

## Italian Design Day 2017, Taipei – 2017 義大利設計日

**Promoters:** Triennale Museum in Milano, Italian Economic, Trade and Cultural Promotion Office of Taipei, and Italian Trade Agency

**Organizers:** Chinese Culture University and BIAS architects.

**Main Sponsor:** LDC Hotels & Resorts - Palais de Chine Hotel.

**Supporting Sponsor:** China Airline.

**Media partner:** La Vie magazine.

### 2017 義大利設計日:

主辦/ 米蘭三年展設計博物館、義大利經濟貿易文化推廣辦事處、義大利經濟貿易文化推廣辦事處-貿易組

協辦/ 中國文化大學環境設計學院、衍序規劃設計顧問有限公司

主要贊助/ 雲朗觀光君品酒店台北

協力贊助/ 中華航空公司

媒體協力/ La vie

**Italian design is an all-encompassing phenomenon, covering a whole range of production sectors, such as furniture, accessories, lighting and transportation, as well as sport, food and a host of others. So, on March 2<sup>nd</sup>, 2017, on the same day, in 100 locations around the world, 100 “ambassadors” of Italian culture will illustrate the concept of excellence in design and will meet the excellence in the country they have visited. Among the other cities, this event will simultaneously take place in Barcelona, Berlin, Chicago, Dubai, London, Mexico City, Miami, Milano, Moscow, New York, Paris, Beijing, Seoul, Shanghai, Teheran, Tel Aviv, Tokyo, Toronto, Vienna, etc... This major event will be repeated in March, 2018, further expanding the interactions. 2018 will also see a major exhibition of objects, which will take into consideration the experience and materials accumulated in the previous edition, and any synergies they might have led to.**

義大利設計是一項涵蓋各種範疇的廣義文化現象，它囊括了生活中所有項目的生產製造，從傢俱、飾品、燈具、運輸工具到運動、料理..等無所不包。因此，在2017年3月2日義大利設計日當天，義大利將同時派遣100位文化交流大使到全球100個國家，與當地設計界的頂尖核心力量進行深度交流。除了台北以外，義大利設計日活動也將同時於巴塞隆納、柏林、芝加哥、杜拜、紐約、莫斯科等各大國際都市舉辦。隔年2018年的三月，將再次於米蘭三年展設計博物館中舉辦設計大展，將之前設計日活動中所累積的經驗、設計素材以及所生成的合作加乘效應作綜合展示呈現，進一步深化延續義大利設計日的影響力。

The ambassador of Italian Design in Taiwan will be Mario Piazza, graphic designer and architect, that works in Milan since 1982, dealing with exhibitions, communication, and corporate identity, addressing projects such as the visual system of Moleskine. In 1996 he founded 46xy ([www.46xy.it](http://www.46xy.it)), a design and communication strategies studio. From 1992 to 2006 he was President of the AIAP - Italian Association for Visual Communication. Since 1997 he is Visual Communication professor at the Politecnico di Milan and researcher at the Indigo department of the Faculty of Design of Milan. It was creative director of Domus from 2004 to 2007, and since 2007 he is the art director of Abitare, two of the major Italian magazines of architecture and design. He has designed and curated several exhibitions on graphic design, as well as he has published books, and curated or designed several other Italian specialized magazines.

來訪台灣的義大利設計大使是知名建築師暨平面設計師 Mario Piazza，Mario 自1982年起便活躍於米蘭展覽、傳播及企業品牌形象的設計活動中，曾經經手 Moleskine 的視覺設計系統等大型設計專案。Mario Piazza 於1996年創立46xy設計與傳達策略工作室 ([www.46xy.it](http://www.46xy.it))，1992年至2006年間擔任 AIAP (義大利視覺傳達協會) 主席，自1997年起亦於米蘭理工大學教授視覺傳達並擔任

設計學院 Indigo 分部的研究員。Mario Piazza 更於 2004 年起先後擔任義大利兩大指標性設計建築雜誌《Domus》及《Abitare》的創意藝術總監，並曾策畫多場平面設計展覽、撰寫設計書籍以及操刀設計多本義大利雜誌。

## 義大利設計日流程

### The date / 時間

2016/03/02, 13.00 - 17.00

### The venue / 地點

CCU - Chinese Culture University, MLC,  
No. 231, Jianguo South Road Sec. 2, Taipei

台北市大安區建國南路 2 段 231 號(文化大學大廈館 B1 表演廳)

### The schedule / 時程

13:00 - Opening and preliminary communications / 暖場

13:10 - Welcome by the IETCPO and the CCU speaker Donato Scioscioli,

the Representative of the Italian Economic, Trade and Cultural Promotion Office

and Dr. Tien-Rein Lee, the President of the Chinese Culture University

/ 義大利經濟貿易文化推廣辦事處代表 **Donato Scioscioli** 與文化大學校長 李天任 博士致詞

13:30 - A short movie by the RAI - Italian Television about Italian Design and the Design Day

