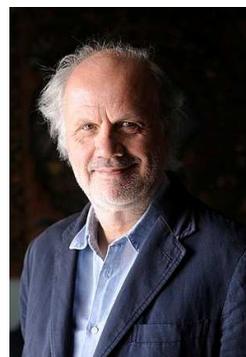
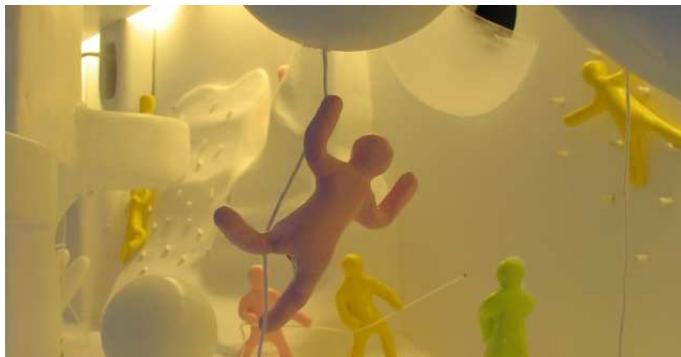


## Italian Design Day 2018

### Aldo Cibic – “Designing Sustainability”

The Consulate General of Italy and the Italian Cultural Institute of San Francisco, in collaboration with DZINE Living, are pleased to present architect and designer **Aldo Cibic**, a co-founder of the Memphis movement, who has developed over the years a number of research projects that investigate different levels of the meaning of sustainability.

**DZINE Showroom**  
**128 Utah St, San Francisco, CA 94103**  
**Friday, March 2 – 6:00pm**



Cibic's presentation will outline the work that has been done so far, together with universities and design institutions, and point at future pathways. The purpose of his research is to stimulate the best design, planning, and innovation conversations, and provide a fully up-to-date source of data to help us design and dream a greater future. The latest exploration in this ongoing research is:

[www.incomplete.design](http://www.incomplete.design)

Born in 1955, **Aldo Cibic** was a founding member of the Memphis movement. His research has developed ideas around the "design of services" and focused on projects, such as "The Solid Side" (1995) and "New Stories New Design" (2002), that offered a new mode of designing places based on social interactions., he recently Two more projects, "Microrealities" (2004) and "Rethinking Happiness" (2010), were presented at the Venice Architecture Biennale, where Cibic was the curator of the Arts & Craft pavilion in 2015. He currently teaches at the Politecnico in Milan, IUAV in Venice, and Domus Academy. He lives and works between Milan and San Francisco, certain that the Bay Area is a laboratory for the future, for the role that technology, nature, and social dynamics play in it.

The second edition of **Italian Design Day** -- an initiative of Italy's Ministry of Foreign Affairs and International Cooperation -- will bring "ambassadors" of Italian culture (designers, entrepreneurs, journalists, critics, communicators, educators) to various locations around the world to illustrate how Italian Design permeates the fields of art, culture, and social organization, integrating an unprejudiced experimentation with the solidity of Italy's traditional handicrafts.

