



MUSE Factory of Projects S.r.l.
Sede Legale: Via San Vittore 47, 20123 Milano
Sede Operativa: Via Monte Grappa 14, 20124 Milano
Tel. +39.02.83991151
www.museweb.it

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.

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. 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 Salone del Mobile, MUSE curated the exhibition **Alik in Wonderland** at the Alik Cavaliere center in Milan.

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**. In 2015, during FuoriSalone, MUSE produced the event for **Georg Jensen**, the exhibition **50+! Il grande gioco dell'industria** made for Museimpresa/Assolombarda, the movie **Loving Gio Ponti**, movies for **Flos**, **Kartell** and **Kartell Museum**, **Fondazione Vico Magistretti**, **Italia Innovation Program**, **Messersì Packaging** and a movie for **David Chipperfield's** exhibition in Madrid.

From 2016 MUSE curated and produced video for **Kartell**, **Astep**, **Giorgetti**, **H-Art**, **Italia Innovation Program**, **Messersì**, **Molteni&C**, **Dada**, **IlSole24Ore** and videos for **Studio 65**, the exhibition that took place at GAM in Turin and **Museo Bagatti Valsecchi** in Milan. Muse produced the ceremony Edida Awards for **Elle Decor** and the stages for the exhibition **50+! Il grande gioco dell'industria** in Milan, at Venice's IED and in many Italian Culture Institutes abroad, promoted by **Farnesina**. Between MUSE latest productions we can find the movie **I Wanted to be Walt Disney**, dedicated to Alessandro Mendini, the platform **Milano Design Lab** in collaboration with Milano Design Film Festival, and the exhibition **Atom: the cutting factory**, made at Milan's Triennale with Giulio Iacchetti in occasion of Atom's 70 years anniversary.

MUSE has curated special projects like the opening night of **Vicenza Oro**, and the movie produced by Salone del Mobile to celebrate the **Italian Design Days** in the world. During 2018 MUSE is working on a documentary about **Renzo Piano's Archive**, a movie and a book for **Giorgetti's 120 years**, and an exhibition about **design in 1968** produce by Mondadori and Palazzo del Cinema Anteo.

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Trailers of MUSE latest productions can be watched at these links

NEW MUSEUM(S). Stories of company archives and museums

Trailer: <https://vimeo.com/300774322>

The Power of the Archive. Renzo Piano Building Workshop

Trailer: <https://vimeo.com/293319770>

SuperDesign

Trailer: <https://vimeo.com/235392158>

Where Architects Live

Trailer: <https://vimeo.com/105962219>

Loving Gio Ponti

Trailer: <https://vimeo.com/146995484>

I wanted to be Walt Disney

Trailer: <https://vimeo.com/185400845>

Among Festivals and Institutions that choose our productions we point out:

MAXXI, Roma; MDFF Milano Design Film Festival; ADFF – Architecture Design Film Festival; AIA Film Event - Los Angeles; Architecture Film Festival Rotterdam; Architecture Design Film Festival, Londra; Bangkok Design Film Festival; Biennale di Venezia; CAF Copenhagen Architecture Festival; CINE ARCHI-Maison de l'Architecture, Annecy; EBOSS Architectural communications organisation in Auckland, New Zealand; EPOS International Art Film Festival; Filmtheater Alkmaar (Netherlands); Istituto italiano di Cultura a Barcellona, Los Angeles, Parigi, Stoccolma, Toronto, Vienna; Lund International Architecture Film Festival, Musée des Arts Décoratifs Parigi; South Sweden New Zealand Architecture + Design Film Festival; SIAFF - Seoul International Architecture Film Festival; Movies on Design Event, Bangkok; Singapore Design Film Festival; The Munich Film Museum; Urban Eye Festival, Bucharest, Romania; Budapest Architecture Film Days; Parsons School, New York; Royal Academy of Arts, Londra; PAC Film Programming, Canada; Winnipeg Architecture Foundation, Canada.

“NEW MUSEUM(S). Stories of company archives and museums” will be screened at European Parliament in Brussels on 30th January 2019.



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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 RAI3 program "L'Elmo di Scipio" and curated the concept design and directed television formats and documentaries for the RAI network .

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, 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**.

Since 2012 she collaborate with **AD Italia**, **GQ**, **Vogue**, **Elle Decor** and the Sunday issue of **Sole24Ore** with articles collected in the book **Icone d'impresa. Il grande gioco dell'industria**, Carocci editore, 2016.

In 2012 she won the "Premio dei Premi" award for Innovation assigned by the **President of the Italian Republic** 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 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 Pizzigoni for the Milan Salone del Mobile 2014.

In 2016 she curated and directed **La Casa Bianca**, Rai3's format. In 2017 she realized in collaboration with Maria Cristina Didero **SUPERDESIGN**, a movie about Italian Radical Design, produced by R&Company Gallery in New York; in 2018 the documentary **The Power of The Archive. Renzo Piano Building Workshop** with Fulvio Irace and in collaboration with Renzo Piano Foundation.

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