

**Italian Cultural Institute London, the Italian Trade Agency
London Office and INTERNI Magazine**
present the Talk

Ephemeral Architectures

Monday
14 September 2026
6:30 PM
Doors open at 6 PM

Casa Italia
4-5 Buckingham Gate,
London SW1E 6JP

WELCOME

Francesco Bongarrà
Italian Cultural Institute
London Director

Giovanni Sacchi
ITA London Office Director

Gilda Bojardi
INTERNI Magazine Editor

SPEAKERS

**Carolina Gismondi
de Bevilacqua**
Vice President and Product
Strategy Officer of Artemide

Carola Migliore
Architect and
Co-Founder of Reality is___

Christina Seilern
Founder and Principal of
Studio Seilern Architects

MODERATOR

Carlo Biasia
Architect of INTERNI Magazine

By taking part in this event, I acknowledge that
photographs and/or video recordings may be
taken in which I may appear.

thanks to



GRUPPO  MONDADORI



Ephemeral Architectures

(Text by *Patrizia Catalano*)

The culture of impermanence comes from the Baroque tradition of creating installations for events lasting for a limited time span. Rome, the papal city, was famous since the Renaissance for its settings masterfully invented by architects at the service of the pontiffs, ready to welcome kings and ambassadors when they visited the Eternal City (see *the Journal de Voyage* by Michel de Montaigne, 1581). Comparable works were made in Genoa, Venice and Florence, and naturally in the major European capitals, including London, famous for the agile (and surprising) theatrical tableaux of the Elizabethan era.

In the contemporary world, **the concept of impermanent architecture has taken on even greater importance as a predominant design and philosophical practice, and as a discipline capable of combining the craftsmanship and industrial techniques of 'Made in Italy'.**

For participating international architects from all continents, **designing installations** for initiatives like the events created by INTERNI during the **FuoriSalone represents a remarkable challenge**, with the possibility of coming to grips with experimental projects, by means of installations of great public impact. This spirit of transience can also be seen in **the production of temporary exhibitions**, where **the setting often becomes the foremost medium of communication for the entire presentation.**

Ephemeral value, finally, is also **the protagonist of the displays created in design showrooms, where architects/art directors create exceptional contexts that reinforce the image of the brand they represent.** The encounter organized by Interni at the Italian Cultural Institute provides in-depth coverage on the value of installation design, and its status as a predominant philosophical and aesthetic practice, a discipline that combines fine craftsmanship with the industrial techniques of Made in Italy.

Introduced by **Francesco Bongarrà**, Director of the Italian Cultural Institute in London, **Giovanni Sacchi**, Director of ICE London Office, **Gilda Bojardi**, Director of Interni Magazine, moderated by **Carlo Biasia** of the Interni Magazine team, the conversation shares the perspectives on the topic of **Carolina Gismondi de Bevilacqua**, Vice President and Product Strategy Officer of Artemide, **Carola Migliore**, architect and co-founder of Reality is___ and **Christina Seilern**, founder and principal of Studio Seilern Architects.

This initiative will also be an opportunity to present "**Milano Design Hub & Spoke**" (Mondadori Electa, 2026), the monograph, realized by INTERNI, examining **the city that is the worldwide epicenter of design produced in Italy**, which has spread around the world thanks to prestigious flagship stores and international contract projects.

This event is organised by **ICI London**, **INTERNI Magazine** and **supported by ITA – Italian Trade Agency London Office** and **Gruppo Mondadori**.

Special thanks to **Bottega Bogna**.

The talk is part of the official programme of the **London Design Festival**.

Casa Italia

From July 2026, the Italian Cultural Institute in London has a new home. Casa Italia, inaugurated in October 2025, houses the Embassy of Italy, the Italian Cultural Institute and the Italian Trade Agency. It is located near Buckingham Palace, in the political and institutional heart of the United Kingdom.

Casa Italia brings together all the components of Sistema Italia. **It is a showcase for Italy, bringing together its economic, cultural, artistic and social dimensions under one roof. It is the result of a collaborative effort between the Italian Ministry of Foreign Affairs, the Embassy of Italy, the Italian Cultural Institute, the Italian Trade Agency, leading Italian design and furniture companies, and Italian and British museums.** It is a space that is open to everyone: institutional representatives, entrepreneurs, citizens, students, academics, scientists, athletes, journalists, and representatives of the arts and cultural sectors.

