

14 December 2023 > 10 March 2024

## The Contemporary Design Collection of MAXXI is born

the initial acquisitions on display narrate the current scene of design: industrial, collectible, digital, new materials, anonymous.

MAXXI Museo nazionale delle arti del XXI secolo | Gallery 2

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*Rome, December 13, 2023.* **MAXXI Museo nazionale delle arti del XXI secolo** launches a **Collection dedicated to Contemporary Design**, new line of research in the Architecture Department, unveiling its **inaugural acquisitions** to the public (from December 14, 2023, to March 10, 2024, in Gallery 2).

The first to join the collection are twelve studios and individual designers: ARCHITETTI E ARTIGIANI ANONIMI; BLOC STUDIOS; FORMAFANTASMA; STEF FUSANI; KOSTAS LAMBRIDIS; MAXIMILIAN MARCHESANI; JASPER MORRISON; OBJECT OF COMMON INTEREST (OoCI); OLDER STUDIO; REHUB; MARTINA TARANTO; STUDIO PLASTIQUE - SNØHETTA - FORNACE BRIONI.

The new Collection is divided into five categories, defined also thanks to the valuable contribution of Joseph Grima, architect, curator, founder of the Space Caviar studio and Creative Director of the Design Academy in Eindhoven.

The intention is to accurately capture the current scene of design. These are the sections:

**Industrial Design:** Projects that blend refined aesthetic quality with mass production.

**Collectible Design:** When the designer is directly involved in bringing the concept to life, creating a unique piece or a limited series, as opposed to merely providing a sketch for production by a company.

**Anonymous Design:** Objects whose significance lies not so much in their aesthetic value but in their functional role and the position they have assumed in a particular historical moment.

**New Materials:** Projects that embrace the crucial challenge of integrating innovation and sustainability into design.

**Digital Design:** Targeting new media and their constant evolution.

Among the selection criteria, a key emphasis is placed on fostering a dialogue between Italian culture and the international scene. This includes aspects related to the local territory, such as projects connected to local producers, as well as the influences of Italian culture and tradition on the new generations of designers and on the works created in the early decades of the 21st century.

In fact, while Italy has played a pioneering role in the field of industrial design, producing furniture, lamps, and objects found in museums and homes worldwide, it is equally important to investigate the evolution of a discipline so naturally ingrained in life and society today, and to question its future developments.

This initial collection of exhibited works encapsulates the research directions and trends towards which the contemporary creative production is oriented.

A thoughtful assortment of objects, ranging from consumer products to the most innovative devices, demonstrates the design's ability to shape (and be shaped by) technological advancements and societal changes.

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## SECTIONS AND PROJECTS IN THE EXHIBITION:

### Industrial Design

> **Bloc Studios**

*Vaso Clelia* (Design Valentina Cameranesi Sgroi), 2018

*Tavolo Ondamarmo* (Design Federica Elmo), 2019

> **Jasper Morrison**

*Sedia Trattoria*, 2009

> **Older Studio** (Letizia Caramia and Morten Thuesen)

FJORDENHUS - A BESPOKE UNIFORM PROJECT, 2020

uniforms for the employees of the Lyst restaurant, located within the Fjordarhus building, designed by Olafur Eliasson in the city of Vejle, Denmark.

### Collectible Design

> **Architetti Artigiani Anonimi**

*Proporzioe Mediterranea – Vaso 02*, 2021

> **Stef Fusani**

*Becoming stone #3*, 2023

> **Kostas Lambridis**

*Lapsus materiae*, 2023

> **Maximilian Marchesani**

*Famiglia (16)*, 2023

> **OoCI - Object of Common Interest**

lampada *Tube Column*, 2023

### New Materials

> **Formafantasma**

*Botanica - Vasi I, VI*, 2021

> **rehub**

*Frammenti di laguna*, 2023

> **Studio Plastique - Snøhetta - Fornace Brioni**

*Forite*, 2021

> **Martina Taranto**

*Viral nature*, 2023

### Anonymus Design

> FPM-E *face mask model produced by Fameccanica (Angelini Group)*

### Digital Design

> **Space Caviar**

*Hide and Seek in Architecture*, video game created by the studio for the **AALTO – Aino Alvar Elissa, La dimensione umana del progetto** exhibition, in collaboration with **Meta**: an immersive experience in the VR environment of Meta Quest that invites players to explore the ingenious Experimental House in Muuratsalo.