



**F / A**  
FakeAuthentic  
MISTAKES!

## BRIEF

### THE TOPIC

#### MISTAKES

This is the motto that we have decided to propose this year for F / A FakeAuthentic exhibition in occasion of the Milano Design Week 2022 hosted by ASSAB ONE organisation.

#### Why MISTAKES?

We see MISTAKES as a crucial and symbolic moment in the creative process.

We all know well how MISTAKES can enlighten hidden discoveries revealing unpredictable inventions.

MISTAKES are commonly imagined as a moment of improvement, a new era in the production phase.  
A stage by which problems becomes possibility.

MISTAKES goes hand-in-hand with curiosity and ambition.

curiosity and ambition are pivoting milestones for human species often revealing inventions and intentions.  
newTAKES.

MISTAKES are coincidences. With a certain irony.

That kind of coincidences which becomes leitmotiv, mottos and story-telling of a piece of history or a piece of art,  
whatever art means.

MISTAKES never comes alone. Rather with accept, improve, intensify, stress out, neglect or deny.

In each of this gesture a personal attitude will result, intensifying the relation between the TAKER and the  
MISTAKE(R).

MISTAKES are moments of detachment, a temporary divorce between the Master and its Piece.

Those moments open up an undiscovered spectrum of research we like to imagine as a brain-accelerator.

MISTAKES are often unrevealed.

Deepen investigations and profound questioning reveals MISTAKES and when this happens those intelligent  
creatives land safely into the field of challenging typologies which suddenly could turn in new prototypes ready to  
become old stereotypes.



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MISTAKES are tools of RE.

re-consider, re-arrange, re-imagine, re-do, re-try, re-new.

And why not, to keep it up to date, re-use, re-duce, re-cycle.

MISTAKES in our reading could be seen as 3 ranges:

PRE-TAKES, IN-BETWEEN-TAKES and AFTER-TAKES.

PRE and AFTER often means give up or failing.

We are very much interested in the IN-BETWEEN-TAKES.

All that wide range of nuances that IN-BETWEEN-TAKES can come with.

Your MISTAKES.

newTAKES.

Making MISTAKES is an intrinsic aspect in everyone's life.

Making MISTAKES enlighten genuineness and naivety.

Making MISTAKES is sincere and humble.

Making MISTAKES is human.

Art should serve humans, whatever art would mean, again.

F / A FakeAuthentic collective is interested in Art in all its forms.

We are looking for a Piece of Art, a Piece of Furniture, a Painting, a Sculpture, an Invention.

Unique, Serial, Limited. No matter.

F / A FakeAuthentic believes in Pieces within a Meaning and Pieces within a Function.

We ask to participants to position her / his Piece: is it a Piece to be Experienced or is it a Piece to be Admired?

If your Piece is a Chair we and the visitors will sit on it, we'll test it and so it needs to be robust, stiff and comfortable.

If your Piece is a Lamp, it must be well constructed, it must be switchable on & off, it must be safe.

If your Piece is a Sculpture, a Painting, a Picture, a Drawing, you will be asked to reveal and to describe its Meaning.

F / A FakeAuthentic is interested in existing Pieces, new Creations, your World.

F / A FakeAuthentic isn't interested in Fake copies, rather in Authentic inventions.



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## ABECEDARIO:

hidden discoveries, unpredictable inventions, problems / possibility, curiosity, ambition, coincidences, irony, leitmotiv, mottos, story-telling, art, accept, improve, intensify, stress out, neglect, deny, personal attitude, detachment, temporary divorce, Master, Piece, brain-accelerator, unrevealed, investigations, questioning, challenging typologies, new prototypes, old stereotypes, RE, re-consider, re-arrange, re-imagine, re-do, re-try, re-new, re-use, re-duce, re-cycle, nuances, intrinsic, genuineness, naivety, sincere, humble, human.

Are you feeling closer to these words? Do you feel motivated in taking part to the show? Did you think to any of your creations while reading the brief? Are you ready to reveal your MISTAKES?

We are strongly energized by that and we are very much looking forward to make it become real. Again.

That's it for us and now, tell us your MISTAKES!

AMArchitectrue  
for **F / A FakeAuthentic**



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## OPEN CALL!

FOR ARCHITECTS, ARTISTS, DESIGNERS, CREATIVES AND CRAFTSMEN

### *F / A Fake / Authentic* **MISTAKES!**

We are looking for participants under the age of 45 to exhibit their work during the next Milano Design Week 2022 at the gallery ASSAB ONE, freshly renowned cultural epicenter for architecture and art in the center of Milan.

### *F / A Fake / Authentic* **MISTAKES!**

The open call is aimed at the design and realization of a furniture that relates to the theme proposed for this edition of the event: MISTAKES!

### *F / A Fake / Authentic* **MISTAKES!**

There is no type of restriction, dimension, material and construction technique for the project designed. Participant are requested to act reasonably concerning the weight and the practical handling of the presented work.

### *F / A Fake / Authentic* **MISTAKES!**

Candidates are asked to send the material requested to the dedicated e-mail address [info@fakeauthentic.it](mailto:info@fakeauthentic.it) within and not later than the day Monday 25th April 2022 at 9.00 PM. Sending the candidature means accepting all the conditions of the organization.

### *F / A Fake / Authentic* **MISTAKES!**

All the indications concerning the material and method of application are contained in the Apply section of the website <http://www.fakeauthentic.org>.

### *F / A Fake / Authentic* **MISTAKES!**

Thursday 28th April from 6.00 PM the names of the participants selected by the jury will be published on the website. Each selected participant will moreover receive an e-mail of confirmation.

### *F / A Fake / Authentic* **MISTAKES!**

The jury that will select the participants to the event will be composed by: Stefania Agostini and Luca Mostarda, architects and founder of AMArchitectrue, creators and curators of F / A FakeAuthentic + a guest member that we will announce soon.

### *F / A Fake / Authentic* **MISTAKES!**

The jury will select the participants considering the project proposed at 50%, at 25% its relationship and relevance to the MISTAKES! theme and at 25% the personal portfolio sent to the e-mail address [info@fakeauthentic.it](mailto:info@fakeauthentic.it)



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Selected participants must provide within the day Monday 2<sup>nd</sup> of May at 06.00 PM the receipt of the registration fee for the event of € 700,00 with VAT. The fee will include: rental of the location for 7 days 5 of which dedicated to the exhibition, registration to the official channel for the promotion of the event in at least one of the guides of the Milano Design Week, vernissage expenses, costs for the setting up of the space designed by the curators, press agency, the promoting of the event on the main sector newspaper / magazines and social networks, dedicated website and professional photographer.

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Starting with this year the fee will cover also the inscription of the participant to the e-commerce on-line F / A Gallery.

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The exhibition will be open on Wednesday 8th of June with evening event. It will stay open to the public and visitable during the opening hours of ASSAB up to Sunday 12th of June 2022 included.

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All additional information about the organization and guidelines of the event will be provided by email to the selected participants.

LOOKING FORWARD!

AMArchitectrue  
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