

ITALIAN DESIGN RENAISSANCE

イタリアデザインのルネサンス
イタリアの中心における美術・デザイン教育



OFFICIAL PARTICIPANT



ON ART
AND DESIGN
EDUCATION
IN THE HEART
OF ITALY

SEPT—2025
ITALIAN PAVILLION
OSAKA EXPO

Umbria in the Eyes

The Spirit of a Land through the Eyes of Perugino



Umbria in the Eyes

The Spirit of a Land through the Eyes of Perugino



Umbria in the Eyes

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Umbria in the Eyes

The Spirit of a Land through the Eyes of Perugino

Banner of Justice

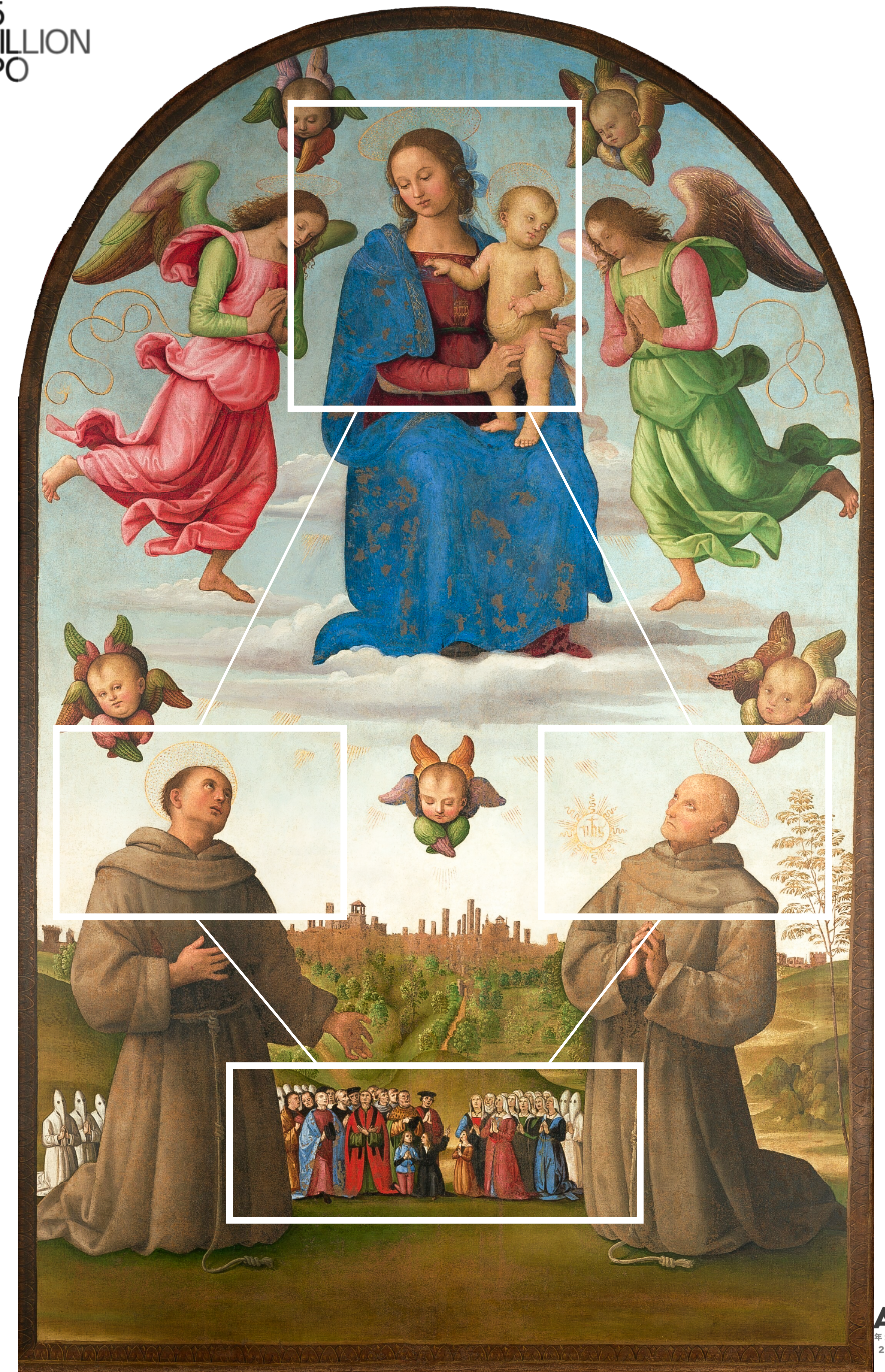
circa 1496, tempera on canvas, Perugia,
Oratory of Saints Andrew and Bernard,
known as the Oratory of Justice (inv. 278)
© National Gallery of Umbria, Perugia



What does this painting tell us?

In the Banner Altarpiece, commissioned by the Confraternity of Justice in Perugia, the city's inhabitants are shown gathered at the gates, entreating the Virgin and the two great Franciscan saints—Francis of Assisi and Bernardino of Siena—for divine protection. Perugino's composition captures not only the devotional fervor of a community but also a moment suspended between sacred intercession and civic identity.

Tiziana D'Acchille, Academy of Fine Arts' director



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Community

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Intercessors



Actions



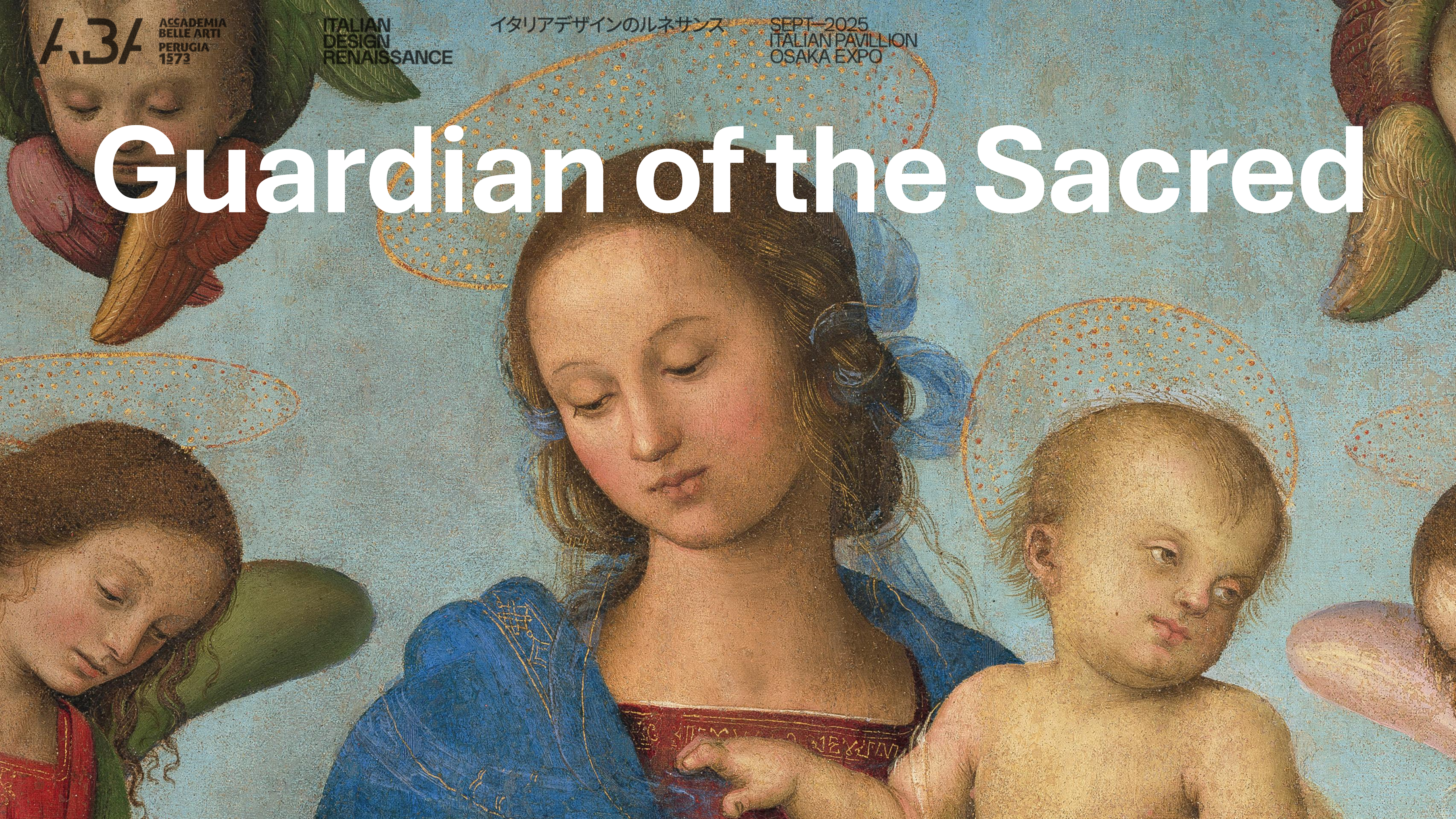
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Guardian of the Sacred



But what we have to look at?

In the background, the city of Perugia and the countryside just outside the urban walls are portrayed. We can argue that what the community is asking for through divine intercession, beyond personal protection, is also the safeguarding of their place of living, their economic prosperity, and, ultimately, the land to which they belong.



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The City



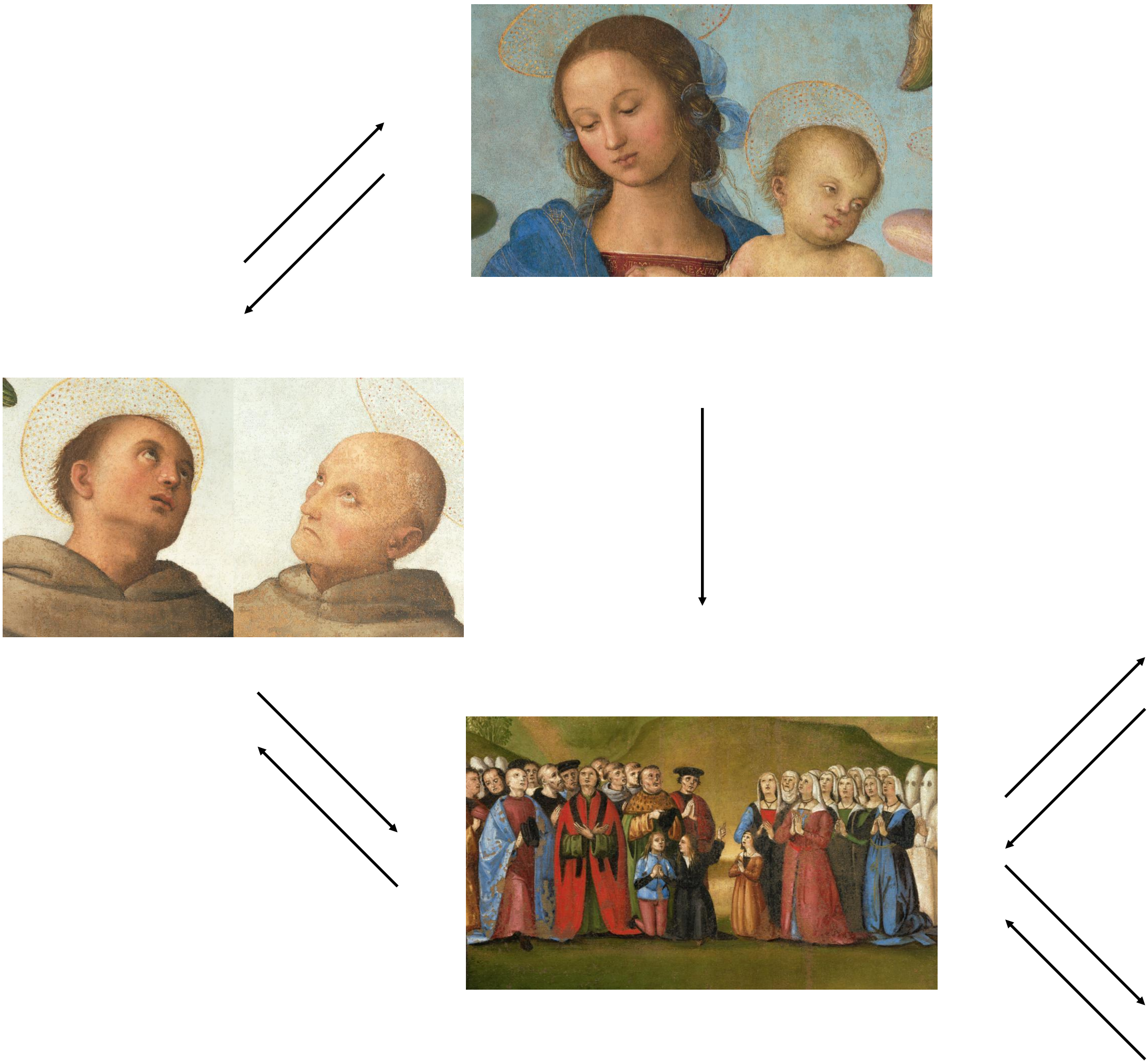
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The countryside



