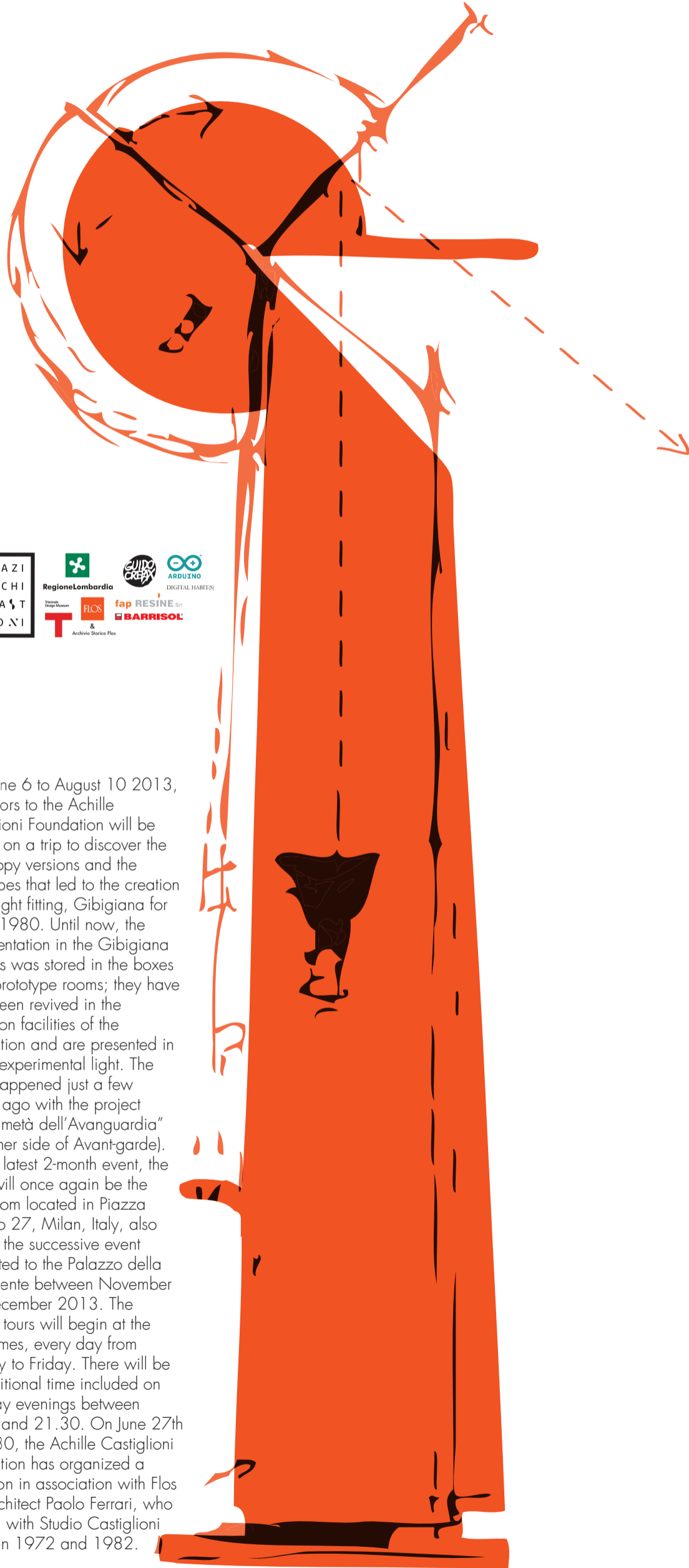


FORSE LUCE
VIRTUALE

GIBIGIANA

From June 6 to August 10 2013



From June 6 to August 10 2013, the visitors to the Achille Castiglioni Foundation will be guided on a trip to discover the hard copy versions and the prototypes that led to the creation of the light fitting, Gibigiana for Flos in 1980. Until now, the documentation in the Gibigiana archives was stored in the boxes in the prototype rooms; they have since been revived in the exhibition facilities of the Foundation and are presented in a new experimental light. The same happened just a few months ago with the project "l'Altra metà dell'Avanguardia" (The other side of Avant-garde). For this latest 2-month event, the stage will once again be the showroom located in Piazza Castello 27, Milan, Italy, also hosting the successive event dedicated to the Palazzo della Permanente between November and December 2013. The guided tours will begin at the usual times, every day from Tuesday to Friday. There will be an additional time included on Thursday evenings between 18.30 and 21.30. On June 27th at 18.30, the Achille Castiglioni Foundation has organized a reception in association with Flos and Architect Paolo Ferrari, who worked with Studio Castiglioni between 1972 and 1982.

