



MADE IN ANGOLA

ABSTRACT



In Angola, a bottom-up design movement is emerging. It takes its competence from artisanal skills and local sustainable materials and creates products with a strong local identity.

These productions are often made in laboratories located in the Musseques (Slums) of the city of Luanda, helping **to create professional skills and job opportunities for the weakest sections of the population.**

The Made in Angola exhibition tells the story of emerging Angolan design, its places, protagonists, and products using different expressive, physical, and digital languages.

The exhibition is created through a co-creation process that involves different local actors (artisans, video makers, architecture students, urban explorers, and cultural animators) in a design workshop held in Luanda as part of an event promoting Italian design.

THE 24TH INTERNATIONAL TRIENNALE EXHIBITIONS - INEQUALITIES



The 24th International Exhibition, entitled Inequalities, is scheduled from May to November 2025.

After two International Exhibitions dedicated to reflecting on our relationship with the sphere of natural phenomena and how today it appears to us much more unknown than the sciences have promised us, we invite the world of culture, science and the arts to reflect on the great question of inequalities.

THE ITALIAN DESIGN DAYS



In XXIV International Exhibition of Triennale Milano, Italian Design Day 2025 embraces the theme to promote a constant of Italian design: **working for a better life**, to reduce inequalities, to enhance differences, to improve the conditions of access to individual and collective well-being. Italian design enhances well-being by improving living conditions, reducing inequalities, and fostering cultural longevity.

Design plays a key role in **urban regeneration, healthcare, climate action, education, infrastructure, and intergenerational relationships**. Through research and systemic actions, it connects politics, science, and artifacts to drive positive change.

Thanks to the Italian diplomatic network, experts worldwide will showcase innovative projects addressing these challenges.

During **Design Week (April 2025)**, key events at **Salone del Mobile, ADI Design Museum**, and design venues will highlight Italy's design contributions.

From **May to November 2025, the XXIV Triennale Milano** will feature exhibitions exploring these themes, solidifying design's role in shaping a better future.

WEALTH AND INEQUALITIES IN ANGOLA



Angola's rapid economic growth, driven by oil and mining, contrasts with persistent social inequalities. In Luanda, **musseques (slums) cover 80% of the city**, housing **over 3 million people** with **limited access to education, healthcare, and infrastructure**.

The **historical musseques**, rich in **Bantu heritage** and **urban identity**, are at risk of disappearing. as spaces of social identity that combine Bantu ancestry with the hybrid Luandense contemporaneity incorporating the historical, social, and aesthetic values of urban culture. However, poor living conditions, inadequate services, and economic disparity create a cycle of poverty that is difficult to break.

To transform this reality, **public policies must promote social inclusion and sustainable development**. Revitalization efforts should **preserve cultural heritage, improve infrastructure, and ensure access to essential services**. Most importantly, **community participation** is key to building a more **resilient and equitable future** for the musseques and their residents.

THE IMPACT OF CREATIVE ECONOMY AND LOCAL DEVELOPMENT IN ANGOLA:

Design

Craftsmanship

Entrepreneurship



In the field of fashion and design, Angolan creators are gaining global recognition by **promoting sustainable brands and local materials**, emphasizing **Angolan identity and social inclusion**. Many productions take place in **Luanda's creative labs**, fostering **professional skills and job opportunities** for vulnerable communities, contributing to **social inclusion and urban renewal**.

A key driver of this movement is **AO Criativa**, an association dedicated to **training and entrepreneurship in the creative economy**. This sector transforms knowledge, creativity, and intellectual capital into economic opportunities, spanning fashion, design, music, crafts, and culture.

AO Criativa empowers **youth, women, and professionals through education, dialogue, and skill development, helping them turn art into business**. By combining **creativity with social activism**, it fosters economic growth while reinforcing **Angola's cultural heritage** and innovative spirit.

ART, DESIGN & ARCHITECTURE: TOOLS FOR TRANSFORMATION



Art, design, and architecture play a crucial role in **preserving cultural identity and amplifying local narratives**. Painting, sculpture, and music help **educate new generations, sustain traditions, and boost the local economy**, while also fostering **emotional well-being and hope**, especially in underserved areas.

In **musseques**, music and dance serve as **powerful forms of resilience**, connecting youth to their cultural roots and opening new opportunities. Local fauna, flora, and traditions inspire unique shapes, colors, and textures in architecture and craftsmanship. Bright festivals, murals, and markets bring creativity to urban spaces, strengthening **community identity and innovation**.

Integrating **art, design, and architecture** into slums and rural communities showcases **creativity as a driver of sustainable development**. In a world focused on urban expansion, fostering **artistic expression in marginalized spaces ensures a more inclusive and sustainable future**. Creativity is more than aesthetics—it is a **catalyst for change, transforming lives and generating new opportunities for growth**.

WORKSHOP INTRODUCTION

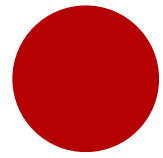


The Made in Angola exhibition tells the story of emerging Angolan design, its places, its protagonists and its products through different expressive, physical and digital languages, ranging from video to the collection of materials and the presentation of prototypes.

