CULT

La Fabbrichetta
with Public Design Festival

2014 / Milan / Italy

cultbylafabbrichetta.tumblr.com

A paper cloth onto the city.

Culture, for its etymological root itself deals with care, celebration and growth of handcrafted object.

We trust “Labour”, an agricultural technique and a way of thinking for creating the city-soil, meant to make people-plants feel at home in environment.

Let us make the city-soil by imaging it as a table and restoring the concept of “cult” standing for “rite”, “food” being a means of sharing. This “table” will turn itself into the common background of our cultural tradition. Bearing in mind this, let us lay down a paper cloth onto the city with positive attitude, as to invite everybody without any distinctions.

Our “city-table” will be the venue for the rite we want to hold, because sharing food also means living together, “bien vivre”, as Illich is telling us to do.

Let us start again from the concept of “table” then intended to be the common background for our purpose, in order to let culture reflourish in its deep meaning: a “being future” of a brand new project origin and leading path of the same time.







About the team

«La Fabbrichetta” as a collective was formed in Milan in 2014 when Francesco Maria Rovere, artist & performer, Roberta Abeni, architect, Federica Sosta, Vj artist and creative director, and Michael Galati, designer, met together and decided to share their points of views and projects moved by a common urgency to establish new modalities of artistic and cultural productions that could be developed within the context of social practices mixing art, social design and architecture.

Their Manifesto lies on the vision of Culture as a living organism. The city has its soil, envisioning their acts as growing facts.





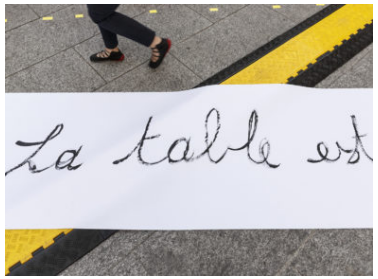


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Space typology Community Space / Plaza / Street
Intention Enjoying / Exchanging / Experimenting / Raising awareness
Action Sharing food