

18 January – 2 March 2008

FABRICA: LES YEUX OUVERTS IN TOKYO

Centre Pompidou exhibition hosted by Shiodomeitalia Creative Center

Fabrica: Les Yeux Ouverts, curated by the Centre Pompidou, opens in Tokyo at the Shiodomeitalia Creative Center from 18 January to 2 March 2008.

Fabrica, Benetton Group's communication research centre created in 1994, has always been a place where different cultures enjoy dialogue and an exchange of ideas while working on actual projects for video and cinema, design and music and interactive or traditional media like books and newspapers.

Fabrica: Les Yeux Ouverts, the exhibition hosted by Centre Pompidou in 2006, then shown at the Milan Triennale and the Shanghai Art Museum in 2007, offers its Japanese audience the results and experience of the research its young international artists developed in Fabrica, inspired, as always, by interaction and cross-fertilisation.

The exhibition's layout forms a dynamic narrative of many different projects, all of which reveal a pursuit of dialogue with others. Colors Notebook is a blank issue of the magazine produced in collaboration with Reporters Without Borders; 30,000 copies were distributed around the world to give voice to those who are never heard. Stock Exchange of Visions is a platform of video interviews with major figures in the arts and science who describe their vision of the future. A special feature of **Les Yeux Ouverts** in Tokyo is the interactive installation Locus, a visual abstraction of the relationship between time and space by Fabrica's young Japanese researcher, Nobuhisa Ishizuka, highlighting the constant variation in creative input that is a characteristic of Fabrica.

Fabrica's headquarters is near Venice in an architectural complex restored and enlarged by Tadao Ando. Fabrica's work focuses on innovation and internationality, combining culture and industry in forms of communication which include not only the conventional types of advertising but also other means of expressing industrial culture and corporate intelligence.

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www.fabrica.it

www.centrepompidou.fr



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