



MUSEO FISOGNI

DEVELOPED FOR
MUSEO FISOGNI, TRADATE, ITALY

BY KVORNING DESIGN & COMMUNICATION
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KVORNINGDESIGN
KOMMUNIKATION

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INTRO

THE FISOgni MUSEUM OF THE GAS STATION //
INTERNATIONAL TOURING EXHIBITION CONCEPT

JOURNEY OF PASSION

Italian Fisogni Museum's international touring exhibition concept, JOURNEY OF PASSION, celebrates the aesthetics of mechanics, dreams of the good life, and myths of fuel. Based on founder Guido Fisogni's lifelong journey of passion. His unique collection of over 5,000 pieces of industrial art from the whole world.

JOURNEY OF PASSION offers museums, galleries, and venues of design, fashion, food, cars, media, oil, and tech journeys of passion. Showcasing Mussolini's fuel pump from 1930. Design icons as Michelin's symbol, Bibendum. With postcards, graphic art or fashion from the period. Real stuff interpreted with the right hair-do, sunglasses, run jackets, and jeans.

Artefacts and projections. Film, soundtrack and photos. Added the smell of oil, tyres, exhaust, and tobacco. Offering audiences aged 50+ a walk down memory lane. And an engaging first experience to others. Custom-designed shipping containers of glass and steel. Flexible, easy to handle and ship. Giant showcases. Ready to enjoy on site. Outdoor or indoor. Installations to enter or enjoy through glass or as projections. Pop-up events. Workshops. ThinkTanks. Temporary or permanent exhibitions. Inviting various international audiences to recall or discover intense emotions for the first time. Blending history, aesthetics, tech, fashion, food, and lifestyle in surprising and innovative settings.



STRATEGY

JOURNEY OF PASSION

To create awareness and interest among the target groups, we recommend to produce a 5-7 minute PR-documentary featuring Guido Fisogni's journey of passion (Italian interview / English translation) as well as the concept. The documentary to be shared on Facebook, Twitter, Google+, LinkedIn, Pinterest, Instagram, YouTube, Fisogni.it and with journalists / media (design, architecture, fashion, travel, sport, leisure, tech).

CO-CREATIONAL ASPECT

Young photographers will follow JOURNEY OF PASSION to document audience reactions on site. Photos / film / video / texts etc. will be included and part of the concept in the future. To be shown as a commentary and/or with reactions from other museums, galleries, venues as well as a way of spreading the word.

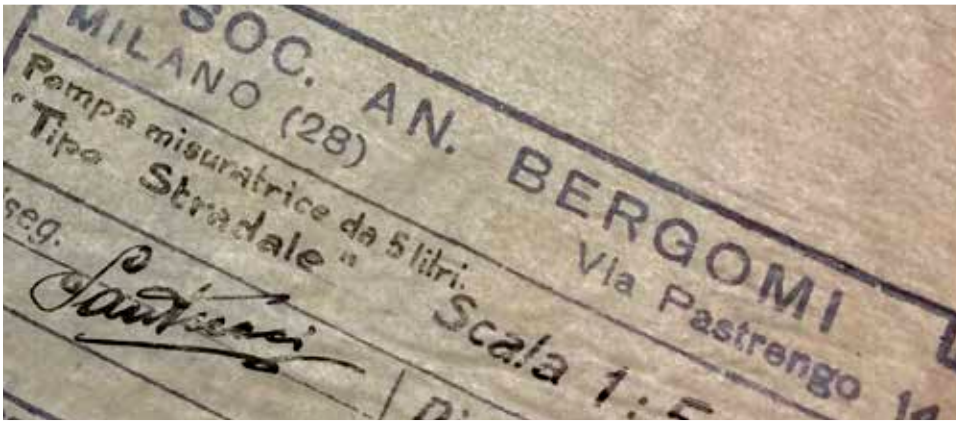
'I have been able to put together a collection which the experts of industrial art judge to be unique and particularly rich'

