







map

pin

undicesimo

concorso

internazionale

di

design

triestecontemporanea

elevanth

international

design

contest

triestecontemporanea





Il concorso internazionale di design Trieste Contemporanea è nato nel 1995 da un'idea di Gillo Dorfles e ogni due anni vede progettisti provenienti da 23 paesi europei dentro o a ridosso dell'area InCE cimentarsi con i temi più originali del design contemporaneo.



*map pin*, l'undicesima edizione del concorso, è stata dedicata al tema del turismo culturale in Europa.

Dopo aver scelto un soggetto originale e distintivo di un luogo sito nei paesi a cui il bando era aperto, con l'obiettivo di evidenziarne il valore culturale e turistico, i candidati hanno progettato un kit composto da un oggetto-souvenir di design contemporaneo inedito e da un flyer informativo accompagnatorio.

I progettisti hanno puntato sulla mappa con il loro personale pin fontane di piccole città, castelli, isole con tradizioni popolari condivise, disegni urbanistici di capitali o complessi architettonici costruttivisti, o persino aree industriali storiche, creando un affresco molto suggestivo delle opportunità ancora tutte aperte di valorizzazione e scoperta di luoghi e beni culturali materiali o immateriali del nostro continente.

Il concorso prevedeva quest'anno l'assegnazione speciale del Premio Trieste al miglior progetto dedicato specificatamente al *Tethyshadros insularis* noto come Dinosaurio Antonio, il formidabile adrosauroide vissuto circa 70 milioni di anni fa, esposto al Museo Civico di Storia Naturale di Trieste e rinvenuto al sito del Villaggio del Pescatore in provincia di Trieste. Il premio è promosso in collaborazione con il Museo Civico di Storia Naturale di Trieste a vent'anni dal ritrovamento.

The international design contest Trieste Contemporanea was founded in 1995 from an idea of Gillo Dorfles and every two years sees candidates from 23 European countries in or near the area CEI engaged with the most original issues of contemporary design.

*map pin*, the eleventh edition of the competition, has been dedicated to the theme of cultural tourism in Europe.

After choosing a subject which is an original and distinctive feature of a place in one of the countries within the purview of the competition, and with the aim of highlighting its cultural and touristic value, 2014 contestants produced a kit consisting of an original souvenir-item of contemporary design.

With their personal *pin* the designers have focused on the map fountains of small towns, castles, islands with shared folk traditions, historical urban plans or constructivist buildings, or even industrial areas creating a very impressive fresco of the opportunities still open to all development and discovery of places and of tangible or intangible cultural heritage of our continent.

This year the competition also has awarded a special Trieste Prize for the best original project on the set topic of the *Tethyshadros insularis*, known as Antonio the Dinosaur, a wonderful Hadrosauroid that lived some 70 million years ago displayed at the Civico Museo di Storia Naturale of Trieste and found in Villaggio del Pescatore in the province of Trieste. The award is supported by the Civico Museo di Storia Naturale of Trieste and marks the twentieth anniversary of the discovery of the remains.





Simone Bellan / Nicolò Luppino (ITALY),  
Milan Deliyski (BULGARIA), Eva Kania /  
David Smid (CZECH REPUBLIC), Kaja Kisilak  
/ Lea Bradašević (SLOVENIA), Dolores  
Ljubić / Katarina Cendak (CROATIA),  
Claudia Mascia (ITALY), Anesia Mervcich  
(CROATIA), Laura Pozzar (ITALY), Sara Sossi  
(ITALY) – PREMIO GILLO DORFLES, Ivana  
Sovilj (SERBIA) – PREMIO INCE, Neringa  
Sviščiauskaitė (LITHUANIA), Dominik Uhlíř  
(CZECH REPUBLIC) – PREMIO BEBA, Oleg  
Vereshchagin / Irina Olenina (UKRAINE),  
Roberto Zanon / Greta Bignami (ITALY) –  
PREMIO TRIESTE











villaggio del pescatore, trieste, italy





- 1 villaggio del pescatore, trieste, italy  
dinosaurio antonio / antonio, the dinosaur

*Tethyshadros insularis* is the biggest dinosaur ever discovered in Italy and one of the most complete in the world. Since the time when it was discovered in 1994 in the Villaggio del Pescatore near Trieste, this primitive Hadrosauroid has been known with the nickname "Antonio". Its skeleton is exceptionally maintained and jointed in anatomical connection and is now kept at the Civico Museo di Storia Naturale in Trieste.



<sup>1</sup> timbro / stamp

‘the mark of antonio’

simone bellan, nicolò luppino ( italy, 1980 /  
1978 )

professione / profession: industrial and product designers

Antonio has always been there, hidden among the limestone rocks of Villaggio del Pescatore. When humankind had not appeared yet, he was already there. He was there when the great ancient civilizations were born, as well as during the Middle Ages and the Renaissance. He heard the industrial revolution and the din of the bombs during the World Wars. Eventually, in 1994, he was discovered. Now his fossil is displayed at the Town Museum of Natural History in Trieste.

Antonio is an important witness of our history and for this reason we have decided to emphasize his value with a playful-educational object, in order to promote local tourism and the territory. The iconic shape of the final product resembles the egg that brought Antonio to life. His adult silhouette appears on the outside. Inside there is a stamp with the shape of his fossil. The stamp can be used on postcards and photos to place on the souvenir itself, leaving the mark of Antonio's history.



kyustenc





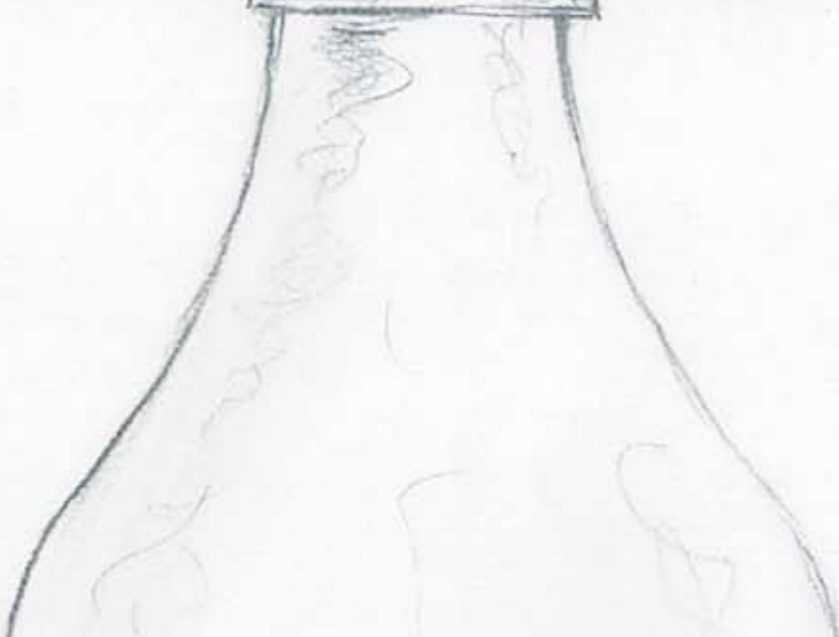
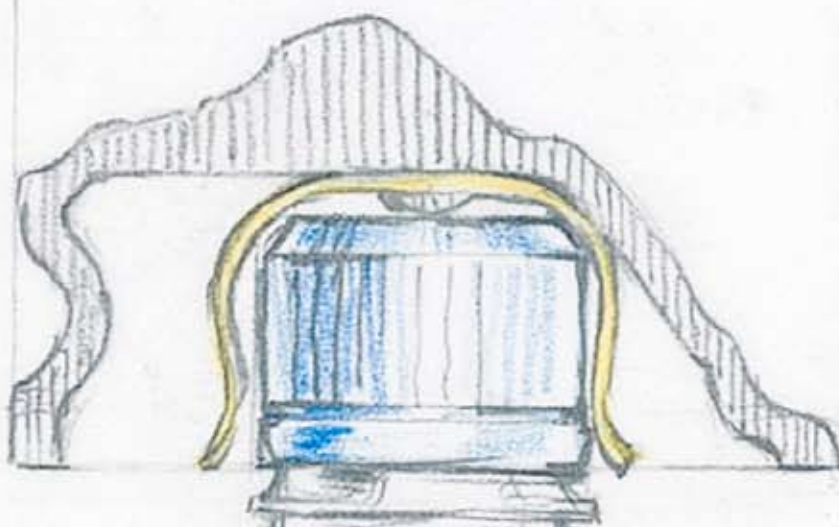


2 kyustendil, bulgaria

fontana pubblica a kyustendil / public fountain in kyustendil

Kyustendil is a town in the far west of Bulgaria, near the borders of Serbia and the Republic of Macedonia.





## 2 tappo per bottiglia / bottle stopper untitled

milan deliyski ( bulgaria, 1951 )

professione / profession: designer

Walking through Kyustendil town a man suddenly meets many of these relics of the past. I choose this fountain, because it combines the past and the present.

The water from the spring on the picture (the lion) is not offered as bottled on the Bulgarian market.

Both night and day people go there and pour mineral water. My design is: this souvenir to be put on the cap of the bottle and to be offered instead of a company label or of a trade mark. As well it would be of interest for the foreign guests of Kyustendil, who come from Greece, Macedonia, Serbia, Turkey etc. As the water is not bottled and it has not a graphic sign, I designed this three-dimensional image as a symbol of the mineral springs of the town.



kouty, třebíč, czech republi



C







3 kouty, třebíč, czech republic  
kouty

Kouty is a Czech town in the district of Třebíč in the Vysočina region.



3 spilla / pin

‘where the dog died’

eva kania, david smid ( czech republic, 1986  
/ 1986 )

professione / profession: designers

Kouty: a very small village in Central Bohemia.

247 inhabitants live here.

Here there is nothing to do. It's in the middle of nowhere.

Boondocks. Backwater. Hinterland.

Czechs say: "The dog died here" (It was too boring for him.)



sečovlje, koper, slovenia



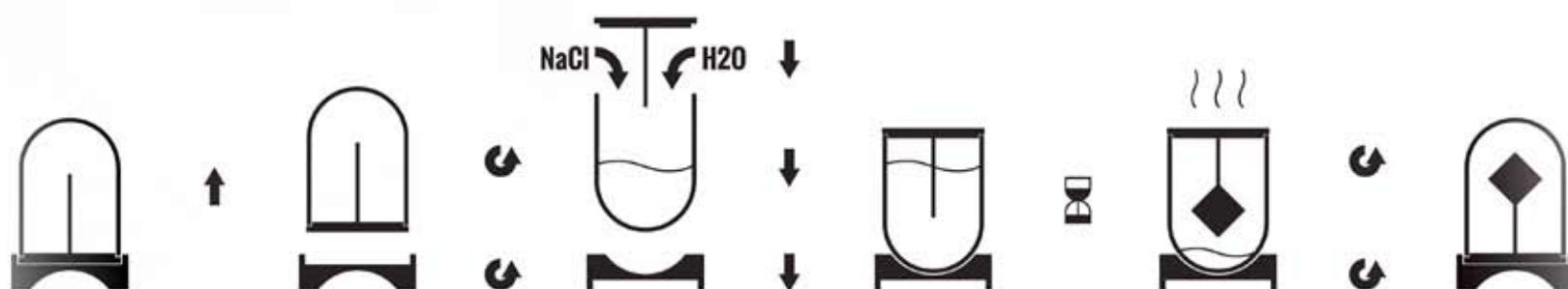




4 sečovlje, koper, slovenia

parco naturale delle saline di sicciole / the sečovlje salina nature park

The Sečovlje Salina Nature Park sits on the southern coast of the Slovenian shore and is one of the most significant natural and cultural landmarks of Slovenia.





