

20-22
September
2019

Architecture

Palazzo
del Broletto

LAKE
COMO
DESIGN
FAIR

2nd edition

A new entry _____

LAKE
COMO
DESIGN
FAIR

Lake Como Design Fair pushes the boundaries between fair and exhibition by bringing together design and architecture lovers through a unique event. After its successful debut, the fair will return for its second edition on **September 20-22, 2019**, now embracing two venues.

A curated design selection will be presented at the Teatro Sociale Como and **a new section** — entirely **dedicated to architecture** — will be held at the Palazzo del Broletto in the heart of Como, just right to the Teatro Sociale and adjacent to the Cathedral.

This year **the focus is on colour**. Designers, architects and photographers are invited to contribute to a reflection and investigation on this subject, with and through the projects they submit.



Context _____

LAKE
COMO
DESIGN
FAIR

Lake Como Design Fair is part of a cultural initiative by Wonderlake Como Association, aiming to support and promote awareness of the beauty and heritage of Lake Como, while seeking to encourage people to discover the historical sites of the region.

Como and its lake, on the threshold of Italy and Switzerland, and has its own rich architectural legacy that makes it a natural choice as the location for a fair dedicated to design and architecture.



Architecture at Lake Como Design Fair _____

LAKE
COMO
DESIGN
FAIR

The fair aims to reach out to those architects who do not solely focus on their clients' briefs, but also and consistently give free rein to their ideas through the production of artefacts that reflect their particular practice.

Unlike in the design section of the fair, the architects are not expected to provide design objects, but also items that have been created before, during or after the creative process accompanying their projects, whether actually built or not, or simply utopian.

Besides sketches, photographs or models, we invite architects to also consider "accidental masterpieces," where serendipity (or not) may have generated these collaterally to their designs: mock-ups, resin fragments, foam sculptures, abstract totems,...

Further, we also look forward receiving submissions by architecture photographers or proposals of such work by the authors of the portrayed objects. The depiction of architecture and its materiality is as much a colour-giver than the process of its creation.



Architecture as collectible item _____

The consideration of architectural drawings and models as collectible items has been most definitely consolidated since Leo Castelli first investigated this potential in his SoHo gallery in 1977. The "Architecture I" exhibition presented the "metaphysical work" of seven architects — amongst them Richard Meier, Walter Pichler and Aldo Rossi — which reflected, in the words of the New York Times, the "dramatic changes in today's theory and practice, and even in the state of architecture vis-à-vis the other arts."

Since then, architecture has undoubtedly gained its place in museums and collections, exponentially increasing its presence in specialist galleries, as well as in art fairs.

To reiterate the overall theme of the design fair, architects are encouraged to contribute to a reflection and investigation on the subject of colour through submitted objects and subjects.

LAKE
COMO
DESIGN
FAIR



Colour in architecture _____

Colour in architecture is a wide and varied subject that is frequently redefined and the subject of sometimes heated discussion. Most architects will likely occur with John Ruskin's observation, that "the purest and most thoughtful minds are those which love colour the most" (*Stones of Venice*, 1851–3). Its explicit use in architecture may simply not be a priority to some. Le Corbusier made sure to emphasise in an essay about *purism*, that "in a true and durable plastic work, it is form which comes first, and everything else should be subordinated to it."

The targeted use and role of colour has had latent lows and blunted highs over time, and place. Some architects use it as *file rouge* that becomes the signature feature of their work, as is (literally) the case for Bernard Tschumi or Luis Barragán. For others, it may just accompany a certain phase of their production. For yet others, such as Tadao Ando, it appears that what culturally is understood as colour would be but excessive ornament. But unarguably, wherever there's light there's colour, and Ando masters the colour of light (and shade) in a way few others do.

