

étapes: international

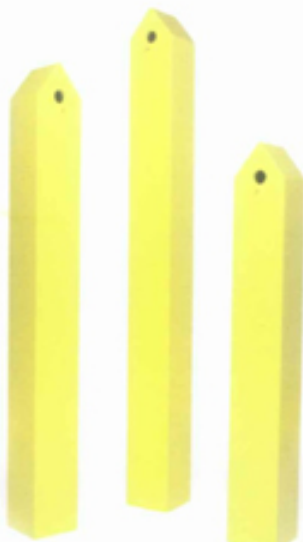
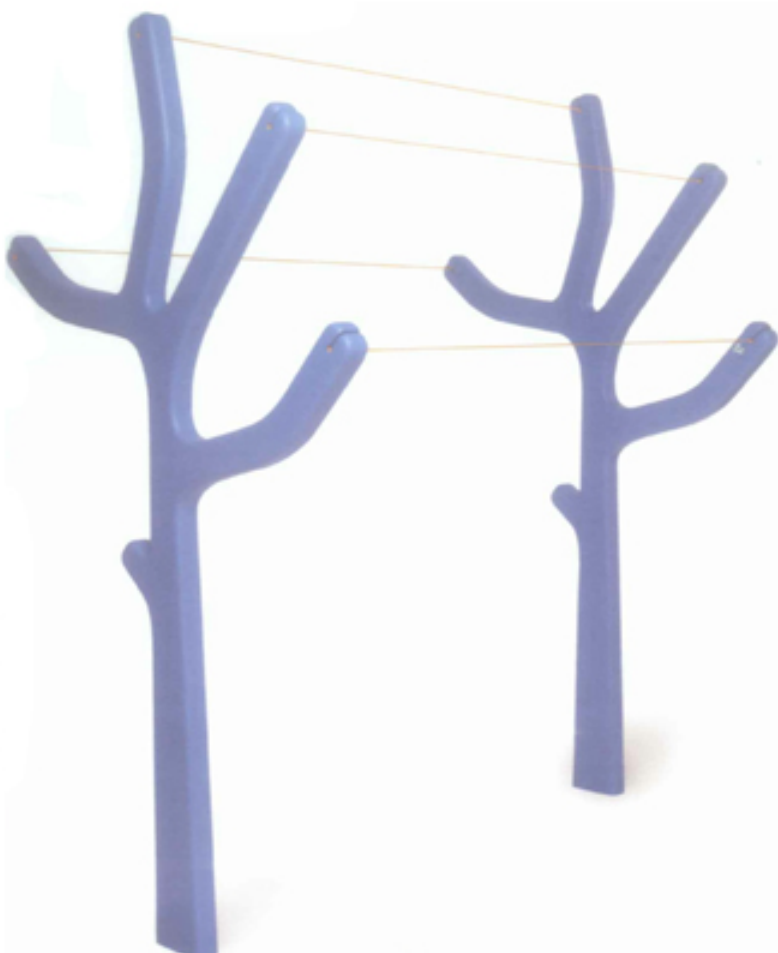


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PYRAMYD





Above and right, "happiness in the garden", 2005; garden items designed by Frezza for Casamania. Many items have been created, including these bird nests and outdoor shower. The clothes line is currently being produced.



Fab features are areas attached to benetton stores (fewer than 10 worldwide, so far). they show residents' projects and sell objects made by the young team. here, the fabricando notebook and two-way slippers.

source – international students. They have an archetypal character, they address universal values. They're shocking, certainly... they aim to reach as many people as possible. An emotional reaction is clearly intended. We want to be persuasive – to give audiences a punch in the eye, an explosion in the brain. At the same time, the students' personal scrapbooks suggest very diverse styles. The students are selected for their graphic language, not their style. Discussing his personal experience of Fabrica, Vulpinari says it reminds him daily that it's important not to do graphic design for its own sake, and that you have to communicate to others, create a visual mirror, a holistic empathy.

**Leading, but followed?**

Ultimately, there's no doubt that the school knows how to sell itself, play host to the curious – whether journalists or Japanese ministerial delegations – and reveal its workings. Although the model is reaping rewards, it has not yet been duplicated. But it's important not to misjudge Fabrica: it's not a school, and no training is dispensed. One wonders to what extent this lab for learning about working life – where personal talent is clearly integrated into a collective enterprise – is legitimate or poses a danger. Entrants are advised to be well-braced and savvy so they don't feel used when they leave. And one last word of warning: Fabrica's experimentation is not

elitist or highly cultural; rather, it is pragmatic and jovial, with a tone that inclines towards the dramatic.

1. As with Juan Ospina's flipbook.

[www.fabrica.it](http://www.fabrica.it): the site is comprehensive, featuring most of the artists' work and everyone who works, and has worked, at Fabrica.