#### 4 kit per cristalli di sale / kit for salt crystals 'salina'

kaja kisilak, lea bradašević ( slovenia, 1986 /  
1987 )

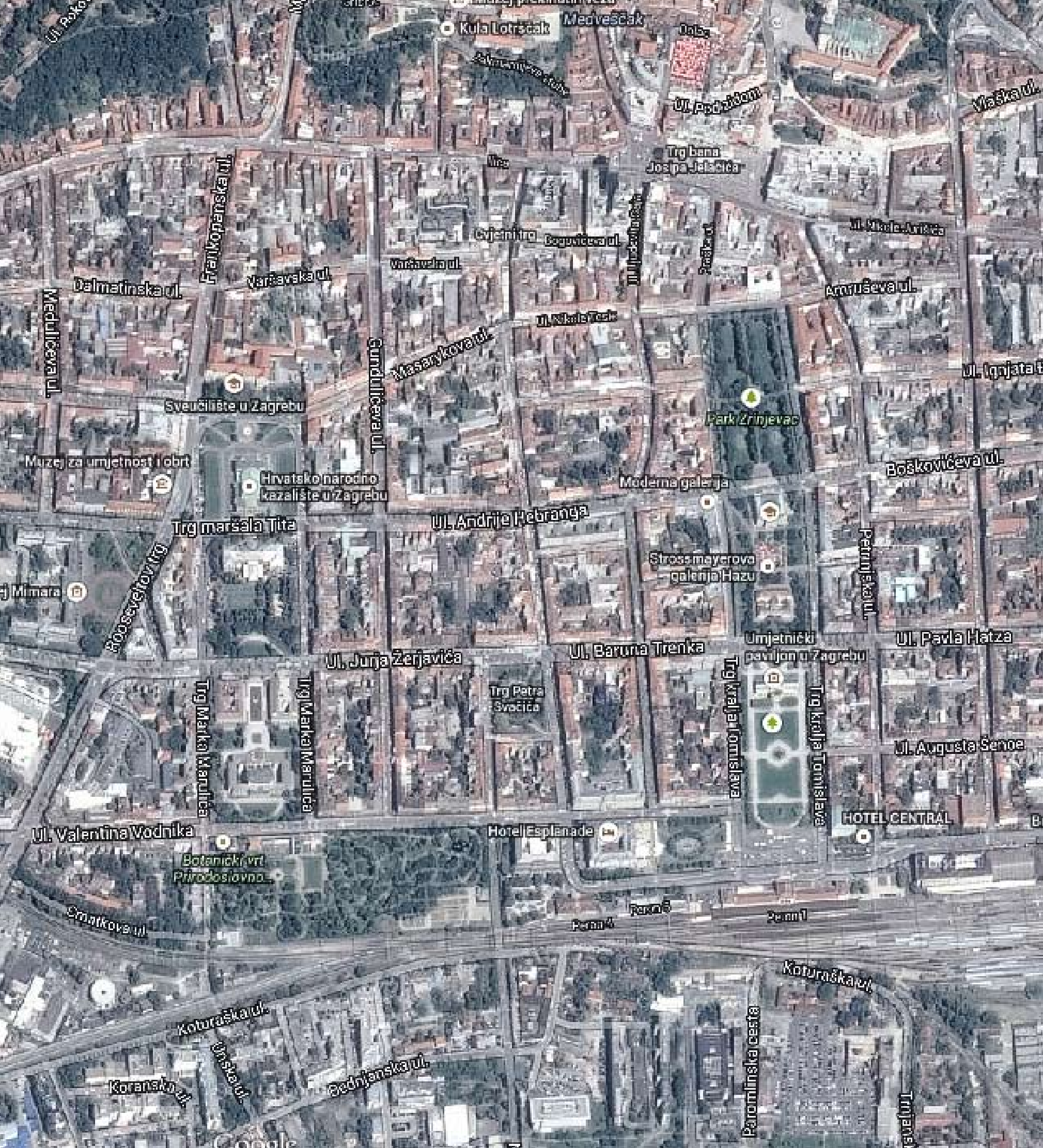
professione / profession: graphic designers

At the Sečovlje Park, in the land of symbiosis between nature and man, the past and present still walk hand in hand. A more than 700 year old ancient method of salt-making created and preserved a unique salina landmark with both an exemplary biotic diversity and a rich cultural heritage. Centuries-old activity with traditional tools didn't only create an aromatic salt, but allowed the creation of a rich nature park - the pearl of natural and cultural heritage of Slovenian Istria. To fully understand the remarkable process of obtaining salt, it is necessary to understand the formation of the single salt crystal. In front of you there's not only a souvenir, but also an interesting experimental kit for growing salt crystals. 'Salina' is a souvenir that grows with you. When it finishes growing what remains is a story about salt and time.



zagreb, croatia





Kula Lotrščak

Medveščak

Ulica

Ulica Petarčića

Vaškova ul.

Trg bana  
Josipa Jelačića

Ulica

Ulica

Ulica

Dalmatinska ul.

Frankopanska ul.

Varišavska ul.

Varišavska ul.

Šundulićeva ul.

Masarykovac ul.

Ulica

Ulica

Amruševa ul.

Ulica

Muzej za umjetnost i obrt

Sveučilište u Zagrebu

Hrvatsko narodno  
kazalište u Zagrebu

Moderna galerija

Park Zrinjevac

Boškovićeva ul.

Trg maršala Tita

Ulica Andrije Hebranga

Strossmayerova  
galerija Hazu

Petrijeva ul.

Ulica Pavla Hatza

Ulica Jurja Žerjavića

Ulica Baruna Trenka

Umjetnički  
paviljon u Zagrebu

Ulica Augusta Šenoše

Trg Petra  
Svčića

Trg kralja Tomislava

Trg kralja Tomislava

HOTEL CENTRAL

Ulica Valentina Vodnika

Botanički vrt  
Prirodoslovna

Hotel Esplanade

Park 4

Park 5

Park 1

Ermarkova ul.

Koturaška ul.

Koturaška ul.

Koranska ul.

Ulica

Bednjanska ul.

Paromlinska cesta

Trg

5 zagreb, croatia

il disegno a ferro di cavallo di lenuzzi per il verde urbano di zagabria /  
the design in the shape of a horseshoe for zagreb's green urban spaces

This green oasis conceived by architect Milan Lenuzzi and named after its shape 'The Green Horseshoe', is made up of a series of squares and parks and is located in the very heart of the city of Zagreb. Inspired by Vienna and Paris, it is a significant urban development in the history of Croatian architecture, and includes, among others, Zrinjevac and the Botanical Garden.



dark chocolate  
TOMI — LENUZZI  
— SLA —  
VAC

SS — LENUZZI  
— MAYER —  
mint chocolate

LENUZZI  
— ZRIN —  
nougat chocolate  
SKI

STAR  
LENUZZI ČE —  
— VIĆ —  
orange chocolate

praline chocolate  
BO —  
LENUZZI TA —  
— NIČKI

MA — LENUZZI  
— RU —  
— LIĆ —  
marzipan chocolate

milk chocolate  
RA —  
LENUZZI MAŽU  
— NAČ

MAR —  
— ŠA —  
— LAC —  
LENUZZI  
strawberry chocolate

LENU  
ZZI'S  
HORSE  
SHOE

5 cioccolatini / chocolates

'lenuzzi's horseshoes'

dolores ljubić, katarina čendak ( croatia,  
1983 / 1983 )

professione / profession: designers

Concept: We took chocolate (we have a big chocolate factory in Zagreb - Kraš) as a souvenir that everyone will want to take home but made it to be a real souvenir - a souvenir that reflects the cultural and architectural history of Zagreb. That is the Lenuzzi's horseshoe or Lenuzzijeva potkova (in Croatian).

Milan Lenuzzi plays a significant role in the cultural history of Zagreb (capital city of Croatia).

There are 8 squares that are part of the horseshoe and we took their names, (as we call them - shortened names) as names of chocolates. Each flavour represents one square and when they are bought as a souvenir, in packaged boxes, they are sorted as the squares in Lenuzzi's horseshoe and that is symbolic.

Also in the box there is a brochure where you can read all about Lenuzzi's horseshoe.