Numerous Italian companies contributed to the design, including Molteni&C, Unifor, Cassina, Tecno, Poltrona Frau, Porro, De Padova, Saporiti Italia, Citterio, Alias, Rubelli, Flos, Alpi, Listone Giordano, Marsotto, Glas Italia, Olivari, Karakter, Acerbis, Tacchini, Azucena, Giobagnara, CC-Tapis and Robertosport. The coffee areas are fitted out with equipment by two iconic Italian brands, Lavazza and Smeg. The lighting and integrated technology solutions are designed by Flos Architectural, Formafantasma, Unifor, Citterio, Tecno. The audio equipment is by K-Array. The materials and finishings – including Marsotto travertine, natural woods Rubelli textiles and Alpi surfaces – reflect continuity between artisanal tradition and contemporary creativity. In the lobby, a mosaic designed by Formafantasma and made by Fantini Mosaici gives a modern interpretation to this traditional Italian decorative artform.

The art collection includes works from both public and private collections, with particular attention to dialogue between modern and contemporary styles. There are also **loans from the Estorick Collection**, with pieces by Zoran Mušič, Mario Sironi and Massimo Campigli, and **a set of archeological finds provided by the Villa Giulia National Etruscan Museum.**



1. Casa Italia, 4-5 Buckingham Gate, London SW1E 6JP;
2. The E. Montale Library

The Italian Cultural Institute

The **Italian Cultural Institute in London** is the body of the official **Italian Government** dedicated to **promoting the Italian language and culture in England and Wales**.

During September, the Institute will present the second event of the series 'Once Upon a Time in Italy', curated by Olga Campofreda and dedicated to the 70s Italian literature featuring *The Moro Affair* by Leonardo Sciascia, a screening honouring Grazia Deledda for her 100th Nobel Anniversary at the Regent Street Cinema, and a dialogue titled 'Malaparte. Englishman & Other', featuring experts from both Italian and British universities.

In October, the Institute will host an art exhibition by Arturo di Stefano, curated by Andrew Dempsey, along with a series of events exploring the use of new technologies in the arts and conservation.

Forthcoming events organised and supported by the Institute will include **three different visual artist residencies in collaboration with the University of the Arts in London (UAL), the Royal Geographical Society, and Photoworks**.

All info, updates, and booking details about the Institute's events can be found on its website.

iiclondra.esteri.it/en



Francesco Bongarrà

Italian Cultural Institute London Director

Francesco Bongarrà was **previously the Parliamentary Chief correspondent of the Italian news agency ANSA**, for which he was also a correspondent in Berlin, London, and Buenos Aires. A Law graduate, prior to ANSA Agency, he worked for *Osservatore Romano*, *The Times*, *Reuters*, and *BBC*, as well as serving as head of the press office at the Municipality of Palermo.

He is **Distinguished Affiliate Scholar at Pembroke College**, University of Cambridge, and **Senior Visiting Fellow at Bayes Business School, City University of London**.

Since 2012, he is an Ambassador of the Republic of San Marino. He is Knight of Magistral Grace of the Sovereign Military Order of Malta and Great Officer of the Order of Merit of the Italian Republic.

ITA - Italian Trade Agency

ITA - Italian Trade Agency is the **Governmental agency** that **supports the business development of Italian companies abroad and promotes the attraction of foreign investment in Italy**. With a motivated and modern organization and a widespread network of overseas offices, ITA provides **information, assistance, consulting, promotion and training to Italian small and medium-sized businesses**. Using the most modern multi-channel promotion and communication tools, it acts to assert the excellence of Made in Italy in the world.

ITA **supports Italian companies aiming to enter the British market by offering a range of services**, including the organization of B2B events and facilitating participation in major UK trade fairs. This is done through the creation of **Italian Pavilions**, where architects, interior designers, and industry professionals can explore the finest Made in Italy creations. **The Italian Trade Agency in London arranges numerous design-focused events in the UK, such as the Surface Design Show and Clerkenwell Design Week.**

Additionally, each year, **the ITA office in London collaborates with the Italian Embassy to host the Italian Design Day**, a global celebration of Italian design. Launched in 2017, Italian Design Day promotes Italian design through a variety of initiatives held simultaneously worldwide.

www.ice.it/en/markets/united-kingdom/london



Giovanni Sacchi

Italian Trade Agency London Office Director

Graduated in **International Relations** at Cesare Alfieri University in Florence, with a diploma as a conference interpreter for English and French and a **Master in International Commerce and Finance organized by the Italian Trade Agency (ITA)** of Milan, he **started his career** at the Italian Trade Agency **in 1992** in the headquarters in **Rome**.

