ADI Vice President

OFFICIAL TESTIMONIALS

Flavio Manzoni, Chief Design Officer, Ferrari

Valentina Sumini, Space Architect at MIT Media Lab

Alex Terzariol, ADI Intl. Cooperation Delegate



THE EVENT PROGRAM IN THE UNITED STATES

July 8, 2021



Embassy of Italy
Washington



+ CONSULATE GENERAL HOUSTON

9:00AM (CDT)/HOU | 4:00PM (CET)/IT

Italian Design in Texas: Stories of Success

TESTIMONIALS

Barausse, Chiavari Luxury Interiors & BeDesign



+ CONSULATE DETROIT

10:00AM (EST)/DET | 3:00PM (CET)/IT

**Sustainability of the Made in Italy and the rebirth
of the city of Detroit**

A chat with the official testimonial

Chiara Moretti (Architect&Designer, Premio Barcellona)



+ CONSULATE GENERAL MIAMI

10:00AM (EDT)/MIA | 4:00PM (CET)/IT

The Italian Way: Sustainability & Circular Economy

SPECIAL FOCUS ON



TESTIMONIAL

Stefano Boeri, President of Triennale di Milano

REMARKS

Mariangela Zappia, Ambassador of Italy to the US



+ CONSULATE GENERAL BOSTON

12:00PM (EDT)/BOS | 6:00PM (CET)/IT

Design for Emergency

IN COOPERATION WITH

Northeastern University, Center for Design



+ CONSULATE GENERAL LOS ANGELES

9:00AM (PDT)/LAS | 6:00PM (CET)/IT

A Journey Through Italian Design in the City

In preparation of a Design Talk & an Exhibition (on 9/23/21)

Video teaser with **Mattia Biagi** (official testimonial for LA)



+ CONSULATE GENERAL SAN FRANCISCO

10:00AM (PDT)/SFA | 7:00PM (CET)/IT

**Eight Objects: A Brief History of Italian Design
Through 8 Objects that Changed the World**

TESTIMONIAL

Chiara Alessi

[REGISTER](#)



+ CONSULATE GENERAL CHICAGO

11:30AM (CDT)/CHI | 6:30PM (CET)/IT

**The Future of Creativity: Design Itineraries
between Italy and the USA**

IN COOPERATION WITH

The University of Florence, Department of Architecture
Illinois Institute of Technology, College of Architecture





THE EVENT PROGRAM
IN THE UNITED STATES

July 9–13, 2021



Embassy of Italy
Washington

July 9, 2021



11:30AM (EDT) | 5:30PM (CET)

Supersalone 2021: Salone del Mobile
Milano is back with more than 200 exhibitors



IN COOPERATION WITH



TESTIMONIALS

Claudio Feltrin, President, Federlegno
Marco Sabetta, Director General, Salone del Mobile
Stefano Boeri, Curator, Salone del Mobile

REMARKS

Mariangela Zappia, Ambassador of Italy to the US
Carlo Ferro, President, Italian Trade Agency

+ **CONSULATE GENERAL CHICAGO**

6:00PM (CDT)/CHI | 2:00AM (CET)/IT

Moto Guzzi: 100 Years

IN COOPERATION WITH Piaggio Group

TESTIMONIAL **Jeffrey Schnapp** (Harvard University)

presentation of the book *Moto Guzzi 100 Years*
with Jeffrey Schnapp, **Greg Lynn** (CEO Piaggio fast
Forward, UCLA Dept. of Architecture), **Miguel Galluzzi**
(Head of Piaggio Advanced Design Center)



July 12-13, 2021

+ **CONSULATE GENERAL NEW YORK**

11:00AM (EDT)/NY | 5:00PM (CET)/IT

Immaterial Design: the Light



TESTIMONIALS

Carlotta De Bevilacqua, President and CEO, Artemide

AND WITH

7/12: Renato **Miracco**, Davide **Briganti** (Drawlight), Jim
Valentini (Dean Columbia University), Andrea
Cusumano (Macula & Genoma Fondazione Onlus)



7/13: Alba **Cappellieri** (Director, Museum of Jewellery
of Vicenza), Giuliano **Mosconi** (CEO Zanotta and Tecno);
videoconnections with Bulgari showroom and Casa
Zanotta in NY



The IDD initiatives will be accompanied by "**Design
Stories**", a series of short interviews with young
protagonist of the Italian design to be aired on
www.stanzeitaliane.it