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Musei di Carta

20 designers for 20 italian museums

Musei di Carta (*Museums of Paper*), an event promoted by Aliantedizioni as a research project for Italian museums, moves on to Rome following its successes in Milan and Palermo obtained on the occasions of their respective Design Weeks of 2012. The show will be held in one of the city's most prestigious museums: the **Museo Nazionale Etrusco di Villa Giulia***, repository of the world's fullest and most fascinating Etruscan art collection.

Musei di Carta brought about the conditions for a reflection on the theme of museum merchandising and the possible requirements for references to the museums' featured works in the articles offered in their respective internal shops. Italian museums preserve some of the most spectacular treasures in international art and could draw major economic benefits, compared to the current situation, thanks to a more careful selection of goods to offer visitors. The show gathers the results of this research and presents some alternative proposals on offer to managers of museums and their internal sales points. *MdC* therefore has the purpose of stimulating comparisons that might contribute to improving the choices made by the specialised operators.

The prototypes on show were designed by 20 interesting Italian designers, each of them associated with one of the more important national museums, and all of the items have been made in recycled paper or card. They are light and economic, yet able to be a pleasant souvenir of the particular museum visited. The list of museums was compiled with a logic that simultaneously took account of some significant factors: the prestige of the collections; an adequate representation of the various artistic periods; annual visitor numbers; and an even as possible territorial distribution.

The show, curated by Alessandro Loschiavo, was conceived as an itinerant event and is easily facilitated in being so thanks to a recyclable and minimal set design by Makoto Kawamoto. At this Roman staging, it will be accompanied by a new video that will illustrate the dialogue between the designers' projects and the works within the relevant museums.

*Villa Giulia, which Pope Julius III had built between 1550 and 1555, is a splendid example of a Renaissance villa whose planning involved Giorgio Vasari among others. The residential building is sited in an architectonically constructed garden, with terraces connected via showy flights of steps, fountains adorned with statues and the nymphaeum, Rome's first "water theatre". Since 1889, with successive layout arrangements, Villa Giulia accommodated the Museo delle Civiltà Preromane (Pre-Roman civilizations), thence becoming the Museo Nazionale Etrusco, and preserves some absolute masterpieces such as the "Sarcophagus of the Spouses" and the "Apollo of Veii", from excavations carried out in Southern Etruria. This already noteworthy core of findings is joined by a collection of very high standard Greek creations imported into Etruria between the VIII and IV centuries BC, like the famous Euphronios krater brought back to Italy following a difficultly-obtained accord between the Italian Ministry of Heritage and the Metropolitan Museum in New York.

Musei di Carta is an Aliantedizioni project with the backing of the Ministry for Art, Culture and Heritage. The Rome staging was made possible thanks to the cooperation of the Superintendency of the archaeological heritage of southern Etruria.

