

**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

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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 **Bottega Bogna, Masottina and Melià London Kensington**.



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The Italian Cultural Institute

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

The current exhibition at the Institute celebrates a century of Treccani, one of the most renowned printed and digital encyclopaedias, which has promoted the Italian language, fostering dialogues, debates, and cultural relationships, among other initiatives.

During September, the Institute will present a **new edition of the series 'Fashion Dialogues'**, dedicated to the Italian beauty industry, the photobook launch of 'Diaries' by Francesco Zizola, and a dialogue 'Italia. Pensiero, futuro' with Roberto Navigli on Natural Language Processing. **In October**, a talk with Daniel Gava will explore the contemporary perception of the made in Italy brand, followed by an exhibition by painter Ubaldo Bartolini.

Forthcoming events organised and supported by the Institute will include 'Italian New Stories', showcasing contemporary cinematic gems from Italy. There will also be an exhibition at the end of the year highlighting the city of Palermo and its socio-cultural dynamics with its patron.

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

www.icilondon.esteri.it



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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 **Visiting 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.

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INTERNI

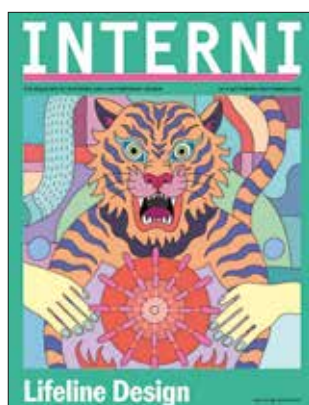
A monthly magazine distributed in 50,000 copies, published since 1954 as the first Italian periodical dedicated to interior decoration, **INTERNI** is today **one of the main communication media in the field of Italian and international contemporary design**, an essential working tool for professionals and design enthusiasts. 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** and the famous **FuoriSalone**, an urban phenomenon that enlivens the city of Milan during the week of the Salone del Mobile, which 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 is a communication partner of the Italian Pavilion at Expo 2025 Osaka | The Ideal City**.

In 2024, the magazine has celebrated **its first 70 years of publication**: an unforgettable year! A dense journey that, for seven decades, has documented, interpreted and promoted the evolutions of the Architecture, Interiors and Design.

During the FuoriSalone 2024 in Milano within the Cross Vision exhibition (15-28 April), in the Aula Magna Hall of the Università degli Studi di Milano a narrative of the magazine's seven decades through **the Diorama70** installation designed by AMDL Circle and the architect Michele De Lucchi with the illustrator Guido Scarabottolo.

Interni is launching numerous events during this year, as the multiple activities in New York within the Big Italy - NY Design Guide (May 16th to 21st) where the magazine followed all the activities of the Italian flagship store in Manhattan (from Madison to SoHo via NoMad).

www.internimagazine.com



INTERNI n° 754
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INTERNI
Annual Cucina



since January 2015
Interni China



Internimagazine.com



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ph. Saverio Lombardi Vallauri

Gilda Bojardi

Editor INTERNI System

Since 1994 she is the **Editor** of **INTERNI magazine** - Mondadori Media - published since 1954, **Interni system publications** and international editions **INTERNI China** from 2014 etc.

Founder of the Event-Exhibition FuoriSalone Milano in 1990, which enlivens the city every April with more than 500 events in the City.

Curator and **Organizer of cultural events / exhibitions** in various countries: Beijing, **Namoc** 2006, **National Museum of China** 2011; **Brazil Design Itineraries** São Paulo 2002, **Pinacoteca do Estado de São Paulo** (project Paulo Mendes da Rocha) and **Italian Embassy in Brasilia** (project Pier Luigi Nervi) 2011. During **Design Weeks** from 2014 to 2025 in **London, New York** and **Miami, Paris**.

Among the honors received: **Officier des Arts et des Lettres** (French Ministry of Culture, 2005); **Ambrogino d'Oro** (Milano City Council for the conception of FuoriSalone, 2007); **Compasso d'Oro** alla Carriera 2020 (ADI Milano 2020); **Tao Award** for Design (Taormina 2022); **Laurea Magistrale ad honorem in Interior and Spatial Design** (Politecnico di Milano 2022); **Altagamma Honorary Member** and **Ambassador of Italian Excellence** (Roma 2024); **Ambassador Italian Design Day** (Mexico City 2017, Madrid 2018 and 2019, Osaka 2023, New York 2024, Belgrado 2025).

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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



Clerkenwell Design Week 2024 (21 – 23 May 2024),
ITA Ceramic of Italy and Italian Collection Pavillions, London

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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**.

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SPEAKER



ph. Bob Krieger

Piero Gandini

Executive Chairman of Flos B&B Italia Group

Piero Gandini led **FLOS for over thirty years**, as the second generation at the helm of the historic lighting company which has become an icon of Made in Italy thanks to **its visionary and innovative design**.