Banner of Justice

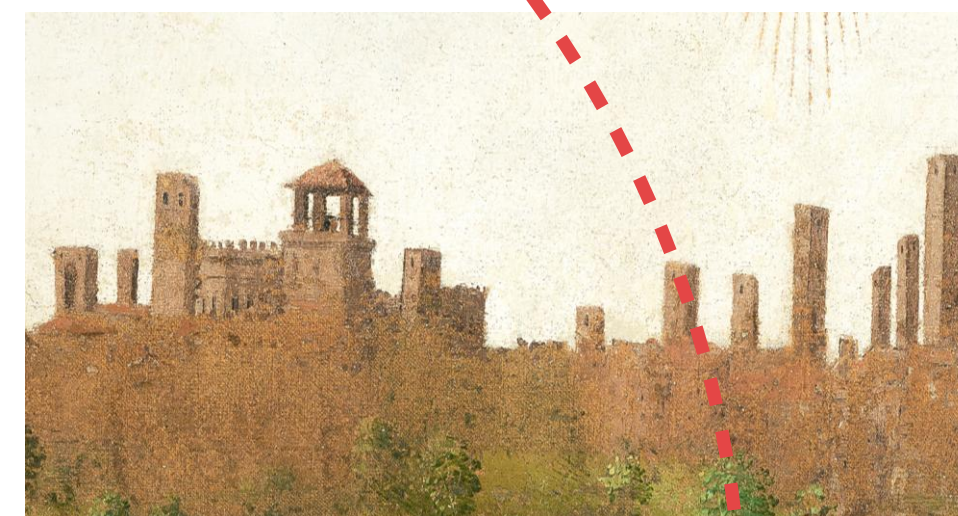
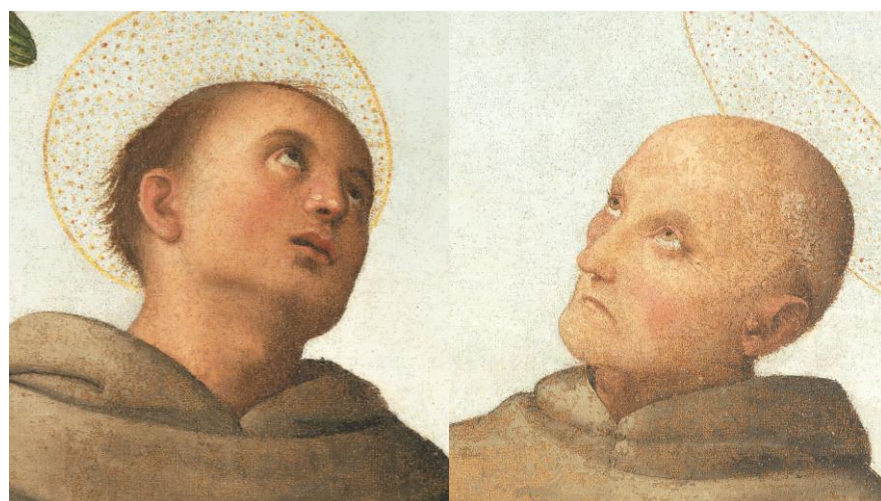
Map of relationships among actors



Immaterial

Identity

Material

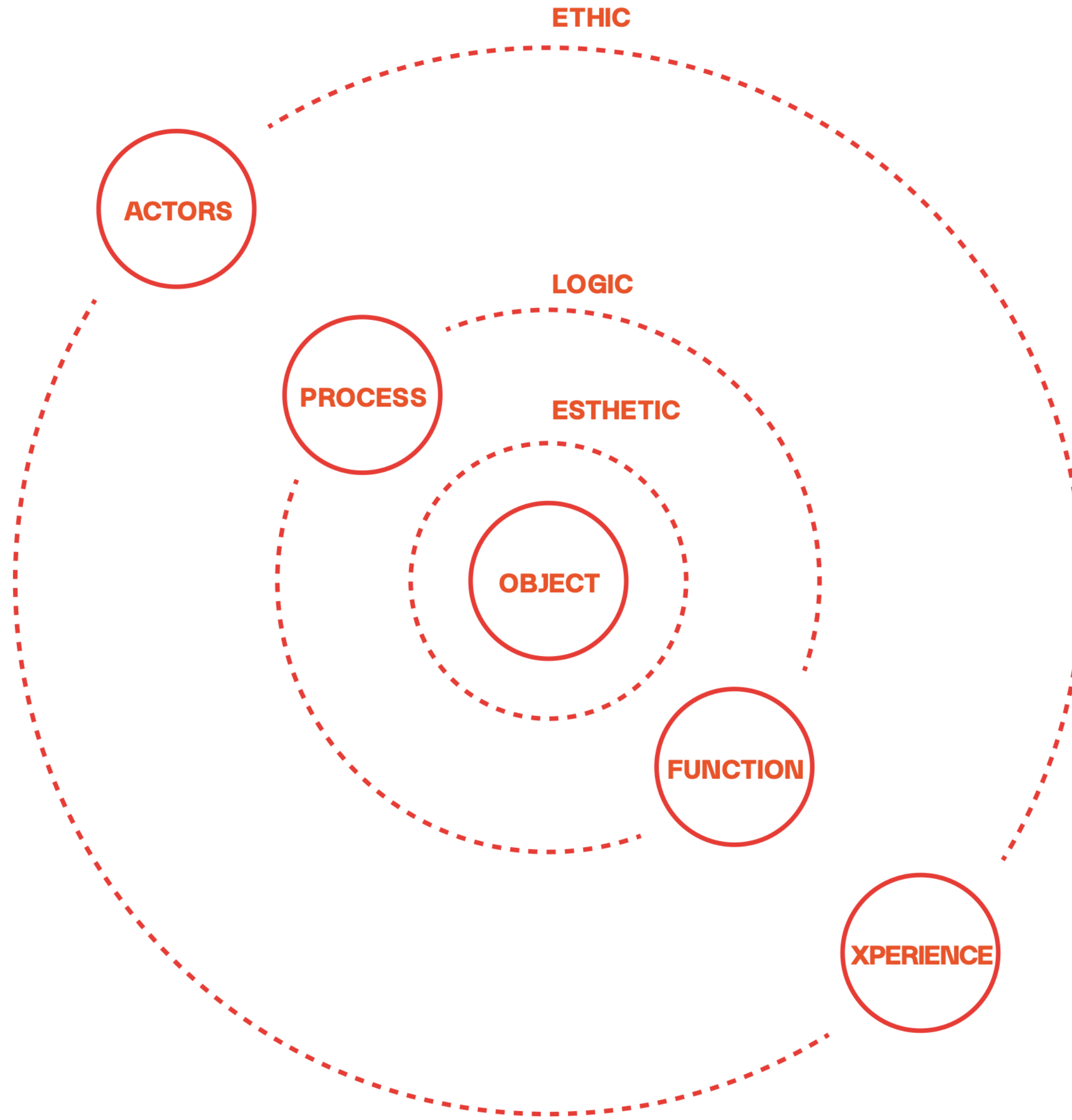


Banner of Justice

Map of relationships among actors

Designing Identities

Developing research on methodologies, actions and tools
for regeneration processes of territories and communities.



PERUGIA

What are the reasons for which our city is generally known?

PERUGIA



What are the Perugina really known?

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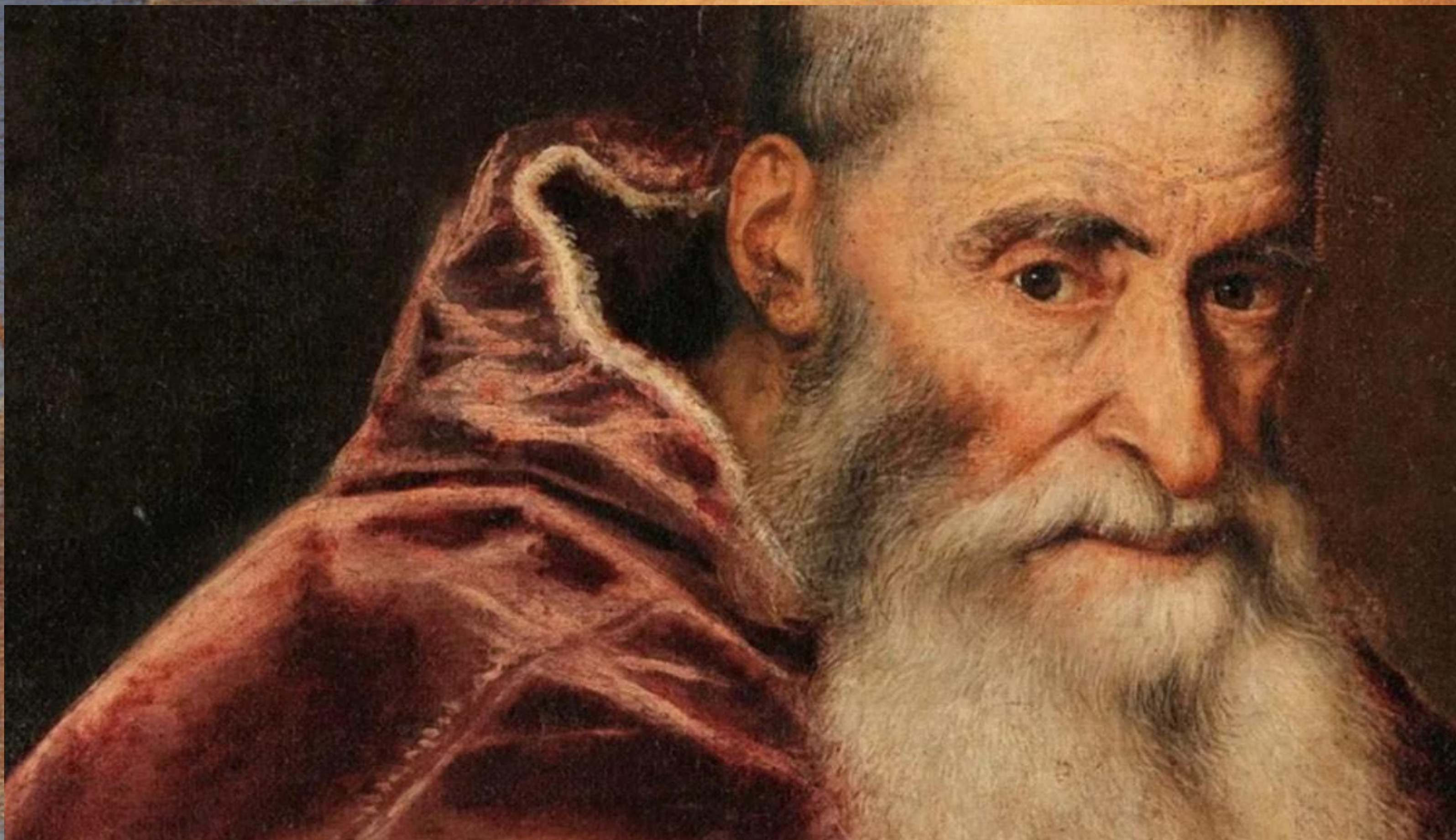
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Spazio titolo copertina di sezione
interna

Spazio descrizione testuale









Spazio pieno come
interna



Spazio pieno come
interna



Spazio pieno cope
interna



Spazio pieno cope
interna



Spazio pieno cope
interna



PERUGIA

What are the reasons why our citizens feel they belong to our city?

Design as Therapy

For a new design methodology that involves ethnographic field research, the study of disease and conflict emergence, the definition of new identity needs, and the planning of design actions.

Develop a general plan focusing on the key aspects to be addressed—values, language, lexicon, imagery, and the diverse targets and stakeholders involved.

Define and verify the common objectives, with particular attention to ensuring that the underlying vision is broadly shared.



Why does it matter to study identity design in our Academy?

Learning design methodologies

Practice an interdisciplinary approach to design capable to manage complex values, different disciplines and design variables.

Applying an Ethnographic Approach

Combining formal research with fieldwork for the production of
non-formal knowledge.

Studying the new role for designers

Redefining the role of the designer as an actor capable of operating in complex scenarios.

Overlapping Art and Design

To develop experimental working practices in which contemporary art practice and design discipline intersect and overlap, blurring their boundaries.

Experimenting New Visual Languages

To develop the ability to produce highly experimental visual languages that can be linked to and enriched by the roots of a community's historical heritage.

