



**Aiap**  
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progettazione  
per la comunicazione  
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**NULLAOSTA**

## **Aiap**

Italian Association for the development of visual communication presents:

**NULLAOSTA**  
**GRAPHICS, BOUNDARIES, RELATIONS.**  
**AOSTA, 4TH TO 7TH OCTOBER 2007**

Meetings, workshops, exhibitions that investigate into how graphics can build high quality relationships between locations and inhabitants, institutions and citizens, products and users. It is not so much graphics in their total form of expression that will be highlighted but exactly how they can create and modify relationships between individuals, environments and products. Designers such as Mike Rawlinson, Michel De Boer, Malte Martin and Stefano Dal Tin will tell the story of how graphics have changed the perception of a city, a district, an institution and a product.

Theorists and scholars such as Giovanni Anceschi, Sergio Polano and Nicolas Taffin will tell the story of the specific aspects of visual language as a relational method, the birth of the image of a city, the philosophical aspects of typography.

The guests, M.P. Pietro Folena and Giuseppe Giulietti will take part in a round table with the community of graphic designers. The Aiap community will lead us to the suggestive cryptoporticus walls in the windings of the project experienced by the graphic designers. Aosta will be the framework to all this with its mountains and clouds that naturally lead us towards relational aesthetics between countryside, countries, habits and boundaries.

### *Hosts*

**Michel De Boer (Studio Dumbar) Rotterdam**

**Mike Rawlinson (CityID) Bristol**

**Stefano Dal Tin (Metalli Lindberg) Treviso**

**Giovanni Anceschi (IUAV) Venezia**

**Sergio Polano (IUAV) Venezia**

**Nicolas Taffin (IUP) Parigi**

**On. Pietro Folena**

**On. Giuseppe Giulietti**



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## WORKSHOPS

- 1 -

**Michel De Boer**

*Building the personality of institutions*

Biblioteca regionale di Aosta

Thursday 4th October 9.00 > 13.00 and 15.00 > 20.00

Friday 5th October 9.00 > 13.00

[www.studiodumbar.com](http://www.studiodumbar.com)

**Michel De Boer (Rotterdam, Olanda. Studio Dumbar)**

Michel de Boer currently works as Creative Director in the Studio Dumbar of Rotterdam, one of the most important international studios specialised in corporate and brand design.

Founded in 1977 by Gert Dumbar, the Dutch Studio has a portfolio of prestigious clients including Aegon, Shell, TNT Post Group, Czech Telecom, Nike, Dresdner Bank, Danish Post, Allianz, Korean Ministry of Transportation, SAIC Motor China, Apple Computer, Crédit Lyonnais, European Central Bank and Randstad International.

- 2 -

**Mike Rawlinson**

*A designers journey*

*Aosta: connecting people, places and movement*

Pépinière d'Entreprises Espace Aosta (ex Area Cogne)

Thursday 4th October 9.00 > 13.00 and 15.00 > 20.00

Friday 5th October 9.00 > 13.00

[www.cityid.co.uk](http://www.cityid.co.uk)

**Mike Rawlinson (Bristol, Inghilterra. City ID)**

Mike Rawlinson is specialised in the development of individual projects destined to the integration of individuals, associations and locations. The City ID approach, formed by a group of artists, is focused on the interaction between man with city and space. They are town planners, designers and thinkers that collaborate to the same project through various disciplines in order to make urban spaces easier to live in.

Costi workshops

prezzo base: 240,00 €

offerta soci e studenti: 180 €

Sono disponibili molte offerte e sconti: consulta il sito aiap (<http://www.aiap.it/documenti/88/9300>) per conoscerle e prenota il tuo laboratorio inviando una mail alla segreteria aiap: [aiap@aiap.it](mailto:aiap@aiap.it)