In his role as entrepreneur he worked closely with the greatest Italian designers, and also promoted the exclusive collaboration with talented international designers, such as Philippe Starck, Jasper Morrison, Konstantin Grcic, Patricia Urquiola, Ronan and Erwan Bouroullec, Michael Anastassiades, Barber Osgerby, introducing revolutionary concepts for design. He gradually internationalised the business and expanded the company into the world of **architecture lighting** and into the **contract sector**, winning some of the most

prestigious **international awards** for his poetic approach to interpreting revolutionary new technologies.

Outside his own company, Piero Gandini has been holding numerous institutional positions. At **Assoluce**, Italy's leading business association in the lighting sector, he has been Chairman for two mandates, from 2008 to 2013.

In 2014 he **sold a stake in Flos to investment funds**, paving the way in 2018 for the creation of **Design Holding**—now **Flos B&B Italia Group**. After leaving the Group in 2019, he returned in **January 2025 as Executive Chairman**, to contribute to its relaunch and to renew its commitment to design.

Flos B&B Italia Group is a global leader in high-end design, with a cultural heritage of European origin, characterised by an unparalleled portfolio of iconic Brands and a multi-channel distribution approach. The Group encompasses **Flos, B&B Italia, Louis Poulsen, Maxalto, Arclinea, Azucena, Audo and Lumens**.

www.flosbeitaliagroup.com



1. SuperWire, design Formafantasma, Flos (ph. Gianluca Bellomo); **2. Taccia**, design Achille and Pier Giacomo Castiglioni, Flos (ph. Zoe Ghertner); **3. Le Bambole**, design Mario Bellini, B&B Italia, (ph. Tommaso Sartori); **4. Up5_6, Serie UP**, design Gaetano Pesce, B&B Italia (ph. Tommaso Sartori); **5. PH 5**, design Poul Henningsen, Louis Poulsen (ph. Emil Stegemejer).



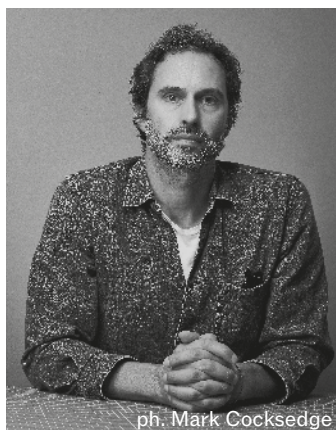
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SPEAKER



Edward Barber

Founder of Barber Osgerby

Founded in 1996 by **Edward Barber** and **Jay Osgerby** after studying **architecture** at the **Royal College of Art**, the east London studio has spent nearly three decades challenging design conventions **across architecture, interiors, sculpture, product, and exhibition design**.

Barber Osgerby's international identity is defined by **its experimental approach to design, innovative use of material and colour**, and **collaborations with leading global companies**. Their work bridges industrial processes and new technologies with influences from fine art. Projects include the Loop Table for **Isokon**, Soft Work for **Vitra**, the 2012 Olympic Torch, and recent designs for **Galerie kreio**, **Hermès**, **B&B Italia**,

and **Flos**.

The studio's designs are held in **major collections** including the V&A and the Design Museum in London, New York's Metropolitan Museum of Art, the Art Institute of Chicago, the Olympic Museum in Lausanne, the Vitra Design Museum in Germany, and the Centre Pompidou in Paris.

In 2026 Barber Osgerby will celebrate its **30th anniversary**.

barberosgerby.com



1. Rivington table, Mutina, 2023 (ph. Piergiorgio Sorgetti); **2. Tobi-Ishi Special Edition**, white Carrara and green Verde marble, B&B Italia, 2022 (ph. B&B Italia); **3. Plan chair**, Fredericia, 2022 (ph. Michael Sinclair); **4. Signals**, Galerie kreio, London, 2022, Signal F2 (ph. Eva Herzog - courtesy Galerie kreio); **5. Bellhop**, pendant, Flos, 2024 (ph. Mattia Parodi)

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SPEAKER



ph. Ben Blossom

Alison Brooks

Founder and Creative Director of Alison Brooks Architects

Alison Brooks B.E.S., B.Arch, RIBA, Hon. FAIA, FRSA, RDI, Doc.Eng (Hon Causa)

Alison Brooks, **Founder and Creative Director of Alison Brooks**

Architects, is one of the UK's most highly awarded and internationally acclaimed architects. A native of Ontario, Canada she **moved to London in 1988** and **established her practice in 1996**. With built works encompassing **urban design and housing, private houses, installations, public buildings** for the arts and higher education, she is the only architect to have received **the profession's three most prestigious UK awards**: the RIBA Stirling Prize, Manser Medal (twice), and the Stephen Lawrence Prize.

