

# lualdi

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Milan, July 2022

**LUALDI and the TRADITION OF THE NEW**  
**23rd Triennale Milan International Exhibition**  
**Unknown Unknowns. An Introduction to Mysteries**  
**15 July – 11 December 2022**

The Triennale Milan International Exhibition is dedicated to design and architecture and sponsored by the Triennale in collaboration with the Bureau International des Expositions (BIE) and the Italian Ministry of Foreign Affairs and International Cooperation. A constellation of exhibitions and projects brings together 400 artists, designers and architects from over 40 countries, with more than 600 works and 22 international participations.

The 23rd International Exhibition addresses the theme of the unknown, investigating the mysteries of the known world and presenting a space to reflect on "what we don't know that we don't know". **Unknown Unknowns. An Introduction to Mysteries** offers a new look at the unknown and an opportunity for exploration. The unknown thus becomes a dimension to be experienced, a notion of astonishment in the face of the immensity of what escapes us.

## **The tradition of the new**

**The tradition of the new** - this is the title of the new exhibition at the Italian Design Museum of the Triennale Milano - illustrates how Italian design has always explored with courage and dedication, making use of extensive research to address the as yet unknown.

The exposition brings together works, installations, documents, creative processes and experiments that contributed to the development of society between 1964 and 1996, referencing the sociological, commercial, ecological, technological and cultural aspects.

The exhibition opens with an installation in which the concept of the door is reworked symbolically, taking up the main theme of the 23rd International Exhibition: the act of "crossing a threshold" represents the separation or communication between two environments, understood not simply as physical space but also as a passage between the known and the unknown.

The Design Museum opens a new chapter with a spin-off of the project **"Invece del Campanello"** (In place of the Doorbell), conceived in 1991 by Bruno Munari and Davide Mosconi, in partnership with Lualdi.

An eclectic artist and designer, Bruno Munari's creative activity was given over to experimentation, exploring all its forms to include painting, sculpture, design, photography and teaching.

[www.lualdi.com](http://www.lualdi.com)

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The installation illustrates the essence of Munari's thinking, accompanying us with a mixture of humor and exactitude, teaching us to shift the way we see things, even a little, and training us to assume a mental agility with which to navigate the world of modernity with ease.

Munari defined the 'campanello' (doorbell) as "the instrument to communicate auditory messages through the doors according to the character, mood, humidity and sensitivity of the people who ring the bell". For the centenary of Munari's birth in 2007, the exhibition was re-presented by Beppe Finessi in Lualdi's Milan showroom, with fit-out by Marco Ferrer and embellished with previously unpublished documents.

Using a series of doors produced by Lualdi, Bruno Munari and Davide Mosconi applied devices and structures "in place of the doorbell" that produce the strangest and most diverse sounds in relation to the imagined owner of the door. For example, to ring the door of the geologist 'Pietro di Pietra' we use a knocker that strikes a stone plate. For that of the Head Physician 'de Medici', the Medici brass knocker, spring piston, paper nametag.

The Design Museum selected six works, which will enhance the towers that make up the entrance portal.



## **TOWER 1**

Front: lacquered wood, brass knocker, spring piston,  
Back: lacquered wood, spring piston, battery tray, wood

## **TOWER 2**

Front: lacquered wood, rope and fabric  
Back: lacquered wood, rope, brass and wooden wind chimes

## **TOWER 3**

Front: lacquered wood, rope  
Back: lacquered wood, rope, brass doorbells, ribbons

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## **Tower 4**

Front: lacquered wood, bird callers, marker, paper tag

Back: lacquered wood

## **Tower 5**

Front: lacquered wood, wooden wooden keys and bridge, ropes, paper nameplate

Back: lacquered wood, "F" shaped holes, wooden keys

## **Tower 6**

Front: lacquered wood, Medici brass knocker, spring piston, paper nameplate

Back: lacquered wood, lithophone, rope, brass, spring piston



## **Company profile LUALDI**

Lualdi is an historic Italian design company engaged in the field of interior doors, bespoke furniture and contract, founded in 1859 as an artisan joinery and currently managed by the fourth generation of the family. The move to industrial production began in the sixties, thanks to the collaboration with a number of leading Milanese architects of the time. Today, the company works with some of the world's most important architects, has showrooms in Milan, New York and Miami, and its leadership is recognized the world over. The quality of the product and the production processes are long-held values of the company, a manufacturing operation requiring specialized knowledge that combines the quality of traditional craftsmanship with the most advanced industrial production methods. Corporate social responsibility is one of the cornerstones of its philosophy and its daily commitment to environmental protection. The socially and ecologically sustainable use of materials and resources has enabled the company to become FSC® certified.

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