

MY MIAMINA

RULES

Object

The MA*GA Museum, one of the most important museums of contemporary art in Italy, in collaboration with Saporiti Italia, a leading company in the design and production of design furniture, and the Brera Academy of Fine Arts, launches a creative project involving the students of the Academy in the reworking of the fabric of the iconic Miamina chair.

The project aims to enhance the design quality that distinguishes Italian production linked to the world of art and design through the relationship between art, design, and education, respectively represented by MA*GA, Saporiti Italia and Accademia di Belle Arti di Brera.

The students are involved in an educational path with moments of introduction to the project, a visit to the collections of the MA*GA Museum and the Saporiti Italia archive to come up with their own personal reinterpretation of the seat fabric, a key formal and structural element of Miamina.

Who can participate

The project is open to students enrolled in the first and second level academic diploma courses of the Schools of the Department of Visual Arts in Painting, Decoration, Graphics Art.

Each participating student may submit only one artistic project involving the creation of a drawing, graphic design, painting, textile intervention measuring approximately 110 x 130 cm, i.e. on a scale of 1:1 with respect to the fabric covering the seat.

Each interested student is asked to participate in the training phases with a visit to the MA*GA Museum in Gallarate and to the Saporiti Italia Archive in Besnate and to propose a project idea within the defined timeframe.

Participation in groups with only one project is allowed.

Required documents

- **Descriptive text-only sheet** briefly describing the project concept with title and technique (max. 2000 characters)
- **Photographs** of the project (max 10 MB total)
- **Files in digital format** in the case of digitally produced graphic projects (accepted formats: jpg, tiff, pdf max 10 MB total)
- **Paper or canvas** in the case of drawings, paintings, or mixed techniques on a scale of 1:1, i.e. measuring 110x130 cm approx.
- **Textile support** provided by Saporiti Italia in the case of direct intervention on the seat fabric measuring 110x130 cm approx. - see data sheet by asking Prof. Vescovi.

The textile support measuring 110 cm base by 130 cm height approx. will be supplied to the student by Saporiti Italia on the occasion of the visit to the Saporiti Italia Archives, in the event of the student being unable to be present the fabric will be handed over to the lecturers in charge. The work on the textile support may be carried out using any technique and material as long as it considers that it must be used to make the fabric covering the seat and meet the personal artistic expression of the creator.

In the case of graphic design, digital or analogue, the project, if selected, will be printed on the textile support by the Saporiti Italia company.

Modalities and timing for participation

The application for participation must be made by **filling in the appropriate Google Form published on the MA*GA Museum website in the EDUCATION/ SPECIAL PROJECTS section** and the presentation of the projects and the required works must be made through the contact teachers of Art Graphics, Painting, Decoration identified by the Brera Academy: Dany Vescovi, Marco Casentini, Piermario Dorigatti, Arcangelo Esposito, Maria Cristina Galli, Valeria Manzi, Franco Marrocco, Sergio Nannicola, who in turn will deliver the entries to the MA*GA Museum. The application must contain the participant's personal details, telephone number, e-mail address, course of study and year of attendance.

The analogue works realised on paper, canvas, textile or other support must be delivered to the Brera Academy to the contact teachers.

Evaluation Criteria

The selection and evaluation of the projects will be carried out by a commission appointed by the promoters of the project, Accademia di Belle Arti di Brera, Saporiti Italia S.p.A., Museo MA*GA, and will take into account their originality, technical and poetic quality, and adherence to the ultimate aim of enhancing the fabric of the seat as a key element of the Miamina.

Calendar

The project will be developed according to the following timetable:

7 March presentation at Brera of the project to the coordinating teacher, the teachers of the 1st and 2nd level Visual Arts Department Schools in Painting, Decoration, Graphics and the 50 students identified by the academy;

11-15 March autonomous visit by students and teachers to the MA*GA Museum and the Saporiti Italia Archives and delivery of the sheets

18-29 March project design at the Academy

2-5 April revision at the Academy of the projects by the teachers of the Academy, the MA*GA Museum and Saporiti Italia;

8 April - 3 May realisation of the canvases at the Academy

6-10 May delivery of canvases to Saporiti Italia;

13-24 May commission meeting;

By 30 May ranking list formulation;

By 30 June announcement of winners.

Outcome and award ceremony

The commission will formulate the winners' list by 30 May 2024 and the winners will be announced by 30 June through the institutional channels of the MA*GA Museum, the Brera Academy and Saporiti Italia.

To the first three winners Saporiti Italia will award a **scholarship of € 1,000.00** each and the MA*GA Museum will donate the **AMICI del MA*GA Young card for free access to the Museum for one year.**

In addition to the three prize-winners, a further selection of works will be used by Saporiti Italia to create unique examples of the Miamina; in the case of selected graphic or pictorial works, they will be printed by Saporiti Italia on the fabric that makes up the seat of the Miamina; in the case of textile/material interventions, the fabrics provided by the students will be used.