Practicing Contemporary design tools

To develop the ability to employ and manage the most contemporary design tools such as
data driven design, coding and generative graphic design;

Focusing on Type Design

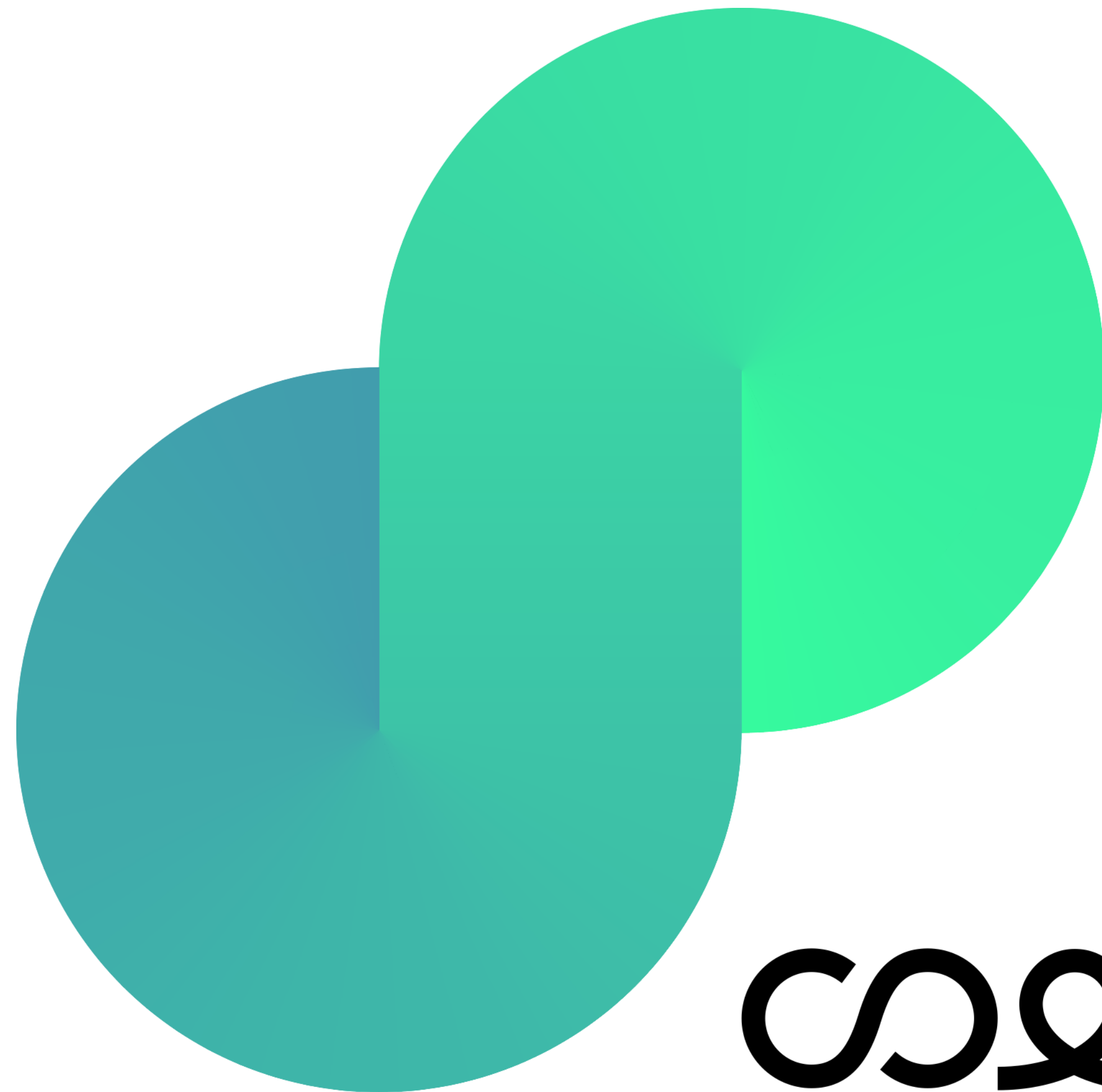
We devote particular importance to the study of lettering and type design, which in our working method is a central aspect in the development of the identity project.

Cases

Research projects and cultural partnerships

Seed Festival

Design Actions for the future
Institutional partnership and co-curatorship.



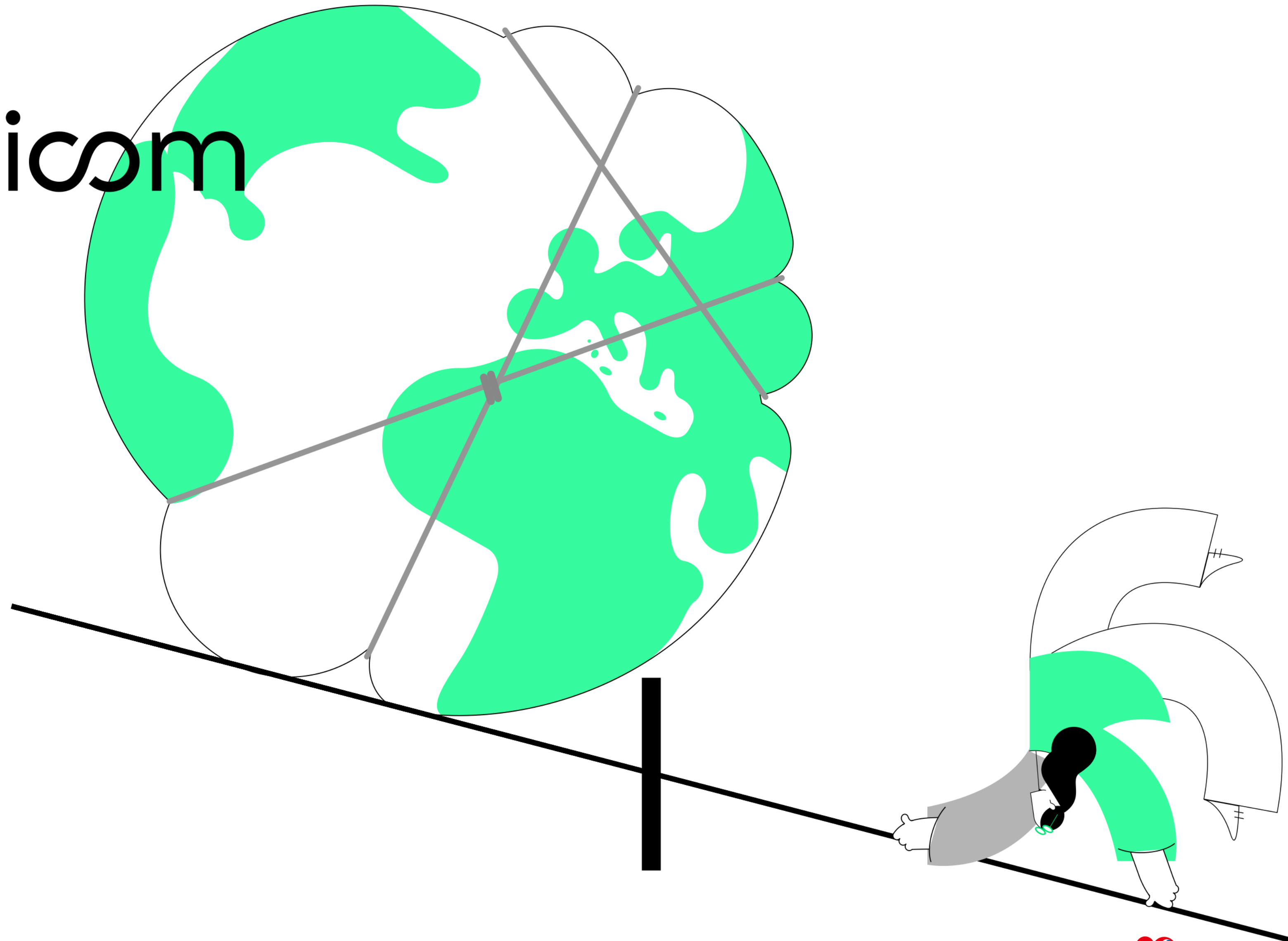
seed

Design actions
for the future

Seed Festival

Co-curatorship and communication design

Urbanicom



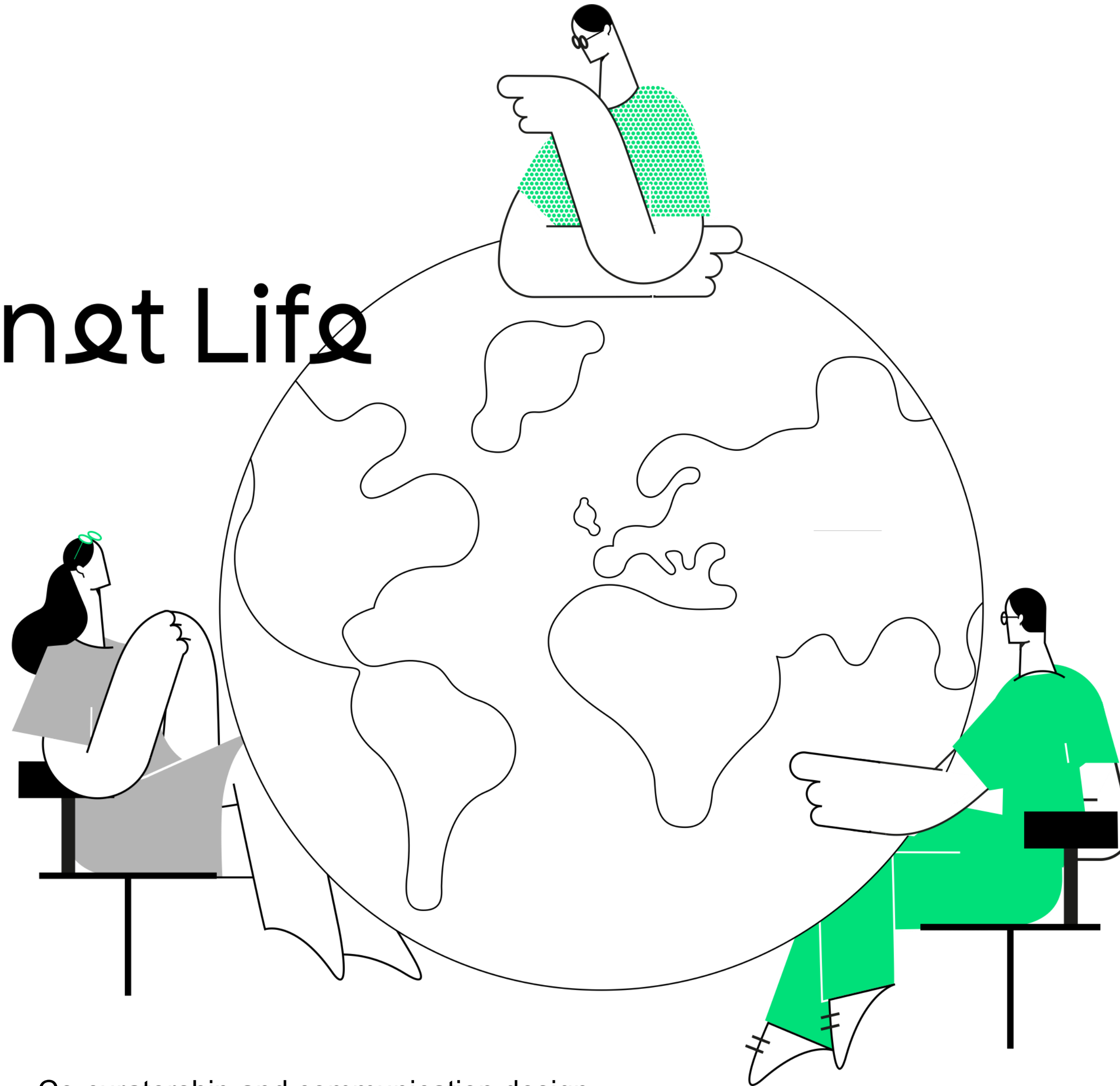
Seed Festival

Co-curatorship and communication design



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Planet Life



Seed Festival

Co-curatorship and communication design



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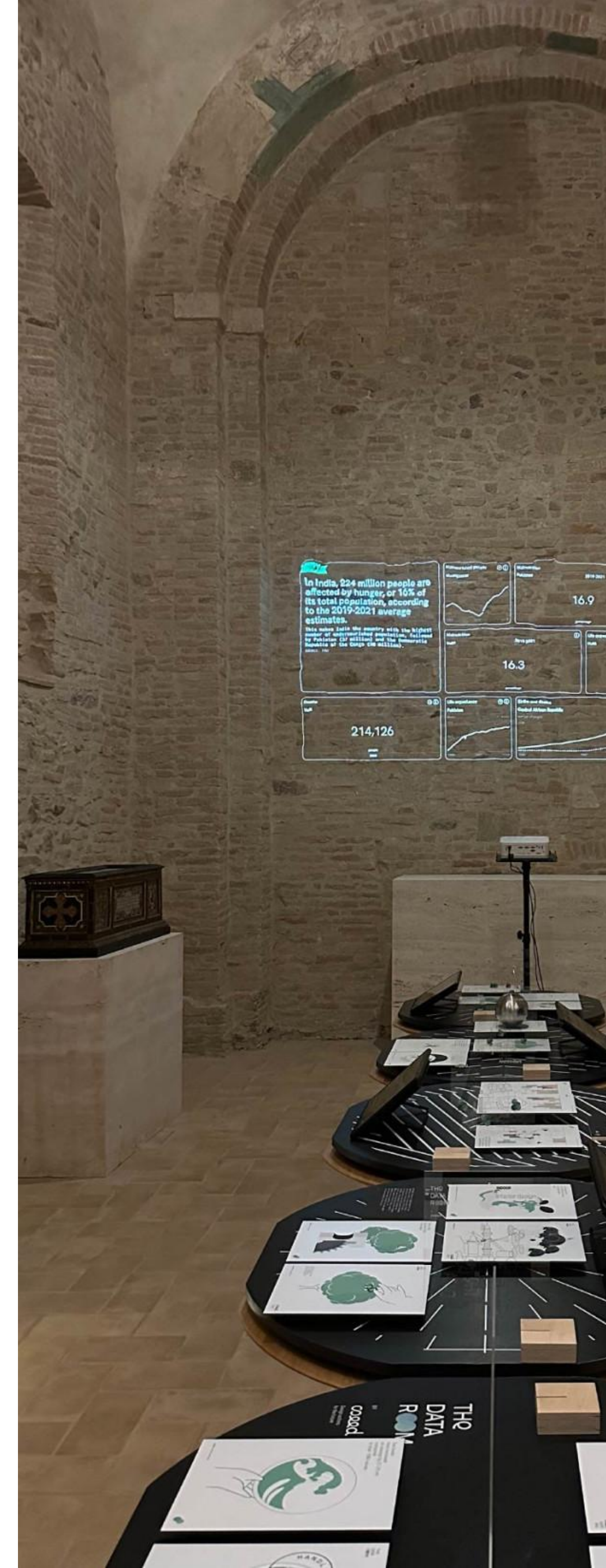


