

PLATFORM

CASA PLATFORM VENEZIA 2021

From 22nd May to 22nd August 2021, in conjunction with the prestigious Biennale of Architecture, **Platform** organises an important initiative that brings together the "**Best Design Selection**" editorial project and the value system expressed by **Casa Platform**, a brand synonymous with architectural culture, content creation and networking among the various players in the world of design.

The location of the event will be the **Scuola Grande di Santa Maria della Misericordia in Venice**. Located in the Cannaregio district, it is an impressive building situated exactly between Ca' d'Oro and San Marcuola, between the former Teatro Italia and Campo Santi Apostoli and offers excellent accessibility for the public on foot from Piazzale Roma (15 min.) from Rialto or from Fondamenta Nuove (10 min.). Completely restored in 2015, today the Misericordia is a monumental space where art, history and culture dialogue with the territory, and is an institutional location for prestigious exhibitions, installations and cultural events. It can accommodate more than 1,000 people and is the only one that meets the requirements of the recent anti-Covid regulations to be able to host events with a large number of guests at the same time.

From 22nd May to 22nd August, this prestigious location will host two simultaneous thematic exhibitions involving a total of 140 architectural firms. The first, entitled "**Best Italian Interior Design Selection**", offers an overview of interior design by Italian architects, with no geographical limitation or type (residential, hospitality, retail, etc.). The second, entitled "**Best International Houses**", offers an overview of the world's living spaces through the selection of 70 projects chosen by a scientific committee on the basis of applications from all over the world.

For each of the Exhibitions a dedicated volume will be published to collect the selected projects that will enrich the "Best Design Selection" collection that Platform has inaugurated and continues from 2018. There will also be a **Casa Platform Venezia General Catalogue** entirely dedicated to the event's partner companies and the cultural initiatives scheduled.

The exhibition project, entrusted to **SET Architects** of Rome, is based on the use of just two elements: a modular metal frame structure and a system of semi-transparent sheets on which the projects on display will be printed. The idea is to insert a light, ethereal object inside a historic building with a strong architectural identity, such as the Scuola Grande di S.Maria della Misericordia in Venice. The height of the installation reflects that of the base of the imposing columns, creating a direct relationship between the context and the installation, between the heaviness of the stone and the lightness of the structure made of square metal profiles painted white and fabric sheets. The large number of projects to be exhibited is emphasised by the serial repetition of the module, through a tight rhythm of the elements, capable of bringing the installation into an abstract dimension. The installation will be positioned at the centre of the two side aisles, displaying the projects on the two fronts and generating a very fluid path around them.

In addition to the Exhibitions, the **PLATFORM ARCHITECTURE FESTIVAL** will take place **from 14th to 17th July**, a busy schedule of speeches and lectures in 4 days by the selected architectural firms, in which sponsors and architects can participate as an audience. The event will be filmed and broadcast on Platform's digital channels in order to give maximum visibility to all participants, architects and sponsors.