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## CONFERENCE

**NULLAOSTA: GRAPHICS BETWEEN LOCATIONS AND INHABITANTS,  
INSTITUTIONS AND CITIZENS, PRODUCTS AND USERS**

### FRIDAY 5TH OCTOBER

Palazzo della Regione Valle D'Aosta

time 15,00 > 16,00

greetings by authorities

**Guido Grimod**

Sindaco della città di Aosta

**Laurent Viérin**

Assessore istruzione e cultura

Regione Autonoma Valle d'Aosta

**Corrado Bellora**

Presidente Co.Re.Com

time 16,00 > 17,00

**Giovanni Anceschi**

time 17,00 > 18,00

**Michel De Boer**

time 18,00 > 19,00

**Sergio Polano**

### SATURDAY 6TH OCTOBER

Palazzo della Regione Valle D'Aosta

time 09,00 > 10,00

**Mike Rawlinson**

time 10,00 > 11,00

**Nicolas Taffin**

*coffee break*

time 11,30 > 12,30

**Stefano Dal Tin**

\* \* \*

time 15,00 > 18,30

round table with:

**On. Pietro Folena**

**On. Giuseppe Giulietti**

*coordination*

**Sergio Polano**



## HOSTS

### **Giovanni Anceschi**

(Milan, Italy). Full professor of Industrial Design at the IUAV in Venice. He is a designer, an essayist and an organiser of the “culture of visibility”. He taught at the Ulm School (Germany). He has been teaching communication in the Italian university for thirty years. He has written several books and has received prestigious awards such as the “Compasso d’oro” 1998 and Icoграда Excellence Award for distinguished services to graphic design 1999. He is a writer and signatory of the “Charta of the graphic project”.

### **Stefano Dal Tin**

(Conegliano, Treviso, Italy. Metalli Lindberg). Stefano Dal Tin founded Metalli Lindberg in 1992. “Design is, to all effects a service, with the objective not only of providing visibility to clients but also making them much more aware of human values”. With this spirit Metalli Lindberg also faces the challenge of commercial communication: “We transform topic into dreams but we also try to improve reality”. Metalli Lindberg has received several awards on a national and international level. It has been involved in communication of environment-friendly and fair trade products for years.

### **Pietro Folena**

M.P. since 1987, he was elected during the last elections in the PRC (Re-founded Communist Party). He is the President of the Cultural Committee of the Chamber of Deputies. Among other things, he has been involved to favour youngsters to new technologies. He is a supporter of free software and has presented a specific legal project.

### **Giuseppe Giulietti**

He was the secretary of the union of journalists Rai (UsigRai) and a member of the RAI supervisory board. He is involved in voluntary and solidarity associations and has written many articles on problems related to communication. As M.P. he is the national coordinator of the DS (Left-wing Democrats) for communication.

### **Sergio Polano**

(Venice, Italy). Full professor of Contemporary History of Art at the Faculty of Architecture at IUAV, in Venice. He is an animator and expert in visual communication. He has published several books on the history of art, architecture and industrial design. Some titles include: “Guida all’architettura italiana del Novecento” (Milano 2000), “Mostrare. L’allestimento in Italia dagli anni Venti agli anni Ottanta” (2000), “Achille Castiglioni. Tutte le opere” (Milano 2002), “Abecedario. La grafica del Novecento” (Milano 2002).

### **Nicolas Taffin**

[française]

(Paris, France). Nicolas Taffin, éditeur, typo-graphiste, est né en 1970 et est partagé depuis entre les images et les lettres. De formation philosophique, il pratique le design graphique depuis 1995, dans le champ culturel et scientifique. Il a enseigné l’édition électronique, dirigé la revue « Communication imprimée » et a fondé avec Hervé Le Crosnier la maison C&F éditions, qui questionne les arts & techniques contemporains dans leurs enjeux citoyens. Il anime depuis 2000 l’association des Rencontres internationales de Lure. Une exposition « Livre, » a été consacrée à ses photographies à la BPI-Centre Pompidou en 2006.



