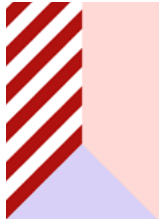


F/A

SFF
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GenovaDesignWeek

03-07 June 2026



F / A

FakeAuthentic

The Association

Established in 2019 by Stefania Agostini and Luca Mostarda, F/A FakeAuthentic is a **traveling platform and a cultural observatory** operating within the intersections of architecture, design, and visual languages. What began as a collective movement to bring an international, ironic, and occasionally critical perspective to the cultural landscape has since evolved into a dynamic entity, showcasing **over 100 international projects** across prestigious European venues, from major fairs to independent galleries.

The association acts as a curated launchpad for emerging talent and independent realities, providing the visibility and professional framework needed to navigate the contemporary industry. F/A's practice evolves through the deconstruction of contemporary themes, translated into **Open Calls** that invite designers to produce original objects and artifacts.

Moving intentionally **beyond conventional market-driven dynamics**, the association assumes full responsibility for the event's entire infrastructure. While the design remains the result of individual research, **F/A curates its spatial and narrative translation** - encompassing conceptual direction, the mapping of unconventional exhibition geographies, exhibition design, and the coordination of logistical flows. Through authorial communication strategies and collaborations with specialized press agencies, F/A works to bridge spontaneous design with the global critical discourse, **transforming every intervention into a rigorous and autonomous cultural act**.



F/A

FakeAuthentic

SeeSaw

FROM 03.06.2026 TILL 07.06.2026

at SANTA MARIA DI CASTELLO | GENOVA

On the occasion of Genoa Design Week 2026, FakeAuthentic moves to the heart of the Mediterranean, within the historic district of the *Vico dei Castagna*. The evocative spaces of Santa Maria di Castello will provide the backdrop for a reflection on balance - or the lack thereof.

After several successful editions across Europe, F/A has chosen to explore Genoa for the first time. **The association was drawn to the city's rawness and its profound authenticity** - qualities that perfectly mirror the spirit of the platform. Genoa Design Week offers **a rare territory where high-quality design is celebrated in a genuine, unpolished context**, far from the commercial saturation of larger events; it is a place where the project remains the undisputed protagonist.

The exhibition will unfold within the extraordinary complex of Santa Maria di Castello, a cornerstone of Genoa's historic district.





Santa Maria di Castello | Genova





SeeSaw

The theme for this edition of Genoa Design Week is *Equilibri* (Balances). F/A interprets this through *SeeSaw*, a title that plays with the dual nature of the word.

We invite to reflect on the **ludic dimension of design**. This is not an exploration of design for children, but rather an investigation into how design for adults can embrace irony, playfulness, and joy.

We seek projects that:

Think through play.

Search for irony in functionality.

Wander between the technical and the whimsical.

The exhibition aims to celebrate design in its most vital state, where the act of creation is a test of ideas and a refusal of the mundane.





BRIEF

Does design have to be serious to be taken seriously?

Can an object be both a functional tool and a playful catalyst?

Is play a state of mind reserved for childhood, or can it be a sophisticated strategy for adult interaction?

What happens when we look at the world through the rhythmic movement of a seesaw - perpetually shifting between gravity and levity?

Design often asks us to choose: is it a tool or is it a toy? With *SeeSaw*, we want to dissolve this boundary. We invite you to explore the double reading of the object a design that performs its function while simultaneously hosting a ludic soul. It is about creating pieces that don't just occupy space, but invite a gesture, a smile, or a change in perspective.

We look at references like Enzo Mari's *Abitacolo*: a structure that is technically a bed, a desk, and a shelf, but is fundamentally a modular landscape for the imagination. It is an object for adults that speaks the language of freedom. This lineage of thought is echoed in the provocative irony of Andrea Branzi, whose work often challenges the rigid boundaries between the natural and the artificial through a playful, almost primitive lens.