On June 15 and 16, the workshop "Arduino e la luce" (Arduino and Light) run by Massimo Banzi will provide an excellent opportunity for interacting with the world of lighting. Participants will produce a lamp that will be manufactured digitally and interactively with Arduino.

One of the countless cardboard boxes stored in the Foundation revealed the prototypes of Gibigiana and the evidence demonstrating the ongoing evolutionary design pathway of Achille Castiglioni, "the design is nothing more than a momentary pause, research is everything in its totality..." The research for the right shape is essential; it is a concentrate of function to resolve an everyday problem. Achille wished to analyze 'a behavioral episode of two people who live in the same environment; they may even share the same bed with one reading and the other sleeping". This led to the development of Gibigiana that

began life as a collection of reflections to become an industrial product manufactured by Flos – a story that has continued for 33 years and has still not come to an end.

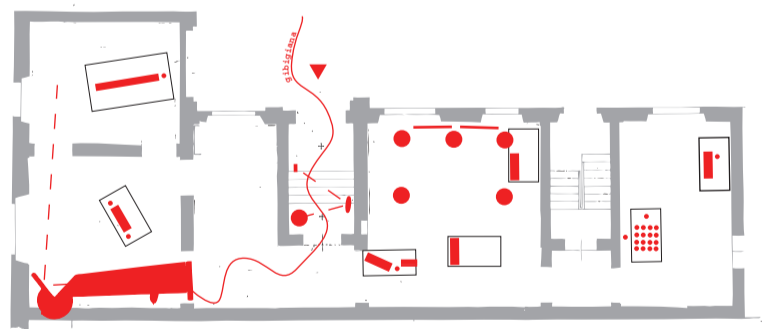


Steven Guarnaccia
Corraini Edizioni

Gibigiana is a fitting with reflected light that is concentrated and adjustable. The mirror installed at the top of the fitting serves to direct the light beam from the source hidden inside the steel casing. The light is oriented only where required and this allows two people in the darkness of the room to perform different activities simultaneously and exploit different lighting conditions. The elimination of the light source through the upper mirror is the solution that transforms a beam of reflected light into the " into the most important design component". Achille Castiglioni designed Gibigiana in 1980, inspired by a joke played by some unruly pupils; they used a wrist-watch to reflect a sun ray onto the classroom walls, into the faces of their classmates, or better still, onto the teacher's back: the gibigiana, in other words – a word in Milanese dialect that means reflection.

The story that unfolds in the Achille Castiglioni Foundation can be interpreted through the direct involvement of the observer, playing with ultra-light mirrors that reveal what is hidden from view. The reflection is filtered to reveal reality, the mirror is an instrument for examination or investigation.

The Achille Castiglioni Foundation tests the Mirror line with companies Barrisol and Fap Resine. This collection of mirrors is slim and lightweight; the pieces can reflect and deform reality and create a new design direction for reflective pieces for the domestic environment. Once again, Flos works with the Foundation, sharing material from the archives and stories, and providing numerous Gibigiana lamps used as light sources for the exhibition organized in the facilities in Piazza Castello 27.



The Achille Castiglioni Foundation would like to thank the following for their invaluable contributions:

the **Triennale Design Museum** and the **Lombardy Regional Government** for the wooden models of the Gibigiana lamp, produced by Giovanni Sacchi; **Flos** for lending the Gibigiana lamps and for its technical and historical contribution; **Fap Resine** and **Barrisol** for their precious support; **Marco Marzini** for the exhibition design in the Achille Castiglioni Foundation, assisted by **Marianna Fantoni, Michele Melazzini, Daniela Petrillo; Alessandro Maria Buonomo, Chiara Calìo and Serena Pighi** for filming and editing the video; **Mauro Ceconello** and **Davide Spallazzo** from the Design Department of the Politecnico di Milano for the digitalization of the archive material; **Riccardo Zucchi** for providing a functional prototype of Gibigiana; the **Crepax Archives** for the draft designs of "Valentina" dating 1980; **Massimo Banzi** and **Digital Habit(s)** for the workshop; **Paolo Ferrari** for the talk given in the Foundation.