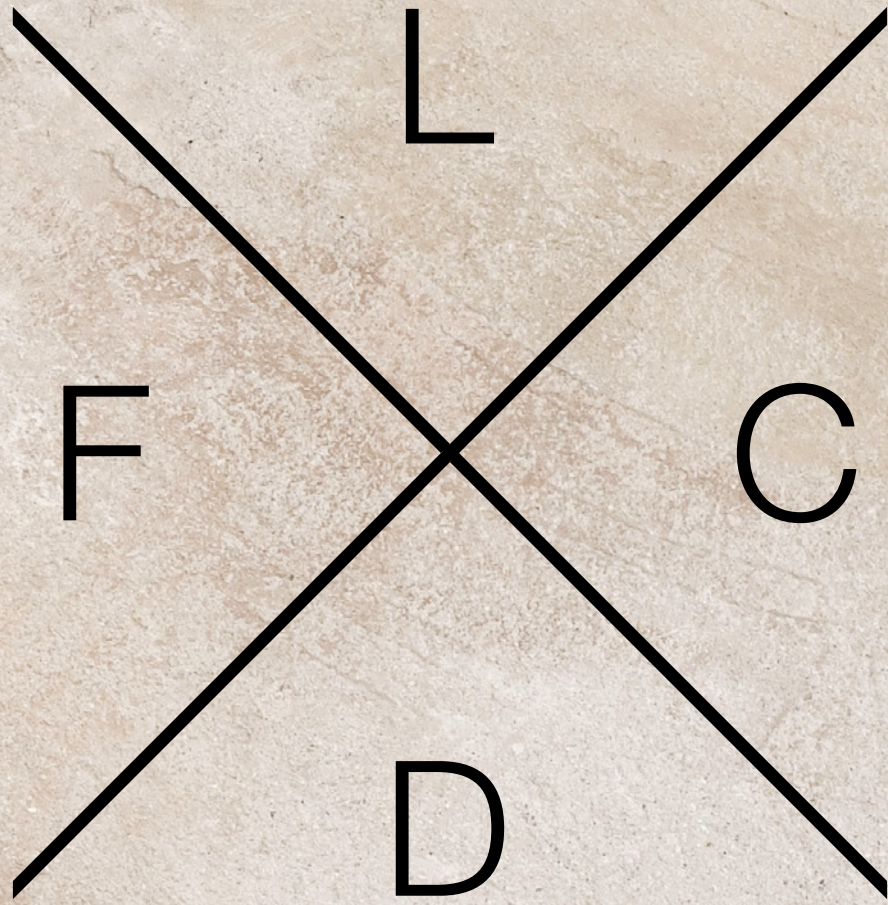


Lake Como Design Festival

CONTEMPORARY DESIGN SELECTION



frammenti

13 — 21 september 2025

Lake Como Design Festival continues its journey and announces its seventh edition, **from 13th to September 21st 2025** in the city of Como and around its lake. *Frammenti* (Fragments) is the leitmotif of this new event that accompanies the visitor on a diffuse journey to discover exhibitions and site-specific installations to explore the theme from different points of view.

Fragments are everywhere. From the multiple ongoing wars to the increasingly frequent destructive natural phenomena, as a result of which society finds itself divided and scattered in a collective individualism that leads us into a world where each human being is separated from themselves, from others, and from the rest of nature. However, in a world that tends towards massification, fragmentation also takes the form of an act of rebellion, a conscious gesture that challenges uniformity and claims the right to the plurality of expressions. The seventh edition of the Lake Como Design Festival aims to be a regenerative effort where fragmentation, whether natural or voluntary, can be embraced as an opportunity for reconstruction and reconnection, memory or rediscovery.



**The Tower of Babel,
Pieter Bruegel the Elder, 1563**



Naples, eruption of Vesuvius, 1872



**Mosaic mat. From Rome,
late 1st century BC. Lithic tiles**



**Ko-Karatsu, tea bowl with gold lacquer repair,
(Kintsugi), 1600 c.a.**



Photo by Jean Pierre Gabriel

The design space is vast, ramified, transversal. It is a kind of reduced model of the real world, poised between necessity and imagination. It is a permeable and porous place, in close contact with social and political events, conflicts and catastrophes. And if the crisis of the modern system - which generated it - has discredited the solutionist role it was entrusted with for years, its humanistic matrix can still contribute to transforming the way we imagine, produce, consume and live.

