



EXHIBITION

ITALIA GENIALE - Design enables

The beauty, originality and creativity of universally appreciated industrial design

Curated by Francesco Zurlo and Carlo Martino

From 9th March to 27th March 2025 from 10am to 7pm

RDS - St. Mary's Church of Ireland – Anglesea Road entrance – Dublin 4

Free admission

DUBLIN - “Italia Geniale - Design enables” is an exhibition that starts from the valorization of Italy's heritage of trademarks and patents, touching on history, material culture and technical culture and intertwining with the history of design. It highlights Italian creativity and craftsmanship across five themes: mobility, health and well-being, imagination, relationships and work.

Industrial design is a creative and technical process behind the objects we use every day, from a chair to a coffee machine, from a lamp to a motorcycle. It is a “balance between form and function”.

More than 60 brands will be represented, with timeless pieces by Ferrari, Poltrona Frau, Flos, Artemide and Olivetti, and some cutting-edge innovations like the ones by Arduino and Mogu.

The exhibition, presented on the occasion of Expo Dubai 2020 has been rearranged according to a new configuration to be displayed worldwide. It has been curated by the ADI (Associazione per il Disegno Industriale) Design Museum, which houses the entire collection of the Compasso d'Oro award, established in 1954 by Gio Ponti to celebrate design made in Italy. From its collections, ADI has selected historical and contemporary objects representing the enduring quality and innovation in Italian design, many of them awarded with the prestigious award.

The exhibition is organized in five thematic areas:

- **Imagin-able:** imagining, creating worlds, inventing stories and making them part of our identity.
- **Work-able:** functional as well as beautiful objects, products, services and systems that facilitate work.
- **Relation-able:** artefacts that support or activate relationships between people.
- **Live-able:** Objects that have to do with physical and mental integrity and which have at their core the theme of caring for oneself and others.

- Move-able: objects that promote the freedom to move and to do so in a sustainable way, respecting oneself, others and the environment.

“Italia Geniale - Design enables” is promoted by the Italian Ministry of Foreign Affairs and International Cooperation and organized by the Italian Embassy in Ireland in collaboration with the Italian Institute of Culture in Dublin, ITA Italian Trade Agency London and the Italian Irish Chamber of Commerce.

2025 venues

- 4-8 February Stockholm Furniture Fair

https://ambstoccolma.esteri.it/news/dall_ambasciata/2025/02/inaugurata-oggi-la-mostra-italia-geniale-alla-stockholm-furniture-fair/

<https://stockholmfurniturefair.se/en/for-visitors/italia-geniale/>

<https://designweekguide.com/swedish-design-four-exhibitions-at-stockholm-furniture-fair-2025/>

<https://www.mynewsdesk.com/se/iic-stoccolma/pressreleases/italiensk-design-under-stockholm-design-week-3367725>

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