



Italian  
Design  
Day

Re-Generation.  
Design and new technologies  
for a sustainable future



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Embassy of Italy  
Washington



THE PROGRAM IN THE UNITED STATES

## PRE-EVENT

**MARCH 20, 2022**

**WASHINGTON, 6:00PM ET  
SMITHSONIAN AMERICAN ART MUSEUM**

**“Italian Design Day and the Magic of Murano”**

In preparation of the Italian Design Day, the Smithsonian American Art Museum, in cooperation with the Embassy of Italy, hosts an event to celebrate Murano glass and the exhibition “Sargent, Whistler, and Venetian Glass: American Artists and the Magic of Murano.”

*Special dinner prepared by Michelin-starred  
Chef Enrico Bartolini.*

Interventions of Ambassador Zappia, Stephanie Stebich (The Margaret and Terry Stent Director, Smithsonian American Art Museum), Kelly Williams (Chair of SAAM Board of Commissioners), Arch. Paola Navone (2022 “Design Ambassador” for Washington D.C.), Polimoda, Microsoft Garage and Save Venice.

**BY INVITATION ONLY**

# MARCH 23, 2022 ITALIAN DESIGN DAY

**WASHINGTON/NEW YORK, 10:00AM ET**  
**“RE-GENERATION. Design and new technologies  
for a sustainable future”**

**Opening event of the Italian Design Day in the US.**

**Hosted by** the Embassy of Italy, in cooperation with the Italian Trade Agency.

**Welcome remarks:** Ambassador Mariangela Zappia, Italian Trade Commissioner Antonino Laspina, Hank Foley, President of the New York Institute of Technology and Maria Perbellini, Dean, School of Architecture and Design, New York Institute of Technology.

**Keynote speeches:** Arch. Paola Navone, 2022 “Design Ambassador” for Washington D.C. and Maria Porro, President of Salone del Mobile, Milano.

**Business Talk:** Daniele Brusca, VP Creative Brand Director Scavolini, Andres Escobar, Designer Principal Lemay+Escobar New York, Simona Gazzaniga, Head of Marketing Poliform USA, Rocco Giannetto, Managing Director Gensler New York, Jacqueline Terrebbonne, Editor in Chief Galerie Magazine (video message).

**Moderator:** Stefania Spatti, Class CNBC.

**[REGISTER HERE](#)**

# MARCH 23, 2022

## ITALIAN DESIGN DAY

### **CHICAGO, 11:45AM CT ILLINOIS INSTITUTE OF TECHNOLOGY, HERMANN HALL**

**Welcome by** Director Maryam Saleh, Ed Kaplan Family Institute for Innovation and Tech Entrepreneurship – IIT. **Opened by** Consul General in Chicago, Thomas Botzios and ITA Director Marco Verna.

**Keynote speeches:** Prof. Carlos Teixeira, Illinois Institute of Technology – Institute of Design and Prof. Stefano Maffei, Politecnico di Milano – School of Design and Polifactory.

#### **IN PERSON & VIRTUAL EVENT**

### **HOUSTON, 12:00PM CT AIA ARCHITECTURE CENTER**

**“RE-GENERATION. Design and new technologies for a sustainable future.”**

**Opened by** Consul General in Houston, Federico Ciattaglia and ITA Director Fabrizio Giustarini.

**Interventions:** Kip Altstaetter of the OKITE company. Rusty Beienvenue, Executive Director of the American Association of Architects (AIA) in Houston. Jan Showers, Designer & Owner at Jan Showers & Associates. Adam Cook, AIA Houston. Mike Pell, Envisioneer Microsoft Garage. Hiro Isogai, Managing Principal WDG Interior Architecture.

#### **IN PERSON & VIRTUAL EVENT**

### **LOS ANGELES, 12:00PM ROBINA BENSON DESIGN HOUSE**

**“A new ecology of beauty. Italian design seeding a sustainable future”**

**Welcome remarks** by the Consul General in Los Angeles, Silvia Chiave, Italian Trade Commissioner, Alessandra Rainaldi, and the Director of Italian Cultural Institute in Los Angeles, Emanuele Amendola.

**Keynote address:** Prof. Paola Bertola (Politecnico di Milano).

**Contributions by** award-winning designer and co-founder of Eligo, Alberto Nespoli, AIALA’s 2022 Committee on the Environment Chair, Miranda Gardiner, and the representatives of two Italian brands in the Melrose Design District, Robina Benson (Paola Lenti) and Moreno Vitaloni (Giorgetti).

#### **IN PERSON & VIRTUAL EVENT**

### **MIAMI, 11:30AM ET**

**“RE-GENERATION. Design and new technologies for a sustainable future.”**

**Organized by** the Consulate General in Miami with the Italian Trade Agency.

**With the participation of** Elena Salmistraro, Italian Design “Ambassador” for Miami and Craig Aquart, President of the American Institute of Architects (AIA) Miami.