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Seed Festival

Co-curatorship and communication design

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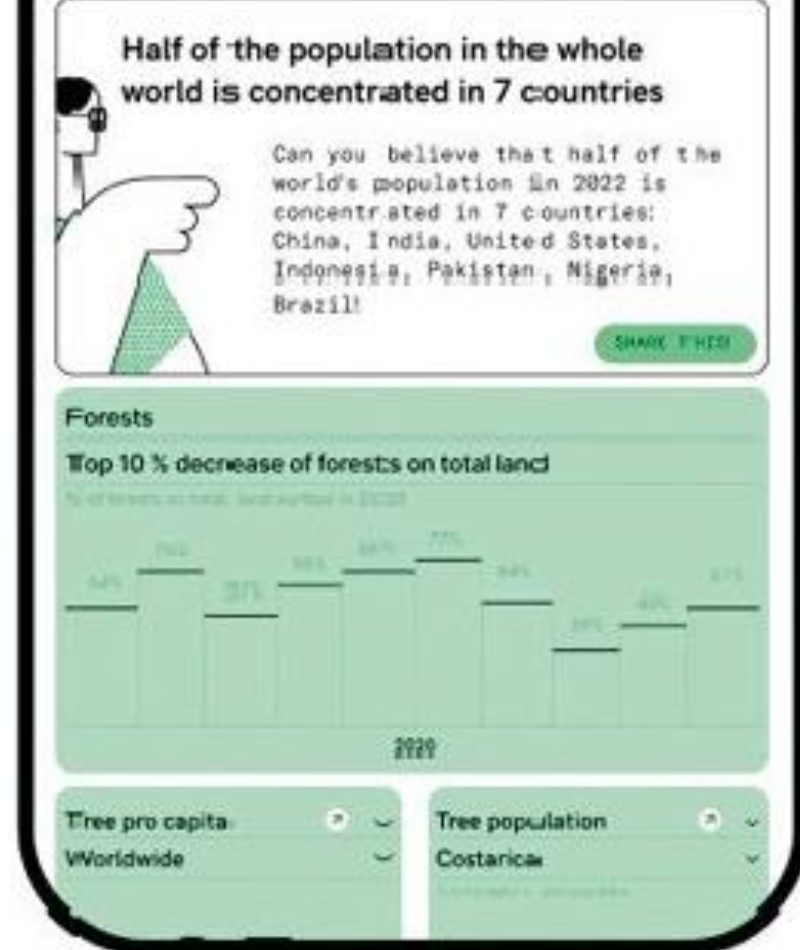
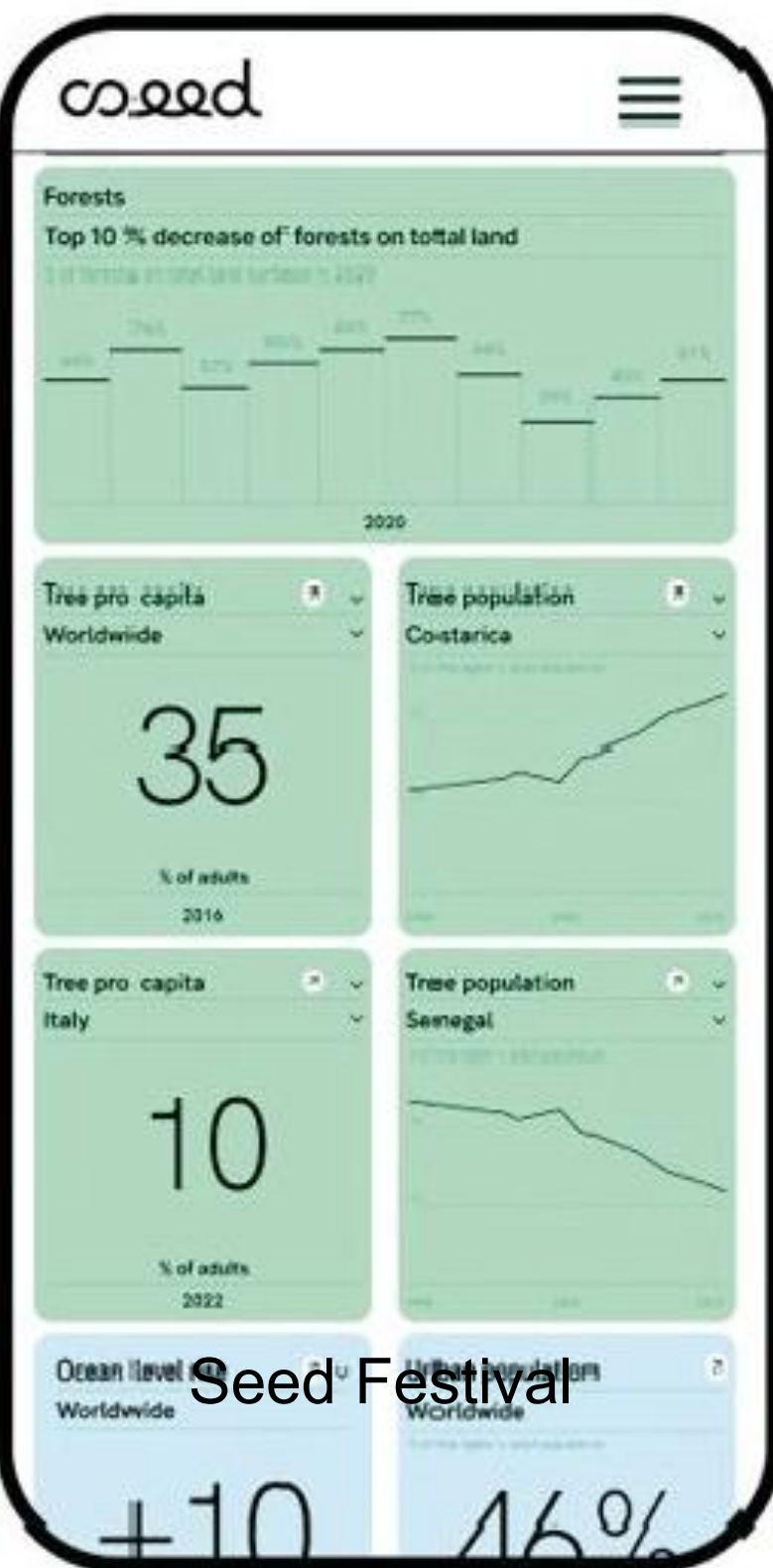
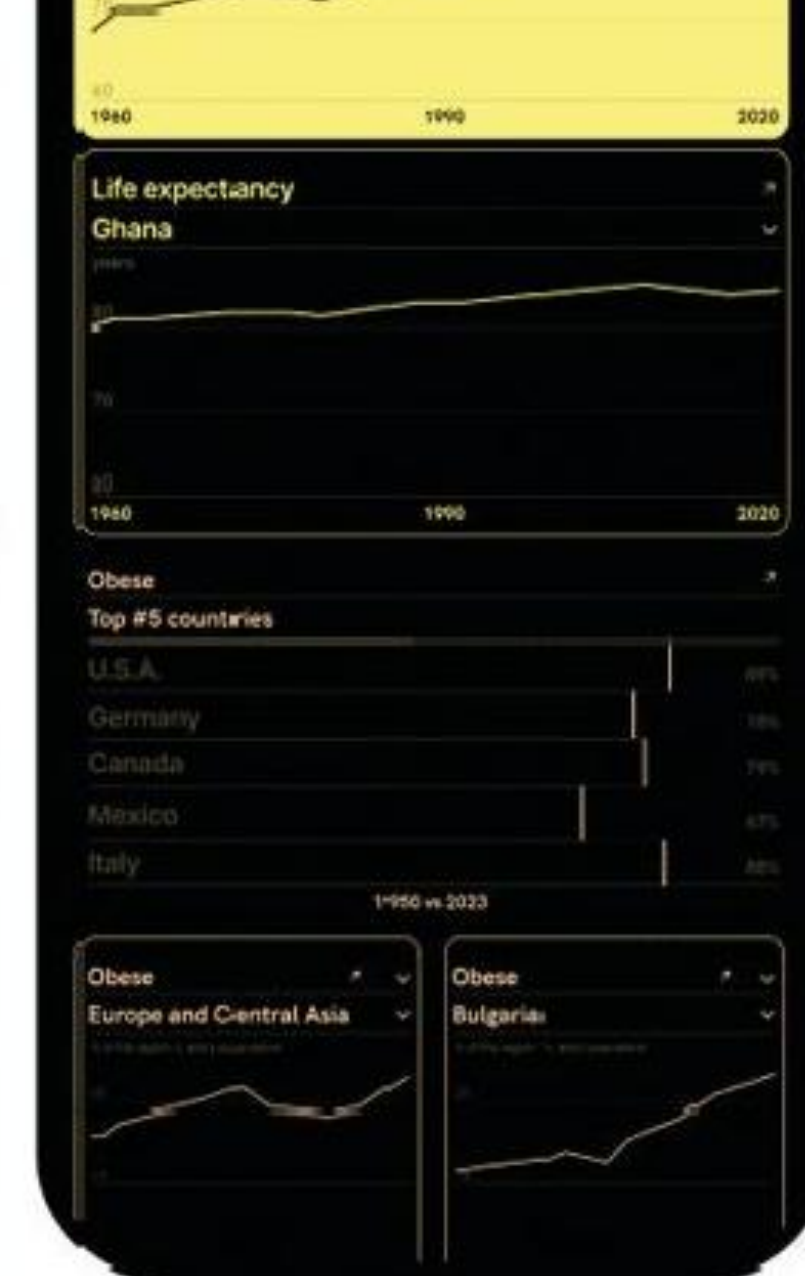
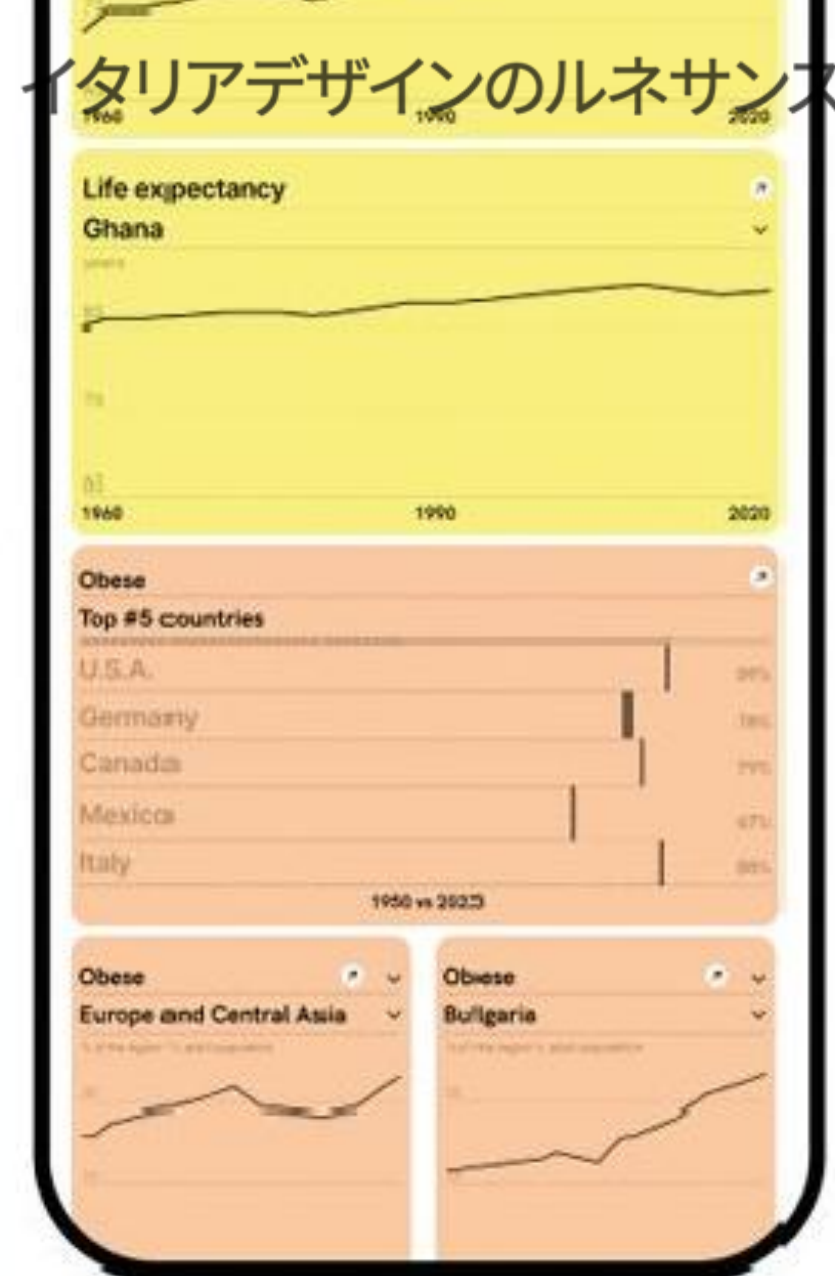
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Seed Festival