Far removed from modernist certainties and unfair designs of progress, the concepts of reparability, reconstruction, recovery are attitudes and practices that make up the contemporary narrative. These narratives are based on fragility, on non-linear time, on precariousness as an inescapable quality of the human and natural condition. The fragments of contemporaneity tell of wars and landfills, natural catastrophes and resources born from the rubble of industrial civilisation. Remains, debris, ruins, industrial waste and

residual materials. Ancient practices return like a rite of redemption: deconstruction, recovery, assemblage, mosaic, collage, kintsugi, patchwork, mélange, reuse.

Design culture is a point of observation, of listening and of telling human stories. Objects are signs, teachings and relics that embody the past, narrating intertwined temporalities and forgotten histories. They are fragments of known or ignored civilisations that in turn generate fragments. Seeing, discovering, collecting, valuing these fragments is the task of design. Because, as the philosopher Walter Benjamin predicted, the fragment is always the fruit of violence. The attention needed to identify it and give it back its presence is an act of justice. Or as the architect Aldo Rossi wrote, an act of hope.

Giovanna Massoni

The Open Call 2025 focuses on three clusters indicative of processes and intentions that value the fragment as a material and/or immaterial component of a project:

Fragility – break, fragment, decompose: the object celebrates the aesthetics and mechanics of the potential breakability and transformations of an artefact (form, function or material). Ephemeral artefacts, metamorphosis, decomposition;

The regenerative act – recomposing, reconnecting, recovering: the object is the result of research into the origin and qualities of the fragment itself or is born of the assembly of different parts - materials, components, resources. The fragment as form and/or substance;

Memory – remembering, excavating, rediscovering: the object as a collection of images and metaphors, combining fragments of stories, techniques, rituals, traditions, intertwining of temporalities and cultures. The object becomes a living archive.

