

Daniele Pario Perra

Low Cost Design

as part of **POSTI DI VISTA RI-CREAZIONE**
within **Salone Internazionale del Mobile 2012**

opening: **Monday, April 17th 2012, from 7.00 pm to 10.00 pm**

exhibition: **from April 12th to April 28th 2012**

opening hours: **from Tuesday to Friday from 11.00 am to 7.00 pm,
Saturday from 3.00 pm to 7.00 pm**

venue: **Viafarini DOCVA, Fabbrica del Vapore, via Procaccini 4, Milan**

On the occasion of the 51st Salone Internazionale del Mobile, FDVIab, in collaboration with Comune di Milano, organizes the event POSTI DI VISTA RI-CREAZIONE at Fabbrica del Vapore. Viafarini takes part to it, by presenting **Low Cost Design**, a project by Daniele Pario Perra.

Low Cost Design is a touring art exhibition with more than five hundred pieces and structures. These objects are related to the change in the use of manufactures or parts of the territory, through the aware actions of people, from all over the world.

Pieces and structures, born to solve a specific task, are transformed into other problem solvers: the merit belongs to all of us, spontaneously creative artists. We are directed by technological and cultural tools, by intuitive faculty, by abstraction – capability, chance and error.

The exposed examples explain the extraordinary adaptability to experiences and **the innovative use of local resources**. They are used to solve everyday needs, through the instinct, as a child, and the calculated planning, as an engineer.

The exhibition **Low Cost Design** is a **visual dictionary that shows a constant relation between “the poetic capacity” and “the technological capacity”**. Works are created by people who don't sleep long during night. They invent new objects or modify, in a natural way, the use of the already existing great amount. These new pieces escape the corporate planning rules, disclosing the **interdisciplinary heritage** that connects design culture to social disciplines, history, economy and politics. Everyday, other pieces are ready to be interpreted, recomposed and adapted to new human behaviors. They are created by a **constant flow of spontaneous creativity**, that applies logic and absolute selections.

Low Cost Design is an **open project and is a constantly work-in-progress**: feedback, contributions, objects and suggestions on the Website www.lowcostdesign.org.

The exhibited objects are collected in catalogs **Low Cost Design**, volumes I and II, where there are more than eight hundred color illustrations, edited by Silvana Editoriale in 2010 and 2011, both in Italian and in English.

Daniele Pario Perra is a relational artist, researcher and engaged designer in exhibition activities, research projects and education. His work is developed in several disciplinary fields: art, design, sociology, anthropology, architecture and geopolitics. They are built in a constant relation between material culture and symbolic capital. He has taught at the Architecture Faculty of Università La Sapienza in Roma, at Delft University of Technology, at Politecnico di Milano and at Denver University in Colorado. His workshops - *Fantasy Saves the Planning*, *Art Shakes the Politics*, *Anarchetiquette/ Fresco Urban Removals*, *Design on the Cheap e Politics Poiesis* – are continuously organized in the most important European cities. From 2000 to 2010 he exhibited his works, conceived urban actions and coordinated projects in Rome, Milan, Turin, Sarajevo, Barcelona, Chicago, Rotterdam, Berlin, New York, Bern, Paris, Marseille, Buenos Aires, Santiago, Ljubljana, Denver, Belgrad, Budapest and London.

Low Cost Design is supported by Dusty – Servizi di Igiene Ambientale, Silvana Editoriale, Farm Cultural Park.



The project has been produced by

