

“Unwoven Memories”: design and story, the protagonists at *Sonar+D* in Barcelona

The project by Think Truong, winner of the 2023 Francesco Morelli Grant, is a protagonist at SONAR, one of the most important events for music and creativity on the national and international scene.

Milan, 17 June 2024 - Imagine a city that speaks through its objects, a secret language woven in the threads of time, “Unwoven memories” can be found precisely here: a project translating the memories from Colonia Guell, a Catalan town with a textile tradition, in a **new extraordinary typography**: a textile code that makes it possible for the story itself to “weave” its own narration.

The project by **Think Truong**, artist and former student from the Motion Graphics course at IED Barcelona, **winner of the Grant** of the Fondazione Francesco Morelli, was selected among the highest examples of innovation and creativity to liven the cultural programme of the **Sonar+ Festival**, now at its 31st edition, welcoming thousands of visitors **from 13 to 15 June in Barcelona**. An opportunity where the capital of modernism, too, will reveal itself through its own textile of memories thanks to the exposition at **Sonar+D**, the place where **culture and innovation meet** to show the world the technologies that are shaping the future of creative industries.

“We are very happy and proud of the projects selected by the Fondazione Francesco Morelli for the 2023 Francesco Morelli Grant. “We are particularly fond of the ‘Unwoven Memories’ project, since it brings us face to face with an idea that compares HERITAGE and INNOVATION, moving around with freedom and agility between craftsmanship and mass production. It is the perfect example of how design is an instrument to improve the planet through responsible choices.” declares **Riccardo Balbo, President of the Foundation**. *“The Francesco Morelli Grant was established precisely with the objective of offering young people with the skills and opportunities necessary to support entrepreneurship, transforming their creative ideas into real projects.”* - Balbo concludes.

The participation of “Unwoven Memories” at Sonar has not only consolidated the project’s distinctiveness and innovation in the contemporary design scene, but it also offered further proof of Think Truong’s talent in creating immersive and engaging experiences.

The project offers an **innovative method to transform a typographical language into a textile one**. The artist has coded elements from various areas of the city, creating a matrix that has created a unique tapestry, rich in collective memories. Every city generates a specific textile response, giving life to tapestries that represent the identity and stories of each location.

“My approach to work and design comes from the need to move people. The rational component is necessary, but it may not be enough.” – Think Truong comments. *“For this project, I wanted to bring a different vision to tie design to the story and the story to the design, creating an innovative result encouraging everyone to reflect.”* – the artist concludes.

“Unwoven memories” lays the foundation for an **alternative language** and shows how the future Large Language Model of **artificial intelligence** can harmonise with human craftsmanship.

Lastly, it offers a cause for reflection on the **deep connections between people and objects**, encouraging appreciation for the significance of the latter, transforming them into a new language.

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