**Moderator:** Massimo Casagrande, Dean of Fashion, Istituto Marangoni Miami.

#### **IN PERSON & VIRTUAL EVENT**

# MARCH 23, 2022

## ITALIAN DESIGN DAY

### **WASHINGTON, 12:10 PM ET** **ITALIAN CULTURAL INSTITUTE**

**“Italiche: Women perspective on Urban Regeneration”**

**Webinar organized by** the Italian Cultural Institute in Washington, in cooperation with the Embassy of Italy, and Jefferson University-Italy Center (Philadelphia).

**Keynote speeches:**

Paola Navone, “Design Ambassador”  
Francesca Perani, RebelArchitette  
Maria Perbellini, New York Institute of Technology  
Eva Castro / Ulla Hell, Singapore University/  
Plasma Studio  
Silvia Barbero, Politecnico Torino

**Moderated by:** Barbara Klinkhammer,  
Dean of Jefferson University

**VIRTUAL EVENT**

### **NEW YORK, 4:30PM ET** **CASA ZANOTTA**

**Roundtable on “Re-Generation, Design and New Technologies for a Sustainable Future”**

**Organized and opened by** the Consul General of Italy in New York, Fabrizio Di Michele and Enrico Cavallari, C.E.O of Tecnoand Zanotta.

**Moderator:** Prof Alessandro Melis, in conversation with the representatives of prestigious New York architectural firms: Architectonics EFM Architecture+Design, Grimshaw Architects, Rockwell Group, Tihany Design.

**IN PERSON EVENT**

### **PHILADELPHIA, 6:00PM ET**

**“The Italian commercial penetration in the United States. From the emigration to the economic boom”**

**Organized by** the Consulate General in Philadelphia, with welcoming remarks of the Consul General.

In this presentation, Luca Cottini explores the relationship between Italian product and American cultural imagery, between the aesthetic construction of the industrial object and commercial diffusion in the years after the Second World War.

**YOUTUBE, LINKEDIN**

### **CHICAGO**

**“I, You and It: Stories of entanglement between species”**

**Presented by** the Italian Cultural Institute and the Consulate General in Chicago.

Series of 2 long-feature and 3 short-feature films, selected by the designer duo Formafantasma in collaboration with Milano Design Film Festival.

Each movie will be available for 48 hours, for free online streaming on MyMovies, starting March 23 through March 29.

**AVAILABLE ONLINE**

# 3/25-3/31 ADDITIONAL EVENTS

## MARCH 25, 2022

### DETROIT, 9:30AM-3:00PM ET COLLEGE FOR CREATIVE STUDIES

#### “Roberto Palomba: Me, Design and Myself – Shaping Ideas”

A rich masterclass by Architect Roberto Palomba for a selected group of students from various design departments of the College for Creative Studies, in which Palomba will help students pull from their heritage while thinking innovatively to create a unique product concept and thus teaching the Italian way of shaping ideas.

#### IN-PERSON EVENT

### DETROIT, 5:00-6:30PM ET COLLEGE FOR CREATIVE STUDIES

#### “Roberto Palomba: Ethic and Aesthetic – The Italian Way”

In the Conference “Ethic and Aesthetic: the Italian Way” world-renowned Architect Roberto Palomba will be our Detroit Ambassador for #IDD2022 in exploring what makes #MadeInItaly so special. It will be a deep dive into juxtapositions: not only ethic and aesthetic, but also craftsmanship/technology and heritage/innovation. *The event is free but registration is mandatory.*

#### IN-PERSON EVENT

#### REGISTRATION MANDATORY

## MARCH 28, 2022

### DETROIT, 6:00-9:00PM ET THE FIREHOUSE

#### “Ethic and Aesthetic – The Italian Way”

An exclusive event highlighting Italian luxury brands and #MadeInItaly design. In celebration

of Italy, Design and Detroit, the event will feature award winning Italian architect Roberto Palomba; an Italian artisan who will be finishing a piece from the Italian furniture company, Poltrona Frau; and the global unveiling of the new Versace Home Collection that architect Palomba is designing.

#### BY INVITATION ONLY

## MARCH 29, 2022

### SAN FRANCISCO, 6:00-7:00PM PT

#### “Sustainability and Innovation in the Italian design”

**Talk by** architects Elena Pacenti and Roberto Tagliabue.

#### VIRTUAL EVENT

## MARCH 31, 2022

### NEW YORK, 6:00PM ET

#### “Upcycling: the Italian technology to support a new idea of recycling”

**Organized by** the Institute of Italian Culture and curated by Professor Alessandro Melis, with the participation of Maria Perbellini, Dean of New York University and young designers creators of the furniture and home furnishings that will ideally dialogue with the archaeological finds already exposed in the conference room of the Institute.

Inauguration of an exhibition of furniture and home furnishings produced with recycled materials, and printed with the latest technologically advanced Italian 3 D printers. On this occasion, a reportage filmed in New York Tech about the printers will be screened.



# Re-Generation. Design and new technologies for a sustainable future

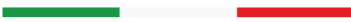
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