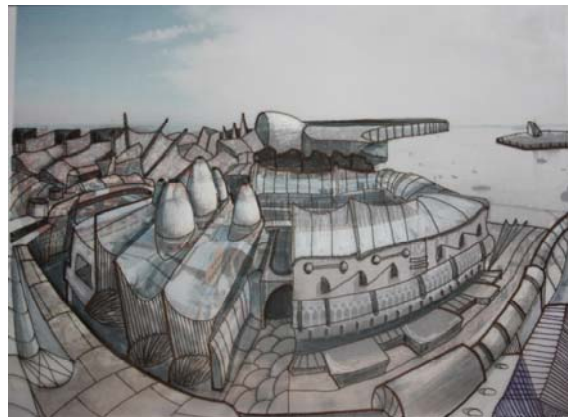


MAPPING CONTEMPORARY VENICE from the city of today to the Venice of the future



Detour
Mapping Contemporary Venice
on a Moleskine Notebook

my Detour
THE MOLESKINE NOTEBOOK EXPERIENCE

Press Release, July 7 2010

An exhibition of personal notebooks and models in scale to be held from August 26 until September 20, 2010, as a collateral event of the **12th International Architecture Exhibition**

Venice International University – Island of San Servolo – Venice
www.univiu.org

VISIONARY VENICE with VIU and MOLESKINE

Modern Venice as mapped and re-designed on Moleskine notebooks. This is the theme of the singular exhibition entitled Mapping Contemporary Venice – from the city of today to the Venice of the future, promoted by Venice International University and Moleskine, curated by Raffaella Guidobono, to be opened on August 25 at Venice International University - VIU on the Island of San Servolo as a collateral event to the 12th International Architecture Exhibition.

Driven by the need to present a visionary concept of the city, the participating architects and exhibitors outline a conceptual passage to the territory's possible futures that encourages encounter between economic development and sustainable innovation.

The theme of the exhibition has been interpreted from two points of view: the first is called **Detour**, an itinerant project presenting Moleskine notebooks donated by their creators to the no-profit *lettera27* Foundation, here addressing Venice for the first time with a special edition after previous stops in New York, London, Paris, Berlin, Istanbul, and Tokyo; the second is known as **myDetour**, and presents notebooks from 20 students from VIU, and prestigious international academies and universities, as well as from inhabitants of the city of Venice itself.

Through the creations of the authors of this edition of **Detour**, Venice lends itself to new points of departure and unimagined approaches for the transformation of its geography. The city is seen as a "mutant and mutating" container ready to cast off its moorings and follow a new course plotted at the whims of the artists involved. Italy, Brazil, France, Germany, Spain, Mexico, Belgium, the United States, Hungary and Burkina Faso are the nations of origin of the Architects' studios presenting their works at VIU from August 26 onwards. All the following have been captured in Moleskine notebooks: the visionary "Acqua Alta nel 2060" idea by Dutch **JDS Architects** dialogues with the hot-air balloon story told by **FGMF Arquitetos**. **Alterstudio Partners** reveals autochthonous resources, while **Franco La Cecla's** provocative statement coexists alongside drawings by **Giancarlo Carnevale**, and **5+1AA** replies to the experiments of **Aranda\Lasch**. **Rojkind Arquitectos** and the **ASA/Flavio Albanese** studio offer farsighted prospects. Without forgetting the carefully pondered reflections of **Francis D. Kéré** and **Yona Friedman**, with their "Altane Pubbliche" sketches, **Giuseppe Amato\Qanat** illustrates a modern city on foundation posts.

The authors featured in the show complement the rough sketches in their notebooks with models, photos, and videos. These notebooks will be presented inside open glass cases. After putting on special cotton gloves, visitors will be able to browse the pages freely in order to make a direct connection between the creative project conceived by each single artist and its subsequent development, page by page.

Venice International University has contributed to the drafting of the OECD report on the Venice metropolitan area. This two-year scientific survey showed that the territory's increasingly consolidated economic processes and circulation patterns were hindered, however, by the lack of an updated imaginary of visual and symbolic references. In **myDetour**, students offer stimuli for the creation of a new shared imaginary of the contemporary city.

Here in the Venice lagoon, students put down in notebooks their ideas and fragments of experiences just like the pioneers at the vanguard of the 20th Century art movement who used the same black notebooks for their spur of the moment writing and sketching in the streets and cafés of cities all over Europe. The result can be seen in the outright provocations, and ironic and unprecedented ideas all set down in these legendary notebooks that the public is encouraged to browse.

