



La Triennale  
di Milano  
**Design  
Museum**

**Triennale Design Museum**  
La Triennale di Milano

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[www.triennale.it](http://www.triennale.it)

## **Gianni Veneziano**

### **Daysign**

7 - 30 June 2013

Triennale di Milano

Triennale Design Museum presents *Daysign*, an illustrated diary Gianni Veneziano began on May 19, 2011, the day of his birthday, to collect and narrate the emotions of a year. Shared online every day, this sort of *virtual exhibition* exposes the author's feelings to millions of users; by leveraging facebook, one of the most popular social networks, it fosters unexpected dialogues and interactions.

A total of 365 drawings, this project serves the purpose of tackling themes and events that determined a progressive development of contemporary society, ranging from design to fashion, from social struggles to political turmoil, from consumption to culture, from urban to humanistic visions.

The reader may detect recurrent thematic trends, such as *hand drawing*, an insight on free hand drawing that expresses itself through the author's hand; *Tool*, where working instruments and armamentarium generate a new object; *Social design*, on objects of desire that turn into icons embodying social membership; *A portrait of contemporary man*, a new take and contemporary re-visitation of classical tradition; *A love chair*, on the most outstanding chairs in the international design scene; *Animal design*, a map of the historical movements and protagonists of design, where single anatomical parts relate to single elements in the map; *The archistar*, archistar portraits on the backdrop of architectural works, a series of famous comic book characters wearing Le Corbusier's sunglasses; *Dear...*, an homage to several design and architecture masters; *Still life*, a new take on still life; *Wonderful world*, an homage to major design companies.

"The traces left on paper have a smell, a sound, a soul. The slow and fast, sweet and strong, gritty and determined flow is unbearably exciting; the blend of ideas and emotions, thoughts and epiphanies. The graphic signs indicate and inform mental scenarios, projects that develop into a defined shape. Design is an irreplaceable practice: it transforms thought" - wrote Gianni Veneziano in his introduction to the exhibition // *segno dei designer* curated for Triennale Design Museum in 2009. The habit of translating a concept, an idea, a thought, a feeling on paper, has always been a characteristic of the author, so much that it became an tool for insight but also to critically analyze the surrounding reality. The result is snapshot that captures the key moments of daily living, thus causing the counterparts to question themselves on those themes that influence everyone both individually and collectively.

The drawings were made daily and carefully detailed by the author; they are the result of thoughts and memories, and graphically resonate with the mood of the moment in which they were created. Sometimes they betray a nervous and restless trait, some other times they feature delicate colours and smoother shapes.

The whole drawing collection, exhibited at Triennale, is a summary of this entire process, and embody the range of daily emotions Gianni Veneziano explored and decided to publicly share.





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June 7 – 30, 2013

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Opening: June 6, 2013, 7.00 pm

*Collaborations*

Simone Cossettini and Mattia Ghidini / Uncut Studio for the "Hand Drawing" sculpture drawn by Gianni Veneziano

Augusto Arduini and Giuditta Brusadelli / The Clocksmiths for the event graphic project

Video by Luca Piccolo

[www.daysign.it](http://www.daysign.it)

[www.venezianoteam.it](http://www.venezianoteam.it)

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