

# MOMOWO

## FROM A EUROPEAN PROJECT TO THE GENERATION OF A “MATRIX”

CATERINA FRANCHINI | EMILIA GARDA | MARIKA MANGOSIO



**POLITECNICO  
DI TORINO**

MoMoWo Project Leader



**WOMEN'S CREATIVITY  
SINCE THE MODERN MOVEMENT**

*provisional logo*

Co-funded by the  
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MoMoWo. Kick-off Meeting in Turin, 20th October 2014

[www.momowo.eu](http://www.momowo.eu)**EU Programme:****Creative Culture**

Culture sub-programme

Larger scale cooperation projects

**Project title:*****Women's creativity since the Modern Movement*****Acronym:****MoMoWo****Duration:****48 months** (20th October **2014** – 19th October **2018**)**Total budget:**

2.315.796 € (EU grant 50%)

**Project leader:****POLITO**

Politecnico di Torino – Italy

**Partners:****IADE-U**

Instituto De Artes Visuais Design Marketing - Portugal

**UNIOVI**

Universidad de Oviedo - Spain

**LU**

Universiteit Leiden – The Netherlands

**ZRC-SAZU**

Znanstvenoraziskovalni Center Slovenske Akademije Znanosti in umetnosti -Slovenia

**UPMF**

Université Pierre Mendès - France

**SiTI**

Istituto Superiore sui Sistemi Territoriali per l'Innovazione – Italy

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## MoMoWo

- Contents:** The networks, strategies and innovative practices that women architects, civil engineers and designers have developed in order to create a space for their career within a masculine sphere of professional practice.
- Starting point:** The Modern Movement intended as a moment of great cultural ferment, political and social breaking point and first historical landmark in the emancipation of women in the professions.
- Aim:** To understand why women still find it hard to achieve success in their career.
- Through its specific partnership and activities the project intends to build up a new European heritage based on a trans-national network of knowledge and skills, in order to strengthen the cultural and creative players, to inspire new vocations for women, and to facilitate access to professional opportunities.
- Goal:** The creation of a bridge connecting past, present and future generations of women.





## FROM THE IDEA OF MOMOWO PROJECT TO A TRANSNATIONAL AND MULTIDISCIPLINARY PARTNERSHIP

### Preliminary considerations:

- In Europe the professions of architecture, civil engineering, urban planning and industrial design were and often still are perceived as traditionally male professions.
- In European culture the history of women's creativity and the cultural heritage produced by women's works is still not recognised enough today.
- Women's works are not highlighted by the European Academia. They are not included in text books on the History of Architecture, History of Building Technologies, Urban History and Industrial Design History.
- Buildings designed by women are rarely included in architectural guide books of major European cities.
- Only a few “archistar”© women are represented by the History of Contemporary Architecture, while a considerable number of women architects appear in prestigious specialised magazines.
- In XX century history many women designers in the fields of textiles, fashion, jewellery and ceramics have made a name for themselves and their talent has been fully recognised.





## FROM THE IDEA OF MOMOWO PROJECT TO A TRANSNATIONAL AND MULTIDISCIPLINARY PARTNERSHIP

### Preliminary questions:

- Why women's engagement in architecture, civil engineering, urban planning, landscape design, interior design and industrial design had and still has difficulty being recognized?
- What has been and what is women's position in these fields?



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## Questions to be answered:

- Is there a professional space for European women in traditionally male professions?
- What can be learned from European women “pioneers” so as to improve women's current professional achievements in architecture and design?





**Assumption:** the history and enhancement of architecture, civil engineering and design cannot be restricted to a mere presentation of works.