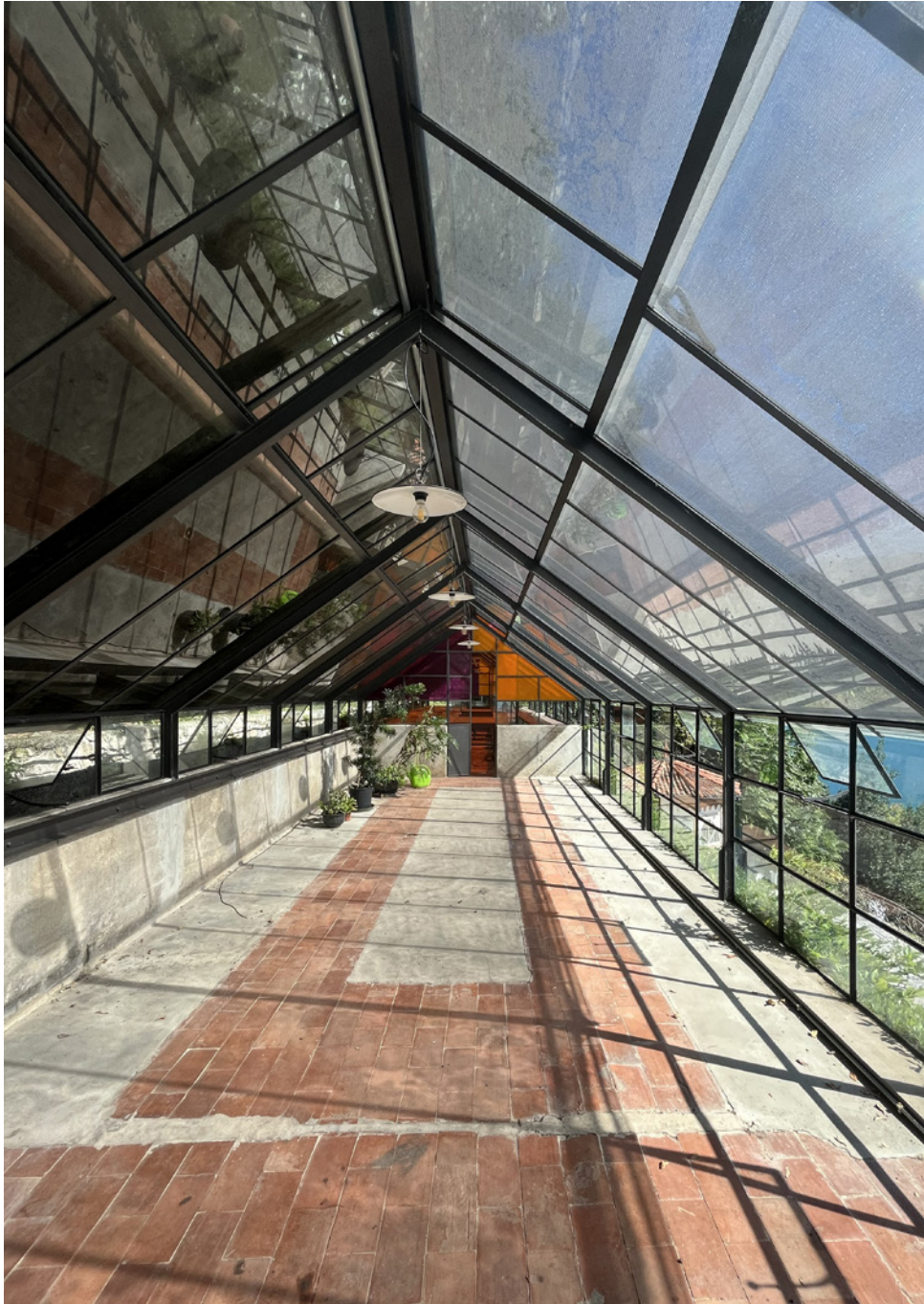
Giovanna Massoni (born in Milan, lives and works in Brussels) is an independent curator and consultant working in the field of design and visual arts. Since 2005 she has collaborated regularly with institutions for the promotion of Belgian and international design. Constantly searching for collaborative methodologies and innovative forms that can valorize and communicate the cultural and social value of design, she strongly supports this practice for its ability to facilitate openness, interconnections and interdisciplinary collaboration, today indispensable for the construction of a new ecosystem of values and objects.

Among her most important missions to date:

Since 2006, it has collaborated with Belgian federal institutions in the organisation, communication and curating exhibitions during Design Week in Milan under the brand Belgium is Design (a.o. 'Perspectives' and 'The Toolbox' both presented at the Triennale of Milan, in 2012 and 2013 respectively). Guest curator in 2006, 2008, 2015 of the Biennial International Design Biennial in Saint-Étienne (France); project manager for the DesignSingaporeCouncil for Milan Design Week in 2008. In 2009 and 2011 she worked as consultant for the EESC (European Economic and Social Committee) for the first and second edition of the Sustainable Design Award. From 2012 to 2018 she was artistic director of RECIPROcity, International Triennial of Design for Social Innovation in Liège (BE). In 2020, she curated the Maison POC Circular Economy, as part of Lille Metropole 2020, World Design Capital. In 2021, as part of the Belgium is Design activities, she conceived and curated The object becomes. -a film directed by Alexandre Humbert on 9 "best practices" of contemporary Belgian design, which continues to travel to international festivals, events and international schools, such as MDFF 2021 and the New York Architecture and Design Film Festival 2022. Her most recent exhibition project, presented from 25 September 2022 to 8 January 2023 at the CID Grand-Hornu in Belgium, "At the coalface! Design in the post-carbon age" is an exhibition that brings together international designers, architects and artists around the theme of design in relation to the research and development of new zero-impact materials and techniques. Until March 2024, the Design Museum Brussels is hosting her last exhibition project based on the archives of Belgian interior architect Christophe Gevers. "The architecture of detail". Between 2017 and 2023, she collaborated with the Italian Cultural Institute in Brussels to the organisation of the Italian Design Day. Until March 2024, the Design Museum Brussels is hosting her last exhibition project based on the archives of Belgian interior architect Christophe Gevers. "The architecture of detail". Since 2007, she has been invited to participate in juries and design conferences all over the world. Among the most recent: What Design Can Do, Mexico, October 2021; Eco Solidarity -Wanted Design & EUNIC / ICFF in 2021, New York (USA); Helsinki Design Week in 2018 (FI); Design Canberra Special guest in 2016, Canberra (AU). More recently, she collaborated with ENSCI Les Ateliers in Paris and ENSAV La Cambre in Brussels as part of the research programme for students of the Master Textile Design. She curated the Contemporary Design Selection of the Lake Como Design Festival 2023 and 2024.