sardegna, italy





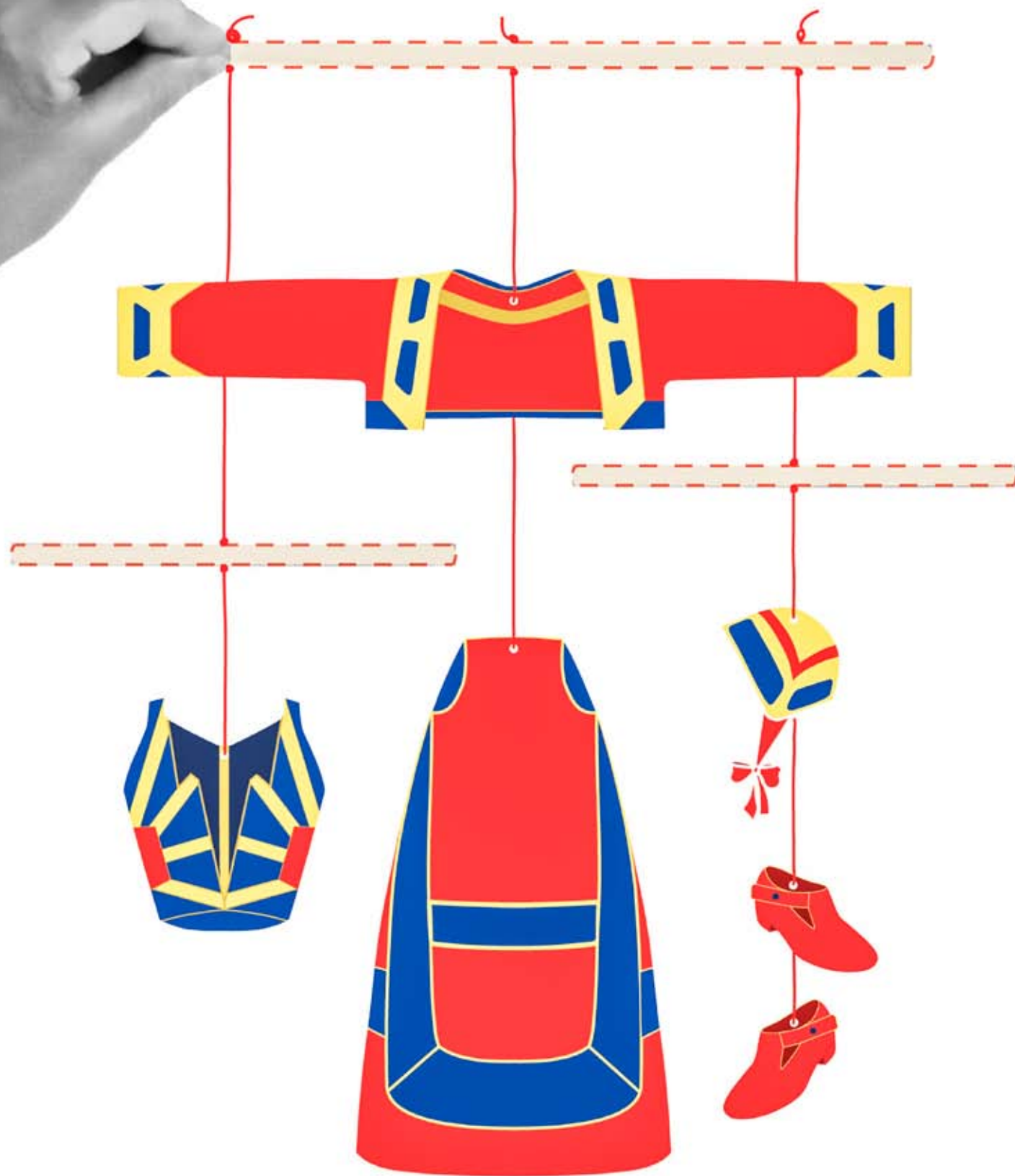


## 6 sardegna, italy

### danza popolare della sardegna / the sardinian folk dance

The dance as a codified and identity expression is a public fact tied to local events, weddings or religious festivals, during which people wear the traditional costume. At its most ancestral and private form, it is a moment of sharing and relationship between adults and children. The Sardinian dance is an intangible asset with a strong cultural value spread throughout the Italian island; it is also a tourist attraction not adequately appreciated, and that promotes a novel knowledge of the territory.





6 giostrina per culle / mobile for cots

‘thread of wind’

claudia mascia ( italy, 1979 )

professione / profession: architect

The kit ‘thread of wind’ consists of a mobile (for cots or pushchairs) small in size, which accompanies the child from her/his birth, and eventually becomes a decorative element of the domestic space. The mobile represents the shape of the traditional costume of Desulo, one of the most famous and meaningful costumes of Sardinia, and it is meant to symbolize - with the movement of the parts generated by the motion of the air - the movement of the body dancing.



rijeka, croatia







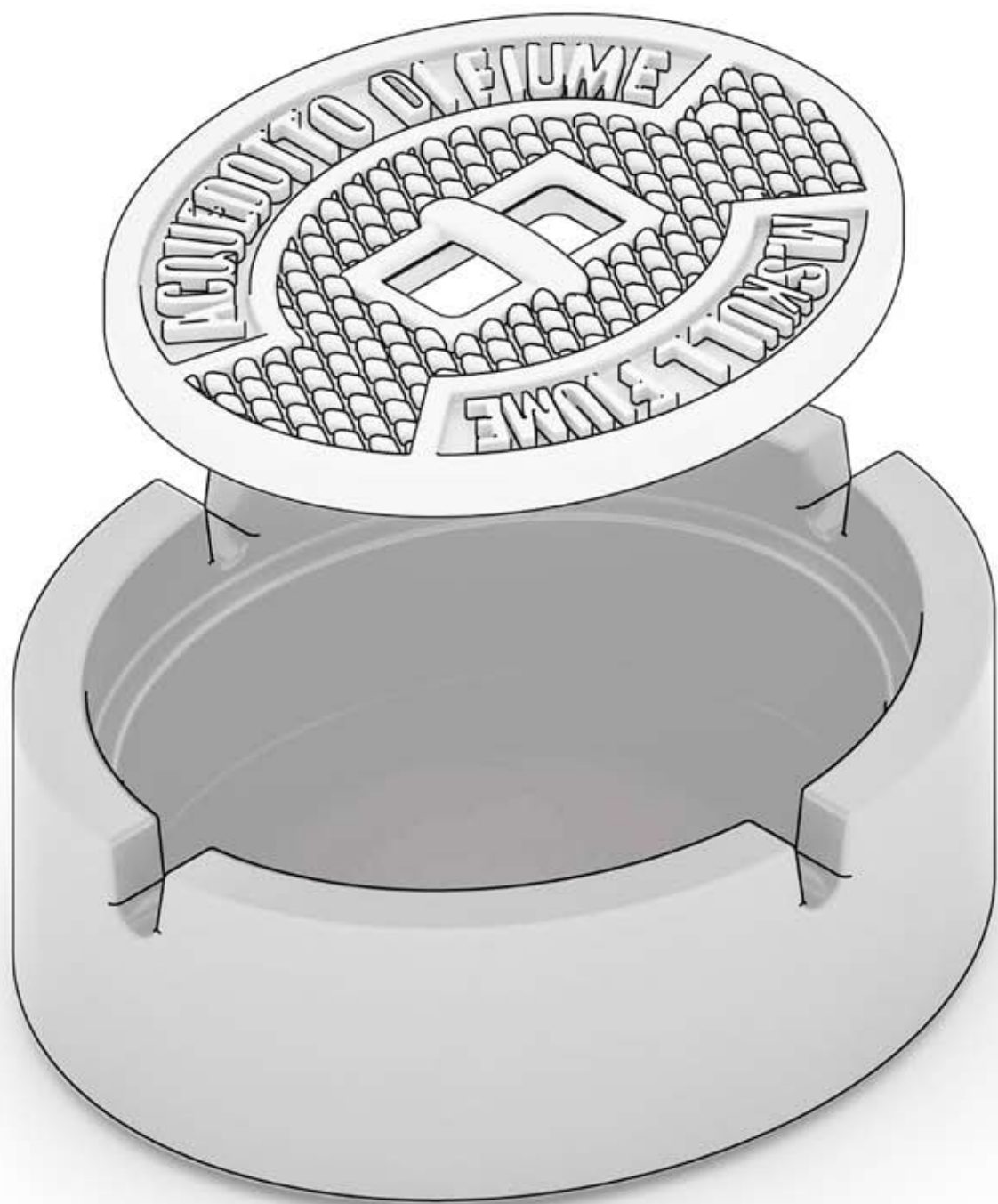
ACQUEDOTTO DI FIUME

M. SKULL FIUME



7 rijeka, croatia  
tombini di fiume / rijeka's manholes

Rijeka is the principal seaport and the third-largest city in Croatia (after Zagreb and Split). It is located on Kvarner Bay, an inlet of the Adriatic Sea.



7 posacenere / ashtray

'above water'

anesia mervcich ( croatia, 1986 )

professione / profession: product designer

As a product designer, I noticed many industrial products from the glory days of industrial production in Rijeka that lays undetected and unprotected. I decided to concentrate my energies on the manholes after noticing that they are literally disappearing (especially from the historic centre where the cars are not allowed and it is a lame excuse to blame the non-existing traffic). This kit is thought as a game where the customers become part of a community that is mapping and taking notice of the old manholes still remaining in town. Also, it is a great way of acknowledging the turbulent and vivid past full of different cultures that made Rijeka the cosmopolitan city that it is today.

Why an ashtray? It's not my intention to encourage people to smoke, but the ashtray is the result of observing the people's behaviour towards the manholes. Mainly, people tend to throw cigarette butts in the sewers or in the water drainage systems.



trieste, italy

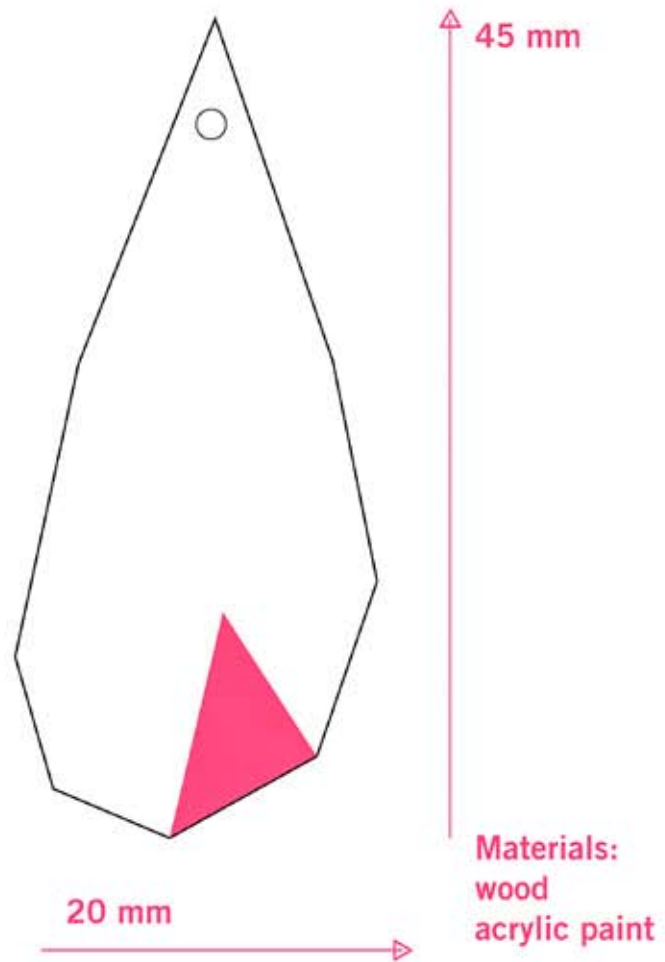


# MUSEO CIVICO



8 trieste, italy

museo di storia naturale di trieste / museum of natural history of trieste





8 gadget

‘tooth-map-pin’

laura pozzar ( italy, 1981 )

professione / profession: artist

The objective of the project is to give further value to the three major attractions of the Museum of Natural History of Trieste which has recently been redesigned in a modern key, with an original stand construction able to re-evaluate the scientific, cultural and educational offer, becoming a valuable and innovative attraction for local and international tourism. The new staging has been able to revitalize exceptional and unique finds in the world, such as the Dinosaur Antonio, an extraordinary fossil crocodile which eats only oysters, Carlotta the Shark, and the Man of Lonche who preserves the mandible with the first dental filling (dating back over 6000 years ago) and its equivalent copy in a giant and dismountable size. These giants, as the logo of the Museum of Natural History emphasizes, have in common a story about teeth, and by the shape of a tooth and its elaboration is born the gadget souvenir of the Museum of this project. The gadget's shape calls to mind the figure of the map pin.



trieste, italy



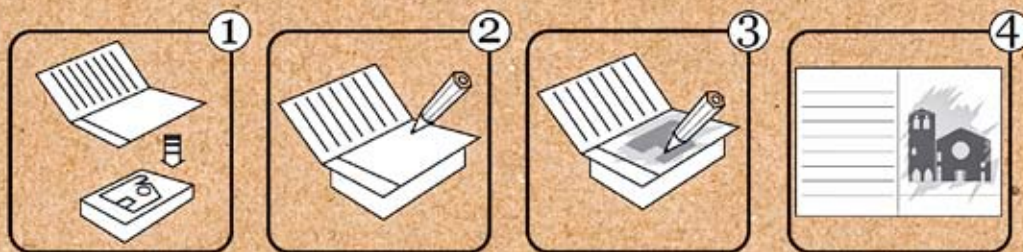


9     trieste, italy  
       trieste



# TRIESTE

*Memories of / Memorie di:*



9 kit per turisti / kit for tourists

'cromopolis'

sara sossi ( italy, 1987 )

professione / profession: graphic designer

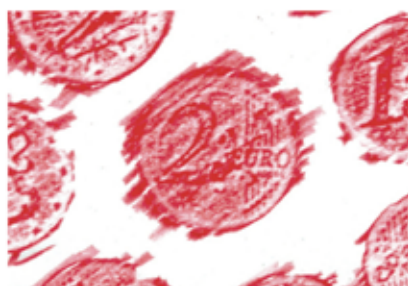
Despite its charm, Trieste persistently remains off the beaten track because of its geographical location: being next to fancier neighbours Venice and Croatia. However, Trieste still remains on top of the must-see places in the world. The cultural and historical value of Trieste is priceless. The city is a cultural and religious melting pot. Trieste's cuisine is inspired by Central European countries, despite the fact that the city lies by the Adriatic Sea.

