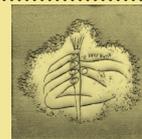


V I S U A L

digital fabrication
meets graphic art



M A K I N G



30.03–17.04.2016

OPENING
WEDNESDAY 30.03.2016
7 PM

c/o BASE MILANO
VIA BERGOGNONE, 34
20144 MILAN

✕ The exhibition-workshop **VISUAL MAKING** shows the experience and the findings of the User Group **VISUAL MAKING**, an open community focusing on the **INTEGRATION BETWEEN DIGITAL FABRICATION, GRAPHICS AND FINE ART PRINTMAKING**.

The project has been promoted by the **MILANESE FABLAB OPENDOT** and coordinated by **CLAUDE MARZOTTO/ÒBELO** and **DANIELA LORENZI/A14**.

The **VISUAL MAKING** Group, composed by designers, artists and illustrators, has been exploring **INNOVATIVE PROCESSES** for the production of printing matrices suitable for a range of craft-based techniques, using different materials and numerical control machinery. By testing different materials and numerical control machinery, the experimentation has highlighted some interesting opportunities for digital fabrication in the field of printmaking. The results are summarized in an opensource archive-handbook, which includes twelve matrices, available online at the website cargocollective.com/visualmaking

≠ a project by
OPENDOT & COMMUNITY
+ FEDERICA MANDELLI,
NICOLA BUCCIOLI



CLAUDE MARZOTTO/ÒBELO

òbelo

DANIELA LORENZI/A14
+ VALERIO FAUSTI

A14

exhibition design
DOTDOTDOT
+ MARINA CINCIRIPINI



graphic design
ÒBELO ÷
CLAUDE MARZOTTO
& MAIA SAMBONET

± partner

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laser. marking cutting engraving

technical sponsor

FABRIANO
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COMUNE DI MILANO

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THE EXHIBITION:
LAYOUT ARRANGEMENT,
GRAPHIC DESIGN,
CONTENT

The exhibition setting by **DOTDOTDOT** unfolds like a book and includes a workshop facility. It is split into three levels: the archive, the handbook, the artistic applications.

The graphic design by **ÖBELO÷ CLAUDE MARZOTTO & MAIA SAMBONET** plays with the figure of the hand –maker *par excellence*, holding a variety of tools– to point out some of the countless crossroads between graphic languages, technologies, materials and printmaking techniques. The original sample prints on display are a tribute to some of the most inspirational masters of image-making: from Willem Sandberg’s torn paper collages to Bruno Munari’s ‘original xerography’, from Max Huber’s camera-less photograms to Saul Steinberg’s line drawings.

- ✕ **THE ARCHIVE** consists of twelve matrices obtained using a range of different materials (wood, linoleum, Plexiglas, metal) and 24 prints created using a variety of techniques (calcography, typography, silk-screening). Each matrix is produced using the different machines available to the FabLab: laser cutters, vinyl cutters, 3D printers.
- ± **THE INSTRUCTION HANDBOOK** reiterates the matrices presented in the archive and describes the instructions for use for the machinery used to reproduce the works on display. The open source digital version is available online at the website cargocollective.com/visualmaking
- ≠ **THE ARTISTIC APPLICATIONS** are the matrices and the prints by **MATTEO MORELLI, VALERIA MANZI, PIETRO BOLOGNA AND ADRIANO ATTUS**, invited by **A14** to develop the research completed by VISUAL MAKING. The artists called on the digital consulting of **VALERIO FAUSTI** to apply new technical solutions to quality artistic printing.

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OPENDOT stemmed from DOTDOTDOT, to found a place for rapid prototype production, research, innovation and experimentation. OPENDOT initiates changes, identifying in the open source format and in technological know-how new opportunities for growth in the areas of training, design, production and research. Thanks to its multidisciplinary approach, OPENDOT is a reference point for companies that wish to implement their products and know-how through processes of innovative development. The promoters of OPENDOT are designers and creators of maker culture who enthusiastically embrace the philosophy of collaboration and sharing of knowledge, positioning themselves as a meeting point between new skills and traditional know-how.

opendotlab.it

DOTDOTDOT studio was founded in Milan, Italy, in 2004. Its activities focus on multidisciplinary design based on a combination of architecture, staging, design, interaction design and technological innovation. The studio involves philosophers, architects, designers, engineers, computer specialists and graphic designers work on the same level to overcome the boundaries between the various disciplines. Thanks to the depth of complementary skills, DOTDOTDOT can embrace all of the complex aspects of design, considering research and experimentation as the basis for processing multidisciplinary projects where the traditional spatial aspects are contaminated by the new technological and media platforms.

dotdotdot.it

CLAUDE MARZOTTO designer, project leader of the User Group VISUAL MAKING. PhD at the Milan Polytechnic, she collaborates with the magazine 'Progetto grafico' and is the author of the DIY letterpress handbook *Prototipi: Farsi una stamperia* (Stampa Alternativa 2007). She teaches visual communication and typography at the CFP Riccardo Bauer, the SPD Scuola Politecnica di Design in Milan, and the Faculty of Design and Art at the Free University of Bozen. She is co-founder with Maia Sambonet of the Milan-based design studio ÒBELO ÷.

obelo.it

DANIELA LORENZI project leader of the User Group VISUAL MAKING, she is the founder of A14. She has a twenty-year experience in the execution and fulfilment of artists' projects in the field of original print making with the production of limited print editions, artists' books, and research projects, which combine traditional printmaking techniques with new digital technologies. Through an extensive network of artists A14 operates in Italy and abroad and cooperates with public and private institutions on teaching projects both for professionals and for a general public interested in the universe of original art printing.

a14.br.com

OPENDOT PRESS OFFICE

LUISA CASTIGLIONI

luisa@press-office.co