



THE PATHWAY
TO TALENT

An experience of Innovation



fondazione franco albini

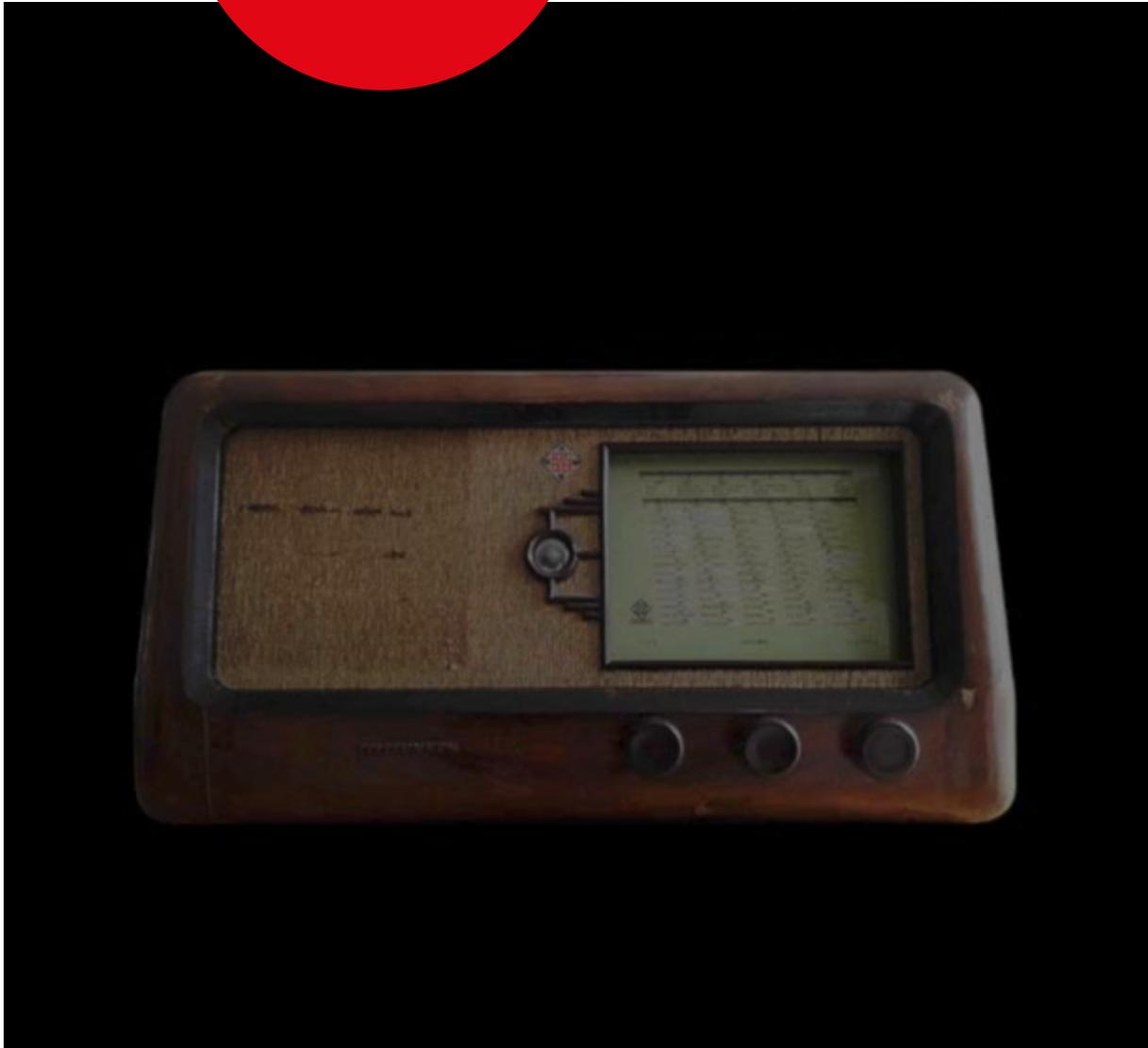


PERFORMANCE

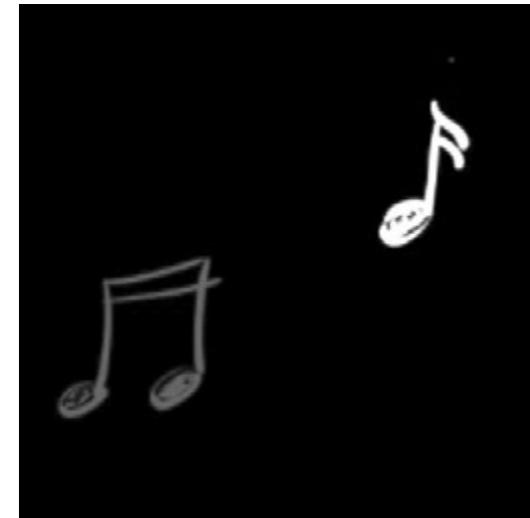
“The Pathway to Talent” is an interdisciplinary experience/performance which puts in dialogue the theatre language with coaching techniques, music and visual contributions (realized by the students from the Lighting course of the Design School of Politecnico di Milano), finalized to engage the public and make it the protagonist of a collective building experience through Albinì’s Method.



WHY



In order to encourage the opening of a personal and business vision towards innovation, we start from the principles of the Franco Albini's Method - Master of Design and Modern Architecture - as inspiration for a path of investigation about our own talents and the potentialities of a cohesive Team. The intent is to speak on two levels, both rational and emotional, and experience in a cooperative way how the criterias of the Albini's Method are able to open the channel of intuition and creativity, helping us recognize the conditionings that limit the expression of our potential.



Franco Albini was a pioneer of Modern Architecture and belonged to the only Movement we had in Italy: Rationalism. Albini was a member of a group of men who had been able to trace a path that came down to us. Those men were able to open up to a future that still had to emerge and anticipated it. Considered one of the greatest innovators of Design, Architecture and city planning, Albini created pieces of work which seem present even after 70 years. He's the author of the Line 1 and 2 of the Milanese Underground, precursor of Hi-Tech architecture and of the greatest museum innovations of the '900. He created pieces of Design which are produced still today by the collection "Cassina's Masters" together with Le Corbusier, Rietveld, Makintosh, Frank Lloyd Wright and others.

