

COLLABORATION OF  
ZEITGEIST19  
Md'A Design Agency

# THE ART OF BALANCE

Women for Sustainability

Round Table on the series of ZG19 Podcast

05 . 10 . 2020

## THE ART OF BALANCE

### WOMEN FOR SUSTAINABILITY

Curated by an international group of 4 women with different professional backgrounds that share similar vision for interconnectedness, who decide to join forces, Maddalena d'Alfonso, Farah Piriye, Elizabeth Zhivkova & Kiana Talebpour. The ZG19 Podcast series on Multiculturalism & Sustainability in Art & Architecture builds a central theme around culture development and education.

For the ASviS Festival we host a round table, where we introduce the podcast's first season entitled The Perpetual Dimensions (Season 01), recorded during the national lockdowns and presented on our websites amongst other channels. It is for the first time that our content will be a part of a large-scale festival with the main focus on Sustainability.

The round table is an hour long 'in conversation' led by Maddalena d'Alfonso, Farah Piriye, Elizabeth Zhivkova & Kiana Talebpour, where we present the results of our collaboration through released interviews. We invite people to join us for this event and explore what Hommi Bhabba refers to as 'art in the age of multicultural translation'.

*Are we really together in this or never been this much apart?*

## ZEITGEIST19



ZEITGEIST 19 is a research-led socio-cultural hub that runs educational and cultural talks with pioneers of contemporary art & culture, emerging talents, environmentalists, and entrepreneurs. Our platform was founded in Milan in 2019 with the main objective - to explore and home in on the spirit of Now through the lens of art and sustainability.

Our aim is to raise awareness of current critical social and environmental issues through the language of 'conscious' art. We are convinced the decade provides a strategic opportunity to rethink cultural diversity, peace and tolerance in our fragile globalized world. Due to the recent health crisis, we have transformed our in-person events into a virtual initiative - ZEITGEIST19 Curated Podcast, which is now streaming on Apple and Spotify channels.

## COLLABORATION

Md'A design agency founded in Milano, 2019, is a Cultural Consultancy & Architectural Design firm which celebrates a harmonic fusion between creative ideas and the influences they inspire. The agency has developed a cultural approach to sustainable assessments based on UN SDG's, while focusing on productions through multidisciplinary researches, to curate your story, design your space and consult you through your whole project from process planning to visual communication strategies.

Md'A and ZEITGEIST19 have joined forces to co-create a series of podcast episodes dedicated to the themes of Multinationalism, Cultural Isolation and Pluralism amongst others.

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### SPEAKERS

ZEITGEIST19 Podcast Season 01 Perpetual Dimensions is a series of 20-40 minutes' broad ranging discussions featuring leading minds of our time. In this Season we broadcast 21 interviews dedicated to the dilemma of multiculturalism in relation to the current global isolation. We hope to bring people and ideas together in an effort to raise awareness and enhance conversations around ecological injustice, social inequality and other pressing issues of our age, with a goal to highlight the tools we can utilise for realising the SDGs of the 2030 Agenda.

- |  |  |  |
|--|--|--|
| 1. <b>Nina Yashar</b><br><i>Gallerist, founder of Nilufar</i>  | 7. <b>Arturo Galansino</b><br><i>Director of Palazzo Strozzi, curator</i>              | 13. <b>Prof. Ingrid Paoletti</b><br><i>Founder, Material Balance</i>         |
| 2. <b>Studio Formafantasma</b><br><i>Designer duo</i>          | 8. <b>Dr. Roberto Ridolfi</b><br><i>Assistant Director General FAO, United Nations</i> | 14. <b>Bahanur Nasya</b><br><i>Architect and Film Producer</i>               |
| 3. <b>Maria Thereza Alves</b><br><i>Artist</i>                 | 9. <b>Francesca Liberatore</b><br><i>Fashion designer</i>                              | 15. <b>Hormoz Hematian</b><br><i>Gallerist, founder of Dastan's Basement</i> |
| 4. <b>Suad Garayeva-Maleki</b><br><i>Curator</i>               | 10. <b>Ilya Shagalov</b><br><i>Theatre Director, Video Artist</i>                      | 16. <b>Talimka Yordanova</b><br><i>CEO, Global Citizen Forum</i>             |
| 5. <b>Richard Vijgen</b><br><i>Artist</i>                      | 11. <b>Gillian Bruce</b><br><i>Musical Theatre Choreographer</i>                       | 17. <b>Jean Hilgersom</b><br><i>Managing Partner, ToornendPartners</i>       |
| 6. <b>Lubomila Jordanova</b><br><i>Green Tech Entrepreneur</i> | 12. <b>Yoko Choy</b><br><i>Editor Wallpaper Magazine, China</i>                        |  |

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### WHO WE ARE

#### Maddalena d'Alfonso

Founder - Architect Ph.D

maddalena.dalfonso@gmail.com

www.maddalenadalfonso.com



Maddalena d'Alfonso, is an architect, essayist and researcher. Qualified Associate Professor in 2017, following the PHD in the interior, museography and exhibit design cum laude, in 2004. d'Alfonso has applied her abilities to combine research with museographic culture while conceptualizing and designing cultural exhibitions and projects. The architect has been a member of the scientific board of ICOM (The International Council of Museums), Italy, since 2019. In 2019, she founded Md'A Design agency in Milano, to bring architecture, curatorship and culture together by providing "Sustainable Architectural and Design Solutions" while highlighting the "Accessibility of the Visual Culture".



#### Kiana Taleb-Pour

Creative Director - Designer

kiana.mda.designagency@gmail.com

Kiana Taleb-pour is a Designer and Concept Curator, with expertise in communicational strategies and visual identity graphics. She got her first master degree in Civil Engineering from the University of Birmingham, UK, 2010 and her second one in Interior Design from Politecnico di Milano, Italy, 2018. Since January 2019 she has been collaborating with arch. d'Alfonso, as a creative director in Md'A Design Agency, developing and executing Cultural & Architectural projects.

#### Farah Piriye

Co-founder - Curator

farah@zeitgeist19.com



Farah is an independent curator, art critic and researcher based in London, United Kingdom. Her curatorial practice focuses on transnational dialogues, and on the ways history, migration, memory, identity and other social forces have shaped modern realities. Her work aims to question dilemmas of borders and freedom through theoretical research and socially engaged art projects, while exploring connections between various disciplines in order to challenge conventional definitions and forms.



#### Elizabeth Zhivkova

Co-founder - Designer

elizabeth@zeitgeist19.com

Elizabeth is a writer, creative consultant and designer based in milan, italy. much of her work is concerned with research and implementation of ethical production, through prioritizing the use of environmentally conscientious materials and supporting the local crafts community. she is a founder of maison Noir Catcher, a consciously-made jewelry and clothing label. as well she publishes the bi-annual independent zine noir catcher.

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### "THE ART OF BALANCE"

A Scheduled Virtual Meeting

05 . 10 . 2020

18:00 - 19:00 pm (GMT +2)

The link for the event:

<https://zoom.us/j/91499487654>

It will be published on the festival's official website ([click here](#)).



[www.mda-designagency.com](http://www.mda-designagency.com)  
[mda.designagency@gmail.com](mailto:mda.designagency@gmail.com)



[www.zeitgeist19.com/podcast](http://www.zeitgeist19.com/podcast)  
[info@zeitgeist19.com](mailto:info@zeitgeist19.com)

# THANK YOU

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