**Ambition:** to increase the consciousness of capabilities of the female gender,  
to contribute to women's liberation from the following professional prejudices and clichés that:

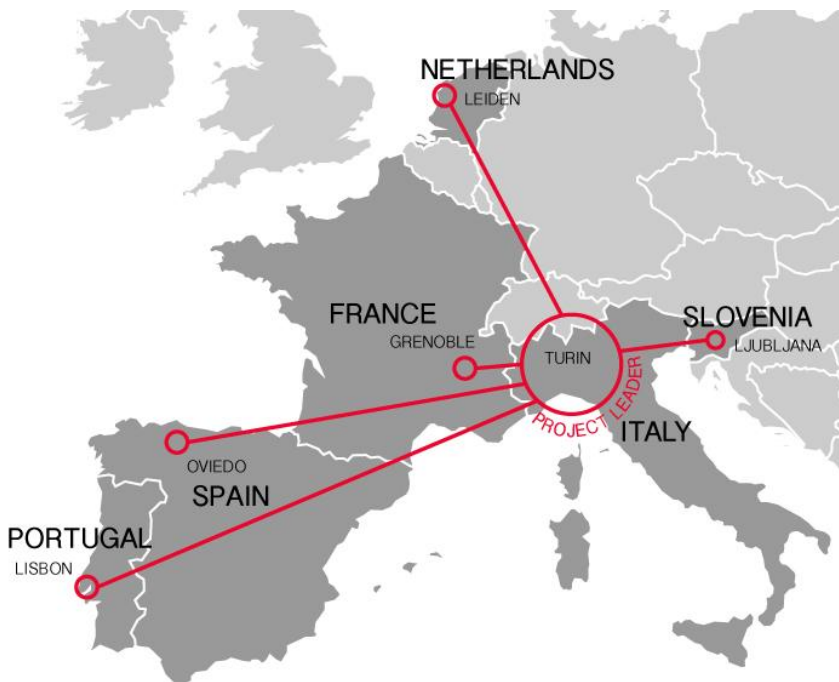
- woman architects, civil engineers and designers represent an “unexploited creative potential” which the economy should make use of;
- women architects and designers should be entrusted with tasks especially related to women, so as to make certain built spaces or products even more successful, on the grounds that women have “a different view of things”.

**MoMoWo tackles a real equal opportunities theme, in both past and present times.**



POLITECNICO  
DI TORINOUniversidad de  
Oviedo

CREATIVE UNIVERSITY

**PROJECT LEADER:****IT | Emilia Garda***Assistant professor at Politecnico di Torino***PARTNERS:****FR | Alain Bonnet***Full Professor at Université Pierre-Mendès, Grenoble***ES | Ana María Fernández García***Full Professor at Universidad de Oviedo***NL | Marjan Groot***Associate Professor at Universiteit Leiden***IT | Sara Levi Sacerdotti***Project Manager at Istituto Superiore sui Sistemi Territoriali per l'Innovazione, Torino***SI | Helena Seražin***Senior Research Fellow at Znanstvenoraziskovalni Center Slovenske Akademije Znanosti in umetnosti, Ljubljana***PL | Maria Helena Souto***Associate Professor at Instituto de Artes Visuais Design Marketing, Lisboa*





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<http://www.momowo.eu/activities/>

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COMPETITION

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INTERNATIONAL FINAL  
SYMPOSIUM



Jane Drew, secondary school in Chandigarh - India (1956)

FOLLOW US



© 2015 Provisional MoMoMo website and visual identity by IADE-U



MATRICES

INTERNATIONAL CONGRESS ON  
ARCHITECTURE AND GENDER

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## AUDIENCE DEVELOPMENT STRATEGY AND PROJECT ACTIVITIES: UPSTREAM AND DOWNSTREAM PARTICIPATION

**Goal:** engender new perceptions of professions and new narratives

**Audience strategy priorities:**

### Developing and increasing audiences:

attracting new audiences with the same socio-demographic profile as the current audience  
working with those who are hopefully the audiences of the future, such as young students and professionals

### Deepening relationships with existing audiences:

enhancing their experience of the cultural event and encouraging them to discover related or even non-related more complex creative forms, and fostering loyalty to the MoMoWo activities

### Diversifying audiences:

attracting people with a different socio-demographic profile to the current audience, including non-audiences, those who have never had previous contact with architecture and design

The audience development strategy focuses on a **two way exchange** offering the potential **to transform audiences from passive receivers into creators and active users of cultural contents.**

It takes place both **upstream** and **downstream** of the creative and cultural chain.