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## Aiap COMMUNITY

**THE BEST OF ITALIAN GRAPHICS TOLD**

**BY THE AUTHORS**

**FRIDAY 5TH OCTOBER**

Criptoportico

time 19,00 > 22,00



The idea, its development, layout, the drafts, the “excellent corpses”, the selected material and the final layout: the Aiap Community is the reality of the project. A picture of Italian graphics exactly when it occurs, in order to allow space for ideas and images in real time. This year the space available is dedicated to rough, spontaneous and concrete graphics, the kind that puts itself on the line, that manages to change the point of view of customers. Creating communication means choosing contents and standing for your own idea, expressing oneself and adding new meanings to words. There is no limit to the social, political and environmental responsibilities of a project. Aiap Community '07 is a competition promoted by Aiap, open to graphics and designers (including non Aiap members), whose objective is identifying and highlighting the very best Italian projects of communication through the publication of a volume that will include the works selected across the years.

Aiap Community '07 is also the mise en scène of the object of communication: the designers selected will be invited to present their work one by one, presented across 4 video stations, each one lasting 10 minutes, in front of a public in constant movement. An event that will highlight contents and motivations, often revealing a hidden world: the back of the “artisan laboratory” of the final result consisting of excitement and emotions, of underground results and of unexpected developments.

## EXHIBITIONS

**FROM 4TH TO 7TH OCTOBER**

### MANIFESTINNO

*Graphics oriented to innovation and progress. The wall pictures made by 40 young Italian graphic designers.*

Una produzione Hublab  
a Hublab production by Nicola Zanardi  
and Mario Piazza

Opening on Friday 5th Oct at 14,00

### NULLAOSTAOFF

*Aosta urban crossing*  
with the supervision of Pietro Palladino

### VIDEOPROIEZIONI

*Sequenze grafiche videoproiettate  
all'interno del Criptoportico.*

A cura di Aiap



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## TIMETABLE

### THURSDAY 4TH OCTOBER

+ + +

time 9.00 > 20.00

#### Workshops

### FRIDAY 5TH OCTOBER

+ + +

time 9.00 > 13.00

#### Workshops

+ + +

time 14.00

#### Exhibitions opening

Priorato Sant'Orso

+ + +

time 15.00 > 19.00

#### Conference

Palazzo Regionale

+ + +

time 19.00 > 22.00

#### Aiap community

Criptoportico

### SATURDAY 6TH OCTOBER

+ + +

time 9.00 > 18.30

#### Conference

Palazzo Regionale

+ + +

time 18.30 > 20.00

#### Tasting of local products

Co.fruit, St. Pierre

+ + +

time 20.30 > 24.00

#### “Fermenti”: Aiap dinner, including “fontina”, “grolla” and other typical products from Valle d’Aosta

Castello Sarrion de la Tour, St.Pierre

### SUNDAY 7TH OCTOBER

+ + +

time 9.30 > 13.00

#### Annual assembly of Aiap members

Cave des onze communes, Aymavilles

More informations:

<http://www.aiap.it/>

Aiap Community:

<http://community.aiap.it/>

E-mail:

[aiap@aiap.it](mailto:aiap@aiap.it)

*colophon*

AIAP Associazione italiana  
progettazione per la  
comunicazione visiva

Regione Autonoma Valle d’Aosta  
Fondazione CRT  
Comune di Aosta  
Co.Re.Com Valle d’Aosta

Casinò de la Vallée  
Musumeci S.p.A.  
Fedrigoni  
Corel

.....  
by the Aiap Executive Board  
Beppe Chia, Lucia Roscini,  
Gianni Sinni

in collaboration with:  
Franco Balan  
Joel Balan  
Pietro Palladino  
Marcello Signorile  
Daniela Grivon  
Luciano Seghesio  
Arnaldo Tranti  
Christine Valetton

