

**Italian Cultural Institute London, The Italian Trade Agency
London Office and INTERNI Magazine**
are pleased to invite you to the Talk

The Brilliant Industry

DESIGN, ART & ARCHITECTURE

**Monday
15 September
2025, 6:30 pm**

**Italian Cultural
Institute London
39 Belgrave Sq.
London
SW1X 8NX**

WELCOME

Francesco Bongarrà

Italian Cultural Institute
London Director

Giovanni Sacchi

ITA London Office Director

Gilda Bojardi

INTERNI Magazine Editor

SPEAKERS

Piero Gandini

Executive Chairman
Flos B&B Italia Group

Edward Barber

Designer
Barber Osgerby

Alison Brooks

Architect

Moritz Waldemeyer

Designer and Engineer

MODERATOR

Carlo Biasia

Architect, INTERNI Magazine

sponsor

INDELUX

thanks to



**Bottega
Bognà**

Melia
London Kensington
MEMBER OF MELIA COLLECTION



MASOTTINA
CONCELIANO

AMARA

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“The Brilliant Industry - Design-Art-Architecture” aims to promote dialogue between the best Italian industrial entrepreneurs and British architects and designers, and to enhance the culture of design in production and manufacturing, in order to reaffirm the international status of **Italian design around the world**.

The talk aims to describe **Italy as a productive, industrial and multinational country**, a country that expresses its vocation for research through the constant pursuit of quality in production processes and innovation in its products, in order to keep pace with and stay at the forefront of international creativity, which is increasingly focused on materials and economic and environmental sustainability.

London, with its role as an **international hub**, becomes **the symbolic platform of an “Atlantic” culture**, complementary to the European one. A place where ‘Italian product’ means combining the creative aspects of design with industrious craftsmanship, always with an eye towards an ‘international’ design vision.

The heart of the initiative is **a dynamic public debate between entrepreneur Piero Gandini**, who has successfully guided his companies to global growth over the years, **and three leading figures in British design culture: Edward Barber** (Barber & Osgerby), **Alison Brooks** and **Moritz Waldemeyer**.

The **“cultural sparring”** is intended to produce insights, affinities and exchanges of visions on design and the increasingly relevant role of industrial manufacturing.

The initiative is part of the Italian Cultural Institute in London and Interni's efforts to promote exchange between design and entrepreneurship.

The Interni system helps strengthen the presence and narrative of Italian design in the strategic cultural contexts of individual countries (New York, Miami, London, Madrid, Singapore)

The meeting will be 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. The conversation will be moderated by **Carlo Biasia** of the Interni Magazine team.

This event is organised by **ICI London, INTERNI Magazine**.

Supported by ITA – Italian Trade Agency London Office, Gruppo Mondadori and Indelux.

Special thanks to **Amaro Amara, Bottega Bogna, Masottina and Melia London Kensington**, .