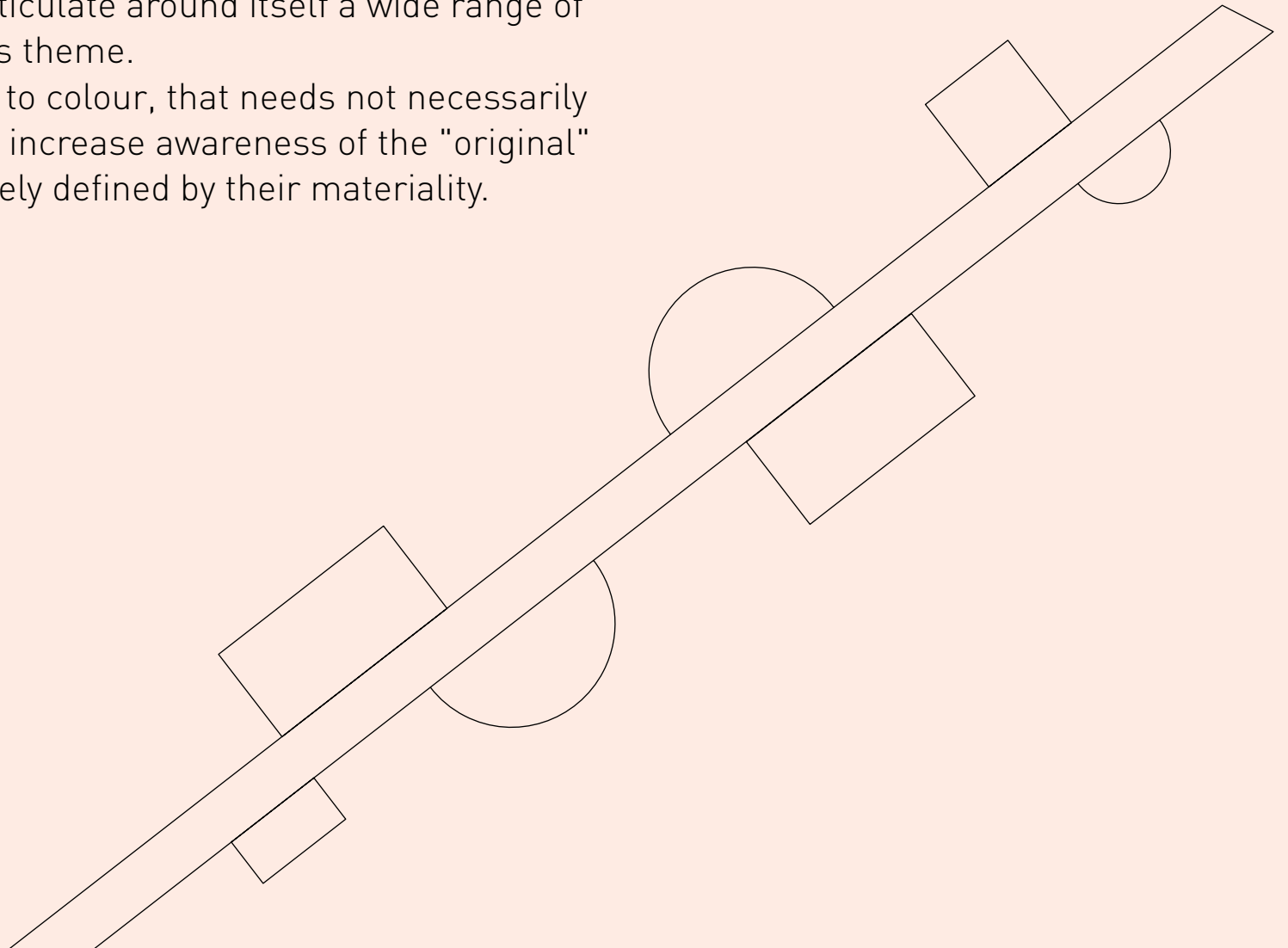


A Wunderkammer dedicated to colour _____

LAKE
COMO
DESIGN
FAIR

The display of the architectural objects in the over 250 m² of space of the Palazzo del Broletto will reflect a curatorial study of the submitted works. A 15 metre long diagonal wall, that divides the space into two halves, will articulate around itself a wide range of statement pieces on the fair's theme.

A *Wunderkammer* dedicated to colour, that needs not necessarily to be "colourful" but that will increase awareness of the "original" colour of the objects, ultimately defined by their materiality.



The curators _____

LAKE
COMO
DESIGN
FAIR

Margherita Ratti, founder and fair curator, will set up the new architecture section with Andreas Kofler, architect-urbanist, editor and curator.

Margherita Ratti is a design advisor and curator and expert in communication and development strategies, with a reputation for always looking forward rather than back. Margherita (born and raised in Como) currently lives and works in Paris. Having studied architecture at the Politecnico di Milano and contemporary art at the Sorbonne, Margherita divides her time between design and architecture, initiating, developing and promoting new and future projects. Previously artistic director of the Galerie Italienne, specialised in the production of limited design editions, she also conceived LAN Architecture's communication strategy and developed their cross-media projects. She has co-curated at MoMO Galerie with the artist and photographer Romaric Tisserand and since 2012 has collaborated with the engineering firm Bollinger+Grohmann in Paris. Margherita is the founder of It's Great Design.

Andreas Kofler is an architect, urbanist, freelance writer and curator. Originally from Merano (South Tyrol, Italy), he studied architecture in Madrid and Vienna, where he graduated from the Technical University in 2005. Since then, he has worked for several offices and architects – amongst them Theo Deutinger (TD), Rem Koolhaas (OMA/AMO), l'AUC and Dominique Perrault (DPA) – before co-founding in Paris, together with Marcello Tavone, the office Weltgebraus. Most of his projects imply a multidisciplinary declension, such as the work on Greater Paris (DPA), Greater Moscow (l'AUC), Prada (AMO), and the exhibition 'The Image of Europe' (TD/AMO) for the European Union. His curatorial projects include 'Japanese architectures in Paris, 1867–2017' and the first exhibition about Armando Ronca, both accompanied by homonymous publications. He is a regular writer for magazine L'Architecture d'Aujourd'hui, is an associate professor at the E.N.S.A.Versailles and the curator of the Swiss Architecture Museum (SAM) in Basel.

Selection process _____



The selection and curation process is at the sole discretion of Lake Como Design Fair, that will chose individual items to be exhibited and sold.

The cost of participation is EUR 180.00 per 1.20 linear meters

Each work on display will be available for purchase. A publication and a guide distributed at the fair's entrance will provide detailed information about the contents of the exhibition. Our staff will be facilitating all sales. Lake Como Design Fair will retain a commission of 20% on sales.

The deadline to participate to this year's edition is July 15, 2019

For further details and questions, please contact: info@lakecomodesignfair.com

Program _____

LAKE
COMO
DESIGN
FAIR

Preview

Thursday

19th September 2019

5pm – 7pm

Opening (by invitation only)

19th September 2019

7pm – 11pm

Open to the public

From Friday 20th

to Sunday 22nd

September 2019

10am – 7pm



A project by
Wonderlake
Como —

lakecomodesignfair.com

© Associazione Wonderlake Como
via Alessandro Volta 70, 22100 Como, Italia