This kit is designed for tourists who are keen to explore the city, rather than follow a guide. It gives voyagers the opportunity to 'live' the city and have a personal memory of it. It has a fun component: an interaction with monuments. We want to create memories, not objects.

PREMIO DORFLES / DORFLES AWARD

# CROMOPOLIS

Avete mai provato, da piccoli, ad appoggiare un **foglio** di carta su una **monetina** e con una matita **ricalcare** il disegno?



**Cromopolis** è il souvenir che si basa su questo gioco. Non saranno più le monete a essere **ricalcate** ma le icone dei principali **monumenti** cittadini. In questo modo, da un lato il turista **interagisce** con la città, dall'altro, attraverso il **gesto** del disegno, le **immagini** della città rimarranno **imprese** nella **memoria** per sempre.

## Dove sarà venduto?

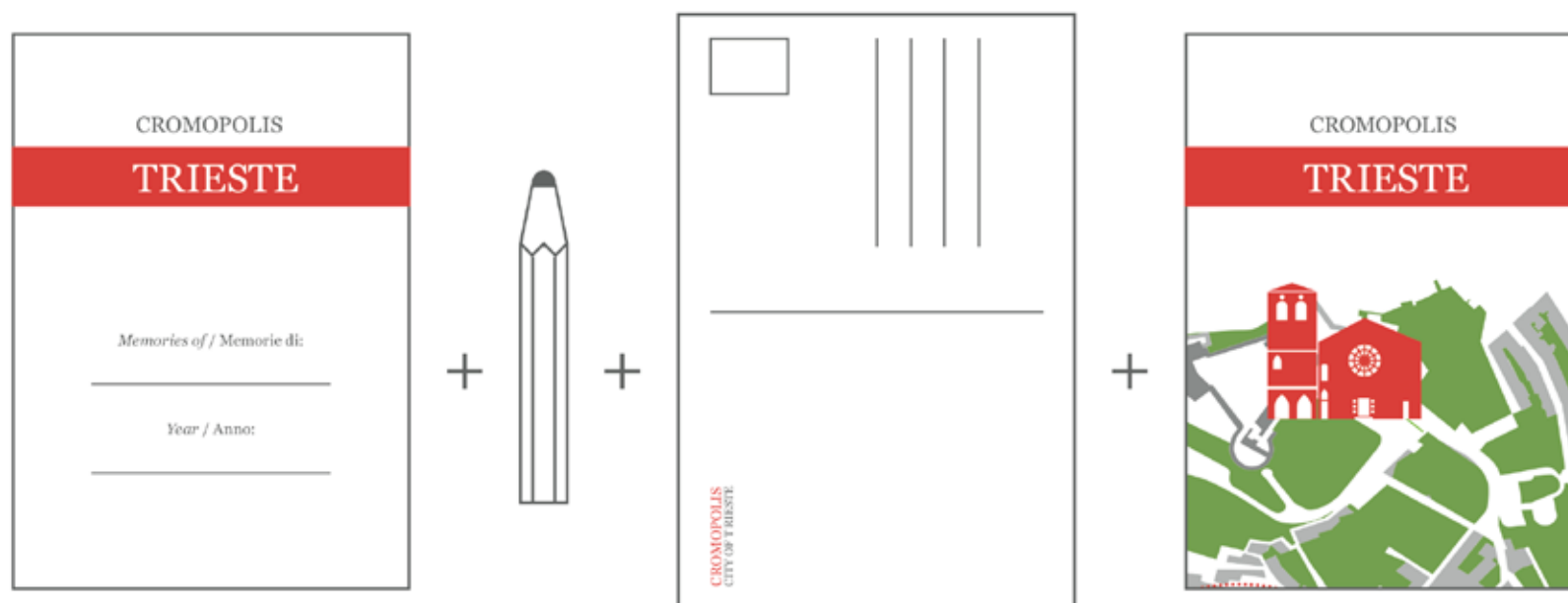
In ogni museo e info point.

## Di che cosa necessita?

Stampi con i quali fare i calchi.

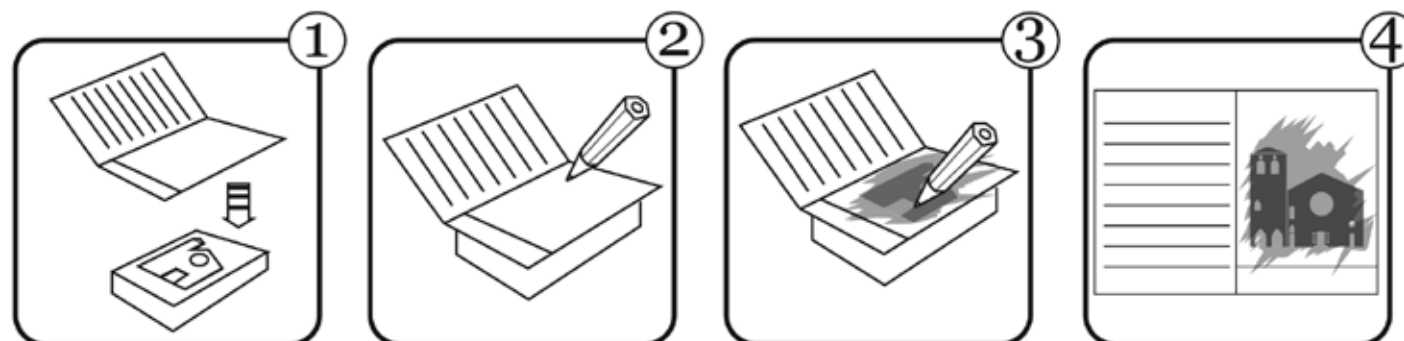
## Da che cosa è composto?

Un **quaderno**, una **matita**, 5 **cartoline**, **flyer** informativo piegato.



## Come funziona?

Una volta acquistato il kit, il turista legge le **istruzioni** per l'uso: **grafiche** illustrative e una **mappa** dei luoghi di interesse. In ogni **biglietteria** o **info point** trova gli **stampi** delle icone del luogo, che potrà **calcare** a piacere su **quaderno** e **cartoline**, grazie alla **matita** fornita.





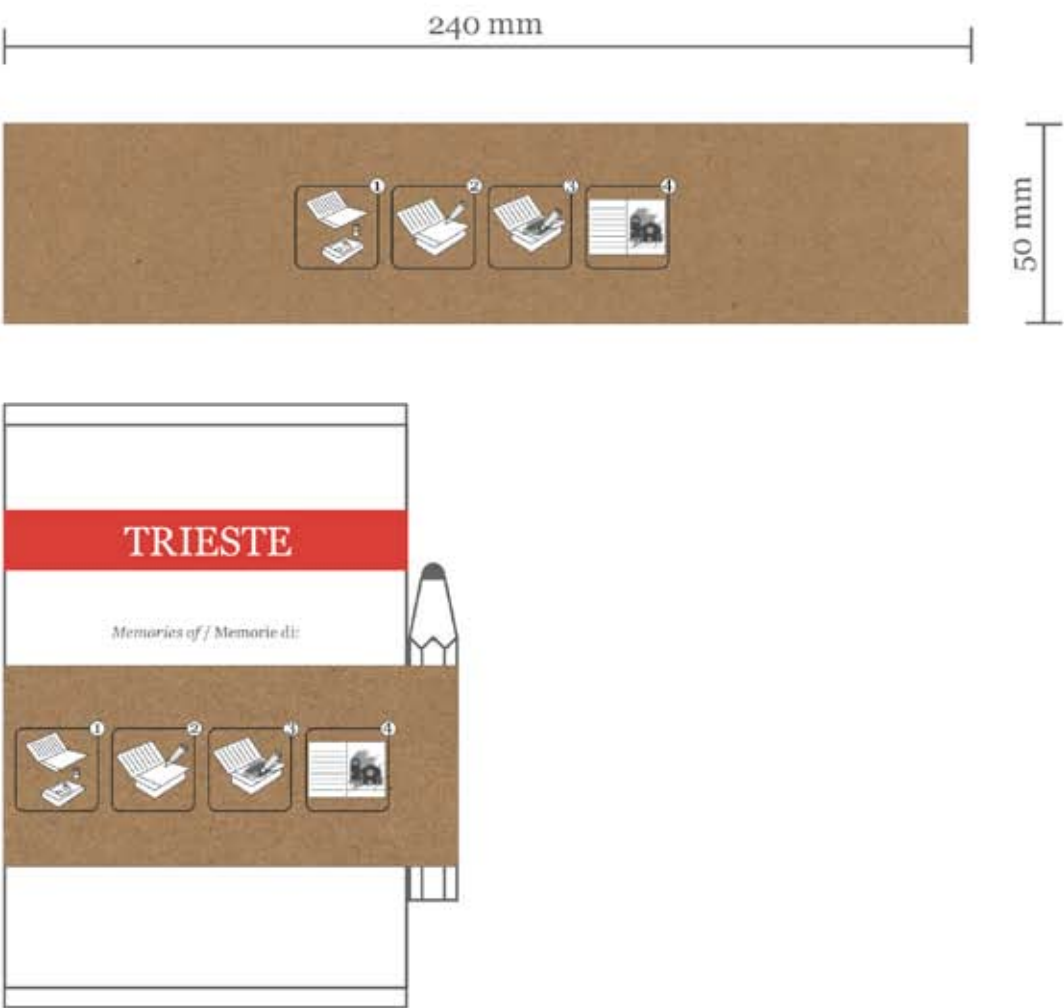
**Target:**

Turista **curioso, indipendente**, è una persona che vuole **mettersi in gioco**. Il progetto è dedicato a persone di **tutte le età**.