Her work reflects **a commitment to generous, inclusive city-building and a uniquely sculptural design language** beautifully demonstrated in her recently completed Cohen Quadrangle for Exeter College, Oxford and Cadence in King's Cross. **Current landmark projects** include Quayside Toronto masterplan, the revitalisation of the University of Toronto Faculty of Information and a new entrance building for Homerton College, Cambridge. **Private houses continue** to serve as a focussed platform for the practice's design research, from the much-celebrated 2001 VXO House to the 2021 RIBA House of the Year, Windward House.

She has been invited to **exhibit at the Venice Architecture Biennale** three times. Amongst over architectural 80 awards, her practice was named **2020 Dezeen Architect of the Year** and **BD Housing Architect of the Year**. Alison has **held numerous teaching positions**, including the Architectural Association, the Bartlett, Harvard GSD and more recently, Cornell AAP. Since 2018 she has taught a Masters in Collective Housing at ETSAM (Madrid). She served as Open City Trustee for 8 years and was recently elected AA Council Member. **Alison lectures internationally on architecture and urban design**. TC Cuadernos has recently published a comprehensive monograph: Alison Brooks Architects: Architecture 2004-2024.

alisonbrooksarchitects.com



1. **Rubicon**, Cambridge, UK, 2020–2023 (ph. Hufton and Crow); 2. **Exeter College Cohen Quad**, Oxford, UK, 2011–2020; 3. **Mesh House**, London, 2014–2021 (ph. Paul Riddle); 4. **The Smile**, London Design Festival, 2016 (ph. Paul Riddle)



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SPEAKER



Moritz Waldemeyer

Designer and Engineer

Moritz Waldemeyer is **an internationally renowned designer** based in London. His work occupies a **diverse range of creative spaces**, from **art and product design to fashion and entertainment**. Originally from **Germany**, Moritz moved to **London in 1995** to study **engineering at Kings College**. He completed his **Mechatronics master's degree** in 2001 before making his debut into the design world, enabling interactive show pieces for Swarovski's Crystal Palace exhibition. Following his early collaborative work for the likes of Hussein Chalayan and Zaha Hadid, Moritz soon established himself as an independent designer and started being part of gallery exhibitions. In 2013 his lighting product 'My New Flame' was unveiled as part of MoMA's permanent collection. Moritz **founded his own Studio**

in 2004, enabling him to work on large-scale, independent projects. **In 2016 Nazanin Farahbod joined the studio** as partner, contributing her great sense for aesthetic, business acumen and positive energy to every project. The Studio was built on a philosophy of **playful experimentation by forging links between technology, art, fashion and design**. This approach has resulted in a number of **bespoke installations for brands like Audi, Panerai and Rinascente** as well as a series of eccentric LED-embedded hats designed in collaboration with Philip Treacy.

The studio has also made its mark in the **music industry** by creating high-tech, light-studded costumes for a range of a-list clients including U2, Rihanna, and also the London Olympics Handover Ceremony performers. **2017** presented a highlight in this domain, the complete redesign of Jamiroquai's stage persona in the form of a parametric robotic hat. The same year, the studio created the **new lighting brand "mori.london"** via a Kickstarter campaign, as a vehicle to sell innovative lighting products directly online.

More recently the studio very successfully entered the domain of **automotive design**, contributing lighting and parametric design to **Bentley's 100 year anniversary concept car EXP100GT**.

Given Moritz and Nazanin's passion for everything automotive, this area will be one of the main focus points for the studio as the car industry is entering a new era of full electrification.

www.waldemeyer.com



1. Bentley EXP 100 GT Show Car, Bentley Motors, 2022; 2. Ohhh Ahhh, Flos, design by Philippe Starck, text by Jenny Holzer, execution by Flos, crystal by Baccarat and custom electronic design by Moritz Waldemeyer, Salone del Mobile, Milano, 2009; 3. Halo for LDF23, St Stephen Walbrook, London, 2023; 4. Waldemeyer x Borsalino, Milan Design Week, 2023; 5. Automaton hat x Jamiroquai, 2016.

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MODERATOR



Carlo Biasia

Architect INTERNI Magazine

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*.

He is co-author of the concept "The Brilliant Industry - Design, Art & Architecture" and the moderator



Patrizia Catalano

Architect, Journalist

An **architect and professional journalist**, she was responsible for the interior section of the weekly magazine *IO Donna*, the *Corriere della Sera*'s annex (2000 - 2004) and freelance for national and international magazines (*AD France*, *The World of Interiors*, *Marie Claire Italia*).

Since 2005 she **collaborates with Interni**, where she coordinates the *Interni Annual* and **works on the international events**. As author, she published the following volumes on the theme of living: **Casa Italiana** for Rizzoli Italia and Rizzoli New York (2002), **Living Today** by Electa (2006), **Interior Italia** by Mondadori Arte (2008). **In 2019** she has founded **HoperAperta**, a cultural association dedicated to the relationship between art and architecture. She lives and works in Milan.

She is co-author of concept "The Brilliant Industry - Design, Art & Architecture".

