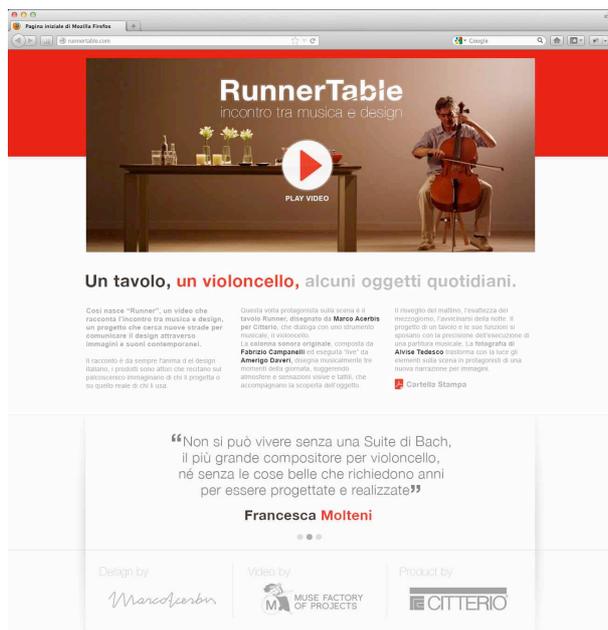


RUNNER: WHERE MUSIC AND DESIGN MEET

Muse Project Factory presents the video *Runner*, online from today at www.runnertable.com

A table, a cello, and a few everyday objects.

And so “Runner”, a video that narrates the encounter between music and design, came into being. This project seeks new pathways to communicate concrete concepts by way of contemporary sounds and images.



Narrative has always been the soul of Italian design; products are actors, performing on an imaginary stage for their creators or in reality for those who use them.

The real protagonist is the table: **Runner**, conceived by **Marco Acerbis for Citterio**, which, in a progression of emotional notes, recounts this “special” meeting between music and design in a dialogue with the cello.

The **original soundtrack**, composed by Fabrizio Campanelli and **performed “live”** by Amerigo Daveri, musically delineates **three moments of the day**, suggesting atmospheres along with visual and tactile sensations that accompany the discovery of the object.

The **reawakening of morning, the exactitude of midday, the approaching night** – all condensed into a two-minute narrative. Conceptualizing the form and function of a table combines with the

precise execution of a musical score. Alvise Tedesco’s photography uses light to transform scenographic elements into the protagonists of a new, pictorial narrative.

It is directed by **Francesca Molteni**: *“Runner, with its precise and elegant design, suggested to me the gesture of a cellist opening the instrument’s case and beginning to play. The music of our lives, which accompanies us throughout the day like the objects that we love, is part of the world – real or imaginary – that defines our identity. It is not possible to live without a suite by Bach, the greatest composer for cello, nor is it possible to live without those lovely things that have taken years to be conceived and created. Fabrizio Campanelli and Amerigo Daveri are extraordinary interpreters of a musical score that won us over. The intensity of the creative process unites music and design.”*

Regarding Runner its designer **Marco Acerbis** says: *“Our lifestyle is increasingly integrated with the objects we use every day. We are used to interacting through communication devices and moving within progressively smaller spaces. The Runner_Table is the answer to this lifestyle, allowing for the space below the work surface to be used in an elegant way. Although characterized by a radical design, it remains a clean, simple and efficient object. An ON/OFF tool functioning according to the needs of the moment.”*

*“The daily life narrated in the evolution of **Runner** could have as the protagonist only the cello; an instrument that can breathe, run and sing, an instrument capable of expressing the spirit and the*

*magic of wood suddenly coming to life.” – These are the words of **Fabrizio Campanelli** who continues – “It is towards this spirit that the three original compositions are oriented, because they are able to reestablish the most magical aspects of our internal and external movements over the course of a passing day.”*

Video production: Muse Project Factory
Director: Francesca Molteni
Photography and editing: Alvisè Tedesco
Original score: Fabrizio Campanelli
Cellist: Amerigo Daveri
Site design for www.runnertable.com: Digital Kitchen
Press office: Ghenos - Gabriella del Signore

Biographies

Francesca Molteni. With a degree in Philosophy, Francesca Molteni studied Film Production at New York University and has worked with Rai, Edizioni Olivares, 3D Video. She wrote and directed two series of *Ultrafragola* for Sky Cult, and curated the development of the web TV channel www.ultrafragola.com. In 2009 she founded the Muse Project Factory, which is concerned with the production of video and multimedia projects such as “Design Dance” presented at the Milan Triennale and “Meet Design Show,” which debuted at Beijing Design Week 2012.

Marco Acerbis. After studying at Milan’s Polytechnic University and his extensive experience in the office of Norman Foster in London, Marco Acerbis returned to Italy where he launched an intensive career in the world of sustainable architecture and design. He is the recipient of numerous awards, including the Red Dot Design Award, an Honorable Mention at the XXI Compasso d’Oro Awards, and the Renzo Piano Foundation Prize where his POLINS building was selected from among the finalists.

Fabrizio Campanelli, a young musician and composer from Livorno and student of Maestro Tiziano Poli, he is known for the development and composition of music for images. Eclecticism and tonal diversity characterize a unique musical language in which the investigation of emotion is manifest as a unifying element. He lives in Italy and is the founder of Candle Studio in Milan. He has composed music for documentaries and film, including *Solo un padre*, directed by Luca Lucini, for which he was nominated in 2009 for both the David di Donatello and for the Nastro d’Argento for best original song. He is also known as a composer for television ad campaigns. For the soundtrack of Calzedonia’s 25th anniversary spot he won the Mediastars 2012 Prize.

Amerigo Daveri graduated from the G. Verdi Conservatory of Milan under Rocco Filippini and from the Department of Music and Performing Arts at the University of Bologna. He specialized in the study of eighteenth-century treatises on instrumental music. He began his performing career and in 1996 became part of the “Compagnia di teatro musicale” directed by Moni Ovadia. He participated in the creation of the first Italian cultural channel, Tele+3, as the manager of classical music programming. He edited the sound for many documentaries produced by Fininvest. Since 2006 he is the author, director and chief editor of the Italian cable channel Classica Sky. **He directed the video of Verdi’s *Macbeth*, the opening opera for the 2012-2013 Season of the Teatro Filarmonico di Verona.**

Alvisè Tedesco. He works as a director of photography and filmmaker, is the author of videos and short films, director of films and documentaries, and has worked with both Italian and foreign productions and directors such as Ermanno Olmi and Marco Bechis.

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