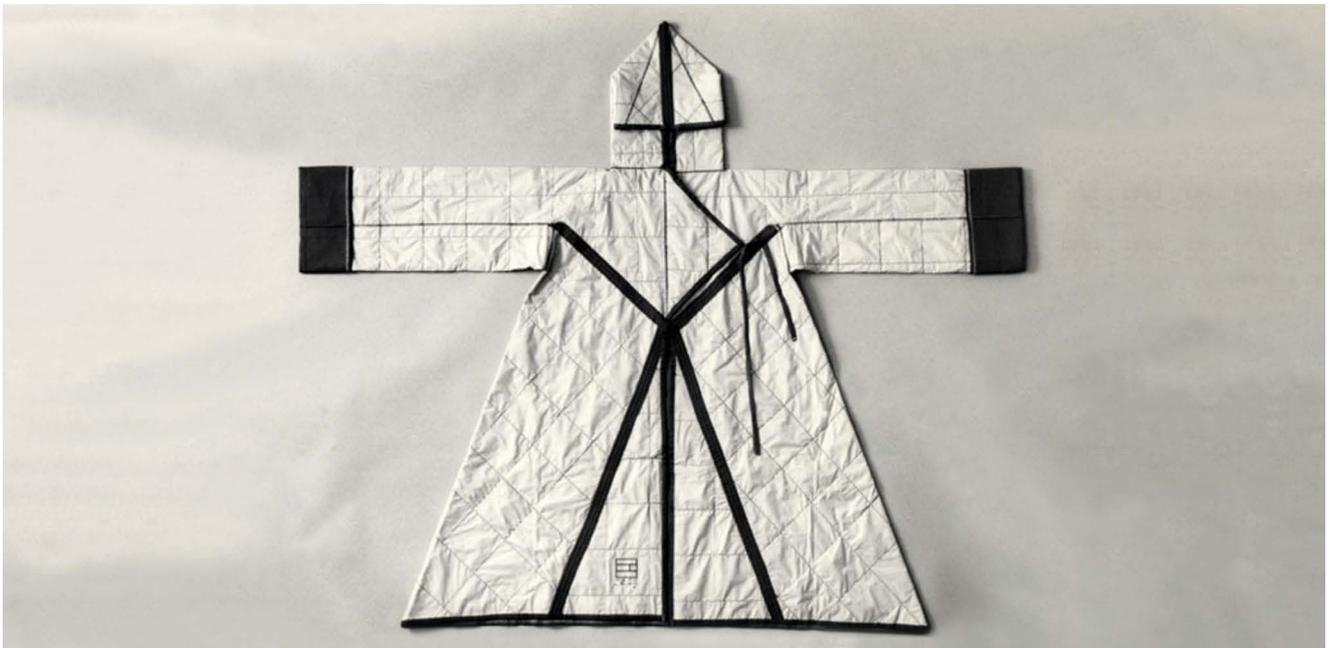


Compasso d'Oro special career award for Nanni Strada

ADI 2018, 25th Edition

ADI and the ADI Foundation have identified Nanni Strada as having made a major contribution in shaping the practice of Italian design. The award was presented in Milan at the Castello Sforzesco, Cortile della Rocchetta, in Piazza Castello, Wednesday 20 June 2018.



I am pleased to inform you that ADI and the ADI Foundation have selected me for the Compasso d'Oro's special career achievement award, for making the creation of clothing coincide with the language of industrial design, anticipating the times and the interaction between fashion and design.

From the beginning I think, I design and visualize the dress as an object, the first space to be inhabited. My intention is to untie the dress from its tailoring origins and from its subjection to the body and to fashion and its rules. I am convinced of the need for a new balance between poetics and function, anatomy and geometry, object and symbol.

During the nineties I embarked on a venture to introduce the language of design to academic courses and universities, to change the way fashion is taught, studied and practiced.

ON NANNI STRADA

"If you were to trace a short outline of the history of clothes, one of the first names I would mention is Nanni Strada, who has inspired everyone, from couturiers to designers. She is hard to define and categorize. Dorfles said of her: "Nanni is one of a kind". In Darwinian terms she could be considered the link between fashion and design. Hers is not a story based on the cult of the personality or the construction of a brand, but on applied thought". **Renata Molho**

"Nanni Strada tackles the world of fashion with the approach of a designer and thus dismantles the centuries-old tradition of tailoring and clothes sewn according to a pattern. By considering clothing as a designed object, capable of competing with mass production, industrial manufacturing and its techniques, she has created new kinds of garments suited to all bodies regardless of a person's size, shape or age, in keeping with the dream of cultural liberation of the period". **Raimonda Riccini**

"Like all pure experimenters, she unites curiosity, research (into materials, shapes, techniques) and a healthy irreverence towards pre-established codes. The desire to break every rule in the fashion book has sent her in search of possible new fashion horizons, ways of avoiding the stiffness and tightness that only imprison the body". **Beppe Finessi**

NANNI STRADA Professional Profile

Milanese fashion designer Nanni Strada is famous for introducing the language of design to fashion creation. Close to the cultural world of industrial design and already awarded a Compasso d'Oro in 1979, Nanni Strada has developed her design research across the worlds of manufacturing, technological innovation and industrial experimentation since the Seventies. She has collaborated with international companies in Japan, Portugal, China (1978) and the USSR (1983) in a variety of sectors ranging from fashion to accessories, from sportswear to gift goods. She has created design collections for major fashion and textile companies including Dolomite, Ermenegildo Zegna, Fiorucci, La Perla, Max Mara, Nordica, Visconti di Modrone), carrying the excellence of Made in Italy worldwide. In 1984 she created the brands "Nanni Strada" and "Nomad" to produce and distribute her creations internationally. At the same time, her constant attention to design and architecture developed into a concept of the dress as a 'pure element', detached from traditional tailoring and fashion trends. This brought her recognition from international institutions and from the Seventies to the present her work has been exhibited in major museums around the world including: the Cooper Hewitt Museum in New York (1976), the Musée de la Mode de la Ville de Paris (2000), the MOCA - Museum of Contemporary Art Los Angeles (2006 - 2007), the National Art Center in Tokyo (2007), the Mori Arts Museum in Tokyo (2007), Somerset House in London (2008), the NAMOC - National Art Museum of China in Beijing (2008), the National Museum of Science and Technology in Milan (2011), the State Historical Museum in Moscow (2011 - 2012). Since 1973, Nanni Strada's creations have also been exhibited several times at the Triennale Museum in Milan, which gave her a solo exhibition in 2003. Since the Seventies, Nanni Strada's personal vision of Fashion Design has appeared in major design and architecture magazines (Domus, Casabella, Interiors, Living among others) and in books on the subject. In the Nineties, Nanni Strada started teaching Fashion Design at leading Italian universities and international academic institutions, inaugurating in 1999 the first Laboratory of Fashion Design at the Faculty of Industrial Design of the Politecnico di Milano. Her 'anti-academic' classes were collected in the book "Lezioni. Moda-design e cultura del progetto" published by Lupetti in 2013.

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