



**ARTIGIANATO PALAZZO**  
*botteghe artigiane e loro committenze*

Medaglia del Presidente della Repubblica

Patrocinio

Ministero dei Beni e delle Attività Culturali e del Turismo  
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Regione Toscana | Città Metropolitana di Firenze | Comune di Firenze

Associazione Amici di Doccia  
Associazione Giardino Corsini

## **ARTIGIANATO E PALAZZO FOR THE MUSEO DI DOCCIA**

### **FUND RAISING FOR THE RE-OPENING OF THE MOST IMPORTANT INHERITANCE OF PORCELAIN MANUFACTURING IN ITALY**

MILANO, FEBRUARY 2ND, 2018.

**The upcoming re-opening of the Museo Richard Ginori of Sesto Fiorentino is of great importance because it signifies the relaunching of the historic and artistic value of Italian hand-manufactured products.**

“In our small way we wish to contribute to reminding people about how important it is that this museum will be re-opened soon so that the world can remember where Made in Italy began,” declare **Giorgiana Corsini** and **Neri Torrigiani**, who for twenty-four years have been great patrons of the artisan and handicraft sector by enhancing the value of what is hand-made through the organization of the Exhibition ARTIGIANATO E PALAZZO – promoted by the Associazione Culturale Giardino Corsini – which gathers each year about 90 artisans “*asked to show ‘live’ the various techniques which they excell in*”.

The aim of ARTIGIANATO E PALAZZO is to promote the special value of artistic excellences and the Fair has often extended its support and cooperated with prestigious institutions such as the Costume Gallery of Palazzo Pitti, the Museo “La Specola”, the Opificio delle Pietre Dure of Florence, the Museo della Ceramica of Montelupo Fiorentino.

The Press Conference promoted and organized today by ARTIGIANATO E PALAZZO in Milan has brought together representatives from MIBACT, from the Institutions of the Tuscan territory (Regione Toscana, Comune di Sesto Fiorentino, Comune di Firenze) and the Associazione Amici di Doccia. The Press Conference underscores the importance of the Museum as a symbol of a new season of the **Italian artisan tradition**. The museum has recently been acquired by the Italian Ministry for Cultural Heritage and Activities and for Tourism.

Hence the birth today of a new project: “**ARTIGIANATO E PALAZZO FOR THE MUSEO DI DOCCIA**”, **an important fund raiser** launched by Giorgiana Corsini and Neri Torrigiani. The project is dedicated to the Associazione Amici di Doccia [Friends of Doccia] after the meeting organized by Confindustria Firenze with Minister Dario Franceschini during the G7 for Culture which took place in Florence in March 2017. The meeting was the premise for the Doccia Museum collection, which is of inestimable value, to be once again enjoyable by the public. The collection is composed of **8.000** works in porcelain, ceramic, maiolica, terracotta, lead; **more than 13.000** drawings, plates of engraved metal, cromolithographic stones, chalk moulds, wax sculptures.

**The initiative to support the re-opening of the Museo della Manifattura di Doccia which will involve the numerous visitors of the Fair as well as the firms which sponsor the XXIV edition of ARTIGIANATO E PALAZZO at the Giardino Corsini in Florence from May 17<sup>th</sup> through to May 20<sup>th</sup>, 2018.**

With an entrance fee [minimum offer € 8, € 6 for young people from 12 to 18 years, free for children] the public can visit the ARTIGIANATO E PALAZZO Exhibition. It will be possible to **donate a further contribution** through the innovative device “**Donachiaro**”, which will be set up in the Giardino Corsini during the Fair days: this is a real “Digital Teller” – developed by Itineris Italia – and it allows for payments/donations to be made in cash, ATM or credit card... (A sort of vice-versa ATM machine!)

Moreover, from Tuesday April 3<sup>rd</sup>, in all the 35 Unicoop Firenze stores in Tuscany (where the Boxoffice service is active), it will be possible to make a donation and receive the entrance-ticket for the ARTIGIANATO E PALAZZO Fair from May 17<sup>th</sup> to May 20<sup>th</sup> at the Giardino Corsini in Florence.

The funds raised with all these initiatives will be donated to the Associazione Amici di Doccia to support the re-opening of the Museum.

And finally, during this occasion, the Florentine designer **Duccio Maria Gambi**, who is back in Italy after an exciting artistic activity abroad, will be producing 20 numbered works of art for ARTIGIANATO E PALAZZO, the proceeds of which will be devolved in favour of the Museo di Doccia fund raiser.

Duccio Maria Gambi will select certain objects from the Richard Ginori collections, which will be immersed and intersected with cubes and volumes in cement which will leave some parts and specific details exposed. “...*this is the challenge: to use the hard raw cement as a treasure chest, as a shield, to exalt the porcelain by sublimating the parts which compose it and make it beautiful. The result of each process is a complete finished object, in which individual elements of the Richard Ginori collection, which never have a life by themselves, acquire a value of their own and are exalted by the functional whole of the object. It is a question of balancing high quality handicraft, design and the artistic gesture: but it is this polyhedric identity which makes it unquestionably contemporary*” as **Silvana Annichiarico**, director of the Triennale Design Museum of Milano, writes in the presentation of the project.

The **Associazione Giardino Corsini** with this new project renews its fundamental role in promoting and supporting cultural realities, as in the past it did when it promoted other important projects like the “Adotta un libro!” *crowdfunding* in collaboration with the Archive Superintendence for Tuscany and the State Archive of Florence in 2005, “Roberto Capucci ed il Casentino” in 2008, which involved the well-known designer in the Textile and Sustainability project created by CNR-Ibimet to promote the processing of vegetal fibres of the territory, and the 2012 *crowdfunding* of Leitmotif in cooperation with the Center for Research, Production and Musical Didactics “Tempo Reale” which allowed the execution of a concert of contemporary music.

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#### **ARTIGIANATO E PALAZZO**

##### **XXIV edition**

17/18/29/20 May 2018

Opening Time: 10 am – 8 pm

Giardino Corsini

Via della Scala, 115 | Florence | Italy

For further information

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