Like these masters, your projects should be relational machines - functional entities that reveal their playful essence through use. We draw inspiration from the *Playfree Project*, which reimagines the city as a space for spontaneous interaction, and from Isamu Noguchi's playgrounds, where sculpture and play merge into a singular, immersive experience. Noguchi taught us that "*the playground is an antidote to the city*," much like we believe the ludic object can be an antidote to the static nature of the domestic environment.

To design for *SeeSaw* means to embrace this duality:

The Hybrid Function: How can a domestic object (a chair, a table, a lamp) hide a second, playful identity without losing its utility?

The Adult Playground: How can we reintroduce the concept of "play" into the rigors of adult life? Not as an escape, but as a deeper, more conscious way to experience our surroundings.

We look forward to discovering how technical precision can embrace the lightness of a seesaw, fostering a new kind of equilibrium where the ludic dimension isn't a mere ornament, but a structural pulse within the project's intelligence.





TECHNICAL INFOS

LOGISTICS & CONTRIBUTION

To ensure the highest quality of the event and its visibility, the Genoa Design Week organization requires a contribution for the management of the historical spaces and the promotional campaign. Therefore we ask each selected participant an economical contribute as it follows:

| **Early Application:** Fee € 150 | within 26.04.2026 at 22.00 IT time

| **Late Application:** Fee € 200 | from 27.04.2026 till 10.05.2026 at 22.00 IT time

DEADLINES

| **Arrival of the pieces** at SANTA MARIA AL CASTELLO 31.05.2026;

| **Opening** 03.06.2026 - time to be defined;

| **Closing** 07.06.2026 - time to be defined;

| **Dismanteling** 07.06.2026 - 08.06.2026 - time to be defined.

SUBMISSION GUIDELINES

CREATIVE FREEDOM & PRACTICAL CONSTRAINTS

There are no restrictions regarding materials or techniques, provided the object reflects a personal interpretation of the *SeeSaw* theme. However, participants must consider a fundamental practical constraint: the exhibition site is located in the heart of Genoa's historic center, where motor vehicles can only reach a distance of approximately 50 meters from the venue. Moreover the historical complex of *Santa Maria di Castello* is characterized by significant level changes and uneven stone floors; therefore, all designs should be conceived for easy manual transport through stairs and historic passages. It is essential to design with weight and dimensions in mind, ensuring that the pieces are manageable for manual transport over the final stretch.

SUBMISSION GUIDELINES

All submission requirements are detailed in the **Application Form**, which is available for download on the event dedicated website page. **To complete the application process, the form must be filled out and submitted alongside all requested materials at info@fakeauthentic.gallery.**

CURATORSHIP & EXHIBITION DESIGN

The exhibition and its layout will be curated by Stefania Agostini - on behalf of F/A - in collaboration with UNBALANCE and Matteo Pigni.

F/A

PAST EDITIONS



F/A

1st edition of Drawings exhibition 2026

DRAWINGS FORM THE DRAWER

hosted by PORTUENSE201

For the first time, FakeAuthentic **brings its visions to Rome** - a city that has always **held the unspoken** close, concealing wonders beneath every layer of time, matter, and history. What better place to host an exhibition dedicated to what usually remains peripheral?

DRAWINGS FROM THE DRAWER was born of this very intent - **to bring to light the preparatory drawings so often relegated to the margins of the creative process**, honoring their fragile, fleeting, and profoundly powerful beauty. Like precious fragments unearthed in an excavation, these **drawings return to the surface to finally be observed**, interpreted, and celebrated.

Rome, with its stratification of eras and insights, provides the natural backdrop for this exhibition - **a city that reminds us that every masterpiece began with a single mark**, and that even what remains buried can still speak.



F/A

Milano Design Week 2025

DISINTEGRATE

hosted by DROPCITY

Within the evocative tunnels that once housed the station's warehouses, F / A FakeAuthentic presents DISINTEGRATE - an exhibition where inventiveness and space merge to create the perfect environment for works that dare to challenge the collective imagination and subvert stereotypes.