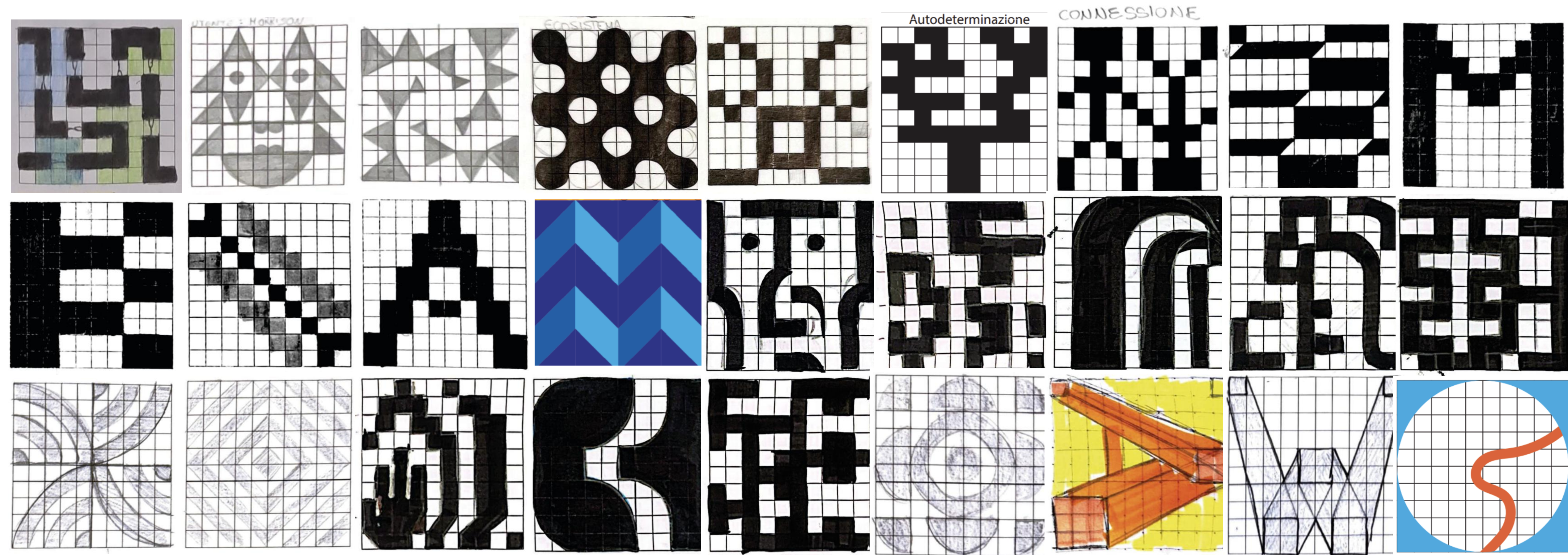
Co-curatorship and communication design

Stecca 3

Curatorship and Architectural graphic painting
for a community space.

In collaboration with Association Temporiuso, Milan.



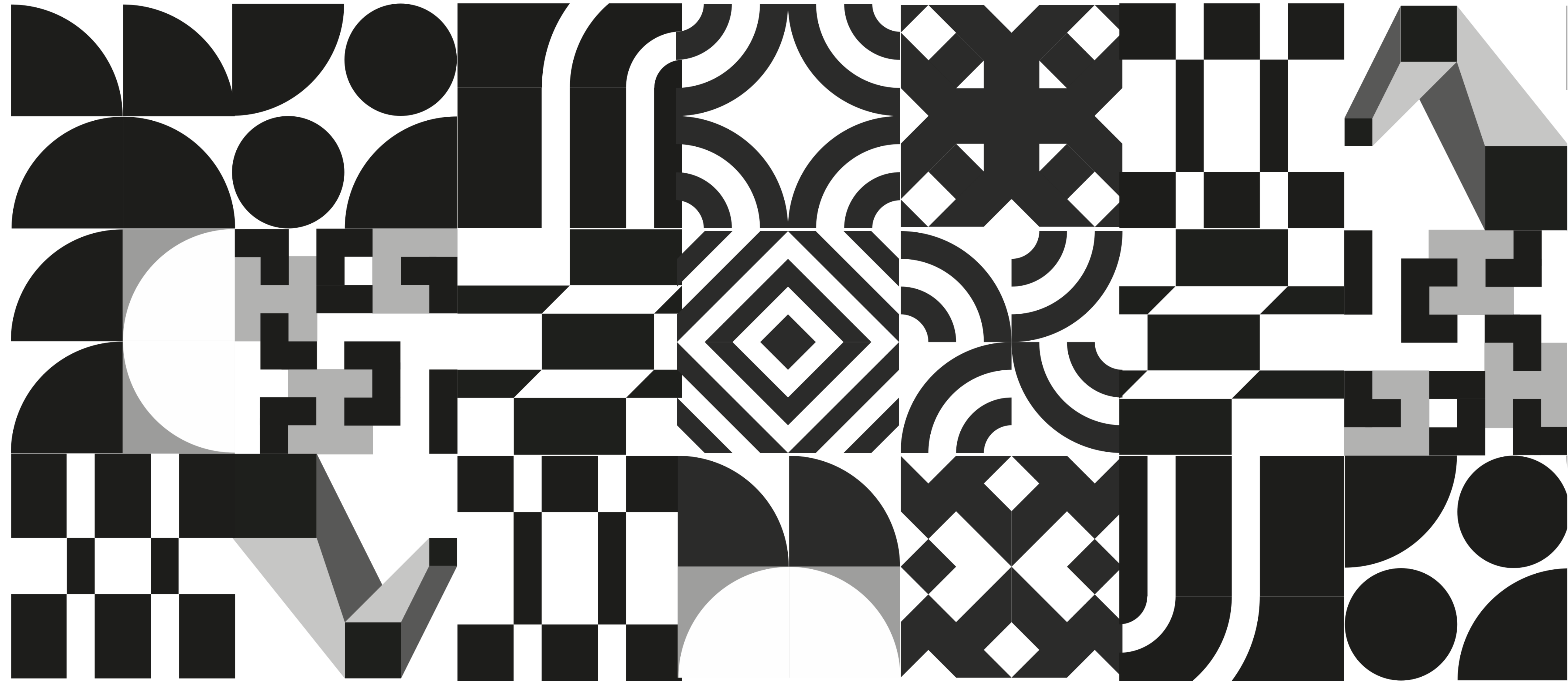


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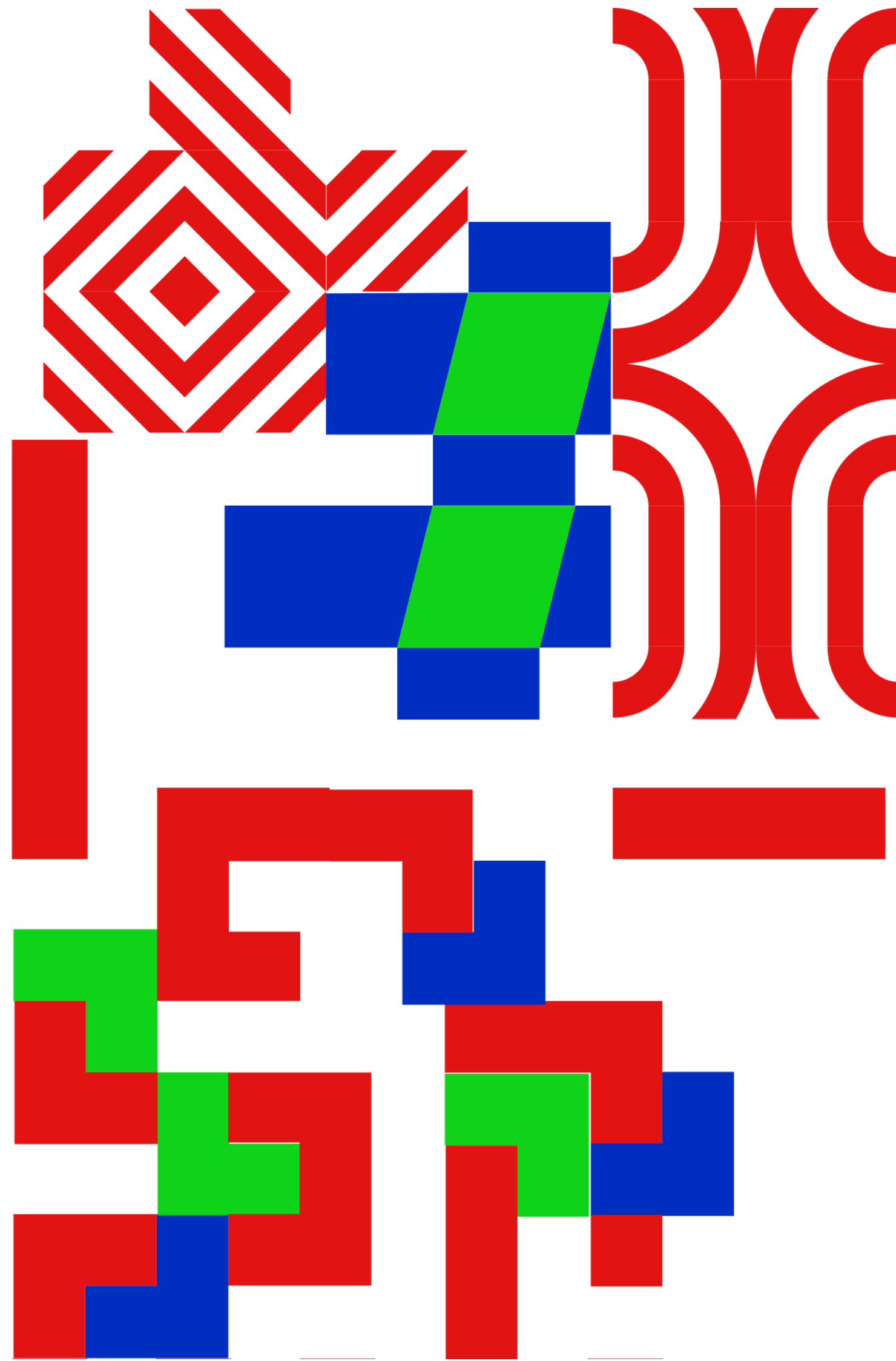


