

PRESS RELEASE

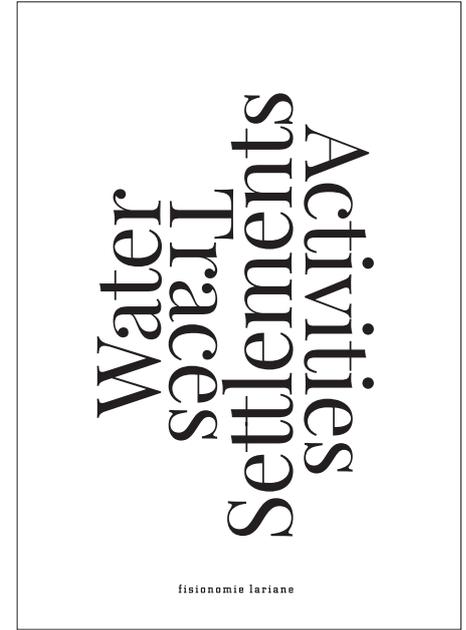
INITIATIVES BY THE ORDER OF ARCHITECTS PPC OF COMO FOR LAKE COMO DESIGN FAIR 2019

On Saturday 21 and Sunday 22 September at the Lake Como Design Fair the Order of Architects of the Province of Como will be organising guided visits to the Rationalist monuments in the city. Exceptionally, it will open to the public the permanent display of postcards of the Fisionomie Lariane project at the Novocomum. An overview of the richness of the territory in the historic building by Giuseppe Terragni, at Via Sinigaglia 1, Como, the headquarters of the professional order.

The initiatives described below in detail are intended to be an instrument for shared purposes in the cultural dissemination of architecture and the territory with a view to appealing to a broad public. The Rationalist itinerary of the Fisionomie Lariane project, as well as the permanent exhibition of postcards on the Novocomum bulletin board, designed by a scholarly committee and coordinated by professionals, is a tool for dialogue between architects and citizens, professionals and the community. The sense of belonging to a territory starts from a knowledge of it. Explaining the complexity of architecture, recounting how it marked an era with its forms and through authentic masterpieces, also means restoring it to its true collective nature.

Fisionomie Lariane is a research project based on the territory of the Province of Como, an inventory of architecture and landscapes, an archive of authored photography, a collection of drawings, a series of itineraries, a permanent exhibition and a web platform. Fisionomie Lariane is a project conceived and curated by the Culture Commission of the Order of Architects of the Province of Como.

The guided tours that follow the Rationalist itinerary in the city and the extraordinary opening of the exhibition at the Novocomum, organised on the occasion of the Lake Como Design Fair, is only the first step in a broad and varied project now under way through the collaboration of the Culture Commission of the Order of Architects PPC with the Municipality of Como, Cattaneo Archive, Accademia di Belle Arti Aldo Galli-led and the Association of Hoteliers of Confcommercio Como.



GUIDED TOUR

A Rationalist itinerary in the city

The first itinerary of Fisionomie Lariane conceived and promoted by the Order of Architects of Como in collaboration with the Cattaneo Archive. Experts will guide the participants to discover a selection of Rationalist architecture, identified by the research project Fisionomie Lariane, in the interiors and exteriors of the Casa del Fascio, the Novocomum, the War Memorial and the Canottieri Lario boat club. Through guided tours we wish to make the local architectural heritage known and valued by opening up further reflections on its significance in the context of the Como area. The guided tours are free, in Italian and English. Reservations are required through iM@teria for architects, through the Lake Como Design Fair ticket office at Broletto or at info@wonderlakecomo.com

Saturday 21 September from 10.30 am to 12.30 pm and from 4.30 pm to 6.30 pm

Sunday 22nd September from 10.30 am to 12.30 pm and from 4.30 pm to 6.30 pm

BULLETIN BOARD

A permanent photo exhibition in postcard format that enables visitors to construct an overview of the territory. The Novocomum headquarters of the Order of Architects of the Province of Como provides a frame of reference and a starting point for a survey.

Fisionomie Lariane is also a photographic archive of the Province of Como interpreted through the eyes of the eleven photographers involved in the research:

Marco Cappelletti, Stefano Graziani, Walter Mair, Planar, Sara Ruggeri, Isabelle Sassi Fariñas, Giovanna Silva, Donatella Simonetti and Filippo Simonetti, Jacopo Valentini and Edoardo Valle.

On this occasion the new publication of the project will be distributed.

Novocomum, Viale Sinigaglia 1, Como
Open Saturday and Sunday from 10.00 am to 7.00 pm

PUBLICATION

Copies of the new volume *Water Traces Settlements Activities* of the editorial project *Lariane physiognomies* will be distributed.

A journey through the four categories that guided the research of the Culture Commission between 2014 and 2019, illustrating a selection of exemplary architectures, natural and artificial landscapes, defining physical and conceptual paths that link places known with places forgotten, identitarian places with the most anonymous ones.

The case studies included in the publication are taken from a larger archive accessible at the dedicated website.

fisionomielariane.it