

14 giugno - 17 luglio 2013
h. 9:00 - 19:00 / EXPOAREA

DESIGN AUTOPRODOTTO 02

MANOLO BENVENUTI

Allestimento **Manolo Benvenuti**

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Self-produced Design 02 / Design autoprodotta 02 / Manolo Benvenuti
Organized by ReeDoHub

Reuse-design exhibition. ExpoArea, ExpoArea, Via Rigardara 37-39, 47853 Coriano, Rimini, Italy.
Open from June 14 to July 17, 2013, Monday through Friday, 9am-7pm.
Opening June 14, 6.30pm.

The second chapter of the Self-produced Design series shows **Manolo Benvenuti**, who is working in the field of reuse-design since 2005, when his first works were shown. Benvenuti studied Architecture and his choice of self-production and reuse design has been an early vocation, following the graduation in urban planning at the University of Florence. In his work materials play an emerging role, evidencing a careful and serious path of research.

On Saturday, June 22 th, Manolo Benvenuti will also lead a workshop open to anybody who wants to personally try self-production at the ExpoArea space. Participation requires a reservation fee of € 30, seats are limited and admittance is on a first come first served basis.

For more info, please contact reedo@reedo.it

In reuse we always deal with some 'second matter', which has already performed a function and whose traces it carries, as small as they may be. The reuse designer does not obliterate completely these signs,

she is not doing a recycling work; she rather incorporates them in a new form, gives them a new semantic and functional value. The technique of reuse consists in giving the primary form a 'bend', a curvature that does not delete it but adapts it to a new function. We may coin the expression 'morphologic curvature' as the essence of reuse design's action.

Manolo Benvenuti, in particular, has worked in depth with PET bottles and containers. PET has become a typical material of reuse, beginning with Tadao Ando's walls, but Manolo has transformed it into a constant approach to spectacular lighting for events and monuments. In 2013, for instance, he has hung his 'molecules' to the two thousand years old Tiberius bridge in Rimini. This phase in the evolution of reuse design is crucial, since we are witnessing the entrance of scrap items in the repertoire of classical materials. Just because of the work of designers such as Benvenuti these 'waste' will soon enter the list of the 'building materials'. Then we will have finally achieved the goal of sustainability to which the movement of self-production is aiming. Benvenuti is doing a similar work with old tyres, on which he works with procedures he has standardized. The route he has followed represents a crucial stage in the evolution of reuse design. The problem of reuse design is, in fact, that it was born outside the model of industrial production, and therefore out of the industrial design frame. However, the interpreters who are true designers never relinquish the search for a mode of production converging with the essential mission of design, that is, making functional products available to a large number of users. It is for this reason that we think self-production is crucial: the processes on which Manolo Benvenuti conducts his research can give rise to new-craftsmanship businesses and spread as a network, becoming one component of the Third Industrial Revolution. The exhibition's set up is by the author. Organization, communication and editing is by ReeDoHub. ECOAREA supports the event by providing its space, an example of sustainable architecture.

ExpoArea (headquarter of ECOAREA better living) is the first eco-structure in Italy dedicated exclusively to the Green Economy. It is an environment created to develop culture and relationships where people can meet face to face, interact, and learn first hand, about sustainability issues, green products and technologies, and various green services: energy efficiency, green building, renewable energy, sustainable housing and transportation.

ExpoArea combines the natural needs of entrepreneurial and functional requirements of a modern building while maintaining a low environmental impact, both in terms of energy consumption and materials used in construction.

ExpoArea was designed as hybrid structure divided into two parts using two technological systems: the traditional system in brick and also the wood dry technology, properly jointed with one another and both conforming to earthquake safe protocol. The roof is insulated by a natural garden terrace.

ExpoArea hosts ReeDoHub at its exhibition spaces.

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