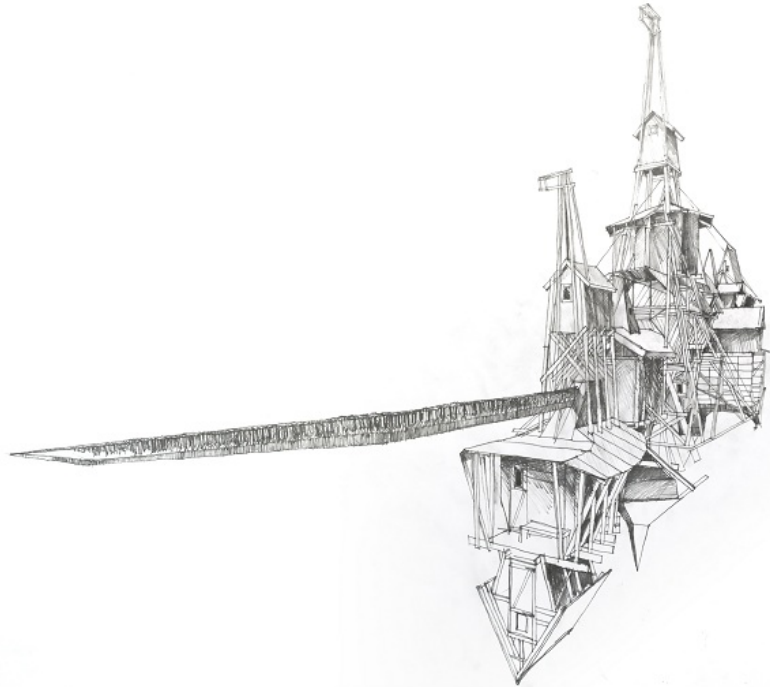




# ArkiZoic Bellum. Call to Army

#Declaration of War against Industry #Fuorisalone2013



During the Salone del Mobile, [Milano Makers Association](#) presents [Bla Bla exhibition](#), curated by Alessandro Mendini, exhibit designer: Duilio Forte, organization: Cesare Castelli. A co-production between the Department of Culture, Fashion & Design of the City of Milan, and Milano Makers.

The exhibition will be from the 9th to 14 April 2013, from 11 am to 8 pm, at the Officine Creative Ansaldo, Milan, with entrance from Via Tortona 54, via Bergognone 34.

Inside Bla Bla exhibition, Duilio Forte curates [ArkiZoic Bellum](#) section.

AtelierFORTE for 15 years has been conducting a battle against the industrial series, which destroys the art and creativity. The foundation of the March 13, 1998, the drafting of the ArkiZoic Manifesto of February 12, 2009, and the 2010 "Declaration of war industry", they are steps of AtelierFORTE in favor of independent production ([Bulletin 1998-2013](#)).

To participate in the section ArkiZoic Bellum, AtelierFORTE asked to sign the Declaration of war to industry and to realize an artifact-weapon inspired by the [ArkiZoic Rule](#):

- I. Put the soul in your opera
- II. Use mathematics and nature geometry
- III. Apply heuristic method
- IV. Give stature to accidental events, mistakes and incomplete works
- V. Use tradition materials and shapes
- VI. Use decoration
- VII. Use drawings as emotional sketches

The Bla Bla exhibition is divided in various sections:

”BlaBla Video” (curated by Alessandro Mendini)

”ArkiZoic Bellum” (curated by Duilio Forte)

”Mano e terracotta” - handmade items in terracotta (curated by Maria Christina Hamel)

”Terra cruda” (curated by Mina Bardiani and Claudia Mendini)

”Duetto” - objects made of two materials (curated by Anna Gili)

”Recession Design” (curated by Recession Design). With presentation of the book

”Materiaprima” - objects of wood, Italian reforestation wood (curated by Alessandro Marelli)

”Natural Design Exhibition” (curated by Maurizio Corrado). With presentation of the book

”Nuove Resine” (curated by Carmine Deganello in collaboration with the makers of the Fab Lab in Amsterdam)

The ”BlaBla Video”, and ”ArkiZoic Bellum” are open to all participants, other sections are by invitation only.

For all sections, excluding ”BlaBla Video” (fill the online form), you must be registered in Milano Makers.

### **”Bla Bla Video”, by Alessandro Mendini**

-All Makers interested in this subject matter are invited: designers, schools, institutions, associations and international organizations.

-We ask each Maker to express verbally her/his way of looking at autonomous production. Each Maker records her/his own declaration on video and sends the digital result to the organizers.

-The subject matter can be discussed theoretically, pragmatically, commercially, ideologically, autobiographically, etcetera.

-The maximum length of each recording is three minutes.

-The exhibition will be a series of “talking heads” that establishes a video constellation of design confessions.

### **”ArkiZoic Bellum”, by Duilio Forte**

- All interested in the themes exposed are invited: makers, designers, schools, organizations, associations, international institutions.

- It’s required to sign the Declaration of war against industry

- The weapon submitted must comply with the ArkiZoic Rule

- It’s required a sketch of the project and a presentation of up to 140 characters that describes the function of the weapon

The Milano Makers Association aims to promote and enhance all the creative activities of non-serial productions in a strictly material concept of design, accompanied by statements of self-producers from around the world gathered by youtube. [Ulaola](#), the first online boutique of self-production Made in Italy, will structure and manage the Milano Makers e-shop. Here you can view and purchase the works in the exhibition, identified by a QR Code.

## **PARTICIPATION RULES**