

For the second year running Fabrica moves to London for the entire month of February, in collaboration with the Italian Cultural Institute

FABRICA LONDON FESTIVAL 2002

A programme presenting the creative activities of Benetton Group's communications research centre.

London, 4th February 2002. For the second year running, from 4th to 28th February, Fabrica moves to London, as a guest of the Italian Cultural Institute, for the Fabrica London Festival, a series of events and meetings presenting its diverse artistic and creative activities.

The programme will begin on 4th February at the Institute with "Ultra-Morph", an audio-visual performance/installation which, with a system of sounds and projections, immerses the audience in an experience that changes its perceptions. At the same time, for the whole month of February, a collection of visual opinions, conceived by Fabrica's artists after 11th September, "Visions of Change" will be open to the public, as will "Toys" a sequence of interactive experiments which explore, thanks to cameras and microphones, new ways of interacting.

F A B R I C A

Each Monday and Thursday of the month special meetings and events are scheduled. Mondays, in particular, will be dedicated to Fabrica Cinema productions, the sector which, since 1998, supports and develops cinematographic expression of the *rest of the world*, under the direction of Marco Müller. The following films will be presented, beginning Monday 11th February with *Moloch* by Alexander Sokurov (Russia), Best Screenplay Prize at Cannes 1999, followed on 18th February by Samira Makhmalbaf's (Iran) *Blackboards*, winner of the Special Jury Prize at Cannes 2000 and on 25th February, *Brainstorm* by Lais Bodanzky (Brazil), awarded the Special Jury's Prize at the Locarno International Film Festival 2001 and several other prizes in different South American film festivals.

Each Thursday, the Institute will host meetings with artists to talk about graphics and communication, new media and publishing, design and music. On Thursday 7th February Adam Broomberg, Oliver Chanarin and Fernando Gutierrez will present issue 48 of *Colors* magazine, devoted to *School*. Richard Mason, the young English writer who collaborates with the magazine, will also participate in the meeting. On Thursday 14th February, the Spanish graphic Fernando Gutierrez will talk about magazine design while Andy Cameron, British web-designer, will discuss interactive media. Thursday 21st February, will be the turn of Jaime Hayon and Omar Vulpinari, respectively heads of Fabrica's design and graphic departments, together with John Ingledeew, photography professor at Central St Martins. They will discuss creativity and communication in relation to a workshop about "food", which will take place the previous day with students of the famous British art school.

28th February will see the conclusion of Fabrica's presence in London in the company of Alexander Balanescu, Rumanian composer and violinist, who is developing a project on the Rumanian singer Maria Tanase, together with Fabrica Musica.

Fabrica is Benetton's communication research and development centre. Created in 1994, Fabrica has chosen to back the hidden creativity of young artists/researchers from all over the world. Following careful selection, they are invited to develop concrete communication projects in areas ranging from cinema to graphic design, from industrial design to music, from editorial production to new media, to photography.

THE ITALIAN CULTURAL INSTITUTE

Fabrica London Festival 02

4-28 February 200239 Belgrave Square, London SW1X 8NX

Open from Monday to Friday

10am - 1pm, 2pm-5pm

For additional information:
+39 0422 516201