organizzazione e coordinamento:  
Barbara Parmigiani - Ideographia





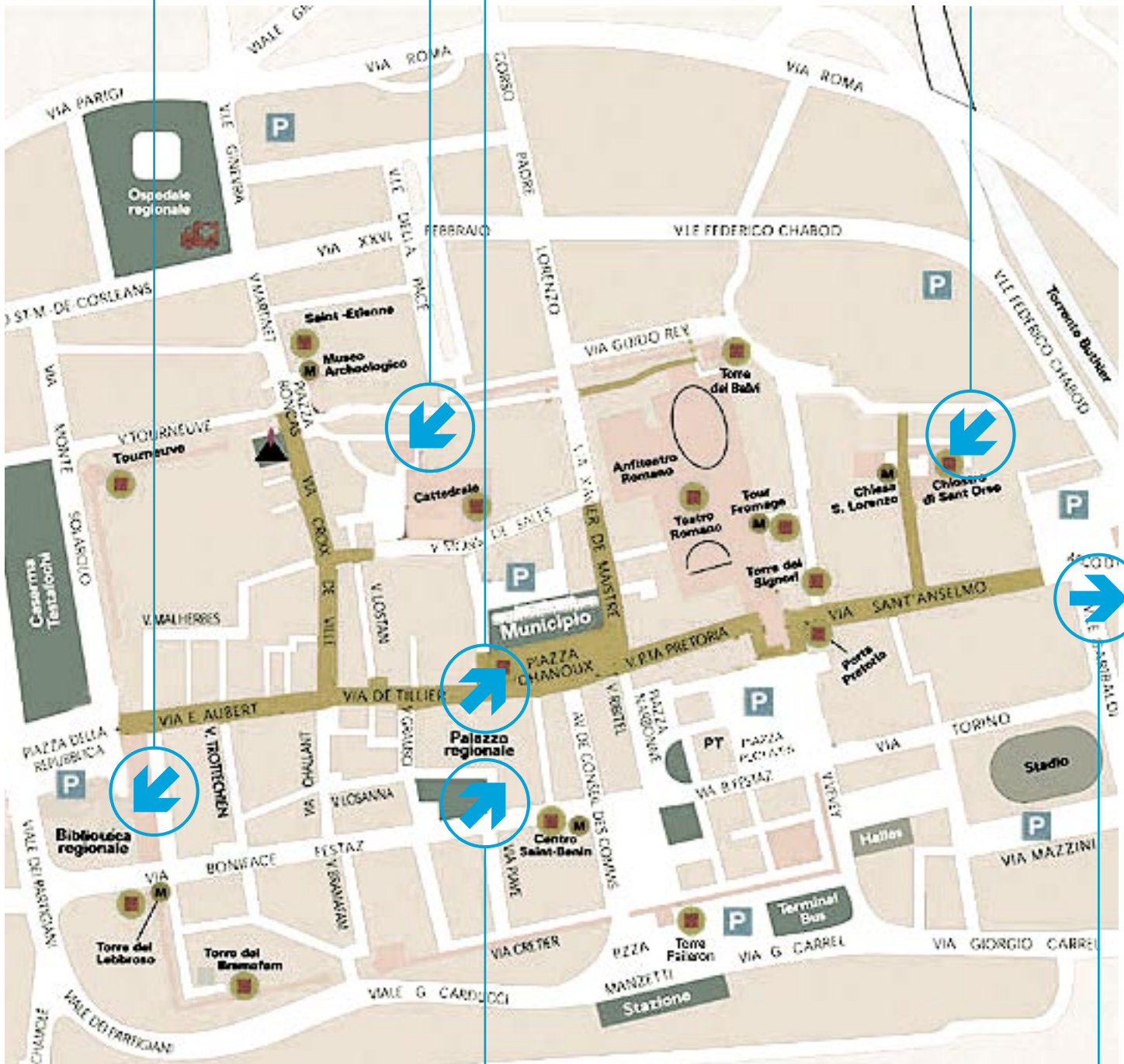
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**CRIPTOPORTICO:**  
AIAP COMMUNITY  
VIDEOPROIEZIONI

**BIBLIOTECA REGIONALE:**  
WORKSHOP DE BOER

**PIAZZA CHANOUX** Ⓞ

**PRIORATO SANT'ORSO:**  
MANIFESTINNO  
BOOKSHOP



**CASTELLO SARRIODE LA TOUR**  
(BY CAR, 10 MIN.)  
AIAP DINNER

**PALAZZO REGIONALE:**  
CONFERENCE

**PÉPINIÈRE:**  
(WALKING DISTANCE,  
15 MIN.)  
WORKSHOP RAWLINSO

**CAMERA DEGLI UNDICI COMUNI**  
(BY CAR, 15 MIN.)  
AIAP ASSEMBLY