

## The Monsordo project on display at the Milan Triennale

The exhibition *TDM5: Italian Graphic Arts* is being staged at the Milan Triennale until February 24th, 2013.

The exhibition takes in more than a thousand graphic products collected by the three curators: Mario Piazza, Giorgio Camuffo and Carlo Vinti. In the packaging section, the **Monsordo** of **Ceretto** project is being displayed, curated by **Giacomo Bersanetti** and **Italo Lupi**.



With this, the fifth edition of *TDM5: Italian Graphic Arts*, the Triennale Design Museum continues its promotion and showcasing of Italian creativity, widening its research into a story that has always been considered minor and ancillary, in order to restore its proper independence.

*Italian Graphic Arts* is an opportunity to present the events, figures and phenomena that have accompanied and sustained the cultural, social, economic and political deve-

lopments of our country, which still remain relatively little known, in all their diversity, outside the specialised community.

Starting from the historical beginnings, the cultural roots and the key moments in Italian graphic design, the exhibition is broken down into types of artefacts: letters, books, periodicals, culture and politics, advertising, visual identity, signs, films, video and packaging. A sort of classification system takes shape, running from the written word to the designs that are brought together through the topic of space and time.

In the food packaging section, the **Monsordo** wine project of the **Ceretto** company is displayed.

The visual identity of this product arose from the synthesis between the specific shape of the bottle, designed by **Giacomo Bersanetti**, and the embossed lettering in the glass, designed by **Italo Lupi**.



A bottle that is firmly rooted in the territory from which it comes, from the redesign of the '**Poirinetta**' to be precise, a container that was first produced at the end of the 17th century in the Poirino glassworks near Turin.

The work carried out by **Ceretto** was a fundamental step that typifies the whole sphere of communication in the wine production sector. With the Ceretto brothers, the transfer of design expertise was achieved regarding the identity of the wine: from the supplier to the designer.



**S G A**

corporate & packaging  
design

via Sudorno 44  
24129 Bergamo - Italia

Tel. +39 035 26 50 931  
Fax +39 035 26 18 95

[contact@sgaitalia.it](mailto:contact@sgaitalia.it)