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**MUSE Factory of Projects** develops **editorial and multimedia projects**, videos, video installations and websites with the aim of linking creativity, culture and business.

**MUSE** produces projects for **promotion and communication purposes** for businesses, organizations and local authorities, particularly focusing on contemporary life and design culture. We use the languages of new media, multimedia tools and interactivity, with the support of authors and technicians selected over the course of fifteen years' experience in the audiovisual publishing sector.

**MUSE** has taken part in the concept design and production of **television formats, documentaries, institutional videos, catalogs, books, festivals, events, websites** and curated **editorial and video products**. These include the [www.ultrafragola.com](http://www.ultrafragola.com) online platform, the first TV web specializing in design, **Giocare l'Arte**, a format on art for RaiSat Ragazzi, **Buon Compleanno Dino Risi**, a documentary produced by Rai Cinema, **Art Basel Miami Beach, L'Urlo. 50 anni di Beat and Peggy Guggenheim** for RaiStoria as well as various reportages for [Linkiesta.com](http://Linkiesta.com).

In 2009, in Moscow, MUSE created the video installation **Postcards from Italy. A Journey through the Territories of Italian Design**. In 2010 **Un bagno di stelle [Bathing in Stars]**, a video installation at the Milan Planetarium for Cosmit during the Furniture Fair. MUSE also curated content and production for the opening ceremony of the 86th **National SIGO Congress**.

In 2011, MUSE supervised the design, content and promotion of the QallaM book and **Spazio QallaM**, the space in Giussano where Molteni Quality is celebrated, also curating the related travelling exhibition **Quality on Tour**. On the occasion of the 2011 Milan Furniture Fair, MUSE created the **Light is movement** video installation for Fontana Arte and the video installation for Cosmit **Green Team. Sustainability, Architecture and Green Design**.

In 2012, MUSE and Teatro in-folio co-curated the concept design, texts and production of **Design Dance** for I Saloni 2012, a theatre performance staged at the Milan Triennale Teatro dell'Arte, as well as the **Meet Design Show** at the 2012 **Beijing Design Fair**. MUSE curated the design and production of the **Facecity** video installation at the XIII International Architecture Exhibition in Venice.

In 2013, during the Furniture Fair, MUSE curated the exhibition **Alik in Wonderland** at the Alik Cavaliere center in Milan along with Margherita Palli and NABA.

In 2014 MUSE curated the design and production of **Dove vivono gli architetti – Where Architects Live**, a 2,000 sq. m exhibition-cum-installation illustrating the homes of 8 world-class architects. We also produced the **How you make it** video installation and, with designer Ron Gilad, the 3D mapping projections in the **Glass Cube** for Molteni&C's headquarters in Giussano.

## Francesca Molteni

After graduating in Theoretical Philosophy from the University of Milan, Francesca Molteni took a postgraduate course in Film Production at New York University.

From 1999, she worked with Enrico Deaglio on the RAI-3 program "L'Elmo di Scipio" and contributed to Rassegna, Risk, Arte Oggi and AD. She curated the concept design and directed television formats and documentaries for the RAI network and collaborated with publisher Edizioni Olivares, creating and directing communications projects on art and design.

From 2002 to 2009, she produced historical documentaries, television formats and institutional videos with 3D Produzioni Video. As the writer and director of two "Ultrafragola" television series, a Sky TV program on design, she managed the design, launch and production of the online platform [www.ultrafragola.com](http://www.ultrafragola.com), the first web TV channel dedicated to design. She directed **Giocare l'Arte**, an art format for RaiSat Ragazzi, **Buon Compleanno Dino Risi**, a documentary produced by Rai Cinema, **Art Basel Miami Beach**, **L'Urlo**, **50 Years of Beat** and **Peggy Guggenheim** for RaiStoria.

In 2009 she set up the **MUSE Factory of Projects**.

She has taught on the undergraduate degree course in "Arts, Heritage and Markets" at IULM University, Milan; lectured on the Master's course in Communicating Cultural, Museum and Local Heritage at the University of Palermo and, as of 2011, teaches Performance Video at Naba, the New Academy of Fine Arts in Milan.

Since 2012 she has contributed to the **Sunday edition of IISole24Ore** as the author of "Oggetti d'impresa [*Objects of Business*]".

In 2012 she won the "Premio dei Premi" award for Innovation assigned by the **President of the Italian Republica for the** QallaM project, which received the Menzione d'Onore del Compasso d'Oro in 2014.

In 2013, she received the Cathay Pacific Award for women entrepreneurs and took part in "Italiax10. L'Impresa delle donne [*Women's Business*]" during the Citta' Impresa [*Business City*] Festival, a Telecom Italy initiative highlighting 10 examples of excellence in Italian female entrepreneurship.

In 2014 she received the **PIDA Design Prize** for the "Dove vivono gli architetti" exhibition, curated with Davide Pizzoni for the Milan Salone del Mobile 2014.