The selected works will be published in a dedicated section of the MA*GA website and exhibited in the Museum in October, on the occasion of the Arcipelago Design exhibition project.

MA*GA Museum

MA*GA Museum is one of Italy's most important contemporary art museums. Officially established in 1966 under the name of Civica Galleria d'Arte Moderna di Gallarate, it was born with the works acquired during the first eight editions of the Gallarate Prize, founded in 1949 and still active today. A turning point in the Museum's history was 2009, when the city of Gallarate set up the 'Galleria d'Arte Moderna e Contemporanea Silvio Zanella' Foundation, whose founding partners were the City Council itself, the Ministry of Culture, and co-founding partners the Lombardy Region and the Province of Varese. In March 2010, the Museum acquired the name MA*GA - Gallarate Museum of Art and inaugurated its new premises, which, thanks to its large spaces, favours a varied and open cultural proposal, offering visitors the possibility of approaching the Museum's heritage and participating in the themes highlighted, denounced, and expressed by the art of our times. In the more than ten years of the Foundation's life, a series of relevant projects has characterised the Museum, in a perspective of constant attention to the artistic culture of our country, also in dialogue with prestigious international institutions, both from a historical perspective and through a constant glance at the contemporary. A view, this, that opens up to multiple areas of contemporary culture, from literature to the performing arts, from design to fashion. An example of this multidisciplinary approach is the Sala Arazzi Ottavio Missoni. A museum recognised by the Region of Lombardy since 2004 and a member of AMACI since 2007, since 2018 MA*GA has been recognised by the MIC as a "Cultural Institute of National Significance" and by the Region of Lombardy as a "Subject of Regional Significance". From 2021, together with the City of Gallarate, it will open HIC - Hub of the Cultural Institutes of the City of Gallarate, in which a new, large library, study and research space will flank the exhibition spaces, in an innovative perspective of knowledge inclusion and interdisciplinarity.

Saporiti Italia

Founded by Sergio Saporiti in 1948 and wholly owned by the Saporiti family, Saporiti Italia is one of the most original and innovative companies in the Italian and international furniture industry. The company has collaborated with leading architects and designers of international renown such as Pierluigi Cerri, Marco Ciarlo Associati, Toshiyuki Kita, Massimiliano and Doriana Fuksas, Marti Guixé, Toyo Ito, Daniel Libeskind, Eric Maria, Ministry of Design, Mauro Lipparini, Park Associati, John Portman Associates, Alberto Rosselli, Studio Salvati & Tresoldi, Shin Takamatsu, S20M, James Wines / SITE, Carlos Zapata and others.

Saporiti Italia products have been exhibited in prestigious design and art museums, such as the Museum of Modern Art in New York, the Victoria & Albert Museum in London, the MUKA in Antwerp, the Museum of Contemporary Art in Los Angeles, the Museum of Modern Art in San Francisco, the Milan Triennale, the Venice Architecture Biennale and others.

The Saporiti Italia Group, with offices in Dubai, Singapore, Lagos, Shanghai, Montecarlo and Project Management offices in London and New York, operates as a "Design Service Provider" offering customised solutions for the realisation of interior projects of the highest standard in the residential, hospitality, commercial and institutional sectors, taking care of every stage of the creative and construction process, from design to production, logistics and installation.

The seat

In 1984, architects Salvati and Tresoldi designed a highly successful folding armchair for Saporiti Italia. Inspired by the Tripolina model, the Miamina is easy to assemble, disassemble and transport, consisting of a canvas with pockets into which the supporting structure fits and a made-to-measure bag that holds it. First presented in the Saporiti Italia showroom in Miami, the city

from which it takes its name, it received an honourable mention at the Compasso d'Oro Award in 1985.

The first edition of the chair was made with a series of fabrics, specially created for this object by Ottavio and Rosita Missoni, amplifying the relationship between art, architecture and design through the use of colour.

In subsequent re-editions, the supporting canvas of the Miamina is made with fabrics and leathers from the Saporiti Italia collections, interpreted by artists called upon by the company from time to time, such as Guido Pasquali, who works the embossed leathers, and Gegia Bronzini, who weaves strips of leather. Thanks to the linearity and versatility of its fabric, the Miamina has also been produced in special editions such as the one in 1990 for the CNR 'EV-K2-CNR' Pyramid Research Laboratory at the Everest/K2 base camp, or the one designed by Fosca Milano who sewed and embroidered on fabric as one-off pieces the map of 20 cities to which the company is particularly attached.

On the occasion of the 2021 edition of the Salone del Mobile in Milan, it was presented in the exhibition Take Your Seat by ADI (Association for Industrial Design), where it will be on display in the ART COLORS DESIGN / Salvati e Tresoldi x Saporiti Italia exhibition from 7 to 22 October 2023 at the ADI Design Museum in Milan.

CONTACTS

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