Detour

5+1AA, Alterstudio Partners, Giuseppe Amato\Qanat, ASA/Flavio Albanese, Aranda\Lasch, Giancarlo Carnevale, FGMF Arquitectos, Yona Friedman, Andrés Jacque, JDS Architects, Francis Diébédo Kéré, Franco La Cecla, Rojkind Arquitectos.

MyDetour

FONDAZIONE BEVILACQUA LA MASA - Nicolò Degiorgis.

FONDAZIONE BUZIOL - Arianna Verber, Marco Scapin.

YALE - Seyoung Shin.

NABA

IED - Silvia Lelli - Stefano Cappella, Giovanni Chiarot, Laura Chiarotto, Lorenzo Gaspari, Maritza Lopez, Francesca Saccani.

ACCADEMIA BELLE ARTI VENEZIA - Sara Andrich.

IUAV - Veronica Milano, Anton Von Pechmann.

IUAV - Giuseppe Cotugno.

VIU - Aaron Eisenberg.

IUAV – Marie Anne Legault, Alessandra Bloch, Davide Crocoli, Pietro Boscolo, Audrey Bal, Simon David Bagge, Eleni Sofroniou, Julia Ess.

IUAV - Aura Masciopinto, Sofia Bertoli, Isabella Missiaia, Giacomo Coppe, Martina Casonato.

VIU - Megan Sparks, Yariv Muscovich.

Opening:

August 25 2010, 19.00 p.m.

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Glossary:

Venice International University - VIU

Venice International University (VIU) is an international higher education and research center on the island of San Servolo, just a few minutes away from St. Mark's square, the heart of the city of Venice.

VIU was founded in 1995, as a joint venture between the two Venetian Universities (Ca' Foscari and Iuav), the Province of Venice, LMU from Munich, UAB from Barcelona, Duke University (Durham, USA) and the Foundation of Venice.

Since then, VIU has grown to include, along with the founding members, a total of eleven renowned international Universities and important Italian Institutions.

The mission of VIU is to offer advanced training and research in an international context, by promoting the exchange of ideas and knowledge. Each year VIU welcomes professors, researchers and students of different nationalities who live together, study and carry out research on its campus.

Moreover, VIU brings to the city of Venice and its mainland a prolific range of academic and scientific activities focused mainly on **innovation** and **environment**.

VIU members are:

Boston College (USA)

Duke University (USA)

Universitat Autònoma de Barcelona (Spain)

Ludwig Maximilians Universität (Germany)

Università Ca' Foscari di Venezia (Italy)

Università Iuav di Venezia (Italy)

Tel Aviv University (Israel)

Tilburg University (The Netherlands)

Tongji University (China)

Tsinghua University (China)

Waseda University (Japan)

Fondazione di Venezia (Italy)

Provincia di Venezia (Italy)

Italian Ministry for the Environment, Land and Sea (Italy)

Italian National Research Council - CNR (Italy)

Moleskine

Moleskine is the heir of the legendary notebook used for the past two centuries by artists and thinkers, from Vincent Van Gogh to Pablo Picasso, from Ernest Hemingway to Bruce Chatwin. The anonymous and essential little black notebook, with its unique rounded corners, elastic closure, and expandable inner pocket, was originally produced for more than a century by a small French bookbinder that supplied Parisian stationery shops frequented by the international literary and artistic avant-garde. This trusty, pocket-sized travel companion held their sketches, notes, stories, and ideas before they became famous images or beloved books. In 1997, a small Milanese publisher brought the legendary notebook back to life, choosing for it this literary name, thus restoring an extraordinary tradition. Following Chatwin's footsteps, Moleskine® begins its journey once again, this time as an indispensable complement to today's mobile technology. Capturing reality on the move, preserving details, impressing the unique aspects of experience upon paper, Moleskine is an accumulator of ideas and emotions, which are then released over time.

***lettera27* is a no-profit foundation established in July 2006**

Its mission is to support the right to literacy, education, and the access to knowledge and information.

lettera27 is the 27th letter of the alphabet, the missing letter, the letter yet to be, the hybrid sign, the empty box, the link between oral and written words, the connection to the future, the intersection of analogic and digital.

Raffaella Guidobono

Raffaella Guidobono is an Independent Curator and Art/Design Advisor working between Italy, Latin America and Turkey. She has also curated the Moleskine Detour group shows in London, Paris, New York, Berlin, Istanbul, Tokyo.