

“Creating is creating”. Philippe Daverio reveals the art of production

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“Creating is creating: the Vibram shoe and art posters are both creations.” Philippe Daverio began the presentation, at the Ville Ponti Conference Centre, in Varese, of his book “Varese in the world”, by praising the creativity of all entrepreneurs, without distinction. And he received such a loud applause from the audience that filled Ville Ponti’s Napoleonica Hall, an audience primarily of entrepreneurs for whom creativity must be part of their everyday bread and butter, if they are to survive this time of crisis. The book looks simple, and is full of pictures, but in fact, it tells the story of Varese Province. “I was the first to be astonished by the importance and abundance of these posters,” Daverio confessed. “The first thing you notice when you look at them is the complexity of the industrial fabric they represent. And the fact that the biggest names paved the way, in terms of culture and communication, for the entire group.” The posters that appear in the book, which is published by Macchione, with a design by the Benzoni Studio, represent a great time. “Today, we’ve discovered things that entrepreneurs in the past already knew, the importance of a brand. Without even knowing it existed, they already knew what identity behind a brand was.” But today, “we’ve gone from being the producers of creativity, to being a second class podium. But it’s important to rediscover how much fun it is to create business culture, which is also a culture of taking risks.” For this reason, “This book must put people in a good mood.” And so, to read it properly, and to drive out the crisis and remember what lies there, under the ashes, “look at the pictures, and dream.”