**Packaging:**

composto da una **fascia di carta riciclata** che avvolge il quaderno, la matita e le cartoline.  
Le **istruzioni per l'uso** del sono stampate sulla fascia, in posizione centrale in modo da essere posizionate sul fronte del prodotto e chiudere il packaging sul retro.

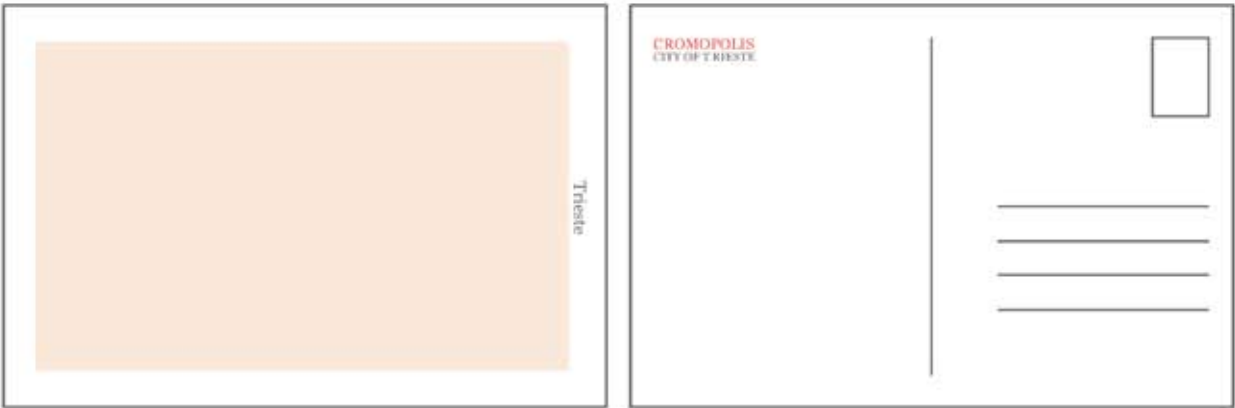
Scala 1:2



**Cartoline:**

Fronte nome città; retro logo e marchio e spazio per francobollo e indirizzo.  
Dimensione: 150x100 mm

Scala  
1:2



# CROMOPOLIS

## CALCHI

### STRUTTURA:

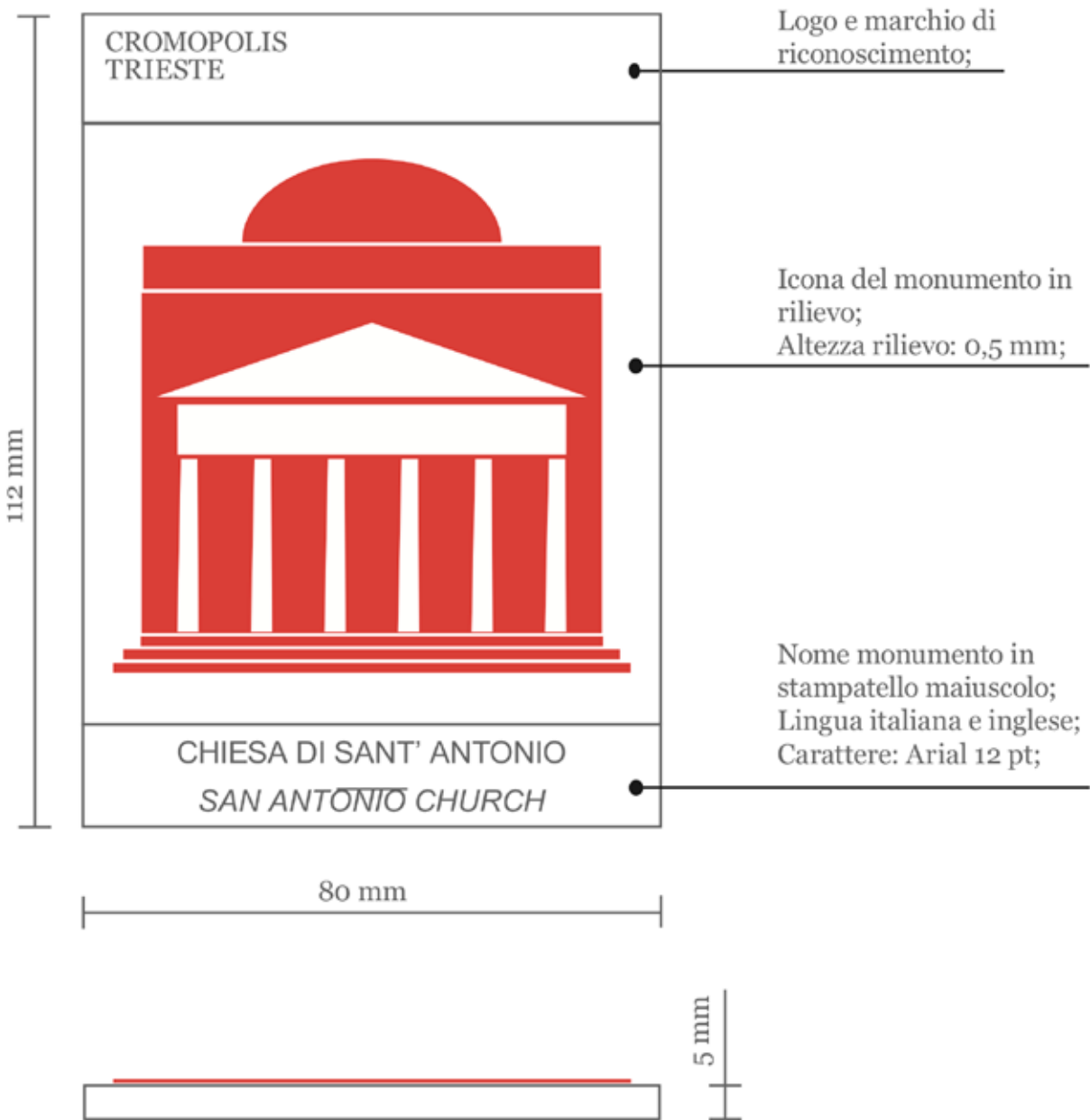
Per una produzione a **basso costo** e in **piccola scala**, i calchi sono progettati per essere realizzati sfruttando la **tecnologia** della **stampa 3D**.

Sono **leggeri** da trasportare, **resistenti** e non necessitano di un piedistallo. Possono essere **esposti** su **qualsiasi superficie**, ad esempio i banconi delle biglietterie o negli info point vicino ai flyer informativi o accanto al kit venduto. Sul lato **frontale** è presente il **nome** del progetto in modo da essere facilmente **individuato**.

Materiale: ABS.

Tecnologia: Stampa 3D.

Scala 1:1



ICONE ATTRAZIONI TURISTICHE  
SCALA 1:2



Chiesa greco ortodossa  
Greek orthodox church



Palazzo del municipio  
Town hall



Palazzo Carciotti  
Carciotti palace



Chiesa serbo ortodossa  
Serbian orthodox church



Statua di J. Joyce  
J. Joyce statue



Statua di U. Saba  
U. Saba statue



Statua di I. Svevo  
I. Svevo statue



Teatro romano  
Roman theatre



Caffetterie di Trieste  
Trieste's cafes



Cattedrale di San Giusto  
San Giusto cathedral



Arco di riccardo  
Richsr'd arch



Museo Revoltella  
Revoltella museum

Da questo concetto il progetto prende il **nome** di "Cromopolis": **colorare la città**. Inoltre, il nome evoca il nome di un noto gioco da tavolo, il "Monopoli" che evoca l'**aspetto ludico** del progetto.

# CROMOPOLIS

## QUADERNO

Dimensioni: 140x100 mm  
Nr. pagine: 16  
Carta copertina: 200 g  
Carta pagine interne: 90 g

CROMOPOLIS

TRIESTE

Memories of / Memorie di:

Year / Anno:

Storia

Secondo la leggenda, nel golfo di Trieste approdò Giosue con gli Argonauti alla ricerca del Vello d'Oro. Nell'età del bronzo, quando sorgono i primi villaggi di capanne in cima ai colli protetti da più filo di mura, probabilmente si costituisce anche quello del colle San Giusto, da cui ha origine la città. Il piccolo centro diventa subito crocevia di gente e di merci, aspetto da cui deriva il suo nome Tergeste, dove "terg" sta per mercato e "este" per città. Fra il I e il II secolo d.C. la città passa sotto il dominio romano, durante il regno di Ottaviano Augusto. Costituitasi come libero Comune nel 1236 per sfuggire all'incidenza politica e commerciale della Repubblica di Venezia, Trieste preferì avvicinarsi all'Austria, pur se geograficamente più lontana e con interessi diversi e con essa, nel 1382, firmò l'atto di dedizione. Tra la fine dell'Ottocento e l'inizio del Novecento si afferma come capitale della cultura mitteleuropea, grazie alla presenza di importanti nomi della cultura e della letteratura europei: Svevo, Saba, Joyce, Rilke, Slataper. Poi nel 1918, con la fine della prima guerra mondiale, viene annessa al Regno d'Italia, resta sotto il controllo degli alleati alla fine della seconda guerra mondiale e nel 1954 diventa capoluogo della regione Friuli-Venezia Giulia a statuto speciale.

History

According to one misty legend, Trieste was founded by Japhet, son of the biblical Noah, while another legend grants founding-father status to Tergeste, a companion of Jason (of Argonauts fame). More prosaically, the Roman colony of Tergeste was established in 178 BC and rapidly became a wealthy port. The Goths, Byzantines and Lombards followed and, in 1202, the city fell to the Venetians. Trieste won its independence, but in 1382 voluntarily accepted the overlordship of Austria. Trieste (along with Gorizia) and extensive territory in what is now Slovenia and Croatia were assigned to Italy after WWI and the region of Venezia Giulia was created alongside the region of Friuli (whose main cities are Udine, Pordenone and Cividale). Defeat in WWII saw most of Venezia Giulia pass to the then communist Yugoslavia, and Trieste (under Allied control until 1954) was made capital of the single mixed region of Friuli Venezia Giulia, much to the irritation (to this day) of the Udine and Friulan populace. The 18th and 19th centuries were a prosperous era for the cosmopolitan Habsburg port. Sigmund Freud, James Joyce and Italo Svevo came here to think and write, while two of Verdi's operas (Il Corsaro and...)!

Copertina con **nome città**,  
nome proprietario e anno di  
visita della città.

Retro copertina:  
Breve **storia** della città in lingua **italiana**;  
Prima pagina:  
Breve **storia** della città in lingua **inglese**;

Saranno Michez e Jachez  
a dirvi l'ora in Piazza Unità.

Michez and Jachez will tell you  
what time it is in Unità Square.

Trieste

Date

Altre frasi:

Riuscite a trovare le due  
palle di cannone  
sulla facciata di S. Giusto?

