"The wooden beacons" is an installation by Architect Matteo Thun and the Fashion House Marni: a talking point about life cycle rhythm. A process of managing the entire life cycle of a product from its conception, through design and manufacture.

"The wooden beacons" is a dialogue between two creative worlds: architecture and fashion. Hardware and software. The mix of raw and soft elements as a demonstration of life cycle management. Interni Think Tank as a part of the FuoriSalone 2010 is the ideal platform to convey this idea.

The installation is composed of three "hardware" parts interacting with the "software". Wood as Matteo Thun's favorite material in architecture and design becomes a statement of gratitude: even treated it remains natural. Beacons, representing the "hardware", are made from American red oak from the sustainably managed forests of North America, as a result of a close collaboration with the American Hardwood Export Council (AHEC).

All the wooden beacons will be constructed in situ by the Italian hardwood manufacturer RIVA1920, a partner who has a longstanding relationship with both Matteo Thun and AHEC.

The "software" inside the beacons are by Marni and unveil the process of creation. One beacon contains floating paper patterns, a series of outlines the designer uses to cut materials. Another

beacon is filled with bales of Marni fabrics in different prints. The third beacon supports a sphere with hanging jewellery pieces in wood, resin, horn and seeds.

Two more installations complete the project: in the courtyard of the Marni boutique in Via Senato, American walnut wood planks placed upright randomly create a path. In the window of the department store La Rinascente American cherry wood planks form together with jewellery elements a fragmentary composition.

Installation Date: April 13-25, 2010
Installation Address: Università Statale di Milano, Portico Largo Richini,
Via Festa del Perdono 20121 Milano