

Veronafiere Symposium & Exhibition

ICONS:

→ June 10, 1997

The Italian Academy for Advanced Studies in America
Columbia University in the City of New York

→ June 10 - June 28, 1997

Miriam and Ira D. Wallach Art Gallery
Columbia University in the City of New York

ICONS ITALIAN HABITARE TRA MARMO ARCHITETTURA DESIGN

LIVING WITH

MARBLE

ARCHITECTURE

DESIGN

Italian

The Director of the Italian Academy for Advanced Studies in America at Columbia University, Prof. Richard Brilliant, and the President of the Verona Trade Fair Organization, Enzo Bolcato, are pleased to invite you to attend a symposium and exhibition on contemporary architecture and design.

Symposium:

ITALIAN ICONS:
LIVING WITH MARBLE ARCHITECTURE DESIGN

Tuesday, June 10, 1997, from 5pm to 7pm

The Italian Academy for Advanced Studies in America
Columbia University, Casa Italiana
1161 Amsterdam Avenue, NYC, NY

PROGRAM OF ACTIVITIES:

5:00pm: Welcoming Remarks

Richard Brilliant, Director of The Italian Academy for Advanced Studies in America
Enzo Bolcato, President of Veronafiere

5:15pm: Presentation of Italian Icons

Vincenzo Pavan, Architect, Curator of Veronafiere
Carlo Amadori, Project Director for Abitare il Tempo

5:30pm: **William Pedersen**, Kohn Pedersen Fox Architects, NY
High and Low

6:00pm: **Gaetano Pesce**, Architect/Designer, NY
Gaetano Pesce: Projects

6:30pm: **Massimo Vignelli**, President of Vignelli Associates, NY
In Search of Timelessness

7:00pm: Conclusion of the Symposium

Moderator: **Umberto Benezzi**, Secretary General of Veronafiere

Exhibition:

Tuesday, June 10, 1997, 7:15pm

Miriam and Ira D. Wallach Art Gallery
Columbia University, Schermerhorn Hall, Eighth Floor
1190 Amsterdam Avenue, NYC, NY

7:15pm: Welcoming Remarks

Sarah Elliston Weiner, Director of the
Miriam and Ira D. Wallach Art Gallery

Opening Reception featuring wines of the Veneto Region of Italy

Abitare il Tempo: Towards Quality Design

A selection of objects and prototypes in the field of interior design produced during the past decade of research and experimentation

The Marble Project: Signature Pieces

Prototypes in marble executed for the experimental exhibitions in Verona

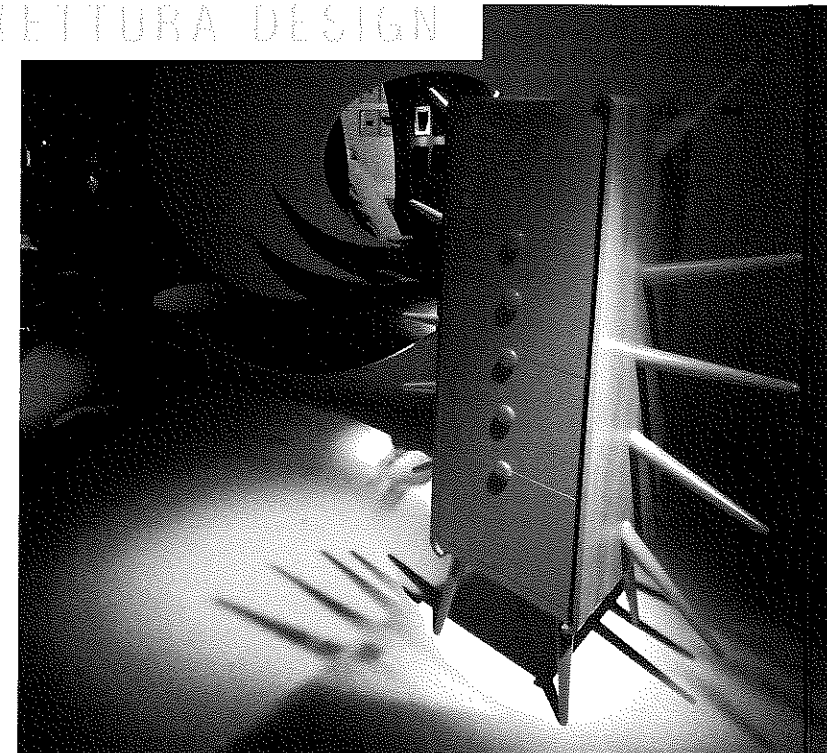
International Award Architecture in Stone

