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Memory Pulse (ita)

Progettare il futuro è facile: è una carta bianca. Progettare il passato è difficile: è una carta nera. La memoria è ciò di cui sono fatti la cultura e l'identità. Oggi, però, la memoria si sta facendo debole e sfuggente, sempre più delegata all'ecosistema digitale. Non più qualcosa di cui occorre solo prendersi cura, la memoria deve oggi essere progettata, per evitare che si dissolva in una nuvola di dati densa di informazioni ma priva di significato. Perché quando sono i social media a dire quali sono i nostri ricordi, perdiamo il possesso della nostra stessa memoria, e nel rinunciare alla presa diretta sul passato perdiamo anche la nostra identità.

Un tempo i designer progettavano il futuro. Oggi sono chiamati a progettare tanto il passato quanto il futuro – a fare nascere radici e rami contemporaneamente. Non come la sorgente fa sgorgare il fiume ma con un sasso lanciato in uno stagno fa pulsare le onde tutt'intorno.

Memory Pulse (eng)

Designing the future is easy – it is a blank canvas. Designing the past is more difficult – it is a black canvas. The memory is the matter of which culture and identity are made of. But today, memory is getting feeble and elusive as we delegate it to the digital ecosystem. No longer a given to take care of, memory needs to be designed now – otherwise, it will fade into thin air only to be captured as information-laden, yet meaningless data. Because when it is social media, those which tell you what are your memoirs, you are no longer in charge of your own memory, and in losing the hold on your past you lose the ownership of your identity.

Designers used to deal with the future. Today, they should design the past and future alike – both the roots and branches simultaneously. Not so much like the source of a river, rather like a stone thrown into the water which makes the waves pulse all around.

Stefano Caggiano
Interni Magazine

[Link to images](#)





Misty Line mirrors (ita)

Nella cultura buddista, l'esistenza viene spesso paragonata a un fiume che scorre, nulla rimane uguale anche per un solo istante. Ogni istante è nuovo e "assoluto", *ab-solutus*, sciolto dagli altri.

La nuvola cessa di esistere, ma al tempo stesso nasce la pioggia, l'inizio e la fine collimano su un limite mutevole; come quello tra terra e mare, che per riduzione di complessità viene *de-finito* tramite una linea netta e quindi arbitraria.

Un confine fatto di paradosso, una frontiera che unisce i territori che divide.

Misty Line conchiude in se un Koan, strumento di una pratica meditativa Zen, un aneddoto paradossale usato per aiutare la meditazione e risvegliare la consapevolezza. Unendo gli opposti in un incontro / scontro l'energia scaturita scorre e viene inserita in circolazione.

Misty Line mirrors (eng)

In Buddhist culture, existence is often compared to a flowing river, nothing stays the same even for a single moment. Each instant is new and "absolute", *ab-solutus*, free from the others.

The cloud ceases to exist, but at the same time the rain is born, the beginning and the end collide on a fuzzy limit; like that between land and sea, which by reduction of complexity is defined by a clear and therefore arbitrary line.

A border made of paradox, a border that unites the territories it divides.

Misty Line embodies a Koan, an instrument for the Zen practice, a paradoxical anecdote used to help meditation and awaken awareness. By uniting the opposites in a meeting / clash, the resulting energy flows and it is put into circulation.

[Link to images](#)





Liquid Check - the pic-nic blanket born from the collaboration between Lanificio Leo and the designer Federico Pazienza.

*On display from 5 May to 18 June 2022 at **Meme Gallery** in Milan with the collaboration of the **Alessi Museum**.*

Liquid Check is a project that celebrates the rediscovered spaces of freedom, in the typical style of Lanificio Leo, that is to conceive every textile product as an expression of ideas and languages of contemporary designers proposing unique narratives and patterns.

The Liquid Check pic-nic blanket is a tribute by Federico Pazienza to Victor Vaserey, father of Op-art who in the 60s and 70s, with his accurate style, transformed into art the study of the invisible architecture that is the basis of perception of reality.

Today, with the advent of digital, signs have definitively freed themselves from their meaning and Liquid Check allows Federico Pazienza to reflect on classic patterns, such as the tablecloth check, using digital to increase their visual strength, with an intervention as simple as it is bold; like a stone falling into a pond, the digital transformation of Pazienza ripples a perfect matrix and the check of traditional tablecloths becomes a fluid and pulsating pattern, a symbol of our liquid society.

The display of the "Dressed en plein air" picnic basket designed by Marcel Wanders for Alessi, courtesy of the Alessi Museum, completes the setting of an unforgettable outdoor experience of absolute style.

Liquid Check is an organic cotton throw made using a technique of weave in jacquard piquè knit.

Measures 105x105 cm / 105x210cm

Color versions:

- fuchsia / orange
- blue / yellow

LANIFICIO LEO

Lanificio Leo is the oldest textile factory in Calabria. Founded in 1873, today it is a contemporary design hub where a monumental fleet of machines is integrated with the latest generation, in a vision that combines innovation with the enhancement of heritage and traditional skills.

It is a brand with an international vocation, oriented towards the expression of new languages, a manufacturing reality in continuous dialogue with the visual arts that sees the culture of design as the cornerstone around which to experiment and always open new horizons and possibilities.

Lanificio Leo is one of the most significant examples of a company-museum whose management model combines doing business with culture oriented tools.

lanificioleo.it

MEME GALLERY - MARIA ANGELA DI PIERRO

Meme Gallery opened in 2019 in Milan in the Brera design district, a small but precious space, dedicated to designers, artisans, illustrators, painters, photographers. It hosted Pavel Fuksa, Roberta Pozzi, Angelica Gerosa, Lorenzo Palmeri, Federico Pazienza, Giulia Hartz, Grace Miceli, Maria Walter Nielsen, Leo Dainelli, Gala Fernandez Monteiro.

The gallery was born from the idea of Maria Angela Di Pierro, for many years engaged in the study and promotion of graphics, design, art, interior architecture and craftsmanship.

memegallery.it

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About

Born and raised in Italy with an international background in product and jewelry design. Willing to explore and pushed by curiosity, Federico lived and worked in Italy, Finland and England and is currently based in the Netherlands.

In 2015, Federico started his own design studio based in Rotterdam, and thanks to his broad experience in design, he started a wonderful collaboration with maestro Gijs Bakker.

In his own projects he combines historical aesthetics with a digital design approach.

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