/ 義大利設計日介紹影片

13:45 - First lecture : Italian Design and Visual identity

Speaker : Mario Piazza, Italian architect and visual designer

/ 講座一 義大利視覺設計

講者: 義大利設計外交大使: **Mario Piazza**

14:20 - Second lecture : Social Design in Taipei

Speaker : Agua Chou, Director of Agua Design

/ 講座二 社會與環境設計在台北

講者: 周育如 台北設計之都顧問  
暨水越設計 負責人

14:50 - Third lecture : Motion Design and Taipei

Speaker : Rex Huang, Founder of Whitelight Motion

/ 講座三 影像設計與台北

講者: 洪鈺堂 白輻射影像 創辦人暨導演

15:20 - Coffee break

15:30 - Fourth lecture : Taipei World Design Capital 2016 - the designer and the event

Speaker : Wu Han-Zhong, Former CEO of Taipei World Design Capital Taipei Office

/ 講座四 台北設計之都與台灣設計師之鏈結

講者: 吳漢中 前 2016 台北設計之都 執行長

16:00 - Fifth lecture : Innovation On Urban Governance: Social Design

Speaker : Liou Wei-Gong, Associate Professor at the Department of Sociology, SCU

/ 講座五 都市治理的創新思維—社會設計

講者: 劉維公 東吳大學社會學系 副教授

16:30 - Roundtable and Debate

host : Kuo Chiung-Ying, Head of Landscape Architecture Department, CCU

Speakers : the lecturers and distinguished guests

/ 圓桌論壇

主持人: 郭瓊瑩 文化大學景觀學系系主任

與談人: **Mario Piazza**、劉維公、周育如、洪鈺堂、吳漢中

17:00 - Closing

For information, please contact

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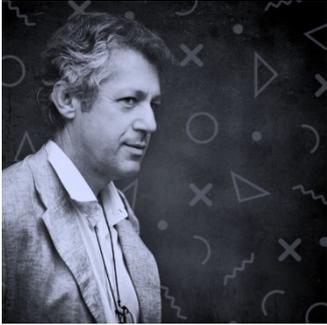
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**聯繫人**

**秘書 林依諭**

**Nadia Lin, Secretary**



Mario Piazza, graphic designer and architect, works in Milan since 1982, dealing with exhibitions, communication, and corporate identity, addressing projects such as the visual system of Moleskine. In 1996 he founded 46xy ([www.46xy.it](http://www.46xy.it)), a design and communication strategies studio. From 1992 to 2006 he was President of the AIAP - Italian Association for Visual Communication. Since 1997, he is Visual Communication professor at the Politecnico di Milano and researcher at the Indigo department of the Faculty of Design of Milano. It was art director of Domus from 2004 to 2007, and since 2007 he is the art director of Abitare, two of the major Italian magazines of architecture and design. He has designed and curated several exhibitions on graphic design, as well as he has published books, and curated or designed several other Italian specialized magazines.

#### Visual design, main clients:

- Moleskine: visual system for block notes;
- ET Einaudi, publisher: visual system for paperback books;
- De Padova, furniture design: art direction;
- Tacchini, furniture design: art direction;
- Abitare, architecture and design magazine: art direction, since 2007;
- Domus, architecture and design magazine: art direction, from 2004 to 2007;
- NTV Italo, high speed train: pictograms and visual communication;
- RCS, headquarters building: pictograms and visual communication;
- Palazzo Reale, Milano, museum: graphics and installation for various exhibitions;
- La Triennale di Milano, museum: visual system, graphics, and installation for various exhibitions;
- Wally yatches: coordinated image;
- Various logo for institutions, events, and private companies.

#### Art direction and design of magazines, main clients:

- Il Sole24 Ore Spa (the main economy newspaper of Italy): various specialized magazines;
- Editoriale Domus: Domus Magazine (one of the main design and architecture magazine of Italy);
- Editrice Abitare Segesta: Abitare (one of the main design and architecture magazine of Italy),
- Costruire, Zodiac (other specialized editions in architecture and design);
- Editrice Tecniche Nuove: il Nuovo Cantiere (specialized edition in architecture);
- Automobilia Edizioni: various specialized magazines addressing cars and art;
- Editoriale Italiana: various specialized magazines addressing animals and food;
- Editoriale La Repubblica: various specialized magazines addressing education and food;
- Editoriale RCS - Il Corriere della Sera: various specialized magazines.

#### Education and research, main clients:

- Politecnico University of Milano
- Bocconi University, Milano
- Italian National Council of Research
- European Institute of Design
- ISIA, Urbino
- Emilia Romagna Region
- Lombardia Region
- Milano Province
- Lombardia Trade Association
- IRRSAE Lombardia
- IREF Lombardia
- ItaIAirport