## UPSTREAM PARTICIPATION:

### TWO INTERNATIONAL COMPETITIONS:

*MoMoWo visual identity including the logo and one promotional object*  
(launched by IADE-U on 26th January 2015)



*Photographic Reportage on women designer's own home*  
(Resp. IADE-U-2016)

**OPEN DAY IN PROFESSIONAL WOMEN STUDIOS IN PARTNER COUNTRIES EVERY 8TH MARCH**  
(Resp. UPMF-2016-2018)

**MOMOWO WEBSITE AND SOCIAL MEDIA** (Facebook and Blog) will allow upstream participation in the research phases of the *Database* and the preparation of the *Travelling Exhibition* and *Open Days*



## DOWNSTREAM PARTICIPATION:

### WEBPAGE AGENDA (Resp. IADE-U-2015)

provides a permanent promotion of current events and activities related to the work of women in construction and design professions, thus increasing their visibility and improving their social position in contemporary societies. It will help them to develop and strengthen a sense of freedom and equality without prejudice and discrimination, regardless of their geographic location within the EU and beyond.

### CULTURAL-TOURIST ITINERARIES (Resp. SiTI – 2016)

will be planned to connect different types of works, sites, buildings, historical and recent ones, created by women. They will be directed at scholars and students, architects and designers, but the emphasis will be on the broader audience. To achieve this purpose educational games will be organised for tourists and families.

Selected itineraries will be accessible via the website and QR code on the site. They will be proposed to the local authorities and tourist organisations as a means of promoting tourism in their area.

### GUIDE BOOK ON CULTURAL-TOURIST ITINERARIES (APP) ,TEST ZERO OF AR AND QR CODES (Resp. SiTI – 2016)

will help to broaden access to buildings, sites created by women.

### THE INTERNATIONAL TRAVELLING EXHIBITION (Resp. UNIOVI – 2016-2017)

will present one hundred selected works created by women in one hundred years (1918-2018), one for each year.



## DOWNSTREAM PARTICIPATION:

Interactivity is the paramount concept of the **INTERNATIONAL TRAVELLING EXHIBITION** (Resp. UNIOVI, 2016-2017)

By entering his or her birth year the visitor will select the image corresponding to a work created by a woman. To surprise the audience a treasure hunt will be organised using QR and AR codes of the MoMoWo works and products.

The *Exhibition* will provide a first wave of dissemination of the results of a wide range of cultural activities undertaken by MoMoWo (*Database* and related *Workshops with Public interviews, Cultural-tourist itineraries*).

The *Travelling Exhibition* has been conceived as way to support the transnational circulation of cultural and artistic works and products.

It aims to disseminate knowledge and stimulate interest in European women lives and works and to raise awareness of the obstacles and challenges that women designers have had to contend with and are still facing today.

Photo galleries and virtual exhibitions of the six stops of the *Travelling Exhibition* will be shown on the website ([www.momowo.eu](http://www.momowo.eu)), thus broadening access to works.



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## UPSTREAM AND DOWNSTREAM PARTICIPATION

### International peer learning activities:

**DATABASE** (from 2015 to 2018 | Resp. POLITO)

### HISTORICAL WORKSHOPS WITH PUBLIC INTERVIEWS TO WOMEN PROFESSIONALS

1st Workshop in Leiden, Autumn 2015 | Resp. LU

2nd Workshop in Ljubljana, Autumn 2016 | Resp. ZRC SAZU

3rd Workshop in Oviedo, Autumn 2017 | Resp. UNIOVI

**FINAL SYMPOSIUM** (2018 | Resp. POLITO)

Topics:

education in architecture and design

communication and innovation

critical design and engineering

preservation of architectural heritage

amateur and professional networks

cultural tourism in gender topics



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## MOMOWO DATABASE ON “CREATIVE” EUROPEAN WOMEN FROM 1918 TO 2018

The major research activity is: **DATABASE WITH APPLICATION OF THE GEOGRAPHIC INFORMATION SYSTEM (GIS).**

*Database* will collect biographies of European women who have worked and are still working in the European Union and beyond in the fields of:

- architecture
- civil engineering
- landscape design
- urban planning
- interior design
- industrial design

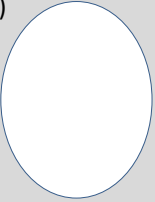
The *Database* has been conceived **to underpin** the contents of the MoMoWo cultural activities and their products:

- *International Travelling Exhibition* and its catalogue
- *Cultural-tourist itineraries* and the accompanying guide book
- *Final Symposium* and its book.





