



Ambasciata d'Italia  
Nicosia

## PRESS RELEASE

### Italian Design Day comes to Cyprus

This year the Italian Government, in collaboration with the famous design and art museum “La Triennale di Milano”, is launching the “**Italian Design Day**”, a major event **showcasing the excellence of Italian design all over the world** with events held in 100 cities on the same day, Thursday 2<sup>nd</sup> March 2017.

**In Cyprus**, the Embassy of Italy, in collaboration with the Department of Architecture of the University of Nicosia, invites all lovers of Italian design to attend an event celebrating **Italian design** and the **connections between Italy and Cyprus** in that field. It will take place on **Thursday 2<sup>nd</sup> March 2017 at 6 PM** at the Amphitheatre of the *Architecture and Research Centre* (ARC) of the University of Nicosia (see attached invitation).

Our special guest from Italy, selected by “La Triennale” as “Ambassador of Italian Design” to Cyprus, is **Architect and Designer Tommaso Fantoni**, founder in Milan of TOMOarchitects and descendant of the famous Italian designer Osvaldo Borsani. His presentation “**Italian Design, from Atelier to Factory, from Local to National then Global**” will illustrate the origins and development of the furniture production in the District of Brianza (Milan hinterland) through the fascinating story of his grandfather’s family business, which grew from an artisanal atelier to an organized factory and, finally, to a widely recognized international brand with a strong distribution network and collaborations with prestigious architects and designers like Foster, Rogers, Boffil, Ambasz.

The talk will be followed by a **roundtable discussion with Cypriot architects and designers** which have ties to Italy, offering also a chance for interaction with students and the general public. We also asked for the participation of prominent **importers and retailers of Italian designer products** – from furniture, to home-deco, to automobiles and scooters – because they greatly contribute to the notoriety of Italian Design in Cyprus. The evening will conclude with an **Italian aperitivo**.



The [ARC] Department of Architecture and the Italian Embassy in Cyprus cordially invites you to an event to celebrate **Italian Design Day** and the connections between Italy and Cyprus in the fields of architecture and design

Special guest from Milan, architect & designer **Tommaso Fantoni Borsani** founder of TOMO architects, descendant of Osvaldo Borsani



#### ITALIAN DESIGN DAY - March 2nd 2017

On the same day, in 100 cities around the world, 100 lectures and discussions will take place simultaneously. This will be the beginning of establishing a network of communication that will bring together designers in multiple destinations around the globe and jump start a new dialogue.



Thursday March the 2nd @ 18:00



UNIVERSITY OF NICOSIA

#### “Italian Design: from Atelier to Factory, from Local to National to Global. Osvaldo Borsani’s architectural & design legacy”

A panoramic lecture on the origins and development of the furniture production District of Brianza (Milan region) 1880’s-1940’s, the Biennale of Monza and the creation of a national market with the case study of Gaetano Borsani with the Atelier of Varedo and the first experiences of quality furniture.

Osvaldo Borsani, the son, architect and entrepreneur, continues the tradition and transforms the artisanal atelier into an organised factory.

Some of the most significant episodes of this pivotal moment for Italian design through the most successful projects of Borsani, Tecno and others.

The internationalisation of the brand through a world widespread distribution network and collaborations with international design key figures like Foster, Rogers, Boffil, and Ambasz.

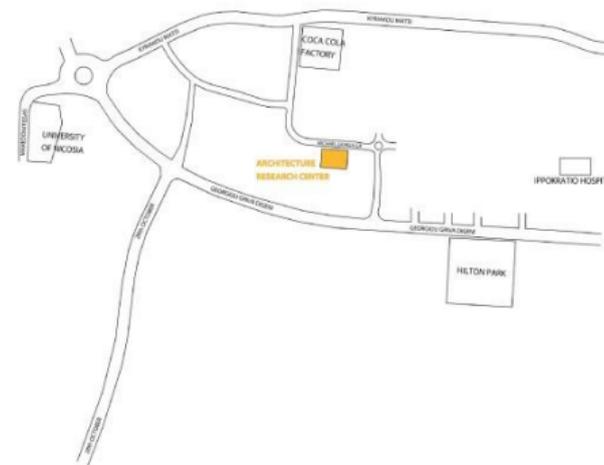
18:00 - Introduction by the Italian Ambassador and the CEO of UNIC

18:15 - Lecture by **Tommaso Fantoni Borsani**

19:00 - Roundtable Discussion

19:45 - Italian Aperitivo

Venue: Main Amphitheatre Architecture Research Center [ARC]  
31, Michael Georgalla, 2409, Engomi, Nicosia Cyprus  
T: +35722842600/601 E: info.arc@unic.ac.cy W: www.arc.unic.ac.cy



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