The objects serve as catalysts for transformation, reshaping the past into a space where creativity finds new strength, where expression defies convention, and where disintegration gives rise to something powerful, wild, and magnificently unexpected.

Does DISINTEGRATE signify destruction, or can it be an act of refinement? Is it about stripping away the useless, or resisting the incorporation of the superfluous? Can the absence of something be just as significant as its presence? Does DISINTEGRATE necessarily imply a rebellious stance? Does it push against norms by destroying what is held together, or does it resist conformity by refusing to integrate what is expected? Does the act of disintegration become a statement - a refusal to accept the ordinary, a challenge to the status quo?

EXHIBITION DESIGN SPONSORED BY

LA RETE Spa

Via Siviano Loc. Porto 223
25050 Monte Isola (BS)





F / A

Milano Design Week 2024

(EXTRA)ORDINARY

hosted by DROPCITY

On the occasion of Milan Design Week 2024, AMA presents the fifth edition of the F / A FakeAuthentic exhibition. This year's theme, challenging participants to reflect and interpret through their work, is (EXTRA)ORDINARY. Following previous editions at Galleria Antonia Jannone, ASSAB ONE, and MAS, AMA showcases the work of twenty-two international participants within the evocative spaces of DROPCITY - the tunnels located beneath the tracks of the Central Station.

The curators, in turn, interpret the theme by designing a scenography that draws inspiration from the venue itself, reinterpreting it through an unprecedented spatial experience.

Furthermore, Tunnel 40 will serve as the backdrop for an ambitious collaboration. As the sun sets, the space will be flooded by the soundscapes of Simone Trabucchi and his HUNDEBISS project. Surrounded by HUNDEBISS tracks, F/A GALLERY will transform into a CLUB, where music, atmosphere, movement, bodies, and objects merge to generate a new kind of space - an exhibition format that defies stereotypes.

An ORDINARY exhibition by day, an EXTRAORDINARY club by night, and vice versa.

EXHIBITION DESIGN SPONSORED BY

ORIGONI ZANOLETTI Spa

Via L. Da Vinci 285

20090 Trezzano sul Naviglio (MI)





F / A

Milano Design Week 2023

LOST / FOUND

hosted by MAS - Museo d'arte e Scienza

On the occasion of Milan Design Week 2023, AMA presents the fourth edition of the F / A FakeAuthentic exhibition. The theme proposed to the participants - inviting them to reflect and offer their interpretation through an original work - is LOST / FOUND.

Following the 2021 and 2022 editions at Galleria Antonia Jannone and ASSAB ONE, AMA showcases the work of eighteen selected participants from nine different countries within the evocative spaces of the MAS Museo d'Arte e Scienza in Piazza Castello - the very place where F / A first began. The curators, in turn, interpret the LOST / FOUND theme by redesigning the setting for the same rooms that hosted the event's inaugural edition.

EXHIBITION DESIGN SPONSORED BY

ORIGONI ZANOLETTI Spa

Via L. Da Vinci 285

20090 Trezzano sul Naviglio (MI)







F / A

Milano Design Week 2022

MISTAKES!

hosted by ASSABONE

On the occasion of Milan Design Week 2022, AMArchitectrue presents the third edition of the F / A FakeAuthentic exhibition. The proposed theme, which participants were invited to reflect upon and interpret through their work, is MISTAKES!

Following the 2021 experience at the renowned Galleria Antonia Jannone Disegni di Architettura, AMArchitectrue showcases the works of nineteen selected participants from eight different countries within the evocative spaces of Elena Quarestani's ASSAB ONE association.

