

PRESS RELEASE

2. April 2025

Alchimia. The Revolution of Italian Design
Exhibition from April 17 to September 7, 2025 at the Bröhan Museum, Berlin

Under the joint patronage of Federal President Frank-Walter Steinmeier and the President of the Italian Republic Sergio Mattarella

The PRESS CONFERENCE for the exhibition, to which we warmly invite you, will take place on Tuesday, April 15, 2025, at 11 a.m. at the Bröhan Museum.

The exhibition at the Bröhan Museum is the first major retrospective of this movement, so important for the 20th century, which brought together some of the most significant Italian designers of the 1970s and 1980s, including Alessandro Mendini, Ettore Sottsass, Andrea Branzi, and Lapo Binazzi. While the Bauhaus and German Modernism marked a milestone in the first half of the century, Alchimia represents a major turning point in the second half.

Unlike in Germany, the 1968 movement in Italy also had a significant impact on design. In the second half of the 1960s, a series of design collectives such as Archizoom and Superstudio emerged in quick succession. The group Alchimia, founded in 1976 in Milan by Alessandro Guerriero and his sister Adriana, brought the various approaches of the 1960s to perfection and achieved great international success. Through a radical break with functionalism, this avant-garde collective ushered in a new era of design. With bold colors, inexpensive materials, and a touch of irony, the designers transformed everyday objects into provocative works of art.

Alchimia's guiding principle was to oppose soulless mass production with individual and sensual objects—even at the expense of practicality. Its visionary power inspired an entire generation of designers and made Alchimia a legend in the history of design. Their mantra—to resist despair and to draw new strength and resilience from beauty—is as relevant today as it was then.

Alchimia took the bold step of pursuing a form of design beyond industrial production—striving to turn life itself into a total work of art. With their creations, the group advocated for an alternative reality, a different vision of the world. It is a world full of joy, color, and aesthetics, meant to convey one clear message: another reality is possible.

The exhibition will subsequently be shown at the ADI Design Museum in Milan.

Supported by the Ernst von Siemens Art Foundation: “We are delighted to support this innovative exhibition project, and

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in particular the comprehensive catalogue, which addresses a significant chapter in the history of design,” says Dr. Martin Hoernes, Secretary General of the Ernst von Siemens Art Foundation.

We would like to thank Zanotta for sponsoring the production of the Calamobio furniture for the exhibition.

Media partners: Wall GmbH, rbb24 Inforadio, radio3, H.O.M.E., tip, The Berliner, Dinamix

ACCOMPANYING PROGRAM

Opening of the exhibition

Wed, April 16, at 6 p.m., no registration required.

Free public tours (additional museum admission required)

Every Saturday at 3 p.m., no registration required.

Free public tour (additional museum admission required) on the occasion of Berlin Design Week 2025

Sun, May 18, at 4 p.m., no registration required.

Digital Curator's Tour

On Tue, April 15, at 6 p.m., a live tour will take place on Instagram @broehan_museum.

Design Aperitivo

Fancy a special Italian summer evening? After an exclusive tour of the exhibition, we'll wind down the evening with a refreshing aperitif.

Every 3rd Friday of the month (May 16 / June 20 / July 18 / August 15), 6 p.m.

Tour including one drink, €20 per person, limited spots available, no registration required.

Lecture by Alessandro Guerriero and Discussion

Thu, May 22, at 7 p.m.

More information and registration: [Vortrag von Alessandro Guerriero und Diskussion](#)

Lecture by Anna Gili and Discussion

Thu, June 12, at 7 p.m.

More information and registration: [Vortrag von Anna Gili und Diskussion](#)

Summer Party

Thu, July 3, from 6 p.m.

Long Night of the Museums

Sat, August 30, from 6 p.m.

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Easter Holidays at the Bröhan Museum

Enchanted Room – Create your dream room using various techniques

Mon-Thu, April 14-17, from 10 a.m. to 3 p.m. For children aged 8-12

More information and registration at: www.jugend-im-museum.de

Summer Holidays at the Bröhan Museum

Mon-Thu, September 1-4, from 10 a.m. to 3 p.m. For children aged 8-12

More information and registration at: www.jugend-im-museum.de

Free "Family Sundays"

Every 3rd Sunday of the month, at 11 a.m., for children (ages 5-12) and their families, 90 minutes.

Registration required at: vermittlung@broehan-museum.de, Tel: +49 30 32690625

Training for Teachers

Fri, May 9, from 4 to 6 p.m. After an exclusive tour of the exhibition, the educational program for school groups will be presented.

Registration required. More information: www.broehan-museum.de/vermittlung

Program for Kindergartens and School Classes

As part of the exhibition, we offer creative programs for kindergartens and school groups.

More information and registration at: www.broehan-museum.de/vermittlung

All events take place at the Bröhan Museum, except for the lectures by Alessandro Guerriero and Anna Gili, which will be held at the Istituto Italiano di Cultura di Berlino.

Curators of the exhibition: Dr. Tobias Hoffmann and Prof. François Burkhardt

Curatorial Assistance: Theresa Augustin M.A. and Fabian Reifferscheidt M.A.

Exhibition Design: Katleen Arthen

Press and Public Relations: Corinna Kleis M.A.

Education and Mediation: Nils Martin Müller M.A.

Assistance in Press and Public Relations / Education and Outreach: Fadila Yassouf M.A.

Opening hours: Tue to Sun, from 11 a.m. to 6 p.m. and on all public holidays (closed on Whit Monday)

Admission: €9, reduced €6

Happy Wednesday: Every 1st Wednesday of the month, a flat price of €4 for everyone.

Tickets can be purchased online at www.broehan-museum.de/service or on-site.

A catalog will be published by Hirmer Verlag: 400 pages, German/Italian/English, numerous illustrations. Price: €39 at the museum shop.

For inquiries, including further information and image material, please contact Corinna Kleis,
Email: pr@broehan-museum.de