Projects and images of exemplary architecture executed in stone, marble, and granite, selected by an international jury

Symposium & Exhibition co-ordination:

Livio Dimitriu and Vincenzo Pavan

→ The event will continue at the Miriam and Ira D. Wallach Art Gallery at Columbia University, Schermerhorn Hall, Eighth Floor, 1190 Amsterdam Avenue, NYC, NY



TRA MARMO ARCHITETTURA

INTERNATIONAL EXHIBITION OF MARBLE
STONE AND TECHNOLOGY

The **International Exhibition of Marble Stone and Technology** of Verona, the leader in the field of marble, represents a unique opportunity to contribute to the cultural discourse on contemporary issues in architecture.

Veronafiere, located in one of the world's most important centers for marble processing, has been dedicated for over a decade to an intense cultural promotion of stone materials and their applications in architecture and design.

The three-part exhibition presented in New York constitutes a synthesis of the cultural events organized in recent years. The initiative will continue during the next edition of the **International Exhibition of Marble Stone and Technology** scheduled in Verona, September 25-29, 1997.

International Award Architecture in Stone

Taking place biannually for the past decade, this awards program is the most important cultural event in the field of building with stone. The event offers a prestigious recognition to those built architectures which excel internationally in their overall design and technical virtuosity as expressed in the use of stone. The exhibition illustrates with drawings and photographs the projects honored in the 1995 edition, including such eminent architects as Alvaro Siza, Peter Zumthor, Eduardo Souto de Moura, Mario Botta, Raili and Reima Pietilä, Page & Park.

A new edition of the Award is being readied for the **International Exhibition of Marble Stone and Technology 1997**.

The Marble Project

Stone constitutes the guiding thread connecting Palladio's architecture with the world, but it also signifies a continuity over time in the art of building, today still present in the skill with which stone material is handled by the countless artisan operations in the Veneto.

The **Marble Project** functions as a true research laboratory. Companies working in marble, stone, and granite join forces with dedicated architects, designers, and artists. The common goal is to study and experiment with new expressions in stone. The current exhibition consists of a selection of objects produced in recent years for the events at Veronafiere.

ABITARE IL TEMPO

Conceived in 1986, **Abitare il Tempo** is a showcase dedicated to reevaluating the field of furniture and interior design understood as a connection between design and resources. Today, **Abitare il Tempo** has reached a prominent position in the international arena of furniture and interior design due to its original conceptual and organizational framework. From the start, the event focused on bringing together new design talent with the artisans' techniques still alive in Italy today.

The series of exhibitions **Abitare il Tempo** functions as a permanent laboratory for continuous experimentation.

A constant thematic renewal along with the intense involvement of designers, artists, and architects brings about exhibitions and cultural events bridging research and manufacture, being informed by and informing the ongoing commercial production.

Some of the most important personalities in contemporary architecture and design became involved in the hundreds of prototypes executed by the participating factories. Many of the projects on view found their way into industrial production. The objects exhibited in NY represent a selection of the prototypes featured in past editions of **Abitare il Tempo**, such as those entitled **Genius Loci, Progetti e Territori, Riedizioni**, and other exhibitions with a monographic character.

The cultural commitment of Veronafiere in the field of furniture and interior design is continuing with the new initiatives planned for the next edition of **Abitare il Tempo** scheduled for October 10-13, 1997.