After a first post in **Hong Kong from 1996 to 2000** as deputy trade commissioner, he has been working as **director of ITA Offices in Florence, Rome, Sofia and San Paulo**. After four year in Rome as director of the Promotion Coordination Office for Made in Italy, responsible for the planning and organization of over 1000 promotional initiatives annually organized by ITA in over 65 offices around the world, he has been directing the ITA Office in **Paris** and **from 2021 in London**.

Interni Magazine

A monthly magazine distributed in 50,000 copies, published since 1954 as the first Italian periodical dedicated to interior decoration, **INTERNI** is today **one of the main communication media in the field of Italian and international contemporary design**, an essential working tool for professionals and design enthusiasts. In 2024, the magazine has celebrated **its first 70 years of publication**, during which has had the good fortune to share in the **fantastic and adventurous story of Italian furniture and decoration**. It has closely monitored the growth of design generated by the brilliant intuitions and works of courageous and outstanding **figures of culture, architects, designers and entrepreneurs**. Beginning in the first half of the 1990s, the monthly magazine became part of Italy's leading publishing group, AME Arnoldo Mondadori Editore, and developed over time, under the editorship of **Gilda Bojardi, a system of parallel publications that transformed the magazine from elite media to mass-media**. INTERNI's activities also include the **conception and coordination of events and exhibitions**, organised with the aim of promoting encounters between designers, manufacturers and distributors. **The famous FuoriSalone**, an urban phenomenon that enlivens the city of Milano during the week of the Salone del Mobile, was **created in 1990 on INTERNI's initiative**, which in 2021 celebrated its 30th edition with the publication of Volume **XXX-Y 30 anni di FuoriSalone / 1990-2020 Milano Design Stories** (Electa). After the start of INTERNI's publications in China (2015), expansions of international editions are planned. **INTERNI was a communication partner of the Italian Pavilion at Expo 2025 Osaka | The Ideal City**.

www.internimagazine.com



ph. Saverio Lombardi Vallauri

Gilda Bojardi

INTERNI Magazine System Editor

Since 1994 she has been editor of *Interni magazine - Mondadori Media* - published since 1954 (in 2024 it celebrated its 70th anniversary) and of Interni system publications. In 1990 she conceived **FuoriSalone**, which enlivens the city of Milano every April with more than 500 events. As a **curator**, she creates and organizes cultural events and exhibitions in various countries. **Among the honors she has received: Officier des Arts et des Lettres** (French Ministry of Culture, 2005); **Ambrogino d'Oro** (Milano City Council for the conception of FuoriSalone, 2007); **ADI Compasso d'Oro alla Carriera 2020; Tao Award 2022 for Design** (Taormina, 2022); **Honorary Master's Degree in Interior and Spatial Design** (Politecnico di Milano, 2022); **Testimonial "Italian Design Day"** (Mexico City 2017, Madrid 2018 and 2019, Osaka 2023, New York 2024, Belgrade 2025 and New York 2026); **Honorary Member and Ambassador of Italian Excellence in the world** (May 2024).



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INTERNI Annual Cucina



Interni China, since Jan. 2015



Internimagazine.com



Milano Design Hub & Spoke

published by Mondadori, Electa 2026

Milano Design Hub&Spoke pays homage to **the great protagonists of Italian design**: the city of **Milan**, the companies rooted in the territory, and the designers – Italian and international – that have contributed in a decisive way to make **Italian design** a reality of global reference for its quality, vision and production capacity.

At the center of the story stands Milan, recognized today as **a true creative ecosystem**: a complex cultural organism that acts as an international focal point for **design, communication and culture in general**. Over the last few decades the city has taken on the role of a platform, where forms of expertise, languages and disciplines convene, and where the design attitude finds its most fertile ground.

This centrality takes form through an increasingly complex network of **dedicated locations**: not simply commercial spaces, but environments that become points of gathering, discussion and exchange. **Flagship stores, showrooms and shops** are transformed into **cultural spaces**, recognized by an international audience as fundamental junctions of the value chain of design. This publication comes from the desire to **observe Milano precisely as the beating heart of this ramified ecosystem**. The city is depicted through a map of physical locations that embody contemporary design in all its guises: increasingly large exhibition spaces, full of contents and marked by a museum-grade aesthetic quality in constant growth. In this perspective, *Milano Design Hub&Spoke* becomes **a precious tool for orientation through all the cases of excellence of Made in Italy**.