## DATABASE ENTRIES

|   |   |   |  |
|---|---|---|--|
| <b>Portrait</b> (photo, painting, drawing, self-portrait)                         |   |   |  |
|  |   |   |  |
| <b>First name, Maiden name and Name by marriage:</b>                              |   |   |  |
| <b>Place, date of birth – Place, date of death:</b>                               |   |   |  |
| <b>Nationality:</b>   |   |   |  |
| <b>Professional website address:</b>  |   |   |  |
| <b>Family background</b> (social status, religious and political leanings):       |   |   |  |
| <b>Education:</b>   | Name and place of the School(s), University, Academy, other:                |   |  |
|   | Barriers encountered to enter the education system:                         |   |  |
|   | Role played by the family:  |   |  |
|   | Contacts and situations that facilitated her to enter the education system: |   |  |
|   | Other:  |   |  |
| <b>Degree(s), Master(s), Specialisation in:</b>                                   | Architecture  | x |  |
|   | Civil Engineering   |   |  |
|   | Urban Planning  |   |  |
|   | Landscape design  |   |  |
|   | Garden design   |   |  |
|   | Design  |   |  |
|   | Interior design   | x |  |
|   | Industrial design   |   |  |
|   | Art   |   |  |
| Other   |   |   |  |







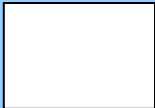


## DATABASE ENTRIES

|   |  |  |  |
|---|--|--|--|
| <b>Professional history starting from training experiences:</b> | Name and place of the professional studio, atelier, industry, company, other:    |  |  |
|   | Barriers encountered to enter professional training system:                      |  |  |
|   | Role played by the family and/or by the woman's husband and/or children:         |  |  |
|   | Conditions that favoured professional achievements:                              |  |  |
|   | Other:   |  |  |
| <b>Professional Partnership:</b>                                | with husband   |  |  |
|   | with father  |  |  |
|   | with relatives   |  |  |
|   | with male colleague(s)   |  |  |
|   | with female colleague(s)   |  |  |
|   | with others  |  |  |
|   | Description of the roles:  |  |  |
| <b>Professional affiliation(s):</b>                             | Barriers encountered to enter professional associations:                         |  |  |
|   | Contacts and situations that facilitated her to enter professional associations: |  |  |
| <b>Network/s within which each woman has operated:</b>          | Membership of trade unions:  |  |  |
|   | Membership of women associations:  |  |  |
|   | Other:   |  |  |



## DATABASE ENTRIES

|  |   |   |  |
|--|---|---|--|
| Main works in the field(s) of:                       | Architecture                                | x   |  |
|  | Engineering                                 |   |  |
|  | Urban planning                              |   |  |
|  | Landscape design                            | x   |  |
|  | Garden design                               |   |  |
|  | Design                                      |   |  |
|  | Interior design                             |   |  |
|  | Industrial design                           |   |  |
|  | Craftworks                                  |   |  |
|  | Graphic                                     |   |  |
|  | Other                                       |   |  |
| Description of the main works (with images and GIS): | Name, Date/s, Place (including address):    | Images / GIS<br> |  |
|  | Commissioner/s:                             |   |  |
|  | Critical description in context:            |   |  |
|  | Actual or potential tourist attractiveness: |   |  |
| Unrealized projects (with images):                   | Name, Date/s, Place:                        | Images<br>      |  |
|  | Commissioner/s:                             |   |  |
|  | Critical description in context:            |   |  |
| Patents (year, number, country, name):               |   | Images<br>     |  |





