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MUDEC - Special edition box by Elisabetta Carozzi

When I started working at the Icònica collection, I immediately thought that I would have liked to work with museums. And some -necklaces of my collection have been and are at the MUDEC Store. I like MUDEC. It is a young, fresh, dynamic – museum in Milan. 24 ORE Cultura - Gruppo 24 Ore and Milan City Council in synergy.

MUDEC has a careful teaching -role, a unique collection, and interesting programs. It is an interdisciplinary museum complex. The current exhibition of Frida Kahlo – is a must-see.

The coordinated image of the Museum of Cultures, - created by Studio FM- has created a beautiful logo and brand., which is effective, alive, and colorful. An acronym that sounds and communicates well.

The idea was born - looking at the brand in all its versions, starting from the M with the horns, reminder of a little mask. These proposals were born from the look and the vision.

Then, the meeting with Chiara Savino, Store Manager. The storeproposes quality articles. I presented my idea to you. I found receptiveness and openness to dialogue. Thank you. I imagined -the M " coming out" of the museum, from the window sticker, making itself object. I imagined to draw the M with the glass, interpreting it and comparing it with the possibilities of rendering of this material.

I worked with the glassblower - the borosilicate glass is artisanally blown and worked by hand. The first necklace that was created was created, MUDEC TI FA BELLA, because MUDEC promotes culture and beauty. Then a 'necklace' vase followed, MUDEC FA PRIMAVERA, because MUDEC makes culture flourish, nourishes it and makes it grow. Finally, a candlestick, MUDEC FA LUCE, where the light of culture is symbolically represented by the light of the candles.

The coordinated image lends itself to evolve into collections, shapes and objects. According to me, MUDEC - is a world to investigate and discover, and I hope you will renew –your interest in my proposals.

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