

# VANNI *goes arty* 2008



**The relationship between design and contemporary art. Is there a possible synergy between the two and how the focus on a particular territory reconciles with the goal of both of addressing a global public and economy?**

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The relationship between art and design is a complex one. Actually nowadays there are not such hard and fast outlines as we've tended to think. At times it's the context an object is placed in that defines whether its status is art or design.

When one goes round contemporary art exhibitions there may be objects with all the shape and materials of designer objects and all that distinguishes them from design is the size of the run. Design is intended for production, if not en masse then at least in some quantity, and it's supposed to serve a purpose. The art work stands aloof from any context and focuses on the aesthetic side of the object. It must be said, though, that designers often aspire to purity of form. There's continual overspill between the disciplines.

For about a decade design has been trying to bring back craftsmanship, which ties up with introjecting popular or local culture. Often as we go round design exhibitions we find hand-crafted objects and wonder if it makes any sense to imagine them manufactured on a large scale. It's hard to define the role of design in present-day culture. Everyone has their own relation to the objects around them. Look or practicality are personal factors and tied to the contexts the objects get placed in.

