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Titolo lavoro	Make-Mi-Up e l'Expo a Milano. Accostare passato, presente e futuro per comporre l'eccellenza della città
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MATERIALE	
Testo	Si
Formato elettronico	Si
Dvd o cd	
Brochure	Si
Altro	
ABSTRACT inglese	<p>In accordance with the event "Expo 2015", which is going to be held in Milan, it seemed appropriate to highlight those aspects which make the city notable all over the world, in particular in the fields of architecture and fashion. It was chosen to have a look back on the glorious past of the city by considering some friezes, tessellations or rose windows which appear in different historical monuments in Milan. Thanks to these mathematical studies on these old buildings we have been able to plan possible future studies. Two projects have been elaborated: the modernization of a square in front of an old railway station and a new cosmetic collection. Both ideas are focused on exporting the "spirit of Milan" abroad.</p> <p>The purpose of the first idea is to reassess a social degraded square, Piazza Tirana, situated in the North-West suburb of the city, which was created at the beginning of the century. This would have a circular shape, covered with four decorated stripes: three of them show friezes from important artistic times (Roman, Gothic and Liberty), while the fourth tile is linked to the future of the city.</p> <p>This last pattern is noteworthy: it combines four leaves and four specific artistic representations of the Cathedral. The natural elements, which appear together with to the symbol of the city, underline Milan's inclination towards a more ecological way of life for the future and even to a biological agriculture, which is going to spread out in the coming times.</p> <p>The second project is quite consistent with the other: the innovative idea is to create a cosmetic line called "Make-Mi-Up": it is designed to be easily commercialised in gift-shops, in museums or during expositions held at Expo2015. It is composed of four cosmetic products (a face powder, two eye shadows and a blusher) and each of them shows a frieze of some important buildings in Milan; furthermore, there is a pocket mirror, decorated with the same pattern which appears in Piazza Tirana, as a tribute to the Expo event. The manufacturing realization has been completed by using creativity: the frieze pattern was selected and reproduced on the make-up boxes thanks to stamps. The packagings were covered with the images of the buildings where the friezes were taken, by using the "decoupage" technique.</p> <p>The initial intentions have been partially modified in order to overcome some difficulties: the first was due to the fact that it was necessary to simplify the artistic patterns to represent them on the Cartesian Plane, as a consequence the curved lines had to be transformed into broken lines.</p>

	<p>As far as the realisation of the square is concerned, the aim is to write an instructive booklet which would explain a little better the way friezes were treated in the project; moreover there is a real architectonic plan which proposes to pave the square by using mosaics or tiles in order to exalt the colourful aspects of the friezes used.</p> <p>Both projects would help people from abroad to know Milan's unique style. Last but not the least, Milan is the European capital, which is going to host the famous worldwide Expo in 2015.</p>
ABSTRACT	<p>Le tre autrici sono state incuriosite dal fatto che, nell'arte, l'uomo abbia intuitivamente creato sistemi di figure legati da rapporti isometrici come i fregi e le tassellazioni del piano. Successive ricerche hanno confermato la presenza di questi elementi in tutta la storia dell'arte: dalle rappresentazioni primitive a quelle medievali, dagli arabeschi islamici a quelli contemporanei. Le studentesse hanno notato come queste figure possano essere ritrovate non solo in manufatti provenienti da luoghi lontani nel tempo e nello spazio ma anche sui palazzi più importanti della città in cui abitano e studiano: Milano.</p> <p>Successivamente, attraverso strumenti matematici e geometrici, hanno studiato le decorazioni per comprenderne l'armonia nascosta. Ciò le ha spinte ad elaborare due proposte concrete, diverse tra loro, ma ugualmente legate all'Expo 2015: la ristrutturazione di Piazza Tirana e la creazione di una linea cosmetica.</p> <p>Il primo progetto consiste nell'opera di riqualificazione urbanistica di una zona della città, attualmente in stato di degrado sociale. Attraverso la pavimentazione dell'area antistante una stazione, è stato possibile realizzare uno studio applicato che attraverso il passato della città si rivolge al futuro.</p> <p>Il secondo progetto, invece, propone un nuovo packaging di una linea cosmetica attraverso la quale si promuove una diffusione delle bellezze artistiche della città.</p> <p>Le due proposte utilizzano, quindi, strumenti geometrico-matematici per favorire lo sviluppo della città sul piano culturale e umano.</p>
Altro	<p>Rassegna stampa:</p> <p>1 articolo su inserto "Nòva 24" de "Il Sole 24 Ore" del 22/04/2012</p> <p>1 articolo su "Corriere della Sera" del 17/04/2012</p> <p>1 articolo su "Il Giorno" del 17/04/2012</p>
Partecipazione Concorso FAST	si
Eventuale Premio conseguito	Partecipazione a ESI, Esposizione Scientifica Internazionale per il 25° anniversario di Milset, Puebla (Messico), 23-28 ottobre 2012