Can you spot the two  
cannonballs on the  
S. Giusto church's facade?

Ogni 2 pagine, sulla parte sinistra sono scritte alcune **curiosità** di Trieste in modo da dare **spunti** creativi al visitatore.



Notes	

2^ E 3^ pagina:  
**mappa città con monumenti segnalati;**

Pagine interne:  
facciata **sinistra** contiene **righe** per **scrivere** note;  
facciata **destra** è **vuota** per **calcare** il timbro, sulla parte  
inferiore è presente il nome della città e lo **spazio** per la  
**data** di visita.

Dall'ingresso della chiesa di S. Antonio non sono visibili altre chiese.

*From the S. Antonio church's  
entrance other churches  
are not visible.*

L'arco di Riccardo continua all'interno dell'edificio.

*From the S. Antonio church's  
entrance other churches  
are not visible.*



01



**Chiesa di S. Antonio** \_il pregievole edificio neoclassico, collocato alla fine del canale di Ponte Rosso.  
**S. Antonio's church** \_the Neo-Classical style church is set on the end of the Ponte Rosso Canal.

02



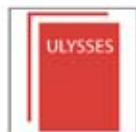
**Stautu U. Saba** \_Osserva i passanti senza pipa e senza bastone.  
**U. Saba statue** \_He's observing pedestrians without the pipe and without his stick.

03



**Chiesa serbo ortodossa - S. Spiridione** \_La chiesa è costruita in stile neobizantino e conserva un'importante collezione di icone.  
**Serbian orthodox Church** \_The Neo-Byzantine Style church has a rich collection of icons.

04



**Stautu J. Joyce** \_Sta attraversando il Ponte Rosso  
**J. Joyce statue** \_He's crossing the Ponte Rosso bridge.

05



**Palazzo Carciotti** \_Esempio più importante di architettura neoclassica di Trieste. Architetto M. Persch (1802-1805).  
**Carciotti Palace** \_The most important neoclassical building in the city. Architect M. Persch (1802-1805).

06



**Chiesa greco ortodossa - S. Nicolò** \_Sul fondo navata unica dell'edificio neoclassico giace l'altare di S. Giusto.  
**Greek orthodox Church - S. Nicolò** \_At the nave's bottom of the Neo-Classical church there is the S. Giusto altar.

07



**Caffè** \_Trieste è famosa per il suoi caffè che si possono degustare nei diversi bar antichi e non.  
**Coffee** \_Trieste is famous for the coffee that is possible to taste in many old and new cafes.

08



**Palazzo del Municipio** \_Situato in piazza dell'Unità d'Italia e volto verso il mare, è circondato da edifici storici.  
**City hall** \_Lays on Piazza Unità square. It faces the sea.

09



**Museo Revoltella** \_1872, la dimora del barone Revoltella contiene un'importante collezione d'arte antica e moderna.  
**Revoltella gallery art** \_1872, the Revoltella baron houses an important gallery of contemporary and anciet art.

10



**Statua I. Svevo** \_Lo vedrete passeggiare in piazza Hortis.  
**I. Svevo statue** \_You can see him walking in Hortis square.

11



**Arco Riccardo (33-32 a C.)** \_Monumento più antico della città, porta delle prime mura romane.  
**Richard's Arch (33-32 b C.)** \_The most ancient monument in the city, was one of the gates of the first Roman walls.

12



**Teatro romano** \_Giace ai piedi del colle Capitolino, Quinto Petronio Modesto lo fece costruire tra il I e II secolo a C.  
**Roman theatre** \_Set at the base of Colle Capitolino, built by Quinto Petronio Modesto's order between the I and II century b C.

13



**Cattedrale S. Giusto** \_Appartiene al XIV secolo ed è situata in cima al colle che domina la città.  
**S. Giusto cathedral** \_Built in the XIV century lays on the top of the hill that dominates the city.





## MUSEI A TRIESTE MUSEUMS IN TRIESTE

**Civico Museo di Storia  
ed Arte e Orto Lapidario**  
via della Cattedrale, 15  
tel +39 040 308686

**Civico Museo del Castello  
e Lapidario Tergestino**  
piazza Cattedrale, 3  
tel +39 040 3220289

**Civico Museo  
d'Arte Orientale**  
via S. Sebastiano, 1  
tel +39 040 3220736

**Civico Museo del Mare**  
via Campo Marzio, 5  
tel +39 040 304987

**Civico Museo Svegliano  
Biblioteca Civica "A. Hortis"  
Joyce Museum  
Museo Petrarcesco**  
via Madonna del Mare, 13  
tel +39 040 3593611



## TRIESTE ROMANA ROMAN TRIESTE

Si estendeva dalle zone delle rive lungo tutto il colle di S. Giusto. Probabilmente fondata da Giulio Cesare, Tergeste, era una piazza di mercato.  
*Tergeste was probably founded by Julius Caesar as a market place. It's extension was covering the area from the waterfront to the S. Giusto hill.*

**Facendo un giro**  
Piazza Tommaseo, 4/c  
Tel. 040 362666  
www.caffetommaseo.com

1983 è il caffè più antico a Trieste;  
*1983 is the most ancient café in Trieste;*



## PAUSE E APERITIVI BRAKES AND APERITIVS

**Chocolat**  
via Cavana 15

È il luogo dove gustare un buon gelato.  
*Is the place where to eat a good ice cream.*

**SaluMare**  
Via di Cavana 13/a  
Tel. +39 040 3229743

Qui potrete godervi un buon aperitivo a base di pesce e del buon vino.  
*Here you can have a good aperitiv with fish and taste some good wine.*

**Knulp**  
Via Madonna del Mare 7/a  
Tel. 040300021

Mangiare cibo equo solidale, bere, leggere, ascoltare conferenze e musica live in un unico luogo? Certamente!  
*Eat and drink fairtrade food, read a book, listen to a conference or a concert all in one place? Sure!*



## PERCORSI LETTERARI LITERATURE'S ITINERARIES

**JAMES JOYCE**  
A Trieste trascorse due periodi dal 1904 al 1915 e dal 1919 al 1920. È qui che iniziò la stesura della sua opera più conosciuta: l'Ulisse.  
*He spent two periods of time here, from 1904 to 1915 and from 1919 to 1920. Trieste is where he started writing "Ulysses".*



**UMBERTO SABA**  
In via S. Nicolò si trova ancora la libreria che egli gestiva dal 1919.  
*In S. Niccolò street there still is the book shop that he owned from 1919.*



## ITALO SVEVO MUSEO SVEVIANO

Via Madonna del Mare, 13  
tel. +39(0)40 6758182  
museosveviano@comune.trieste.it



## INTRATTENIMENTI ENTERTAINING

**Teatro Verdi**  
Riva 3 Novembre, 1  
Tel. 040 672 2111  
www.teatroverdi-trieste.com

Principale teatro a Trieste.  
*Main theatre in Trieste.*

**Stazione Rogers**  
Riva Grumula 14 (TS)  
Tel. 0403229416

Ex stazione di benzina convertita in bar e centro culturale dove ascoltare buona musica e scambiare libri.  
*This former petrol station is now a fancy bar and cultural centre where you can listen to good music and exchange books.*

**Vineria Pirona**  
Via Dell'annunziata 6/a  
Tel. 0403229353

Enoteca e prosciutteria vicino a P. Hortis, dove la clientela è alquanto varia.  
*Wine bar near P. Hortis. This place is frequented by many different kinds of people.*



## CAFFÈ A TRIESTE COFFEE IN TRIESTE

**Caffè Tommaseo**  
Piazza Tommaseo, 4/c  
Tel. 040 362666  
www.caffetommaseo.com

1983 è il caffè più antico a Trieste;  
*1983 is the most ancient café in Trieste;*

**Caffè San Marco**  
Via Battisti, 18  
Tel 040 363538

Fu il luogo d'incontro di Svevo e Saba;  
*Is where Svevo and Saba used to go;*

**Caffè degli Specchi**  
Piazza Unità d'Italia, 7  
Tel 040 370187

1939 è il miglior posto dove sorseggiare un caffè e rilassarsi in piazza Unità d'Italia  
*1939 is the best place to have a coffee and relax in Unità Square.*

## CROMOPOLIS

## TRIESTE



## COME ESPLORARE LA CITTÀ HOW TO EXPLORE THE CITY

Suggerimenti,  
punti d'interesse, divertimenti,  
storia, cibo e quant'altro!

*Tips, city highlits,  
entertainment, history, food  
and much more!*

## Trova le icone Find the icons





korčula, croatia





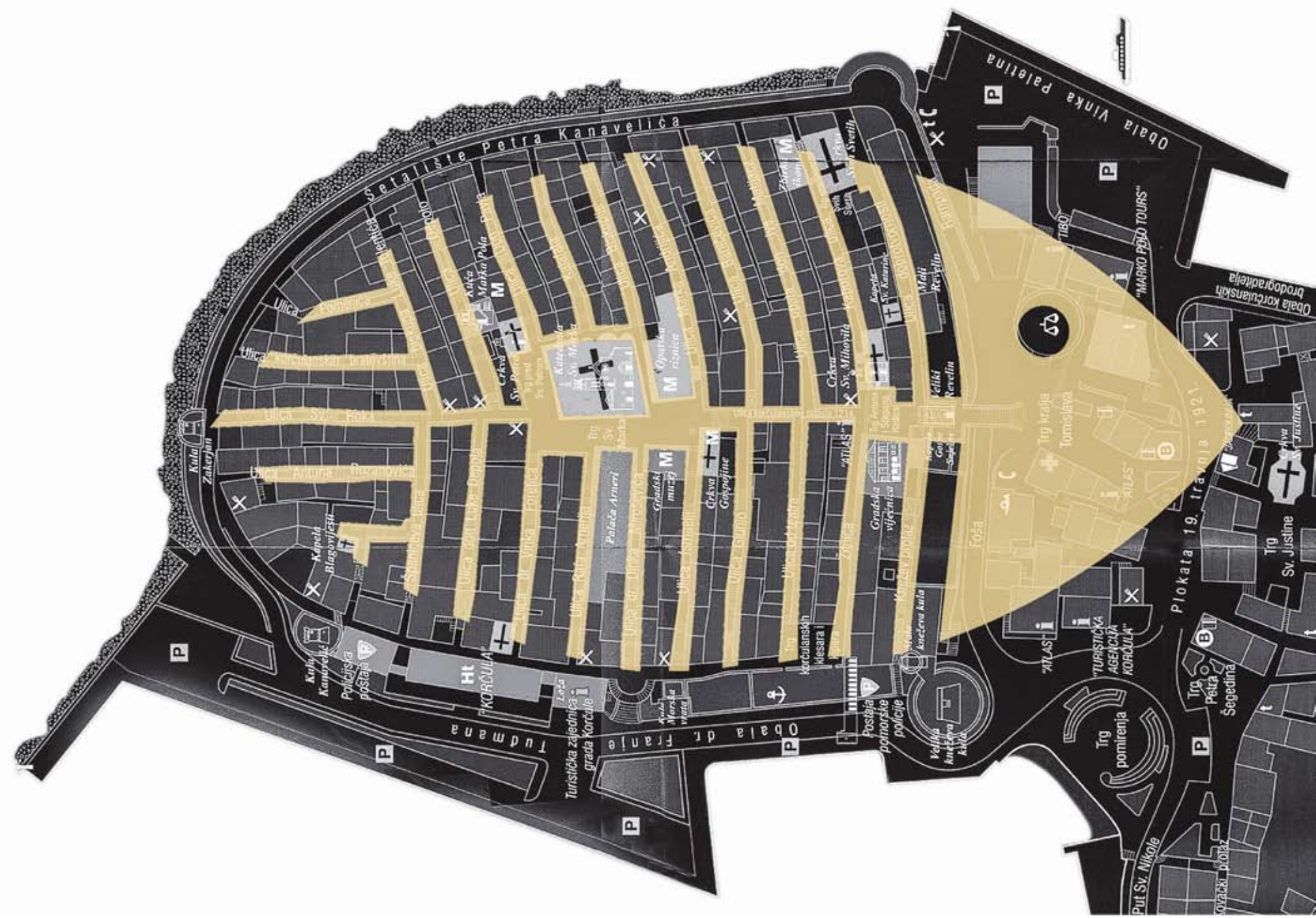


## 10 korčula, croatia

### korčula's old town

Korčula's Old Town is the main attraction of Korčula Town on the Korčula island, Croatia. It is a medieval fortified town that represents one of the pearls of the Adriatic Sea and is one of the most beautiful towns of that scale in the world.





