





F / A

FakeAuthentic

DISINTEGRATE

BRIEF

Does DISINTEGRATE mean destruction, or can it be an act of refinement?
Does it strip away the unnecessary, or resist incorporating the superfluous?
Can the absence of something be as meaningful as its presence?

Does DISINTEGRATE inherently assume a rebel attitude?
Does it push against norms by breaking apart what is held together, or 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?

The way we process the familiar through subtraction, exclusion, or non-integration has the potential to reshape what we thought we knew.
How does our own life's experience guide the decision to integrate, exclude, or let go?
And how does letting go reveal the essence of what remains?
Inclusion tends to feel natural, while exclusion feels disruptive.
Do we seek completeness, or do we embrace the gaps that make room for imagination?

Can DISINTEGRATE also mean the deliberate choice to delete a shared, common imaginary, clearing the path for the unexpected?
We consciously disrupt collective expectations - not as an act of destruction, but as an opening for unimagined possibilities.
Can erasing the familiar create room for a vision unbound by precedent, free to redefine not just what we see, but how we see it?

Does DISINTEGRATE allow us to unlearn in order to imagine anew?

Do we sit on a chair that holds its shape, or do we remove a leg to explore balance?
Do we dismantle a structure to build anew, or to question what was never needed?
Do we choose simplicity by removing, or complexity by refusing to add?

DISINTEGRATE as an act of resistance, or as an act of focus?



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DIS!NTEGRATE

**DIS!NTEGRATE TO INTEGRATE
INTEGRATE TO DIS!NTEGRATE**

Can simplicity emerge from the act of stripping away the unnecessary?
Can authenticity arise when facades crumble?
Can the mundane reveal beauty when its layers are peeled back?
Can life itself unfold as we disassemble the familiar into raw experience?

F / A FakeAuthentic explores the power of DIS!NTEGRATE to uncover true meaning and function in design.

We challenge you to define your work: is it meant to be lived with, or purely to be observed?

If you DIS!NTEGRATE a chair, it must welcome us to sit, proving its strength, comfort, and durability.

If you DIS!NTEGRATE a lamp, it must provide both light and safety, offering functionality while redefining its environment.

If you DIS!NTEGRATE a painting, a sculpture, or a drawing, its essence must be revealed - its purpose and significance laid bare.

F / A FakeAuthentic seeks objects born from the dismantling of norms, ideas forged from the breakdown of convention.

We celebrate originality, innovation, and the beauty of authenticity over fake.



F / A

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DIS!NTEGRATE

DROPCITY.

DROP OUT CONVENTIONS DROP IN POSSIBILITIES

In the evocative setting of the tunnels that once housed the station's warehouses, F / A Gallery will host DISINTEGRATE, an exhibition curated by FakeAuthentic, where inventiveness and space will merge to create the perfect setting for works that dare to challenge collective imagination and overturn stereotypes.

Set within the raw, evocative tunnels, the exhibition transforms its industrial bones into a living, shifting landscape. Here, the interplay of light and shadow, the echo, and the presence of bold, thought-provoking pieces will break the boundaries between viewer and space.

Your objects will be the catalysts of transformation, reshaping the past into a space where creativity finds new strength, where expression defies convention, and where disintegration generates something powerful, untamed, and beautifully unexpected.

A DROP OF LONGING FOR THE CITY

Dropcity is a hub for exploring, reimagining, and experimenting with innovative approaches to design and architecture in response to global crises. It fosters the development of groundbreaking ideas and supports their realization, pushing the boundaries of what's possible.

F/A FakeAuthentic initiated its project with a commitment to INCLUSIVITY.

However, operational expenses such as communication, curatorial services, venue setup, and location rental have represented a significant limit to it.

Consequently, until now, we've had to charge a minimum application fee of €700.00, limiting access to our program.

We are delighted to be host by Andrea Caputo at DROPCITY, whose ambitious vision and generosity have enabled us to substantially lower the registration fee to €450.00.

F / A together with DROPCITY believe in the value of supporting creatives and youngsters



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SCHEDULE

- deadline for **application within** Monday the **24th of February 2025** at 20:00 Milan time.
- public **announcement** of the participants within Tuesday the **25th of February 2025**.
- deadline for the participation **fee payment within** Wednesday the **28th of February 2025**
- **work delivery** at DROPCITY from Friday the **21st (14:00-17:00) to Tuesday the 25th of March 2025** (14:00-17:00).
- **opening** Friday the **28th of March 2025**. Time to be defined.
- **finissage** to be defined.
- **dismanteling** to be defined.