ABA—Stecca 3

Curatorship and Architectural graphic painting

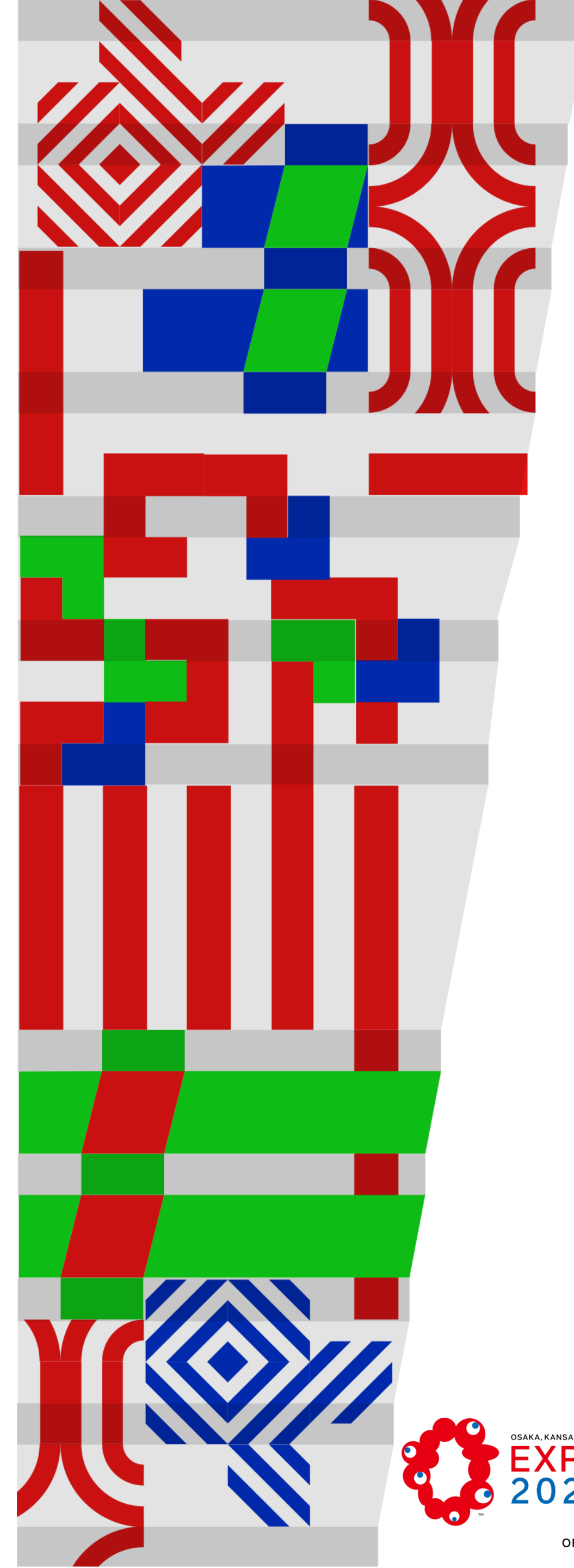


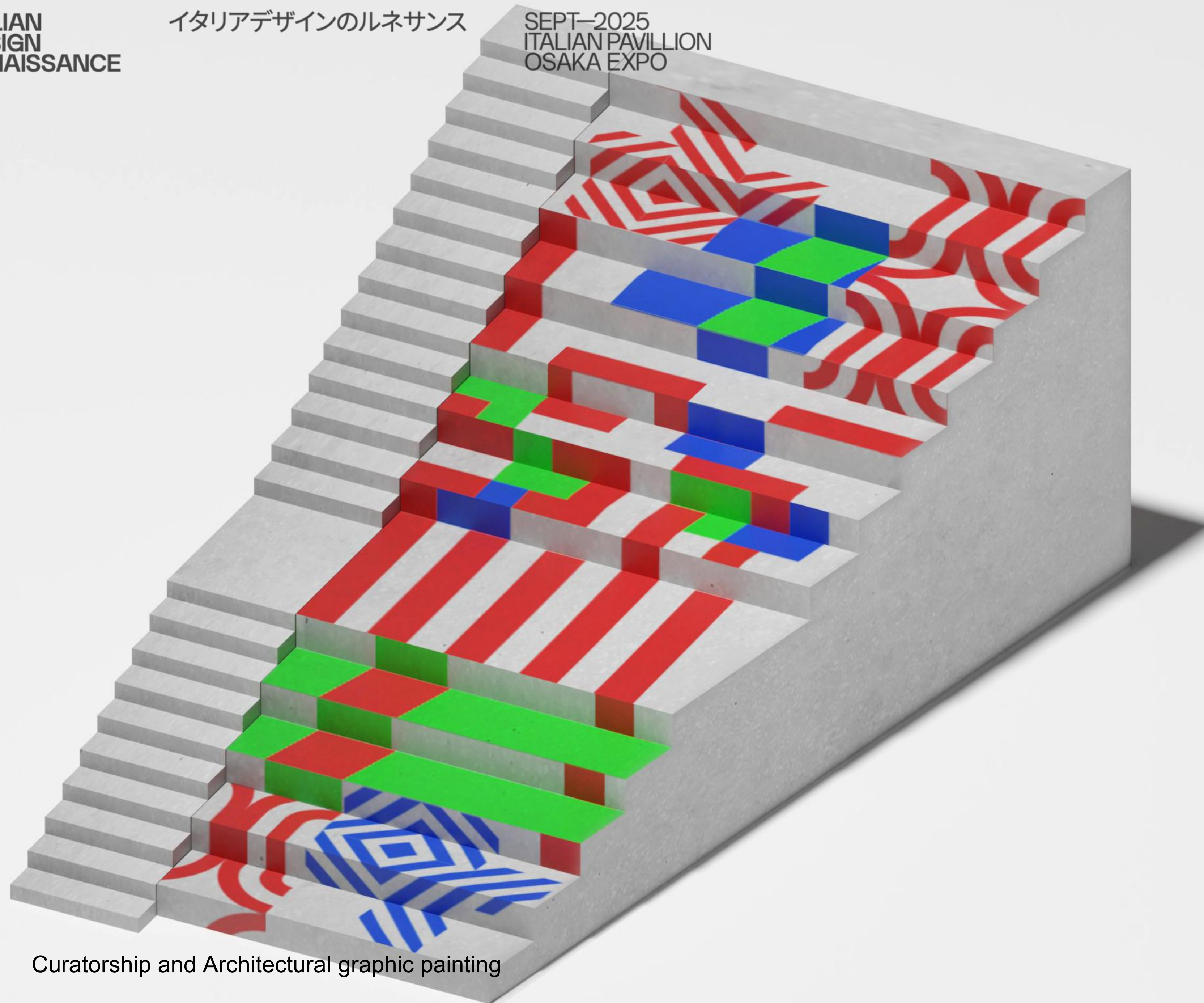
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Curatorship and Architectural graphic painting





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STEC

SPAZIO
SOCIOCULTURALE

meccanici di
Associazione +bc
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Lombardia
e falegnami di
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urbanisti di
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Curatorship and Architectural graphic painting

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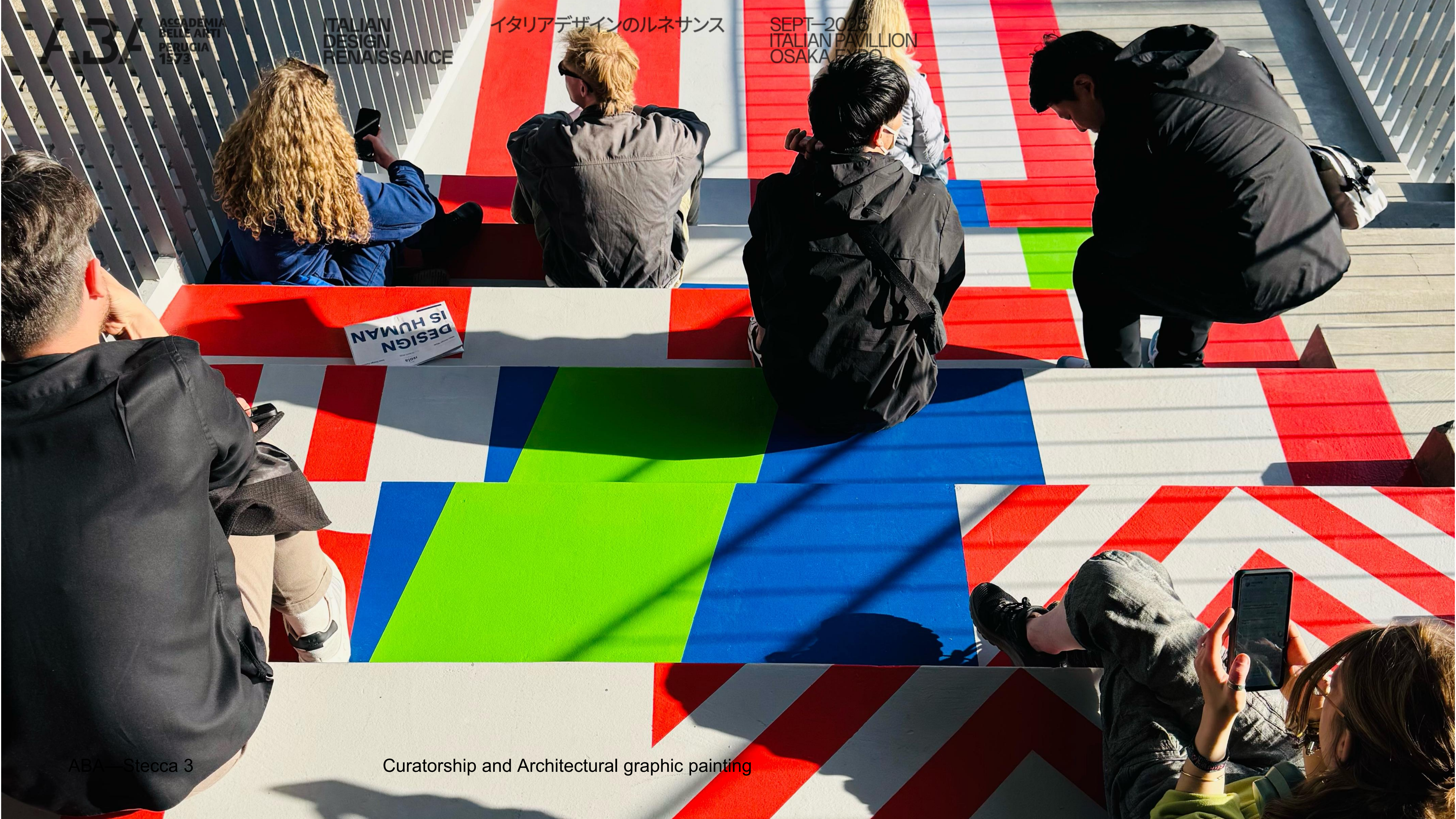
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DE CASTILIA 26

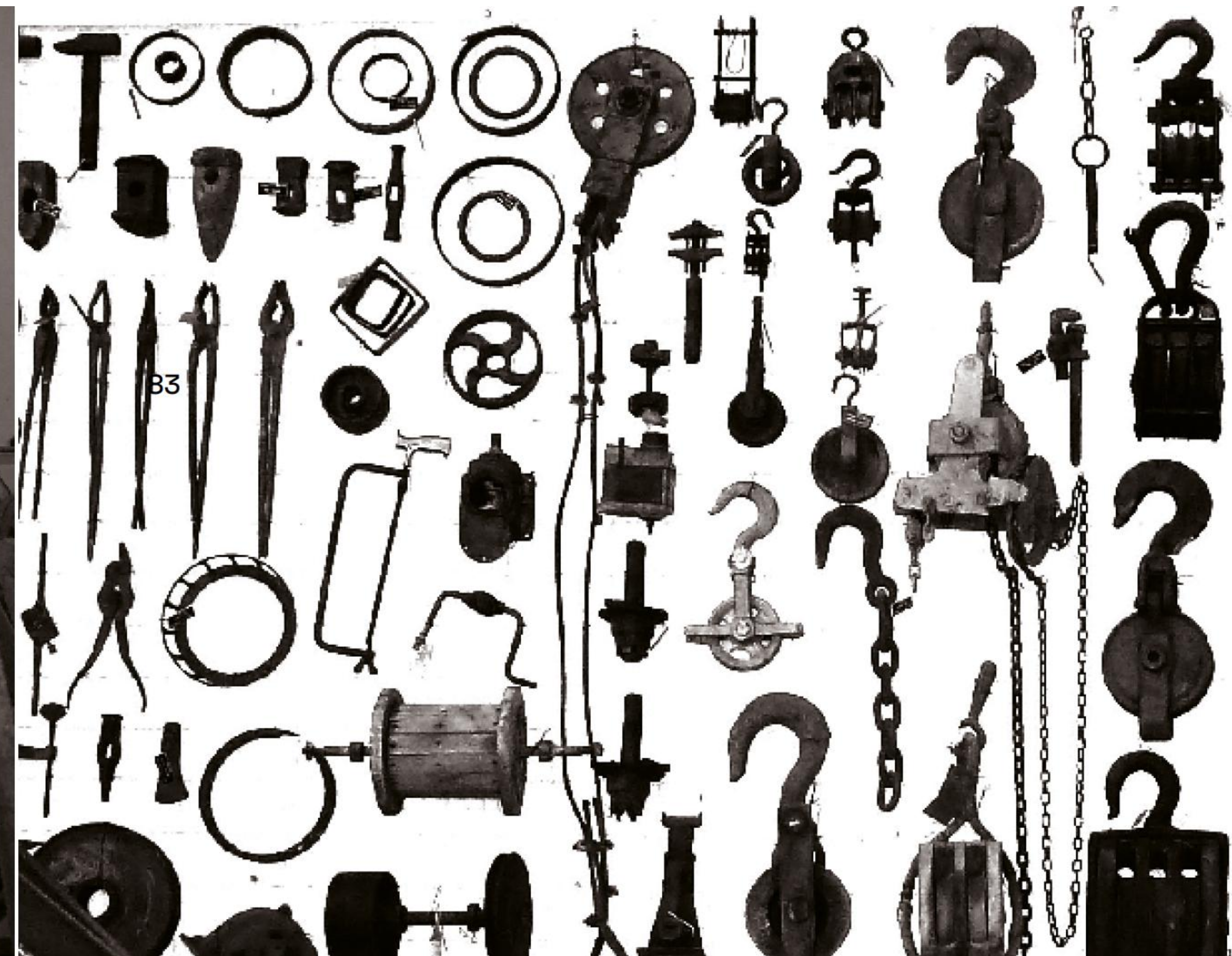
ABA—Stecca 3

Curatorship and Architectural graphic painting



‘Frame’ Rural Museum

How to cultivate memories: Academic research
for an identity project developed as the final thesis
of the Brand Design Master’s course.



'Frame' Rural Museum

How to cultivate memories: Research project for a new identity.

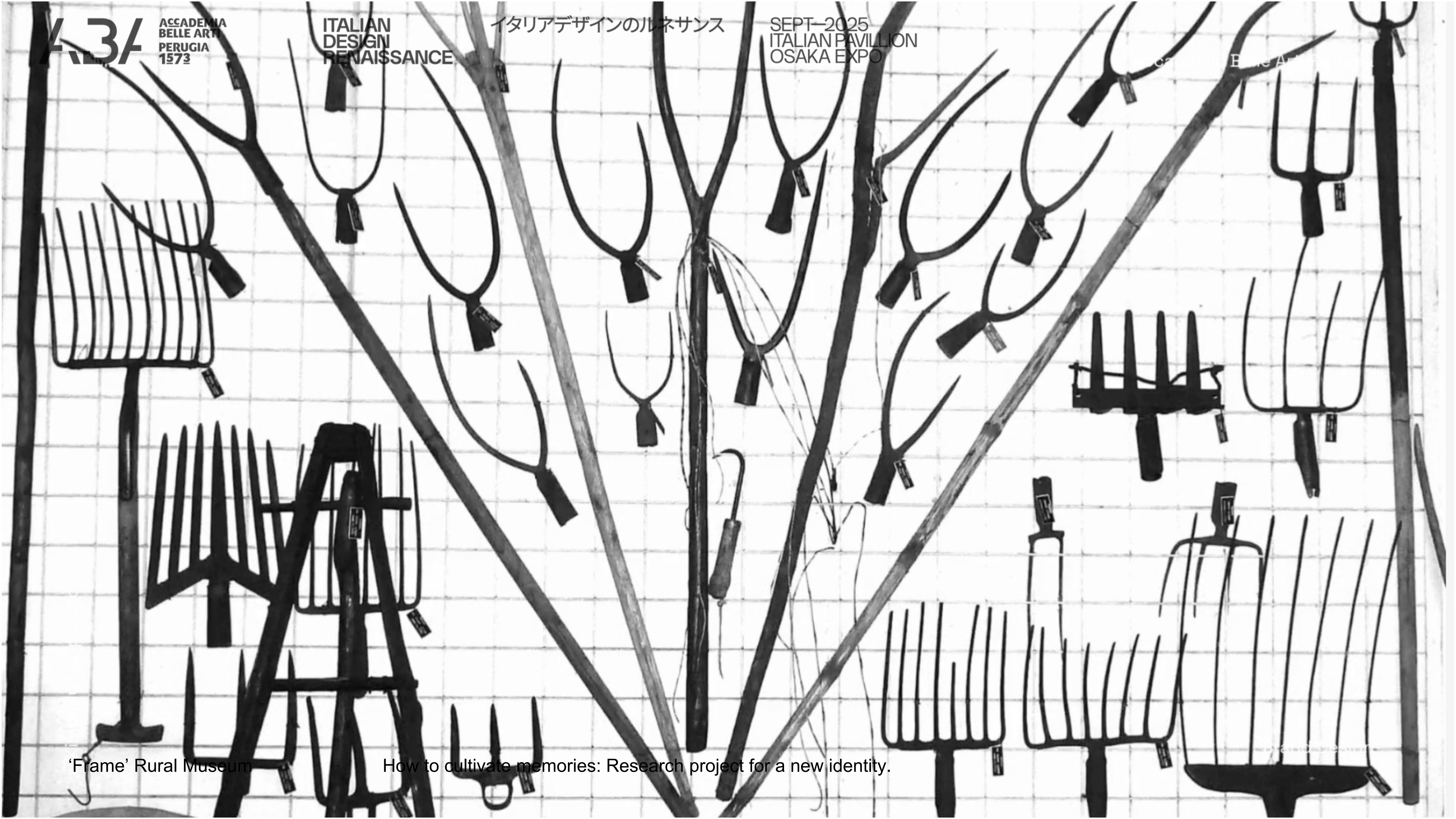
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‘Frame’ Rural Museum

How to cultivate memories: Research project for a new identity.