While Milano represents the “**Hub**,” the nucleus that concentrates and amplifies the narrative of Italian design, the “**Spokes**” are the multiple productive players that nurture this system. The force of Italian design develops **in the dialogue between city and territory**: a widespread heritage made of companies, districts and value chains, which conserve age-old manufacturing traditions while at the same time embracing technological innovation and sustainability. **A mosaic of complementary forms of expertise**, reflecting the refinement of Made in Italy and fostering a continuous flux of creativity, technique, research and production. The narration in the volume is accompanied by **a remarkable gallery of photographs**, triggering a dialogue between the architectural icons of historic Milano and the buildings of recent years that have transformed the city’s skyline. The images speak of **a city in evolution**: symbols of tradition coexist with new neighborhoods, the results of urban initiatives that have inserted Milano within the panorama of the most dynamic international cities.

The introduction contains contributions from **the leading institutions of the Design System** – Salone del Mobile.Milano, Triennale Milano, ADI and Politecnico di Milano-Scuola del Design – which offer authoritative viewpoints on the evolution of the sector. The particular focus is on the theme of **retail distribution**, analyzing how the physical location where products and consumers meet are changing in response to new needs, new contexts of use and developments in global markets. The coverage reveals **the challenges that face this sector**: the need to rethink the relationship with the public, to enhance experience, to incorporate digital tools while at the same time conserving a solid bond with the material identity of products.

Every company involved in the making of this volume narrates its own story, its visions and the places that best represent it inside the “Milano ecosystem”: flagship stores, urban showrooms, headquarters, museums and exhibition spaces.

Gilda Bojardi

The book is available at London’s leading design bookshops or online

SPEAKER



Carolina Gismondi de Bevilacqua

Artemide Vice President and Product Strategy Officer

Carolina Gismondi de Bevilacqua is **Vice President of Artemide**, an architect and a designer based in Milan, as well as a **shareholder and member of the Board of Directors of Artemide Group and Artemide S.p.A.** After **graduating in Civil Architecture from Politecnico di Milano**, she continued her studies in **London at the Architectural Association School of Architecture.**

Her professional journey brings together architecture, art, design, lighting, and communication. **Since 2019**, she has played **an active role in shaping Artemide's identity across both physical and digital environments, working at the intersection of product, communication, and storytelling.** In 2024, she took **responsibility for Product Strategy**, overseeing the development of Artemide's collections from conception and

positioning through to communication and market launch.

Her approach to design is inherently interdisciplinary, exploring the relationships between people, objects, spaces, and the broader environment. Within Artemide, she carries forward the company's core values of design culture, sustainability, Made in Italy, and technological innovation, promoting a vision of light and design as tools to enhance quality of life.

Alongside her work at Artemide, **Carolina co-founded the architecture practice Gi/Ga Workshop in 2017 and became a partner at Koozarch in 2019**, an atelier and digital platform dedicated to architectural and urban research.

She is also actively engaged in social and environmental causes, supporting international animal welfare and rescue organisations and advocating for LGBTQ+ rights and gender equality, with a particular focus on challenging stereotypes within professional and cultural contexts.

www.artemide.com



1. **Discover_ing The Nature**, BAM OpenAirDesign, design Carolina Gismondi de Bevilacqua, Milano, 2024 (ph. Michele Nastasi);
2. **Il gioco dello sgabello**, design Carolina Gismondi de Bevilacqua, Daniele Moioli, Danese, 2022 (ph. Federico Villa);
3. **Wish You Were Here**, design Carolina Gismondi de Bevilacqua, Artemide, 2024 (ph. Pierpaolo Ferrari);
4. **SeJeS**, design Carolina Gismondi de Bevilacqua, Daniele Moioli, Artemide, 2022 (ph. Pierpaolo Ferrari).

SPEAKER



Carola Migliore

Architect and Reality is___ Co-Founder

Carola Migliore is an **Italian architect and co-founder of London-based design studio Reality is___** specialising in **immersive cultural and branded experiences that bring together architecture, scenography and multimedia**. She studied Architecture at Politecnico di Milano before completing her Master's in Architecture (RIBA Part II) at Kingston University in 2017. Her early career focused on **scenography and multimedia-led design within international studios in Milan**, before returning to **London** to join **MET Studio Design**.

At MET Studio, Carola worked on **major cultural projects across Europe and the Middle East**, including **the Dubai Expo 2020 Mobility Pavilion, NEOM Visitor Centre and Qatar Sports Museum**. In 2020, she relocated

to **Dubai as on-site Lead Designer for the Mobility Pavilion Experience**, a 4,000 sqm exhibition housed within Foster + Partners' pavilion. Opening in 2021, the experience combined large-scale scenography, physical storytelling and immersive multimedia to trace the evolution of human mobility, from the history of the UAE to humanity's future on Mars.