10 souvenir

untitled

ivana sovilj ( serbia, 1977 )

professione / profession: architect and designer

Korčula's Old Town itself is a monument of art. The streets are arranged in a functional pattern allowing free circulation of air but protecting against strong winds. However, this strict urban structure resembles the shape of a fishbone, which is added as a symbol of the Old Town. The project of the souvenir represents Korčula's Old Town small scale model in the shape of this symbol.

A diminished 3D network of streets and squares, having the shape of a fishbone is made of gold plated material and thus has the colour of a wishbone, resembling the myth about wishes granted, as well as the one about the goldfish. It indicates the town's fairytale character, and as a sculptural map reflects its 'soul'.

PREMIO INCE / CEI AWARD



raudoné, l



Lithuania





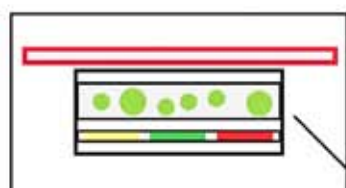




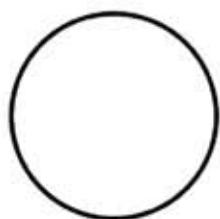
11 raudonė, lithuania

castello di raudonė / the raudonė castle

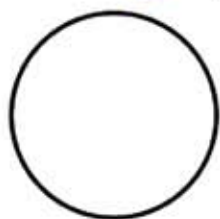
Raudonė is a town on the Neman River in Tauragė County, Lithuania. The town is primarily known for its castle. Under the leadership of King John of Bohemia and Duke Henry XIV of Lower Bavaria, an expedition of Teutonic Knights and other crusaders founded it in 1337. In honour of Henry, the castle was given the German name Bayerburg (Lithuanian: Raudonpilis), meaning 'Bavarian('s) Castle'.



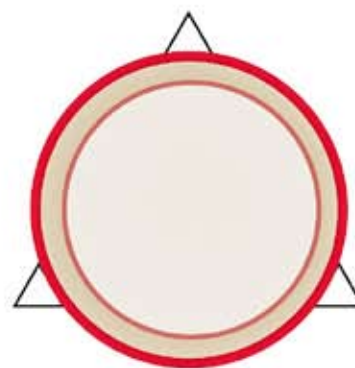
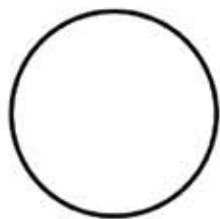
Side view  
put inside the part 1 tube;  
glue the upper/light to part  
2 tube



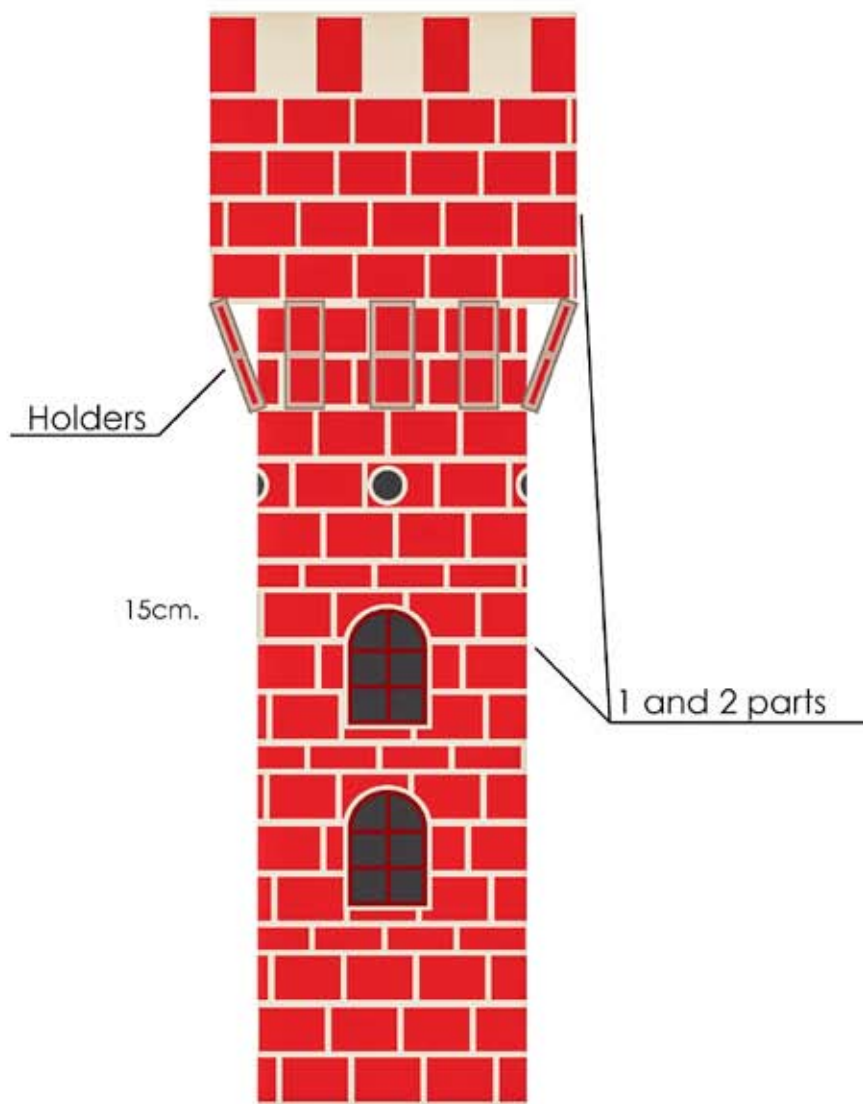
\*Glow-in-the dark parts  
put between 2  
transparent circles



Paper forms  
put them on trans-  
parent paper for  
kaleidoscope effect



Upper/light  
cut out both circles;  
the middle circle replaced  
with tracing-paper



Holders

15cm.

1 and 2 parts



Lower/eye hole  
cut out both circles;  
the middle circle replaced  
with transparent paper;  
glue to the bottom of the  
kaleidoscope

<sup>11</sup> caleidoscopio / kaleidoscope

‘raudonė castle kaleidoscope’

neringa sviščiauskaitė ( lithuania, 1993 )

professione / profession: art student

The chosen tourist attraction is called Raudonė Castle.

The castle has been renovated a couple times and today is an example of 19th century neo-Gothic architecture. Currently it is turned into a secondary school. However, during the tourist season, visitors are allowed to enter the 35 m castle tower, which offers a beautiful view of the castle’s surroundings.

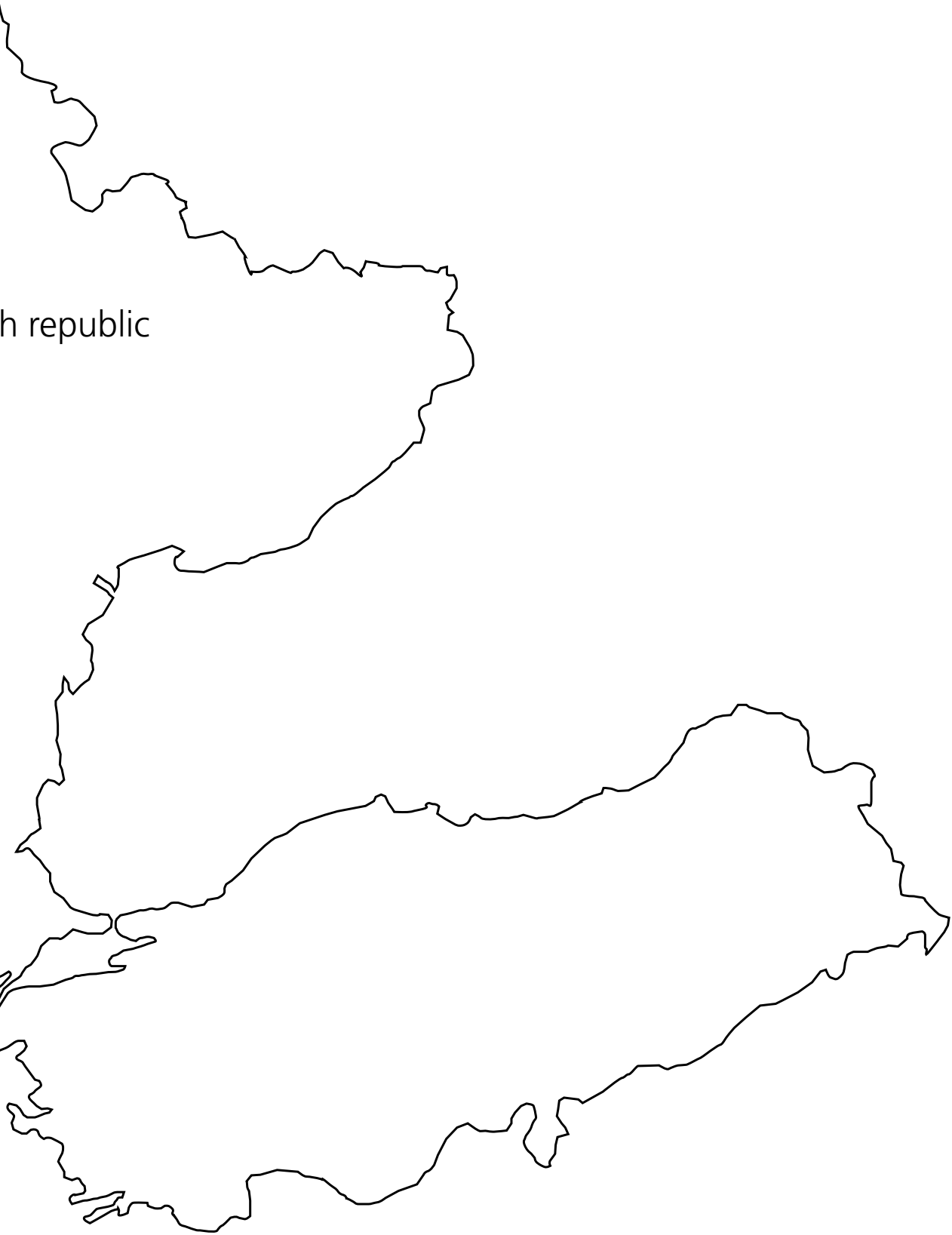
I chose to make a Raudonė Castle Kaleidoscope because of the shape of the tower and the multiplied images that kaleidoscope makes - there are a number of buildings and towers which make the Raudonė Castle.

