

**IED AT DESIGN WEEK 2022 WITH “ABSOLUTE BEGINNERS”:
A TRIBUTE TO TEN ICONIC WOMEN INTERPRETED THROUGH
IED DESIGNERS’ PROJECTS**

Multidisciplinary teams will develop projects to be presented at the Fuorisalone. Furthermore, *More than Monday* will start. This is a series of meetings to hear the stories of absolute beginners.

The first event will be held on 7 March to honour Rei Kawakubo.

Milan, 28th February 2022 - The brand new Absolute Beginners project that the **Istituto Europeo di Design** will showcase in June at **BASE Milano** on the occasion of **Fuorisalone 2022**, is taking shape. The purpose of this **collective (multidisciplinary) project** addressing all of the students of the **IED Group** from **Italy, Spain, and Brazil** is to offer voice to the intuition and language of new generations. During the course of the project, the selected ten teams were asked to interpret and reflect on the stories of past and present female icons, who have left an indelible mark on society with their work, vision, as well as their gender struggle. Based on their skills and interests, the teams were asked to present project outputs that may range from design models to audio and video installations, from outfits and accessories to graphics, photographs, and illustrations.

The following are the ten visionary women, and inspirational muses, with whom the students initiated an imaginary dialogue between beginners of yesterday and today: **Lina Bo Bardi**, architect and designer; **Eva Mameli Calvino**, botanist, naturalist and academic; **Ada Bursi**, architect; **Rei Kawakubo**, Founder of *Comme des Garçons*; **Cinzia Ruggeri**, stylist, fashion designer and designer; **Laura Solera Mantegazza** with **Maria Montessori** and **Giuseppina Pizzigoni**, the three pillars of international pedagogy; **Gala Eluard Dalì**, model, artist and art dealer; **Bélen Moneo**, architect; **Carla Accardi**, painter and **Patricia Urquiola**, architect and designer. Young IED designers are in fact absolute beginners, forerunners, just as in the famous David Bowie song from which the project takes its name. However, their award is an exclusive tribute to those who have already been “absolute beginners”.

To confirm the educational nature of the project and to facilitate a debate, open visions and offer an interpretation of the past and future of the design world, the Istituto Europeo di Design is launching the second edition of the **More Than Mondays|Stories of inspiration**. This is a programme consisting of digital meetings and introductions to the Fuorisalone dedicated to students, staff, lecturers, IED Alumni and interested interlocutors during which the ten women protagonists of Absolute Beginners will be talked about.

The first meeting is scheduled for **Monday 7 March at 6.30 pm**, with a talk by **Rei Kawakubo**, Creative Director and Founder of the *Comme des Garçons* brand who, together with Yohji Yamamoto and Issey Miyake, is part of the Japanese triad that, at the end of the 1970s, renewed European fashion. The following two stories will be presented on **14 March**, with the story of **Eva Mameli Calvino**, a botanist and naturalist and Italy's first female academic, and on **21 March** with the story of **Ada Bursi**, one of Italy's first architects and a pioneer of the profession.

All the events will be streamed live on the dedicated platform morethanmonday.ied.it, accessible upon registration. Simultaneous interpreting into Italian and English will be provided for all the dates.