Location

15 hectares of centuries-old parkland, greenhouses, chapels, lemon houses and docks: Lake Como Design Festival confirms the **Chilometro della Conoscenza** (Kilometre of Knowledge) as the location for the Contemporary Design Section. In collaboration with Associazione Villa del Grumello and Fondazione Antonio Ratti the seventh edition will increase the exhibition space with new corners of the park, creating an outdoor and indoor route immersed in nature and overlooking the shores of Lake Como. The Chilometro della Conoscenza (Kilometre of Knowledge) is a naturalistic and cultural route of excellence for the city of Como, and its scenic paths are just a short walk from the city centre. Dense spaces alternate with airy meadows, in multiple rhythms of style, creating an alternation of environments and scenarios suitable for all kinds of styles and creative language.



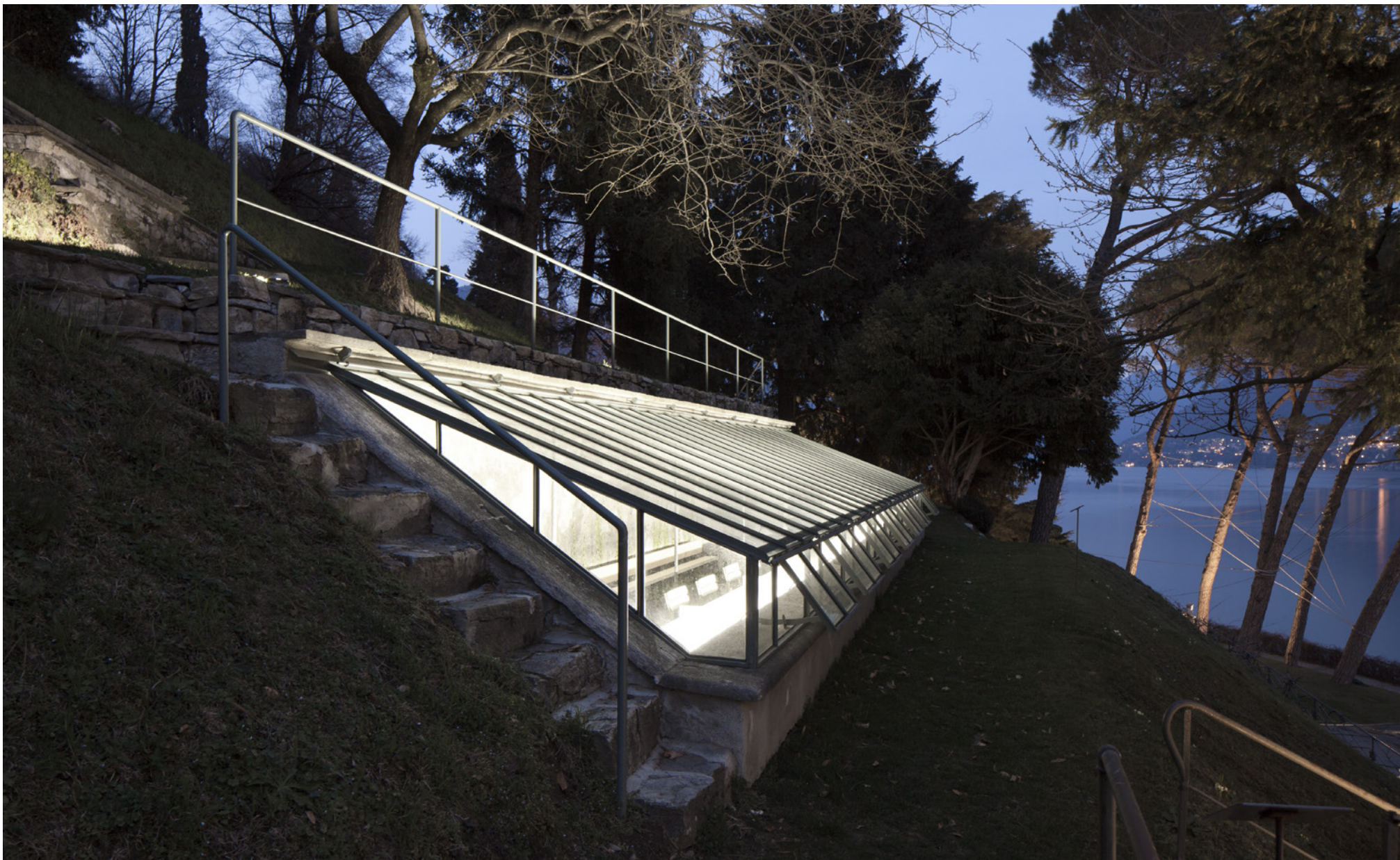
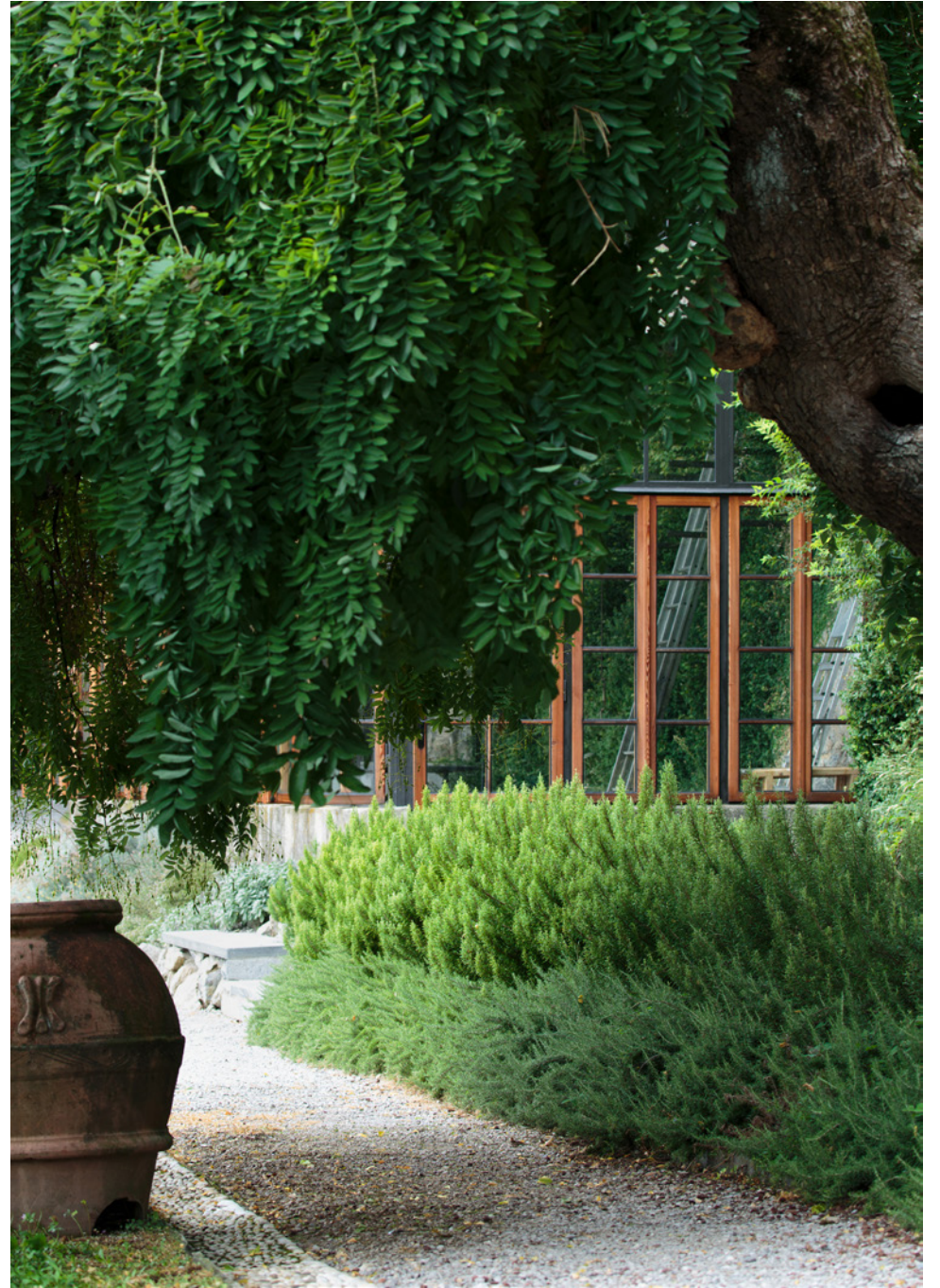