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## DATABASE ENTRIES

|   |                       |  |
|---|-----------------------|--|
| <b>Collaborations with specialized magazines:</b>                                       |                       |  |
| <b>Participation in Exhibition(s)</b> (solo exhibitions and/or collective exhibitions): |                       |  |
| <b>Prizes and Awards</b> (year, country, institution, work/s):                          |                       |  |
| <b>Writings:</b>  | Autobiography:        |  |
|   | Books:                |  |
|   | Textbooks:            |  |
|   | Essays:               |  |
|   | Articles:             |  |
|   | Others:               |  |
| <b>Bibliography:</b>  | Monographs:           |  |
|   | Anthologies (entry):  |  |
|   | Dictionaries (entry): |  |
|   | Encyclopedias(entry): |  |
|   | Essays:               |  |
|   | Articles:             |  |
|   | Others:               |  |
| <b>Links:</b>   |                       |  |
| <b>Archives:</b>  |                       |  |
| <b>Other:</b>   |                       |  |



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## PHASES OF DATA COLLECTION SCHEDULED EACH YEAR:

|                            |   |
|----------------------------|---|
| 1ST YEAR: 1918-1945        | from the end of War World I to the end of War World II                    |
| 2ND YEAR: 1946-1968        | from the end of War World II to the student revolt of May 1968            |
| 3RD YEAR: 1969-1989        | from the end of student revolt of May 1968 to the fall of the Berlin Wall |
| 1ST TO 4TH YEAR: 1989-2018 | from the Fall of the Berlin Wall (1989) to the end of the project (2018)  |





## DATA RESEARCH

### HISTORICAL WORKSHOPS WITH PUBLIC INTERVIEWS TO WOMEN PROFESSIONALS

1st Workshop in Leiden, Autumn 2015 | Responsible LU

2nd Workshop in Ljubljana, Autumn 2016 | Responsible ZRC SAZU

3rd Workshop in Oviedo, Autumn 2017 | Responsible UNIOVI

**objectives:** the three Historical Workshops provide the opportunity to share and to debate the design experiences of European women. Public Interviews to Women professionals are part of the activity and will be video-registered.

**beneficiaries:** the workshops are addressed to scholars and students. Participants will be MoMoWo Partners and invited scholars and or curators from the EU, and beyond.



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Selected biographies from the *Database* will be displayed on the website with a critical analysis of their significance for contemporary design practitioners.

They aim to stimulate debate on the *Blog* among the families, friends and colleagues of women architects and designers, critics, historians, scholars, journalists, curators and students.

The *Database*, the *Historical Workshops* and the *Final Symposium* have been conceived to set up a strategic and interactive process for making architecture, civil engineering, design, and cultural heritage created by women widely visible and accessible to cultural organisations, such as universities and schools of architecture and design, research and documentation centres, museums and cultural-tourism organisations.

The *Database* will provide useful data and materials for lectures and public talks on European women's involvement in design professions and on their life experience in order to promote intercultural dialogue and to inform contemporary design and education.

The *Database* could also provide data for new text books assessing women contributions to History of Architecture, Design History and History of Technologies.





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## MOMOWO TOWARDS THE GENERATION OF A “MATRIX”

MoMoWo is conceived **to engender a cultural European environment where education, history, theory, criticism and creativity** can be further developed considering women's achievements in design professions both in the past and the future.

Thus, the project has been set up in a dynamic perspective allowing its **main activities to be continued even beyond the deadline of the Creative Europe Programme financing.**

The implementation of project activities is **inclusive** and based on the improvement and internationalisation of individual competences, on their networking and on audience diversification, thus creating the conditions for the future sustainability of MoMoWo.



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We hope that MoMoWo activities will help professional women and their works in reaching larger audiences, thus exposing more people to the educational benefits of the creative fields.

Our expectations are in the potential of MoMoWo and in its further developments to generate not only cultural and economic benefits but also social benefits.

Works of architecture and design convey meanings and values, which give insights to other peoples' lives and other realities, thereby broadening our horizons, fostering empathy, mutual understanding and intercultural dialogue. These meanings and values help foster social inclusion and people's engagement in society.





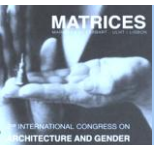
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# You are Welcome in MoMoWo!



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