GUIDO FISOGNI



PICTURES OF
GUIDO FISOGNI' JOURNEY

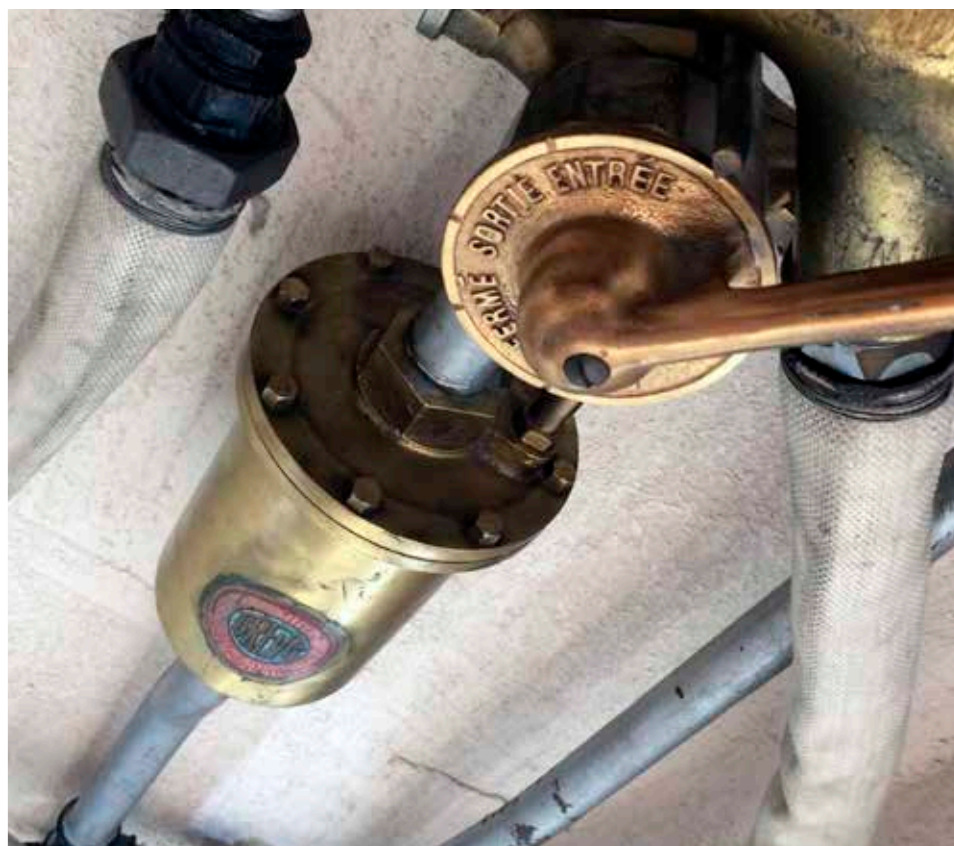
MUSEO FISOGNI





MUSEO FISOGNI





MUSEO FISOGNI





CONCEPT

INTERNATIONAL TOURING CONCEPT

Vintage gas stations

Interpretation of the 50s – fuel pump, globe, classic cars, sportswear, jeans, leather jackets, pants, boots, sunglasses, scarves, hamburger stands, sundaes, families, good luck charms, sound and living pictures from Jack Kerouac's classic beat novel 'On the road', smell of oil, hamburgers, tobacco, exhaust.

Graphic design

Graphic design by young artists – Shell UK Ltd. in the 30s + 30s fashion compared to today, other gas companies' advertising philosophy.

Vintage fuel pumps

164 fuel pumps ranging from a 1910 Tekheim self-measuring pump to a 1981 Fimac Benaglia 'Lux 60 Puma' volumetric pump including a 1930 pump that fuelled Mussolini's fleet of cars / interpretation of the museum's fuel pumps + product design of the era. 50 fuel pumps with glass globes from 20s and 30s are 2,5 m high (handle with care) and 114 fuel pumps without glass globes are max 2 m high.

Present Guinness World Record / 185 fuel pumps from 1982 to 1991 as event.

Design icons

Bibendum/Bib/Bibelobis, one of the world's oldest trademarks and symbol of the Michelin tyre company introduced at the Lyon Exhibition of 1894 + postcards, technical drawings, models, designer, Michelin guide, maps etc. French Food and lifestyle. Michelin was one of the leading advertisers.

Faster, bigger, better

Fuel. Wheels. Mass-production. Movement. Fascination of speed. Infrastructure. Highways. Cities. Motorsport. Le Mans, Monaco Formel 1 Grand Prix Champions of the 20th century + fashion, car and speed venues, lifestyle, drinks, tech, logistics.

Co-creational aspect

Photographers' documentation of visitors reactions. A way of spreading the word of the international touring exhibition concept.

‘Mussolini’s fuel pump from 1930. Design icons as Michelin’s symbol, Bibendum’

Aspects / Narrative ways to be mixed

- Historic – 20s, 30s, 40s / 20th Century / Today
- Philosophical – West / East
- Aesthetic – Cultural / Architecture / Design
- Technological – Sustainability / Innovation

Form and content / Curators

International touring exhibition in easily shipped, standard sized, custom designed shipping containers – steel and glass facades – with selected artefacts eg fuel pumps, design icons, AV, sensory instruments, interpretation – to hire and show one / several – to select / mix as required – to present outdoor/indoor.

Curators eg professors / PhDs (anthropologists, ethnologists) in design history, journalists.

Target groups / Venues / Partners / Non-prioritised

International museums, galleries, festivals, shows, publishers, high-schools, universities within design, art, architecture, art, fashion, food, travel,

car, transport, road, oil, technology, science and media. Across generations, locals and tourists, public and experts.