EXHIBITION DESIGN SPONSORED BY

MOBA EUROTUBI srl

Via Colligiana 32
51019 Ponte Buggianese (PT)







F / A

Milano Design Week 2020/21

ICONIC/IRONIC

hosted by Galleria Antonia Jannone Disegni di Architettura

On the occasion of Milan Design Week 2021, AMArchitecture presents the second edition of the F / A FakeAuthentic exhibition, igniting the spaces of Galleria Jannone with color. The show features the work of 27 architects selected by Antonia Jannone, AMArchitecture, and Marco Sammiceli following an open call for young creatives under 40, who were challenged to interpret the theme ICONIC IRONIC - the leitmotif connecting all the participants' projects.

The variety and quality of the pieces are striking, further emphasized by the international diversity of the creators, who hail from 15 different countries.

The curators reinterpreted the gallery's spaces through a scenography of painted canvases titled 'Ode to Antonia.' This series of 13 large-scale paintings depicts axonometric details of the gallery, reimagined in unexpected ways to serve as a backdrop and scenography for the participants' works. Discovering the objects feels like a pleasant stroll through the gallery's quiet spaces: beginning at the storefront window, moving into the main hall, and finally culminating in the breathtaking garden, a corner of paradise in the heart of Milan, a sort of urban jungle personally tended to by Antonia every day.

EXHIBITION DESIGN SPONSORED BY

CRESPI BRERA

Via Brera 28
20121 Milano (MI)





F/A

Exhibition invited at Ghent 2021

ICONIC/IRONIC

hosted by Ghent Art&Design Fair

Following its successful run in Milan, F/A FakeAuthentic travels to Ghent, bringing its provocative and spontaneous vision to a new international stage.

This traveling edition continues the association's mission to bridge the gap between emerging talent and prestigious cultural contexts.

EXHIBITION DESIGN SPONSORED BY

CRESPI BRERA

Via Brera 28
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F / A

Milano Design Week 2019

FakeAuthentic

hosted by MAS - Museo d'arte e scienza

On the occasion of Milan Design Week 2019, AMArchitectrue presents the inaugural edition of the F / A FakeAuthentic exhibition.

Curated by the Milanese architecture firm AMArchitectrue - with Stefania Agostini, Luca Mostarda, and Rocco Vitali - the exhibition's title draws inspiration from its venue: the MAS (Museum of Art and Science) in Milan. The show features 15 furniture pieces designed by 15 young international architects, each reflecting on the duality between true and false, a central theme of the Museum itself.

EXHIBITION DESIGN SPONSORED BY

NOVELLO CASE IN LEGNO

Via Ronchetti 18
21040 Oggiona S. Stefano (VA)





F/A

Exhibition invited at Zurigo 2019

FakeAuthentic

hosted by 4SPACES GALLERY

Building on its debut success in Milan, the F/A FakeAuthentic exhibition was invited to Zurich, marking its first international chapter.

This stop in Switzerland transformed the project into a nomadic platform, showcasing the 15 furniture pieces designed by young international architects to a new European audience.

EXHIBITION DESIGN SPONSORED BY

NOVELLO CASE IN LEGNO

Via Ronchetti 18
21040 Oggiona S. Stefano (VA)





F/A

Exhibition invited at Como 2019

FakeAuthentic

hosted by Villa Reale

After its international journey through Zurich and Ghent, F/A FakeAuthentic returned to Italy, finding a new home in the refined setting of Como.

This homecoming represented a full-circle moment for the project, blending its newfound international perspective with the rich artisanal and architectural heritage of the Lake Como region.

By bringing these innovative works to Como, F/A FakeAuthentic continued to expand its collective movement, bridging the gap between emerging global talent and the storied traditions of Italian design.

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NOVELLO CASE IN LEGNO

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21040 Oggiona S. Stefano (VA)







F/A

FakeAuthentic

SeeSaw

FROM 03.06.26 TILL 07.06.26

at SANTA MARIA DI CASTELLO | GENOVA

EXHIBITION CREDITS

Curator and Exhibition Design | Stefania Agostini

Exhibition Design Coordination | Jacopo Luini & Gianluca Micera - UNBALANCED

Project Direction Architect Matteo Pigni

