



PRESS RELEASE

book presentation

The Book Is a Small Architecture. Interior of an Interior
Curated by Italo Rota, Anthony Marasco and Diego Terna

We're living in a 1:1 scale world and we are always inside a huge interior: it is there, I can see it, it is not a map, it is a physical reality. Am I inside or out?

Wednesday, March 13th, 2019 at 19.00 at the Fondazione Sozzani, **Italo Rota**, NABA Scientific Advisor, **Anthony Marasco**, NABA Aesthetics Senior Lecturer, and architect **Diego Terna** will speak on the occasion of the publication of "**The Book is a Small Architecture. Interior of an Interior**" developed by NABA, Nuova Accademia di Belle Arti, and published by Quodlibet.

Luca De Biase, writer and journalist, chief innovation editor at Nòva 24 -Sole 24 Ore, will introduce the panel.

"The book is a small architecture. Interior of an Interior" is a concept book that pushes to connect images and concepts. It offers the reader the opportunity to become a co-author. A visual essay, the book is a methodological introduction to a mental training gymnasium, almost a wellness club for the mind that seeks in the hidden experiences of our bodies that space in which they are confined, including video games and *Google Earth*, as in the game *Roomscape*.

The web and Google Earth are explored as theme parks of our physicality, where the real is now narrated independently from reality; where movies and sit-coms are often the models for the architecture of our lives. With images and concepts inspired by a cycle of seminars developed by the Design and Applied Arts Department of NABA, this volume is aimed at enlightening all the space consumers and the space builders of both the physical and mind space we now inhabit, as well as the virtual spaces in which we spend our days.

The book includes contributions on the themes of the interior design of space from several design signatures such as Marco Bernardi, Dante Donegani, Mario Gerosa, Claudio Larcher, Emanuele Lomello, Massimo Martignoni, Luca Poncellini, Wei Shaonong and Mario Trimarchi.

NABA, Nuova Accademia di Belle Arti, is an education Academy focusing on arts and design: it is the largest private Academy in Italy, and the first one to have been recognized by the Italian Ministry of Education, University and Research (MIUR), back in 1980. As a recognized Academy, NABA offers academic diplomas equivalent to first and second level university degrees in the fields of design, fashion design, graphics and communication, multimedia arts, set design, and visual arts.

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Curated by Italo Rota, Anthony Marasco and Diego Terna

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