

Press Release



bla bla design workshop

**UN MATERIALE
LA CERAMICA**

**UNA DISCIPLINA
IL DESIGN | DESIGN**

**TRE GIORNI DI WORKSHOP
20 | 21 | 22 SETTEMBRE 2013**

**UN OBIETTIVO
DEFINIRE UN NUOVO LESSICO
PER LA CERAMICA DI CASTELLI**

**UNA LOCATION
LICEO ARTISTICO STATALE
F.A. GRUE, CASTELLI | ABRUZZO**

**TRE PROGETTISTI
ELISABETTA DI BUCCHIANICO
DANIELA MAURER
DARIO OGGIANO**

**UN OSPITE D'ECCEZIONE
PAOLO ULIAN**

**24 PARTECIPANTI
STUDENTI, LAUREATI E
PROFESSIONISTI IN DISCIPLINE
ARTISTICHE**

**18 RISULTATI
OGGETTI MANIFESTO DEL
CATALOGO DI FORME
TRADIZIONALI**

Mostra evento dei
risultati del workshop
Argillà Italia 2014
5 - 7 settembre
Faenza, Palazzo
delle Esposizioni
(ArgiMap 5)

*A MATERIAL
THE CERAMIC*

*A DISCIPLINE
DESIGN*

*THREE DAYS OF WORKSHOP
20 | 21 | 22 SEPTEMBER 2013*

*AN AIM
DEFINE A NEW LEXICON FOR
THE CERAMIC OF CASTELLI*

*A LOCATION
STATAL ART HIGH SCHOOL
F.A. GRUE, CASTELLI | ABRUZZO*

*THREE DESIGNERS
ELISABETTA DI BUCCHIANICO
DANIELA MAURER
DARIO OGGIANO*

*A SPECIAL GUEST
PAOLO ULIAN*

*24 PARTICIPANTS
STUDENTS, GRADUATES AND
PROFESSIONALS IN ART
DISCIPLINES*

*18 RESULTS
OBJECTS THAT ARE MANIFESTO
OF THE CATALOGUE OF THE
TRADITIONAL SHAPES OF THE
MAJOLICA OF CASTELLI*

Exhibition of the results
of the workshop
Argillà Italia 2014
September 5 - 7
Faenza, Palazzo
delle Esposizioni
(ArgiMap 5)



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Liceo Artistico Statale
per il Design F. A. Grue
www.arteceramica.it

Argillà Italia | 5 - 6 - 7 Settembre 2014

Faenza | Palazzo delle Esposizioni

Exhibition of the results of the workshop

Castelli, City of Ceramics in Abruzzo, nestled between the peaks of Monte Camicia and the Gran Sasso of Italy, is famous for the production of pottery, a tradition that dates back to the Middle Ages and that in the Renaissance period is at the center of the international artistic production panorama.

The traditional majolica of Castelli has now lost its commercial appeal of the past because of its exposure and its immutability. These causes have reduced its ability to communicate by limiting its value to the only parameter of "beauty."

But in an age where the sensitivity to "beauty" is reduced or however it is less and less able to recognize the good in what has already been seen, the famous ceramics of Castelli is facing its extinction and with it there is a risk of a socio-economic decline of this area and the permanent loss of a technical culture heritage.

bla bla design workshop was organized to lay the foundations for a raise and a re-actualization of the traditional production of the majolica of Castelli, a laboratory project for three days (**20 | 21 | September 22, 2013**) addressed to the students of the Statal Artistic High School of Castelli and external participants (university students, graduates and professionals), coordinated by the designers **Elisabetta Di Bucchianico**, **Dario Oggiano** and **Daniela Maurer** with a special guest, the designer **Paolo Ulian**.

In Castelli is located the seat of the former **Institute of Art F.A. Grue** (now **Art School for Design**), a unique facility in the world, an incubator of Italian ceramic culture and point of reference in the international art scene for more than a century (witnessed by the important and rich collection of ceramic works of the most important Masters stored in it).

For three days the school has become the headquarters of **bla bla design workshop**, making available its facilities and the technical competence of the laboratories teachers.

During the three days of full immersion in the world of "creative ceramics", the participants are dedicated to operations of the breakdown of traditional forms of the catalog of Castelli and of search for the forgotten or hidden words in the archetypal forms.

The successive reassembly has created a new catalog of speaking objects, real "ceramic manifestos" that still bear witness to what the traditional forms have to say and they anticipate what will tell the majolica of Castelli tomorrow.

bla bla is curated by **ArDe_Craft and Design**, a project that aims to create episodes of meeting between the Technical Artistic Culture of Crafts in Abruzzo and the ability to innovate and respond to new business scenarios inherent in the Designer work to trigger a renewal at local and national level.

Arde was born from the encounter between the artisans and designers **Elisabetta Di Bucchianico** and **Dario Oggiano** from Abruzzo and the designer **Daniela Maurer** from Milan.

Designers who took part in the workshop

Professionals:

Mario Alessiani, Francesca Bellisari, Angelo Bucci, Gianna Di Donatantonio, Domenico Cutellé, Giorgio Di Cesare, Anna Faieta, Marina Giaccio, Paolo Iannetti, Maria Francesca Monteforte, Paola Paolini, Fabrizio Sebastiani, Marco Scuderi.

Students of the Art School for Design FA Grue:

Emanuele Ciafarone, Alessandra Di Giacinto, Camilla Di Stefano, Andrea Marinucci, Dalila Marroni, Mirko Marroni, Federico Merlini, Alessio Nardangeli, Camilla Ottaviano, Damiano Vaccari.

Photographs by:

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Tutor of the workshop:

Orsetta Rocchetto