



Galleria CARLA SOZZANI

PRESS RELEASE

CON-TATTO **The transversal design**

**Talking with Flaviano Celaschi, Walter De Silva and Luciano Galimberti.
Decio G.R. Carugati will moderate.**

Monday April 16th, 2018 at 7.00 pm, to celebrate Milan's 2018 Salone del Mobile, the Fondazione Sozzani presents "**con-tatto**", a word pun between contact and touch – with a discussion about Transversal Design as expressed in a wide range of design fields. Present will be **Flaviano Celaschi**, Professor of Industrial Design at University of Bologna, **Walter De Silva**, Designer and Founder of WDS-Conceptdesign and **Luciano Galimberti**, President ADI, Industrial Design Association. **Decio G.R. Carugati**, Design Historian and Critic, will act as moderator.

Self-discipline, and rigor of method, combined with curiosity and responsibility, are the decisive factors in any project, especially in industrial projects when stripped down to their essentials. From a car to furniture, from lighting to cameras, to the heel of a women' shoe, **Con-Tatto**, must be the basis of the design's function.

The Con-tatto table (2018, Codiceicona) lends its name to this evening's discussion. Awarded the Compasso d'Oro for his career in car design in 2011, Walter De Silva, Chief Designer of the Volkswagen Group until December 2015, has observed that the particular object which he creates is not as important as practicing a flexibility that transversally cuts across all his design ideas.

"I never confuse freedom with creativity. Method is an essential condition for creativity. The visual metaphor of drawers are dear to me. I find their linear order beneficial and I use this concept all the time. I can open any drawer in the most appropriate sequence to structure the design's idea and transform it into reality.", writes De Silva.

This attitude may be applied to Formula 1 racing cars, or the family van; to the tire, to the bike, to a watch, or an entire wardrobe. All objects reflect the methods used in their design circuits. The best will universally transverse, or cut across standard design definitions in application.

Con-Tatto:

Flaviano Celaschi, Professor of Industrial Design, Università di Bologna
Walter De Silva, Designer and Founder of WDS-Conceptdesign
Luciano Galimberti, President ADI, Italian Industrial Design Association
Decio G.R. Carugati, Design Historian and Critic, will moderate.

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