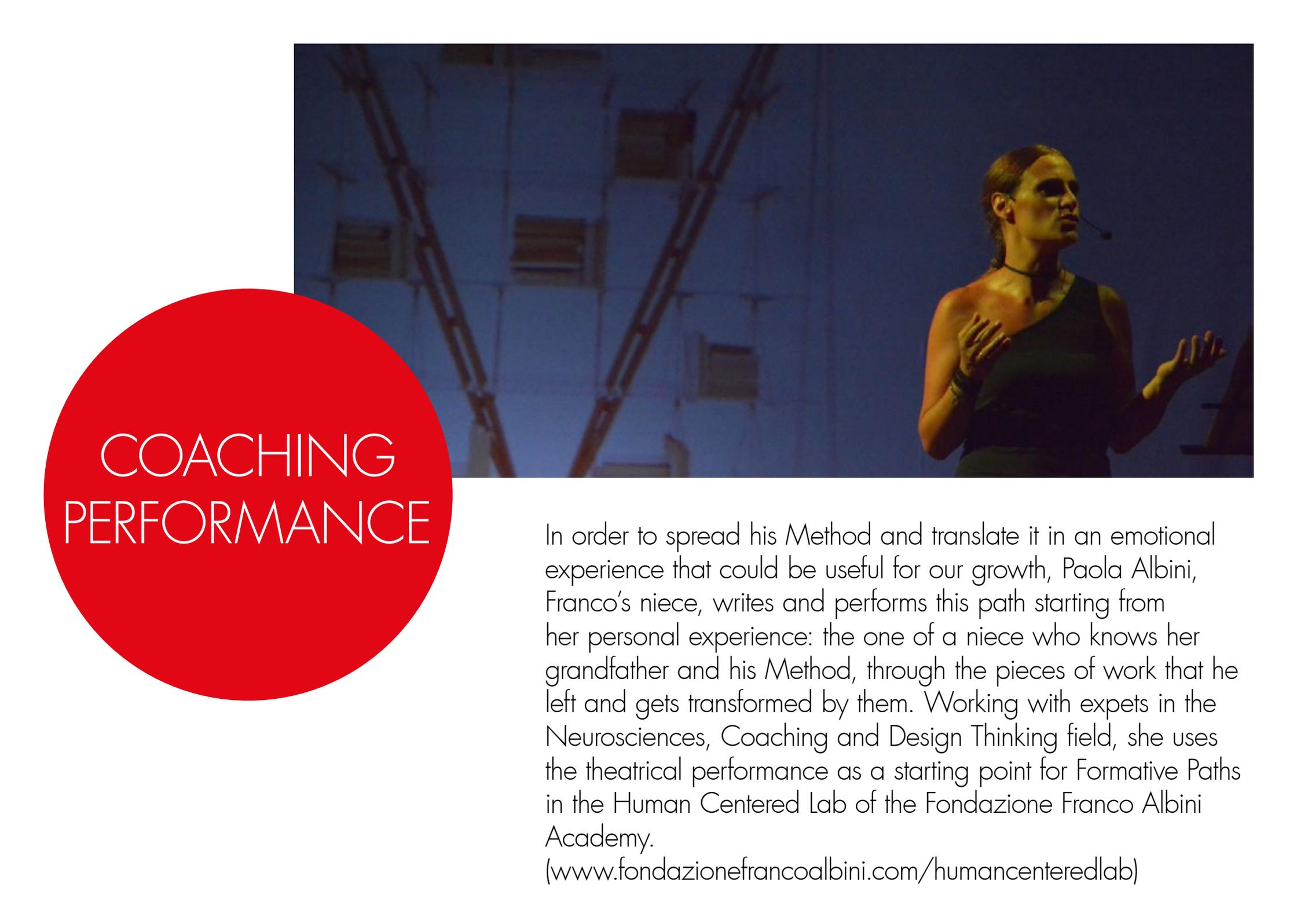


SOURCE OF
INSPIRATION

Segmentation, Research for Essence, Recomposition, constant Verification of an early idea, sense of Collective and Vocation, are the criterias on which Franco Albini established his work Method; criterias that conform also to personal growth and freedom of our own intuitive, creative and professional power. The School of the Method that Albini wanted to spread includes the Keys to help people learn a Profession and an awareness of themselves, in order to design, specifically to design with "exactness".



ALBINI'S
METHOD

A woman with her hair in a braid, wearing a dark, one-shoulder top and a necklace, is performing on a stage. She is gesturing with her hands and has a microphone near her mouth. The background is dark with some structural elements visible. A large red circle is overlaid on the left side of the image, containing the text 'COACHING PERFORMANCE' in white, uppercase letters.

COACHING PERFORMANCE

In order to spread his Method and translate it in an emotional experience that could be useful for our growth, Paola Albini, Franco's niece, writes and performs this path starting from her personal experience: the one of a niece who knows her grandfather and his Method, through the pieces of work that he left and gets transformed by them. Working with experts in the Neurosciences, Coaching and Design Thinking field, she uses the theatrical performance as a starting point for Formative Paths in the Human Centered Lab of the Fondazione Franco Albini Academy.

(www.fondazionefrancoalbini.com/humancenteredlab)

VISUAL CONTRIBUTIONS



A well as carrying the audience along a journey in the beauty, the Video is associated with words, visually translating the creative process of Segmentation and Recomposition of the known reality, in an innovative form.

