

Manifesto.

XYZ

An exhibition in Treviso, Italy, displaying top designers' credos.

“Manifesto.” is an exhibition collecting the professional beliefs of some of the world’s best designers and design studios. Curated by the independent Venice based graphic studio, Tankboys, and copywriter Cosimo Bizzarri, it will take place at XYZ, an exhibition space in Treviso, Italy, opening on Saturday 12th September, at 7pm.

Bruce Mau’s “Incomplete Manifesto for Growth”, Ken Garland’s passionate “First things first”, British artist Daniel Eatock’s “Mini-manifesto” and highly admired Massimo Vignelli’s “Canon”; not to mention Stefan Sagmeister, Mike Mills, Erik Kessel from KesselsKramer, Erik Spiekermann, Bob Gill, Bob Noorda, Enzo Mari, Bre Pettis. These are but a few of the respected professionals in today’s design and graphic world whose personal manifestos this unique exhibition will gather together. Whether serious or profane, unpublished or prepared exclusively for “Manifesto.”, the personal design declarations compiled within this intimate gallery space are vast and varied.

In Italian, the word “manifesto” has three meanings. It’s a poster that is hung in order to make its content public. It’s a programmatic piece of writing from either a person or a group of people. It’s something obvious, evident, transparent. The manifestos displayed in this exhibition embody all three elements. “We thought it would be good to hold back the designer’s finished work for once – the curators say – and move the attention on what is usually kept out from exhibition spaces: the work process”.

For the visitors, walking through the works of “Manifesto.” is like opening the door to studios that - from Amsterdam to New York, from Milan to London – contributed to the history of contemporary design. It’s like wandering around the desks, peeking in the drawers, rummaging through computer desktops and pencil boxes. It’s like having a coffee with their gurus, asking them to explain the basic principles and the ultimate goals that their works strive for.

“The exhibition is dedicated mainly to young creative talents – the curators continue – We believe that showing them manifestos written by design masters is a way to highlight the fact that every work inevitably implies struggle, assumes an ethic and has social consequences”.

“Manifesto.” will be open from 12th September till 31th October, at XYZ, via Inferiore 31, in the very centre of Treviso. Managed by the cultural association by the same name, XYZ is an exhibition space dedicated to applied arts. Its cultural activity is organized along three axes: graphics (X), design (Y) and photography (Z), with the aim to cross-contaminate different languages.

— Designers

Daniel Eatock
Edenspiekermann
Ken Garland
Bob Gill
KesselsKramer
Ellen Lupton
Enzo Mari
Bruce Mau
Mike Mills
Bob Noorda
Bre Pettis & Kio Stark
Stefan Sagmeister
Vignelli Associates

— Opening

Saturday 12th
September 2009
at 7pm

— Closing

Saturday 31th
October 2009

— Place

Associazione XYZ
via Inferiore 31
31100 Treviso
Italia

— Curators

Tankboys
Lorenzo Mason &
Marco Campardo
www.tankboys.biz

Cosimo Bizzarri
cosimo@cosimobizzarri.com
T: +39 328 02 81 184
www.cosimobizzarri.com

XYZ

Via Inferiore, 31
31100 Treviso, Italia
hello@spazioxyz.org
www.spazioxyz.org

Press Office

Chiara Tiveron
press@spazioxyz.org
T: +39 349 25 77 074