Following Expo 2020, Carola returned to London to co-found **Reality is___ with British designer Miles Wagner**. **Working at the intersection of art, architecture and technology, the studio creates exhibitions, immersive environments and installations for cultural institutions, brands and experimental projects**.

Carola's approach, and that of Reality is___, combines architectural rigour with human-centred research and narrative-led design. Their work explores how people move through space, how physical and digital elements can work together, and how complex stories can be translated into clear, engaging and emotionally resonant experiences.

Through Reality is___, she has **worked with organisations** including the **Victoria and Albert Museum**, as exhibition and graphic designer for **The Music is Black: A British Story**, the inaugural exhibition of the V&A East, as well as **Lloyd's of London and CUPRA**. The studio's work has been featured in *Forbes*, *Wallpaper**, *British Vogue*, *The Times* and *INTERNI*, and has **received Red Dot Awards in both 2025 and 2026**.

www.reality-is.com



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1. The Music is Black: a British Story, for Victoria and Albert Museum, V&A East Museum, London, UK, 2026 (ph. David Parry/V&A); **2. Sahrai Senses**, for Sahrai, Milan, Italy, 2025; **3. Echo Archive at BLINK 2024**, art installation for Festivals, Cincinnati, Ohio, USA, 2024; **4. Another Way**, for Cupra (Seat Group), Milan, Italy, 2022.

SPEAKER



Christina Seilern

Studio Seilern Architects Founder and Principal

Christina Seilern (RIBA ARB AIA SBA) is the **founding principal of the award-winning architecture practice Studio Seilern Architects**, established in 2006.

Her work is distinguished by a **context-driven and materially expressive approach**, shaped by the specific cultural, environmental and spatial conditions of each site.

Working across a **diverse range of typologies, scales and geographies**, she explores the **interplay of materiality, form and light to articulate space, atmosphere and movement**. Her architecture combines strong, sculptural massing with a refined attention to detail, resulting in buildings that are both iconic and deeply responsive to their setting.

Her studio's portfolio includes internationally recognised, award-winning projects such as the Andermatt Concert Hall in Switzerland, Bokšto Skveras in Vilnius, Gouna Plaza in Egypt, the G.W. Annenberg Performing Arts Centre for Wellington College in the UK, as well as **residential and hospitality projects across Europe, Africa and the Middle East**. She has also designed a series of award-winning private houses in Greece.

Her New York office is responsible for the design of high-quality bespoke private houses, with ongoing projects in Connecticut and Miami.

Recently Christina has **led several major invited cultural competitions across Europe**, including the National Gallery New Wing in London, the Düsseldorf Opera House, and the Stargard Concert Hall and Music School, reinforcing the practice's strong reputation in the cultural sector.

www.studioseilern.com



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1. Gota Dam Residence, private residence, Zimbabwe, 2012; **2. G.W. Annenberg Performing Arts Centre**, performing arts centre, Wellington College Campus, Berkshire, UK, 2018; **3. Restaurant GÜTSCH**, Andermatt, Switzerland, 2019 (ph. Roland Halbe); **4. BOKSTO SKVERAS**, a mixed-use complex, Lithuania, 2021; **5. National Gallery New Wing**, proposal, London, UK, 2026.

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MODERATOR

CARLO BIASIA

INTERNI Magazine Architect



Born in 1982, Italian architect with a **master degree at IUAV-Venice**, he **lives and works in Milan**.

As **Special Projects Architect**, he works for the event FuoriSalone of Interni coordinating the installations of architects and designers.

As part of the team, he contributes to the **organization of worldwide events and talks**. Moreover **he collaborates with INTERNI** editorial team and for supplement monographs of the magazine *Interni Annual*.

EDITORIAL COORDINATION

PATRIZIA CATALANO

Architect, Journalist



An **architect** and **professional journalist**, she was in charge of the design and architecture section of *IO Donna*, the weekly supplement of *Corriere della Sera*, and has worked as a freelance contributor for leading national and international publications (*AD France*, *The World of Interiors*, *Marie Claire Italia*, *Corriere della Sera*).

For many years she has collaborated with *Interni*, where she coordinates the Interni Annual supplements and **the magazine's international events** (Paris, New York, London, Copenhagen).

She has published **books on living and interior culture** with Rizzoli Italia, Rizzoli New York, Mondadori Arte, and Electa.

In 2019, she founded **HoperAperta**, a cultural platform dedicated to the relationship between art and architecture. In 2023, she was appointed **Ambassador of Italian Design for Italian Design Day** in Bern. **In 2025**, she co-curated the exhibition ***Design Beyond Things*** for the European Union at UEPAV, Expo Osaka 2025. She lives and works in Milan.