3 elements make up the inner part of the kaleidoscope: 1. an oak leaf - the legend says that under one of Raudonė Castle oaks our Grand Duke Gediminas had a breakfast; 2. the sun/stars; 3. a red tower. All of those are the colours of the Lithuanian flag. Also, if the kaleidoscope is viewed in the dark - the glowing ‘stars’ can be seen.



vítkovice, ostrava, czech





h republic







12 vítkovice, ostrava, czech republic

lower area of vítkovice

The Vítkovice mining area is located right at the heart of Ostrava and is now a national monument. Ostrava is close to the Polish border, in the eastern part of the Czech Republic. It is the third largest city in the Czech Republic and the second largest urban agglomeration after Prague.



## <sup>12</sup> lampada da tavolo / table lamp

untitled

dominik uhlíř ( czech republic, 1989 )

professione / profession: architect and designer

As object of my design I chose the Lower Area of Vítkovice, in Ostrava, east of Czech Republic. It is an industrial area, unique by its appearance and the fact that it is the only one place in Europe where we can find coal mine, coke oven plant and iron and steel works so close together. Although it became a national cultural monument and cultural heritage in Europe, just a few people know about its beauty and uniqueness. The aim of my design is the object of the first blast furnace, which dominates the whole area. I created a small lamp from an old used piece of steel pipe, which could be produced as well by these factories, with a small hole at the bottom. The light flowing from the hole of the vertical standing pipe recalls the hot iron flowing from the blast furnace. The glowing rusty steel pipe painted from the outside stands for the old history of iron in the area and its present reconstruction.

PREMIO BEBA / BEBA AWARD







kharkiv, ukraine



### 13 kharkiv, ukraine

derzhprom building in kharkiv

Kharkiv (Ukrainian: Kharkov) is the second-largest city of Ukraine, located in the north-east of the country. The Derzhprom or Gosprom building is a constructivist structure located in Freedom Square.





13 braccialetto / bracelet

untitled

oleg vereshchagin, irina olenina ( ukraine,  
1974 / 1972 )

professione / profession: industrial designer / graphic designer

The building was one of a few showcase projects designed when Kharkiv (Kharkov) was the capital of the Ukrainian SSR. It was built by architects Sergei Serafimov, S. Kravets and M. Felger in only three years. It was to become the tallest structure in Europe for its time. The building also became the most spacious single structure in the world by the year of its completion in 1928, to be surpassed by New York's skyscrapers in 1930s. Its unique feature lies in the symmetry which can only be felt at one point, in the centre of the square.

The use of concrete in its construction and the system of overhead walkways and individual interlinked towers made it extremely innovative. It was rated by Reyner Banham as one of the major architectural achievements of the 1920s in his *Theory and Design in the First Machine Age* and comparable in scale only to the Dessau Bauhaus and the Van Nelle factory in Rotterdam.



villaggio del pescatore, trieste, italy

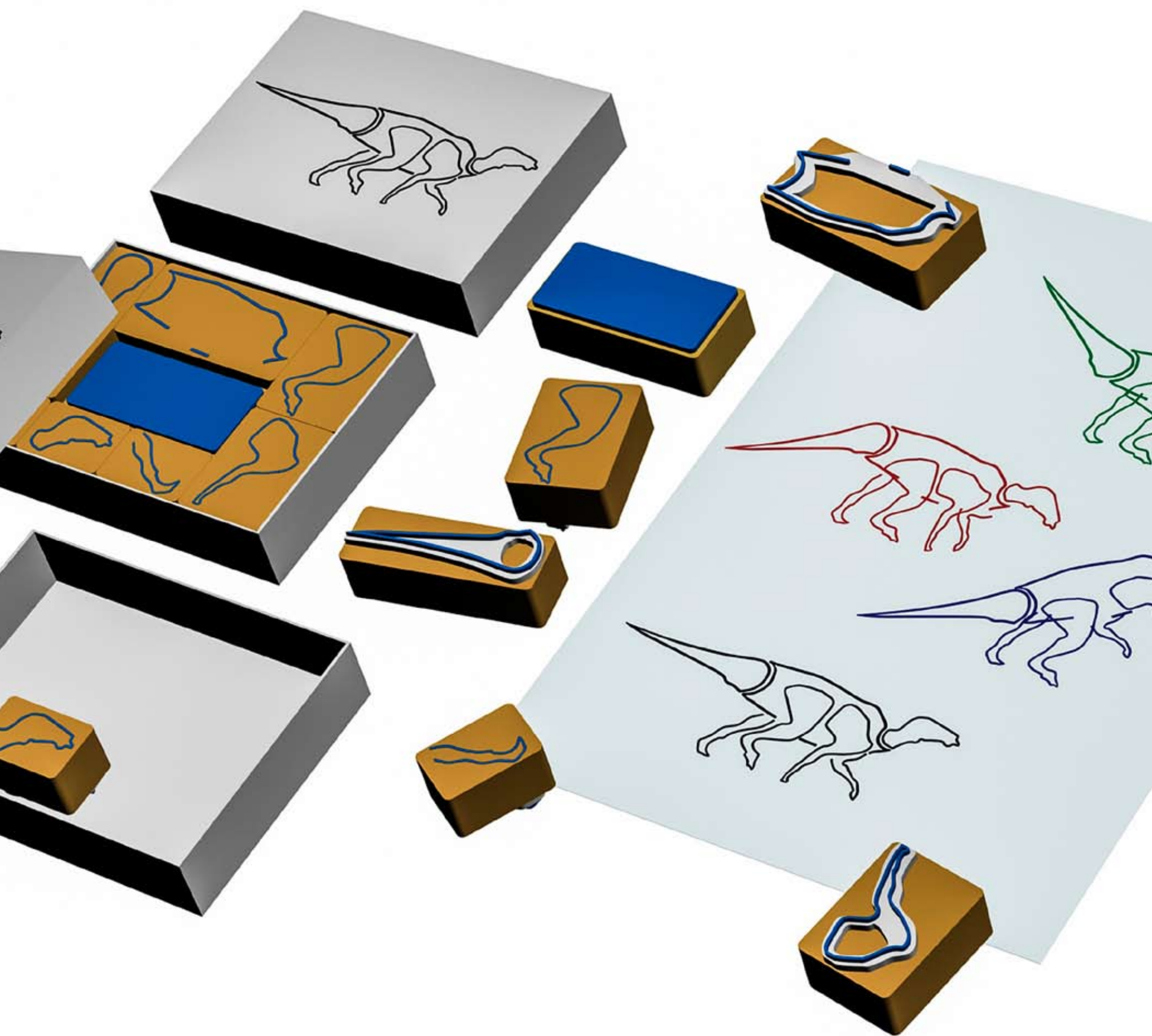






- 14 villaggio del pescatore, trieste, italy  
dinosaurio antonio / antonio, the dinosaur

*Tethyshadros insularis* is the biggest dinosaur ever discovered in Italy and one of the most complete in the world. Since the time when it was discovered in 1994 in the Villaggio del Pescatore near Trieste, this primitive Hadrosauroid has been known with the nickname "Antonio". Its skeleton is exceptionally maintained and jointed in anatomical connection and is now kept at the Civico Museo di Storia Naturale in Trieste.



14 set di timbri / set of stamps

'antonio, play with me'

roberto zanon, greta bignami ( italy, 1963 /  
1988 )

professione / profession: architect / designer

Rubber stamps series to 'revive' the dinosaur Antonio. The dinosaur Antonio, protagonist in the Civic Museum of Natural History of Trieste, is also the actor of the rubber stamps series that make up the kit designed, dedicated to specific age groups: 6-9 years. The idea was to dismember, using a series of independent stamps, the profile of the dinosaur. The different parts can be freely reassembled to 'animate' the final design in a series of poses, even fantastic, which will stimulate the interpretation of the child. The box is made with white cardboard, printed only with the profile of the dinosaur in the 'correct' position, thinking that the box could be stamped by the child while playing. The stamps are economically feasible with wooden support and the central pad could also be divided into several different colours.

PREMIO TRIESTE / TRIESTE AWARD



giuria / jury

Matevž Čelik, Maja Vardjan, Janka Vukmir, Nicola Bressi, Barbara Fabro, Emanuela Marassi, Giulio Cok

coordinamento generale / chief co-ordinator and editor

Giuliana Carbi

responsabili di coordinamento / co-ordinators

Deborah Arbull (Civico Museo di Storia Naturale–Trieste), Giuliana Carbi (Trieste Contemporanea, Continental Breakfast, Studio Tormaseo), Barbara Fabro ( InCE), Maja Vardjan (MAO, Museum of Architecture and Design–Ljubljana), Janka Vukmir (Institute for Contemporary Art, Zagreb)

consulenza di progetto / project consultant

Chiara Tomasi

grafica ed allestimento / graphic and exhibition's display concepts

Manuela Schirra

consulenza linguistica / linguistic consultant

Liana Rotter

consulenza informatica e multimediale / IT and multimedia consultants

Giulio Cok, Arlon Stok

segreteria generale e ufficio stampa / secretariat general and press office

Costanza Grassi

assistenti alla segreteria / assistants to the secretariat

Dalma Capeglioni, Magdalena Marta Dokowska, Serena Maffei, Anna Maschio, Giulia Mauro

consulenza alla comunicazione / communications consultants

Valerio la Martire, Enrico Marchetto, Massimo Premuda

fotografie allestimento / photographs of the exhibition

Fabrizio Giraldi



una produzione / a production  
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Civico Museo di Storia Naturale–Trieste  
Studio Tommaseo–Trieste  
Sci Fab Lab ICTP-Trieste

sede / venue  
Trieste, Studio Tommaseo, via del Monte 2/1

periodo / period  
19 settembre – 3 novembre 2014 / September 19 – November 3, 2014

ingresso libero / free admission  
orario: lunedì – sabato, 17 – 20 / opening hours: Mon – Sat, 5 – 8 pm

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t s c  
ont



BIO 50  
3, 2, 1 ... TEST

24th Biennial of Design  
Ljubljana, Slovenia  
10. 9 – 7. 12. 2014