Memories

Le tue storie e i tuoi ricordi sono preziosi per preservare il patrimonio culturale e per raccontare alle generazioni future le tradizioni, i cambiamenti e le esperienze vissute nel nostro territorio. Ti chiediamo gentilmente di rispondere alle seguenti domande.

Il tuo anno di nascita*

Nome e cognome

In quale dei comuni della Val di Cornia, vivi o hai vissuto?

☐ Campiglia Marittima

☐ San Vincenzo

☐ Piombino

☐ Sssetta

Se vuoi specifica la frazione

Gallery

Allumiere

Lauro Dal Pont
Campiglia M.ma



Riproduci audio

MOSTRA ALTRO

I Carbonai

Fabrizio Lorenzelli
Sassetta



Riproduci audio

MOSTRA ALTRO

Tipografia Falossi

Alessandra Capperucci
classe 1957



Riproduci audio

MOSTRA ALTRO

Incidenti sul lavoro

Maria Elena Scalzo
Piombino



Riproduci audio

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Il Bottaccio

Coraldo Cavicchi
Campiglia M.ma



Riproduci audio

MOSTRA ALTRO

Le scuole

Elisabetta Lazzeri
Campiglia M.ma



Riproduci audio

MOSTRA ALTRO

Kimberly Capperucci

'Frame' Rural Museum

How to cultivate memories: Research project for a new identity.

Brand Design

500	GIOCO CON FILO E BOTTONE	974	DONDOLO GIOCATTOLO
545	PERGAMENA	975	AEREO DI LEGNO
702	BROCCA GIOCATTOLO	976	CAVALLINO A 3 RUOTE
729	QUADRO CON FOTO	977	UCCELLINO DI LEGNO
858	CULLA A DONDOLO	978	COLOMBO DI LEGNO
863	GIRELLO PER NEONATI	980	UCCELLO GIOCATTOLO
869	PIATTI MUSICALI	981	PULCINO GIOCATTOLO
870	CORNO	982	NAVE
871	CORNETTA	983	CAMION GIOCATTOLO
872	FLICORNO	987	IDROVOLANTE GIOCATTOLO
873	BOMBARDINO	988	AUTO DA CORSA GIOCATTOLO
874	CLARINETTO	992	GIOCO DEL SALTERELLO
875	TAMBURELLO	1011	MONOPATTINO
876	GRANCASSA CON PERCUSSORE	1013	CIUCO A QUATTRO RUOTE
877	TROMBA	1019	CAMPANA
879	TROMBONE A PISTONI	1020	MODELLINO VENTILATORE
885	CASSETTA SALVADENARO	1022	MODELLINO DI ARATRO
894	SERIE DI VECCHI DISCHI	1027	TRAMPOLI N°2
895	RADIO "HARMONY"	1032	CAVALLO E BARROCCIO
896	QUADRO CON FOTO	1034	ANIMALE IN MOVIMENTO
897	INSEGNA DA MURO	1035	BURATTINO DA TEATRINO
898	QUADRETTO	1036	BAMBOLA DI CENCIO
901	APPARECCHIO RADIO	1101	PANCHETTO DA BAMBINI
908	TABELLONE DA TOMBOLA	1497	QUADRO OVALE
937	PANCHETTO DA BAMBINI	1986	BICICLETTA DA UOMO
939	SEGGIOLINO	1987	PORTAPACCHI DA BICICLETTA
941	CANNONCINO GIOCATTOLO	1996	POMPA GOMME
943	SPINTARELLO GIOCATTOLO	1998	CERCHIONE DI LEGNO
944	MOTOCICLISTA GIOCATTOLO	2001	TRICICLO DA TRASPORTO
949	MANICO GIOCATTOLO	2003	CASSINO PER TRICICLO
950	GIOCATTOLO A SPINTA	2006	PORTABOMBOLE
953	RAGANELLA	2040	LAMBRETTA
954	BICICLETTA GIOCATTOLO	2041	LAMBRETTA 125C
955	BARCA A VELA GIOCATTOLO	2042	MOTO GUZZI 90
956	GIOCATTOLO STRUSCIO	2043	CASCHETTO DA PILOTA
958	PALLOTTOLIERE	2045	MODELLINO DI GRU
960	ANATRA A 3 RUOTE	2046	SILOS IN MINIATURA
961	LOCOMOTIVA GIOCATTOLO	2048	MODELLINO DI PONTEGGIO
962	AUTOCARRO GIOCATTOLO	2049	MODELLINO DI VASSOIO CALCE
963	CAVALLO A QUATTRO RUOTE	2051	MODELLINO DI BETONEA
964	IL BUE (GIOCATTOLO)	2052	MODELLINO DI CAMION
965	TRICICLO GIOCATTOLO	2053	MODELLINO DI RUSPA
966	TRATTORE GIOCATTOLO	2054	MODELLINO DI GABBIA
967	PALLA O BOCCIA DI LEGNO	3002	BICICLETTA DA BERSAGLIERE
968	GIOSTRA GIREVOLE	3003	QUADRO
969	GIOCO DEL CERCHIONE	3683	GIOCATTOLO LEGNO
971	GIOCO DELLE BOCCE	4195	QUADRO FOTO
972	SCHIOCCO	4196	QUADRO FOTO
973	BIRILLO	4197	QUADRO FOTO



Divertimento e svago

12.2% Trasporti
10.2% Modellistica
15.3% Musica
10.2% Documenti
52.0% Gioco



- | | | | |
|-----|---------------------------|------|---------------------------|
| 237 | PARTICOLARE DI ARGANO | 812 | LANTERNA |
| 311 | LAVATESTA DA BARBIERE | 816 | SALISCENDI |
| 318 | TRITACARNE | 820 | PRESSA DA UFFICIO |
| 321 | MACINAPEPE | 827 | MECCANISMO A MANOVELLA |
| 324 | INSACCATRICE | 832 | ARROCCATRICE DA BANCO |
| 443 | TRAPPOLA AD ARCO | 833 | PRESSA CARNE |
| 444 | SUGHERI PER RETE DA PESCA | 837 | COLLARE |
| 449 | TORRE A VENTO IN 2 PEZZI | 847 | TRAPANO DA DENTISTA |
| 450 | CANNE DA FUCILE | 1042 | PROLUNGA CANNA DA PESCA |
| 451 | NASSA PER ANGUILLE | 1062 | FORBICI DA SARTO |
| 458 | ANATRA DA RICHIAMO | 1063 | PUNZONE PER PIOMBIO |
| 462 | CAMPANELLO PER ANIMALI | 1064 | TAGLIERINO DA CALZOLAIO |
| 474 | MECCANISMO DA FUCILE | 1065 | LESINA CURVA |
| 477 | GALLEGGIANTI DI SUGERO | 1066 | CALZASCARPE |
| 479 | COLINO PER STAMPO PIOMBI | 1067 | PINZA PER PIOMBI |
| 483 | CANNA DA PESCA | 1068 | MARTELLETTO DA CALZOLAIO |
| 502 | RETE DA PESCA | 1069 | SGORBIA DA CALZOLAIO |
| 517 | COLTELLO A SERRAMAICO | 1070 | LESINA DRITTA |
| 518 | COLTELLO DA CUCINA | 1071 | ATTREZZO PER BUCARE PELLE |
| 519 | COLTELLO DA MACELLAIO | 1072 | TENAGLIE DA CIABATTINO |
| 524 | MANNAIA DA MACELLAIO | 1073 | FORMA DA SCARPA |
| 546 | TRITACARNE MECCANICO | 1076 | CACCIAVITE |
| 563 | ZOCCOLO GIAPPONESE | 1077 | TRINCETTO |
| 485 | BOTTONERIA PER VESTITI | 1078 | DESCHETTO (BANCO) |
| 487 | GOMITOLI E MATASSE | 1080 | INCUDINE DA CALZOLAIO |
| 488 | METRO DI LEGNO | 1081 | PIEDI DI FERRO |
| 490 | RASCHINO DA MADIA | 1082 | FORME DA SCARPE N°2 |
| 681 | BOTTONI METALLICI N°16 | 1088 | SAGOMA DI FERRO |
| 684 | MACCHINETTA TAGLIACAPELLI | 1089 | SAGOMA PER SUOLA |
| 686 | STETOSCOPIO | 1092 | FERRI DA TACCO E PUNTA |
| 689 | RASOIO ELETTRICO | 1093 | ZOCCOLI A SCARPA |
| 691 | CARTELLO MACELLERIA | 1094 | ZOCCOLI DI LEGNO |
| 692 | TAGLIOLA PER TOPI | 1097 | TOMAIE DI ZOCCOLI SCARPA |
| 694 | TAGLIOLA DA UCCELLINI | 1098 | SCARPONI |
| 698 | PORTA QUAGLIE | 1100 | SEDIA |
| 726 | OMBRELLO DA PESCA | 1105 | PETTINE PER CANAPA |
| 805 | ACETILENE DA MINIERA | 1106 | LAVATOIO DA FIUME |

128

129



n°1087

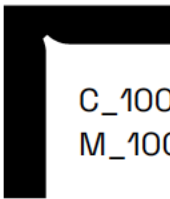
OGGETTO

Sagoma da ciabattino

FUNZIONE E

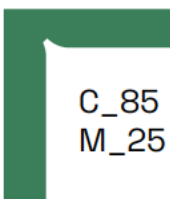
Dare forma al modello

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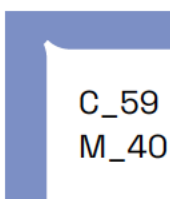
C_100 Y_100
M_100 K_100

#0e8057



C_85 Y_76
M_25 K_11

#7790c9



C_59 Y_0
M_40 K_0

Palette Colori:

Per la palette colori viene recuperato il verde
dell'allestimento museale originale ed accostato
dal suo complementare il viola, richiamando ai primi
manifesti utilizzati per la fiera mostra comunale che
raffiguravano grappoli di vite e sintesi di questi.