GOALS

Concentrate
on the concept
of innovation

Learn how
to think in a
creative way

Get inspired



Share a
building
experience

Learn
the attitude
that made the
Masters great

Facilitate
the sharing
among
company
members

PAOLA
ALBINI



Since 2007, I've been taking care of the Franco Albini Foundation. I've managed from its birth the projects for the divulgation, the enhancement and the availability of the cultural legacy contained in Albini's archive. My formation was in the pedagogical, psychomotorial and theatrical field. For years I've been the great director Peter Stein's assistant, I wrote and directed theatrical performances about architecture and took part as a producer in important events such as the Opening Ceremony of the Turin Olympics in 2006. In the past I held several workshops for adults and kids in the pedagogical, bioenergetic, and theatrical area. At present I bring with enthusiasm my eclectic formation to my family's Foundation. In these 10 years spent in the Foundation I was able to transform the "not being an architect" in an opportunity: the one of reading and translating the heritage of the Albini's Archive under a crossing and interdisciplinary light. That's how the institutional and didactic activities of the archive (research, guided tours, exhibitions, publications, ecc) are combined with emotional languages capable to address different targets and make them active participants of a collective building experience through Culture.

www.fondazionefrancoalbin.com



FONDAZIONE FRANCO ALBINI
via Telesio, 13, Milano (MI)

e-mail: info@fondazionefrancoalbin.com
telefono: +39 02 4982378

