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I.DOT, ITALIAN DESIGN ON TOUR

100 selected works on an International Tour. A three-year voyage of discovery to cities, trade fairs and museums receptive to Italian design. Italian Design on Tour was created in 1999 as a response to the need to promote and communicate the finest works of Italian design throughout the world by means of touring exhibitions. A new global communication project, conceived to give a mature visibility to the art of Italian design. I.DoT began its exhibition itinerary in Zurich, in March 2001. Italian Design on Tour will bring



Italian design to the major capitals of international culture. The I.DoT voyage will take place over a three-year period, ending in 2003, when a new selection will be performed. In fact, every three years, a meticulous selection will be made from the Italian design products available on the market. After Zurich, in spring 2001, Italian Design on Tour reached Milan, Venice and London. The selection of the works began in September 1999, when a research group

consisting of professors from Milan Technical University, the Istituto Italiano del Design and Studio Oli-ma Associati, Como, identified those companies and products capable of offering the best depiction of Italian design and its values. This initial selection was then presented to the Critical Selection Committee which met in the prestigious premises of the Querini Stampalia Foundation, Venice, from the 15th to the 17th February, in order to choose the one hundred products to be featured in Italian Design on Tour. The International Scientific Committee identified 60 companies,

Italian Chambers of Commerce Abroad.

I.DoT is now preparing its programme until 2003, the year in which a new selection will be performed. In 2002 the locations will be Köln, New York, Venice, Valencia and Courtrai and in 2003 Paris, Frankfurt, Moscow and Shanghai. The new voyage thus begins in January 2002, with "I Passagen" in Köln. The Rhine-side exhibition venues will come alive with the energy of Germany's international furnishing show. As well as visiting locations catalysed by trade fair events, I.DoT will also intentionally visit less familiar geographical situations in which

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EXHIBITION
Le mostre