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Fra
m

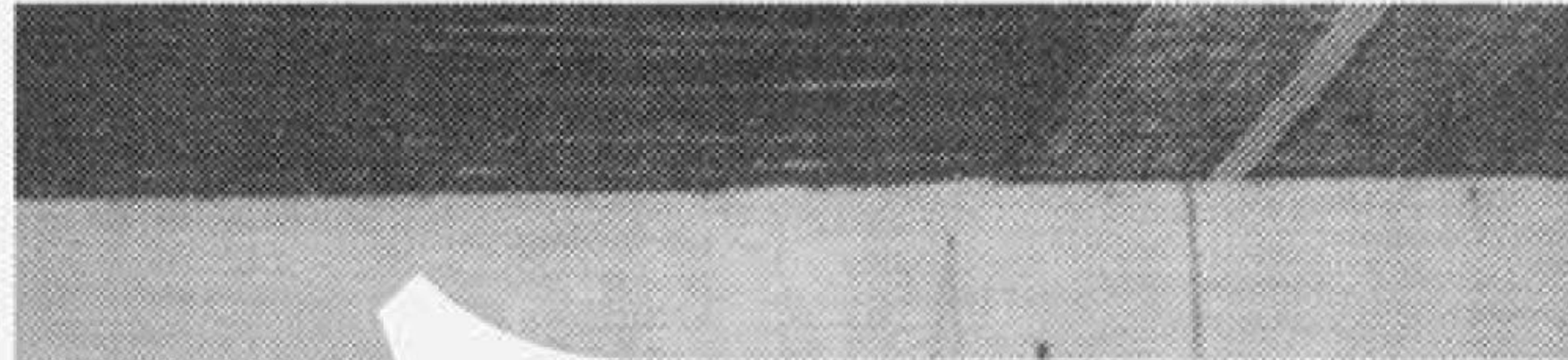
F

MINISTERO
DELLA
CULTURA

GLI SPACI
DELLI
MUSEI

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MUSEO DELLA
CIVILTÀ DEL LAVORO
DELLA VAL DI CORNIA



Dalla collezione Giovanni Lazzerini
alle memorie del territorio

1992-2024



INSTANT CITY

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FRAME MUSEO DELLA
CIVILTÀ DEL LAVORO
DELLA VAL DI CORNIA

Venturina Terme
Viale della Fiera, 3

ra



MUSEO DELLA
CIVILTÀ DEL LAVORO

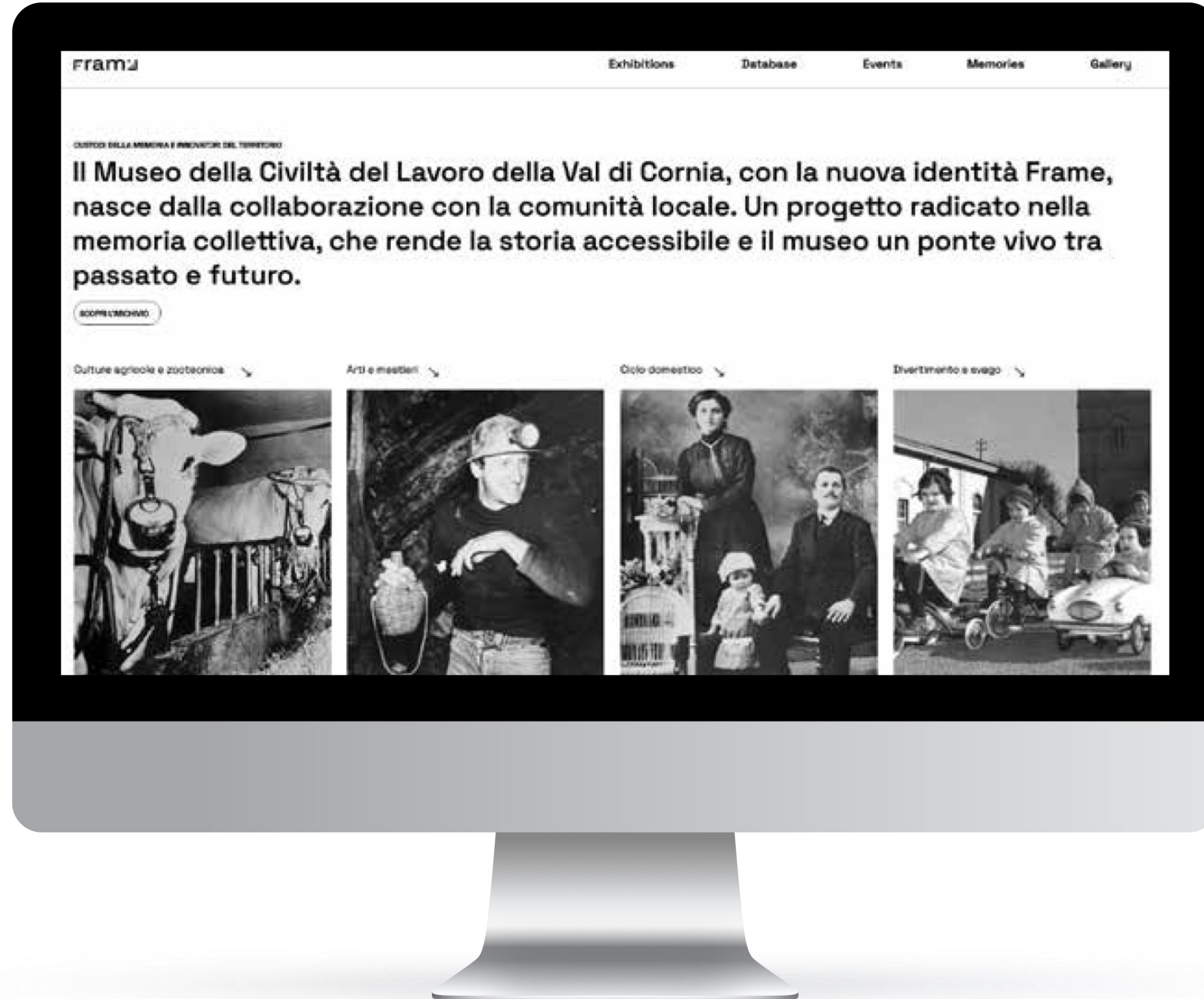
Dalla collezione Giovanni Lazzerini
alle memorie del territorio

1992-2024

INSTANT CITY

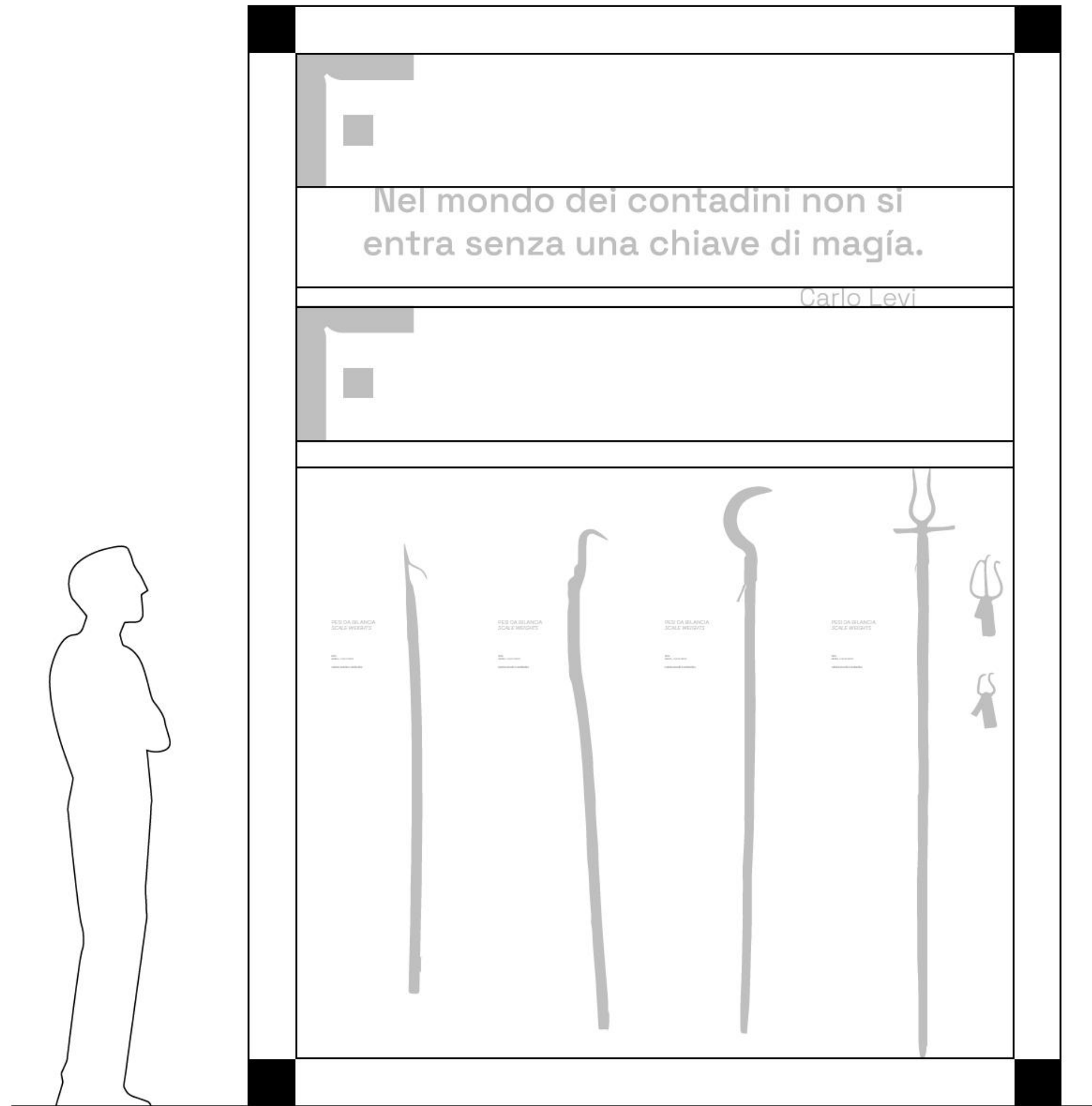
MINISTERO
DELLA
CULTURA

GLI SPACI
DELLI
MUSEI



‘Frame’ Rural Museum

How to cultivate memories: Research project for a new identity.



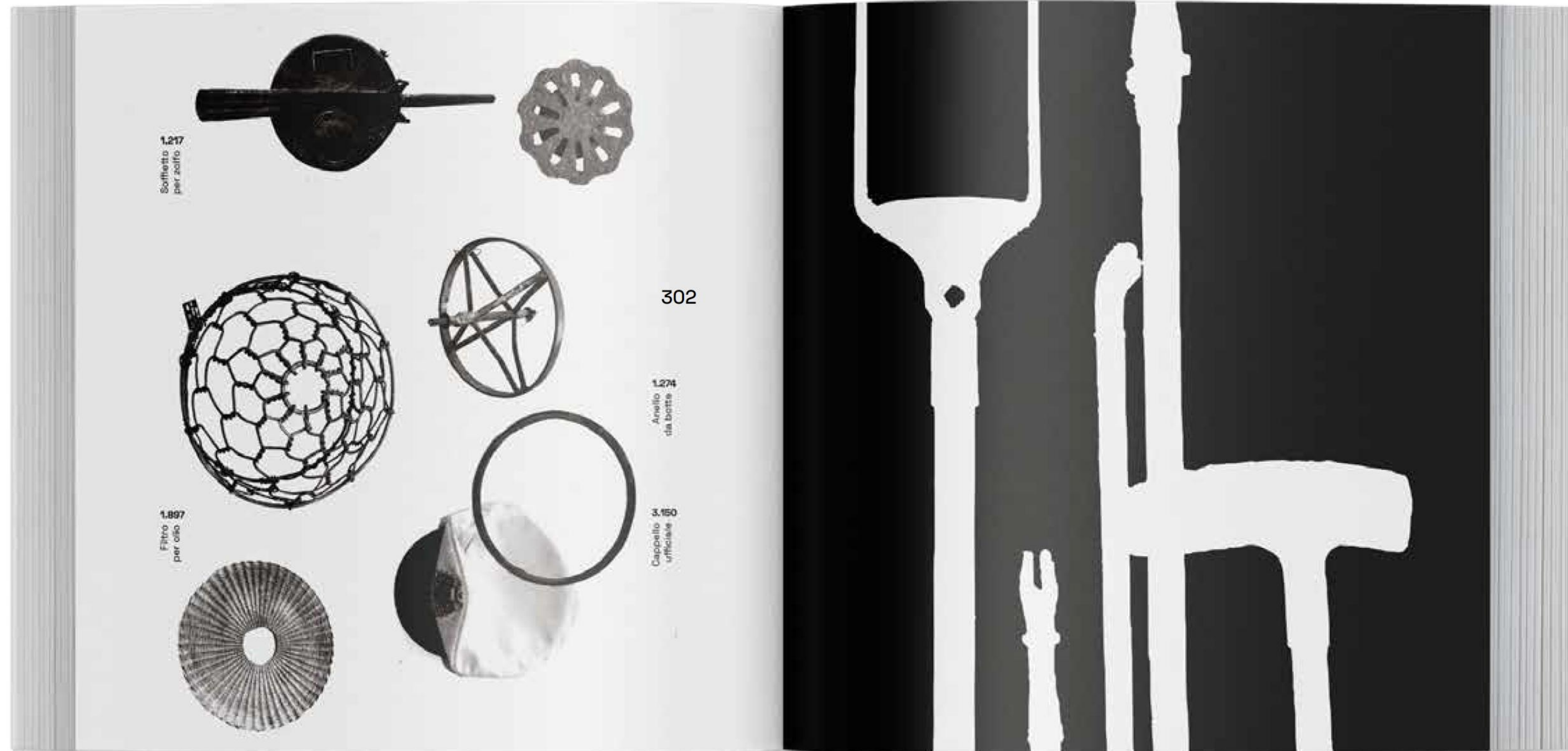
G1_DIDATTICA

Base 250cm

‘Frame’ Rural Museum

How to cultivate memories: Research project for a new identity.





ABA Perugia PhD Program

Identity Design: Methodologies, Actions, and Tools for the
Regeneration of Communities and Territories.

Develop and carry out original research

The aim of our PhD program is to carry out original research dedicated to exploring how identity design, when applied to visual communication, product design, and spatial design, can become a valuable tool for the regeneration of territories, commons, and communities.

Elaborate design Visions

Develop visions and proposals generated through design research,
aiming to integrate formal and informal knowledge
in order to address complex scenarios.

New Methodologies for New Economies

Create, develop, and apply innovative design methodologies, tools, and practices
that can be shared with institutional and territorial partners
to drive the growth of new economies.

Acquire New Competences

Gain and develop unique expertise in design management, creative direction, and interdisciplinary team leadership,
with direct application to the field of identity design.

Making use of a historical ecosystem

Developing highly experimental and contemporary projects in direct contact with an
urban and territorial ecosystem rooted in history,
still present and lived today.

Developing Actual Applications

Pursuing personal research through hands-on projects with institutions and private partners, opening up opportunities for real applications and building bridges between higher education, society, and the economy.

ITALIAN DESIGN RENAISSANCE

Marco Tortoioli Ricci
ABA Perugia
Brand Design Master Course
Coordinator
PhD Program Responsible

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イタリアデザインのルネサンス

イタリアの中心における美術・デザイン教育