



ISIA

Firenze

ISIA FIRENZE'S PARTICIPATION AT MILAN FUORISALONE 2022
Post-global Village - Antifragile Design: ISIA Florence at Fuorisalone 2022
Tortona Rocks - Milan
June 7-12, 2022

From 7 to 12 June, ISIA Firenze participated at the Fuorisalone in Milan with the installation Post-global Village - Antifragile Design, curated by designer and teacher Mirko Tattarini within the ISIA HYDE Lab space (Hybrid Design Laboratory): the exhibition hosted the **repertoire of projects developed by the students of the ISIA Strategic Design course** in response to the questions posed by Nassim Nicholas Taleb in his essay *Antifragile - Thriving in Chaos* (Il. Saggiatore). **Antifragility is the capacity of systems to evolve and improve when subject to external factors of stress**, by adapting and reacting rather than seeking protection: An antifragile system embraces the unexpected and uncertainty, it accepts risk positively. One step beyond resilience, which is a propensity with a limited vocation for innovation, and none at all for change. As Nassim Taleb says, "Understanding antifragility will make us less fearful of Black Swans."

The Antifragile Design project curated by Mirko Tattarini starts life as one of the research activities of ISIA HYDE Lab on domesticity and mobility and originates from pandemic and post-pandemic reflections ensuing from a direct observation of the capacity for overcompensation demonstrated by society as well as by certain national and supranational structures.

The collection of artifacts exhibited at Fuorisalone 2022 constituted the partial - and arbitrary - synthesis of a domestic environment inhabited by symbiotic pairs of objects whose production is based on hybrid manufacturing processes (conventional and additive). The projects are directly or indirectly classifiable in one of the following categories:

- **HACKED:** Avanto by Raffaele Marra, Bagno Matto by Simone Giulietti
- **READY-MADE:** Zero-Uno by Ludovico D'Oro, Attacca-Brighe by Anna Fiore
- **UPCYCLED:** Mary by Alessandra Mezzabarba, Obuc by Loris D'Ascenzo, Otto-R by Michelangelo Campigotto
([see Project sheets in Drive Folder](#))

In each project the twofold aim is to extend the **product life cycle** and avoid the **activation of new production chains** entailing the consumption of materials and energy. A set of practices which, it is hoped, may go beyond the research phase and become an integral part of the processes of design companies which, all too often, are still anchored to an outdated industrial cycle that terminates with a sale (and a bit of assistance), disregarding of all subsequent phases.

Objects with an elevated technical, symbolic and poetic content are ready to draft a second history of design with the capacity to:

- Take advantage of post-traumatic growth and overcompensation;
- Accept the imbalance;
- Accept errors and margins of indeterminacy.
- Make recourse to redundancy
- Restrict design intervention (and also human intervention)
- Improve in the wake of impacts (and therefore usage), rather than mere survival.

The essential sections of the Post-global Village - Antifragile Design exhibition consisted in the editorial project "Manuale Distruzione", integrated with the exhibits by the ISIA course of Writing for the Media held by copywriter and teacher Massimo Alvito, as well as the sound design installation curated by Francesco Bonomi.

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Here below are some data on the event:

- > **2500 visitors** to the ISIA space
- > **280 copies of the book distributed** selectively
- < **€ 15,000** budget (excluding accommodation)
- < **10 kg of staging waste, amazingly**
- = **0 (zero) Euro of advertising costs**

Thanks to this exhibition, **ISIA Firenze** returns once again to the Fuorisalone in Milan with an advanced research project, to confirm its role in the ambit of the Made in Italy cachet, innovation and design thinking. A few keywords to anticipate the 2023 edition: #turbolence #rally #solarpunk.

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The ISIA of Florence, Higher Institute for Artistic Industries, is a university-level public institution included in the AFAM - Higher Artistic and Musical Education - sector of the Ministry of University and Research, directed by Francesco Fumelli and presided by Vincenzo Bonelli. ISIA offers a training program consisting of three-year and two-year specialized courses in Product Design and Communication. Founded in 1975 with the aim of training new generations of professional designers, the Institute is a modern school, whose activity has always been focused on technological and stylistic innovation. **For over forty years, ISIA Firenze has been preparing its students to become designers capable of formulating cutting-edge, sustainable projects** capable of providing comforts for contemporary living and creative technical solutions, fruit of attentive research focused on humanistic, social and technological aspects.

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Mirko Tattarini is a designer born and raised on Monte Amiata, a natural enclave in southern Tuscany, once a volcano and always a land of anarchic and visionary personalities. In the 1980s he was an athlete in the ranks of the national alpine skiing teams and a sprinter in the 100m flat in athletics. He is currently an off-road rally motorcyclist.

Graduated from the **ISIA in Florence**, he was the first former student to take up teaching.

He has travelled and worked in over 50 countries around the world as a designer and international development expert, particularly in transitional countries.

His works, which have appeared in numerous publications, span architecture, product design, digital communication, interior design, and any sector presenting an opportunity for study, investigation and in-depth analysis.

He has collaborated with numerous brands and institutions including European Space Agency, CNR, Aston Martin, Design Apparat, CSS, ICE, Formitalia, Gilli, B&C, Mediterranean Institute, Confindustria Balcani, Nido Home, Franci, Viola, Ligna Group, British American Tobacco and many others.

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