Photo by Isabella Sassi Farias







Onsite



Photo by Isabella Sassi Farias

In the centre of the Chilometro della Conoscenza (Kilometre of Knowledge) the **Foresteria** (guest house) is available to ensure the designers on show to experiment all the crucial moments of the festival. Bed and breakfast service in rooms shared with other designers: a formula that facilitates meetings and gives rise to opportunities, **moments of exploration, knowledge and conviviality**. Designers staying at the Foresteria will be able to participate in the various **meetings organised** during the festival days, starting with the press tour and the invitation-only opening, without having to move from the location. Find out details and costs for this service in the application form.

Partnership

press release 2024

Lake Como Design Festival boasts collaboration with selected media partners who have contributed to the success of these sixth editions and believed in the quality of our journey. From 2018 to 2024 the festival has collaborated with:

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Wallpaper*

To participate

Independent designers and studios may participate in the selection. Sponsorships by companies and galleries are also permitted submitting one or more designers. Unique pieces, limited editions and serial products are admitted to the selection for the indoor and outdoor categories for a maximum of two projects per designer, at least one of which must be a preview. The exhibition is collective and the positioning of the projects in the locations will be carried out by the Organisation. For exclusive use of exhibition spaces, please make a request to the Organisation, which will provide the relevant price list. **Deadline for submission: Monday March 31st 2025.**

The participation fee is 700 euro and includes:

- Press Tour
- N. 2 invitations to the opening cocktail reserved to exhibitors, press and sponsors
- N. 2 free passes with unlimited access throughout the festival
- N. 8 exhibition days open to the public
- Promotion on national and international press
- Content dedicated to the event on the official festival website
- Presence on festival's Instagram profile
- Artwork's insurance throughout the festival
- Daily security service during public opening hours

To participate in the selection, send your project accompanied by a short description to **info@lakecomodesignfestival.com** with the subject line LCDF 25 / CDS.

Past editions



Chilometro della Conoscenza, 2024



Chilometro della Conoscenza, 2024



Chilometro della Conoscenza, 2024



Villa Salazar, 2023



Villa Salazar, 2023





Villa Salazar, 2023



Museo Casartelli, 2022



Museo Casartelli, 2022



Museo Casartelli, 2022



Palazzo Valli Bruni, 2021





Palazzo Valli Bruni, 2021



Palazzo del Broletto, 2019



Palazzo del Broletto, 2019



Sala Bianca, Teatro Sociale Como, 2019



Sala dello Zodiaco, Teatro Sociale Como, 2019



Sala Turca, Teatro Sociale Como, 2018



Coordination

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Organising committee

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Lake Como Design Festival
is a project by Wonderlake Como ets