

MOSTRA ITALIDEA

Italidea is an exhibition on the image of Italy. This itinerant show consists of an open system in continuous evolution capable of representing and communicating Italian richness, style and philosophy, and of transmitting the image of a country that lives in the present and in the future, making the most of the richness of its historic traditions and cultural uniqueness. This exhibition is an opportunity to discover the historic roots of the inventiveness, creativity and entrepreneurialism of contemporary Italian excellence.

The works chosen for the exhibition are emotionally involving. The surprise factor is the main feature and, in particular, the works' special containers are a sort of "treasure chest" that become the emblem of the Italian creative genius. The "chest" is located in the piazza in front of the Cabanas as a totem, and continues to channel the exhibition's content and values even outside and beyond the museum.

The exhibition joins "didactic" needs with the dimension of emotion and, in this sense, its language leads to a narrative of discovery and wonder representing a marriage of traditional and modern systems: from the physical object to the hologram, the scale model to video projection, paper to audiovisual document, and from ancient navigation charts to innovative virtual maps. An integration of objects and artworks as icons bearing witness to the various stages of development in a dynamic exhibition divided into two main sections:

- I. An introductory section, aimed at Italy's historic/artistic identity; and
- II. A thematic section representing several of Italy's main sectors of excellence.

Italidea is also divided into several thematic routes:

- Technology and Mechanics
- Sailing
- Fashion
- Wine/Food
- Building
- Communication, Knowledge, Emotion
- Design

