



AIAP

associazione italiana design
della comunicazione visiva

PINK

**DONNE DEL PROGETTO
GRAFICO ITALIANO.
DALLE ORIGINI ALLA
CONTEMPORANEITÀ.
WOMEN OF ITALIAN
GRAPHIC DESIGN.
FROM THE ORIGINS TO
CONTEMPORANEITY.**

The history of the arts and professions has been predominantly written from a male perspective. PINK is a project that reconstructs and displays the figures and contributions of women graphic designers who have been active in Italy between the 1940s until the present day. It is a period marked by significant changes for the Italian society: from the economic boom featuring new products, habits and rituals to the era of transition, the pervasiveness of the digital experience, the crises of values and the continuous uncertainties.

PINK. Women of Italian Graphic Design. From the Origins to Contemporaneity intends to highlight the female contribution to the evolution of this profession in Italy and to the development of the Italian visual culture. More in general, the project illustrates how little the work of these women has been recognised, while creating certain iconic images that, in some cases, have entered the imagination of millions of people.

Protagonists of the calibre of Anita Klinz (the first Italian art director), Jeanne Michot Grignani, Brunetta Mateldi Moretti, Lora Lamm, Claudia Morgagni, Simonetta Ferrante or Adelaide Acerbi contributed to the economic boom and the affirmation of the 'Made in Italy' brand. During the 1970s and 1980s, a time characterised by political commitment and public interest graphic design, personalities such as Elisabetta Ognibene, Elena Green, Patrizia Pataccini and Michela Papadia stood out from the rest. Lastly, in the 1990s and the 2000s, with the advent of the digital revolution and the new frontiers in communication, a number of new personalities emerged. Among these are Ginette Caron, Cristina Chiappini, Claude Marzotto, Silvana Amato - the first Italian woman to become a member of AGI (namely, Alliance Graphique Internationale, the international organisation bringing together the most influential graphic designers in the world), and Laura Viale, with her Millelire covers for Stampa Alternativa.

PINK presents more than forty graphic designers who have worked and continue to work in Italy, including some of the winners and selected in the five editions of AWDA, the AIAP Women in Design Award, the international award that AIAP (the Italian Design Association of visual communication) has been promoting since 2012.

The materials displayed and reproduced in PINK come from the Funds preserved at AIAP CDPG, the AIAP Graphic Design Documentation Centre; some of which, instead, are

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available thanks to the designers. Indeed, AIAP CDPG is the only Centre in Italy specifically committed to collecting, conserving, studying, and enhancing the value of graphic design materials.

When observing posters, books, sketches, drawings, or photographs, not only can we see extraordinary graphic design artefacts, but also the lives of autonomous, courageous, and talented women who reconciled and continue to reconcile their professional lives with their private ones, defining reference models that up to now have been rather underestimated and discussed.



Ministero degli Affari Esteri
e della Cooperazione Internazionale



AIAP CDPG
ASSOCIAZIONE ITALIANA
DESIGN DELLA COMUNICAZIONE VISIVA



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**Women of Italian Graphic Design.
From the Origins to Contemporaneity**

An initiative developed by
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List of the graphic designers included in the exhibition:

Women Pioneers of Graphic Design

Brunetta Moretti Mateldi, Jeanne Michot Grignani, Anita Klinz, Umberta Barni, Claudia Morgagni, Lora Lamm, Alda Sassi (Alsa), Simonetta Ferrante, Ornella Linke Bossi, Ornella Vitali Noorda, Carla Gorgerino, Natalia Corbetta, Adelaide Acerbi.

The Years of Continuous Change

Michela Papadia and Gemma Fiorentini, Aurelia Raffo, Graciela Ana Galvani, Elena Green, Patrizia Pataccini, Ginette Caron, Simonetta Scala, Elisabetta Ognibene, Silvana Amato, Alessandra Morcella, Patrizia Di Gioia, Maddalena Fabbri, Laura Viale, Cristina Chiappini, Laura Bortoloni, Claude Marzotto with Maia Sambonet (òbelo), Olimpia Zagnoli.

AWDA Selection – AIAP Women in Design Award

Claudia Neri, Orith Kolodny, Roberta Manzotti, Paola Fortuna, Annalisa Gatto, Laura Doro, Chris Roccheggiani, Federica Lasi, Francesca Ulivari, Claudia Polizzi, Valentina Alga Casali.

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