Touring countries / Non-prioritised

- Denmark, Sweden, Norway, Finland
- United Kingdom
- Germany, Netherlands, France, Italy, Switzerland, Spain
- China
- Russia
- Japan
- United States

Sponsors / Non-prioritised

- Car manufacturers
- Fashion companies
- Oil companies
- Energy providers

EXPERIENCES



TRAVEL

TANKING THE CAR / BIKE, MAPS, SIGNS, FREEDOM, INTERNATIONAL VEHICLE REGISTRATION CODES, NUMBER PLATES, SOCIALISING, PHOTOS, POSTCARDS, ALBUMS, CAMERAS, KODAK, EASY RIDER, LEISURE TIME, FAMILY, LOVE, HOLIDAYS, CHANGING TECHNOLOGY, LONG DISTANCE



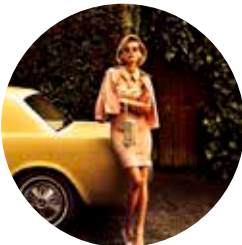
TECHNIQUE

INNOVATION, DEVELOPMENT, ERA, PROGRESS, FUEL, WHEELS, MASS-PRODUCTION, FASTER, BIGGER, BETTER, MOVEMENT, FASCINATION, INFRASTRUCTURE, HIGHWAYS, URBAN LIFE, SPEED, MOTORSPORT



INDUSTRIAL ART

PACKAGING, MERCHANDISE, BRANDS, COMPANY NAMES, LOGOS, TRADEMARKS, ARCHITECTURE, DESIGN ICONS, IRON / METAL / PLASTIC SIGNS





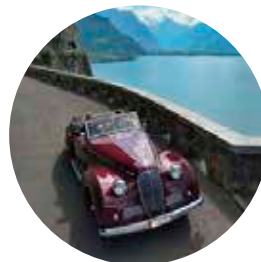
PASSION

MAGIC, INTENSE EMOTIONS, DESIRE, ENTHUSIASM,
DREAMS OF THE GOOD LIFE, JOY, LOVE, FREEDOM,
EXPLORING THE WORLD, REALISING YOURSELF,
THE REAL THING, EXPERIENCE, AESTHETICS



LIFESTYLE

AMERICA, EUROPE, FRIENDS, FAMILY,
DRIVE-IN, REFRESHMENT STANDS, PICNIC,
TRAVEL, LEISURE, SUN, WHEELS, PHOTOGRAPHY,
RECREATION, A COKE AND A SMILE, HAPPINESS,
PLAY, FOOTBALL, WEEKENDS, TOBACCO, ROCK'N'ROLL,
POP, BEAT, CLASSIC CARS, VENUES, MYTH, CITIES,
RELAX, HERITAGE CARS, DRIVERS, RIDERS, ICONIC RACE CARS



FASHION

CARS, BIKES, HAIR-DO, GLOVES, SUN-GLASSES, SCARVES,
RUN JACKETS, LEATHER JACKETS, PANTS, BOOTS, CRASS
HELMET, SIDE BAGS, CASUAL WEAR, SPORTSWEAR, JEANS



FOOD

HOT DOGS, ICE CREAM, SOFT ICE, COKE,
YANKIE BAR, COFFEE, SANDWICH, FAST-FOOD,
SUNDAES, REFRESHMENTS, RICH AND CREAMY

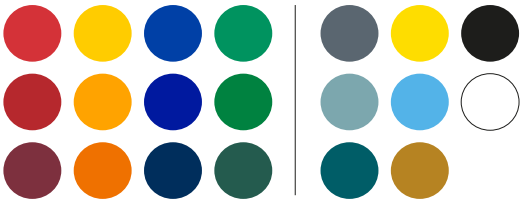
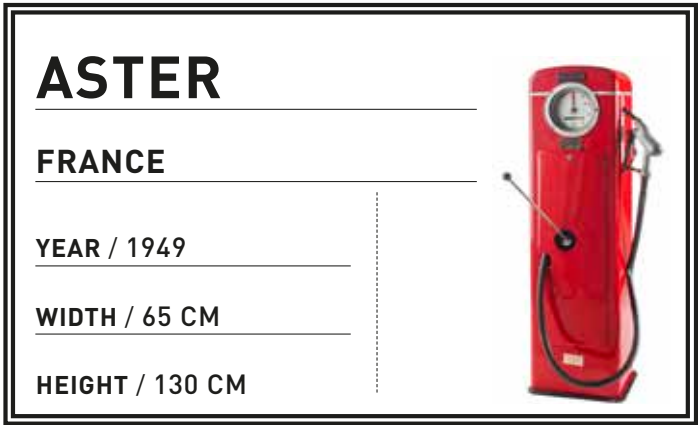


TOURING EXHIBITION





GRAPHICS



1930

OLIO FIAT
1921

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1930



OLIO FIAT
1921

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SERVIZIO
1922

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MICHELIN
1924

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FIAT
1927

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ABOUT

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