

FABRICA: LES YEUX OUVERTS

100,000 visitors in five weeks for the exhibition hosted by the Centre Pompidou

A success that will be replicated in other important museums around the world

Treviso, 27 November 2006. After exceeding 100,000 visitors in five weeks, one week more than planned, the **Fabrica: les yeux ouverts** exhibition, requested and hosted by the Centre Pompidou, has closed its doors in Paris. The undisputed success of the exhibition with critics and the public alike has been complemented by the interest other important museums around the world have shown, requesting to host the exhibition.

Some 3,000 people visited the 800m² of Fabrica's eclectic installations every day. A varied, actively interested audience attracted by the exhibits – innovative and documentary, playful and reflective – which reflected the many fields of interest of Fabrica, the hothouse of creativity and innovation founded by Benetton Group.

F A B R I C A

From interactive projects, which required visitors' active participation, to documentary ones that narrated stories from around the world, Fabrica's various installations attracted great curiosity: information provided by the **Eyes Mobile** installation reveals that visitors spent an average of 45 minutes at the exhibition. In particular, over 52,000 stopped for at least three minutes at **Stock Exchange of Visions**, where interviews with scientists, artists and futurologists on the future of our planet could be consulted; 32,000 used **Eyes Mobile**, a mobile interactive system permitting the visitor to explore multimedia contents and learn more about the exhibition itself; and 5,000 drawings were collected in **Flipbook!**, the online-animation tool.

Another event of great interest, held in parallel to the exhibition, was a conference with film directors from the "south of the world" on the subject *"Cinéma du Sud" or "cinéma" tout court*, with Zhang Yuan (China), Jean-Michel Frodon (France), Mohsen Makhmalbaf (Iran), Babak Payami (Iran), Nour Eddine Sail (Marocco), Abderrahmane Sissako (Mauritius/Mali), Elia Suleiman (Palestine) and Moufida Tlatli (Tunisia) together with Marco Mueller and Yousry Nasrallah (Egypt). And a satellite link with the **Terra Madre** fair in Turin – during a debate connected with *Colors* magazine's latest issue, *Back to Earth* – testified to Fabrica's capacity to build bridges with various scenarios and chronicles from the rest of the world.

For further information:

www.fabrica.it/pompidou

alfio.pozzoni@fabrica.it

"Fabrica: les yeux ouverts" project director