

## **FABRICA 10**

### **From chaos to order and back**

Ten years of ideas, projects, personalities, events and experimentation, through a gallery of images, videos, interaction and music that tell a contemporary story.

"Fabrica 10 - From chaos to order and back" is not just a book published by Fabrica or about Fabrica, it's the result of an extraordinary and unique vision of the world, a product of so many visions that have found their expression at Fabrica. Not just images therefore, but also objects, videos, music, installations and texts that have charted a unique and recognizable way of communicating that, while representing itself also represents the creative peak of our times.

"Fabrica" states Luciano Benetton in the preface, " was created, to capitalize on the value of a type of communication which goes against the current, to unite culture and industry, to apply a typically entrepreneurial concept: the ability to risk by investing in ideas and creativity. The initial idea, developed together with Oliviero Toscani, was also a bridge between the visionary dream -a laboratory where the communication of the future could be planned-and concrete experimentation in the field. Between utopia and the reality of a world in chaotic transformation."

Founded in 1994, Fabrica is a unique place – virtual and real at the same time – that lives and changes through a continuous exchange of experiences. Fabrica has, over the years, been host to hundreds of young emerging artists from all over the world, with their wealth of cultures and experiences, who have mixed among themselves and with some of the most important personalities in art, culture and communication.

Fabrica's story is a story of the creative process itself and not of its results. The predominance of ideas over materials, tools, structures, forms and methods, as an undeniable vehicle for creation, is the true *mark* of Fabrica. "FABRICA 10 – From chaos to order and back" narrates the past as a process that is still in the course of developing.

On sale in the best bookstores from 10th November 2004

800 pages

2500 illustrations

1 DVD

Texts in English, Italian and French

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