The exhibition is realized through a co-creation process, led by the designer Eugenia Chiara in collaboration with the AO Criativa association, which involves the different local actors of this movement (artisans, videomakers, architecture students, urban explorers and cultural animators) in a design laboratory at the AO Criativa workshop in Luanda.

WORKSHOP KEYWORDS

The starting point is a co-creation design workshop involving different local actors (artisans, videomakers, architecture students, urban explorers, and cultural animators), based on three key concepts:



Exploration

An initial phase of urban exploration in the Musseques of the city of Luanda in collaboration with local agencies and videomakers to collect testimonies of the places and actors who are contributing to the creation of the new Angolan design.
The collected materials are processed to create a video story of the new Angolan creativity.



Identity

Design workshop on the representation of the Angolan identity within the exhibition:

- enhancement of the Angolan architectural and artisanal traditions, reworked in a contemporary and international key, for the creation of the installation.
- a graphic reinterpretation of ancestral signs reinterpreted in a global perspective for the creation of coordinated image materials and communication of the project.



Materiality

Product design workshop for the selection of materials, technologies, and prototypes most significant of the Angolan identity, artisanal techniques, local, inclusive, and circular production chains.

PARTNERS



The Made in Angola exhibition is the result of a high-quality international collaboration between Italy and Angola, bringing together renowned institutions, design professionals, and local associations committed to social development and cultural innovation.

This initiative is supported by:

- Triennale Milano
- Leading Angolan Organizations fostering creative industries and social inclusion
- Renowned Design Professionals from both countries, contributing expertise and vision
- Local Associations like AO Criativa, empowering communities through design and entrepreneurship

Together, these partners are shaping a sustainable and inclusive future, using design as a tool for social impact and economic growth.

PARTNERS

Italian embassy in Luanda



**Ambasciata d'Italia
Luanda**

The Italian Embassy in Luanda plays a key role in strengthening diplomatic, cultural, and economic ties between Italy and Angola. It actively supports bilateral collaborations in fields such as design, innovation, and social development, fostering long-term partnerships.

Through initiatives like Made in Angola, the embassy promotes sustainable design, local craftsmanship, and creative entrepreneurship, enhancing cultural exchange between the two nations. It collaborates with Angolan institutions, designers, and social organizations to develop inclusive and impactful projects.

By encouraging knowledge sharing and professional training, the embassy helps drive economic opportunities and cultural appreciation, reinforcing Italy's commitment to Angola's creative and social progress.

PARTNERS

General coordination : ICE Luanda



ICE Luanda, the Italian Trade Agency, promotes economic and trade relations between Italy and Angola, supporting Italian businesses in expanding into the Angolan market.

It plays a key role in fostering collaborations in design, fashion, and innovation, connecting Italian and Angolan professionals, institutions, and enterprises.

Through initiatives like Made in Angola, ICE Luanda encourages sustainable production, local craftsmanship, and creative entrepreneurship, strengthening bilateral partnerships. By organizing business forums, training programs, and networking events, ICE facilitates knowledge exchange and investment opportunities in Angola's growing creative and industrial sectors.

PARTNERS

AO Criativa



AO Criativa is a key Angolan association dedicated to training, entrepreneurship, and social development in the creative economy sector. It fosters innovation in design, fashion, crafts, and culture, helping local talents turn their creativity into business opportunities.

Through workshops, mentorship programs, and collaborative projects, AO Criativa supports youth, women, and professionals, promoting social inclusion and economic growth.

As a key partner in Made in Angola, the association brings together artisans, designers, and urban creatives in a co-creation process, strengthening Angola's cultural identity and sustainable design practices.

AO International trade show



The AO International Trade Show is Angola's premier fashion event, held annually in Luanda to spotlight the country's textile and fashion industry. The latest edition took place on November 2–3, 2024, featuring exhibitions, runway shows, and workshops that showcase emerging Angolan designers. Organized by Claudia Mittler, the event fosters innovation, talent development, and international collaboration in the fashion sector.

PARTNERS

Curators

Claudia Mittler



An entrepreneur in fashion and interior design, known for promoting sustainability and local craftsmanship. She founded Isar Ícolo, an eco-friendly candle brand, and launched the AO International Trade Show to support Angola's fashion industry. Through initiatives like AO Fashion International Trade Show and AO Creativ, she fosters emerging talent and stimulates local production. She also engages in philanthropy, directing funds to social and environmental causes. Active online, she shares her passion for fashion, design, and crafts. Her work significantly impacts sustainability and cultural preservation in Angola's creative industries.

Eugenia Chiara



Ph.D. and Master's in Industrial Design and Multimedia Communication from Politecnico di Milano.

Specializes in local impact design and social innovation, using the action-research method to merge research, teaching, and professional practice. Has worked in Italy, Germany, the Netherlands, Brazil, and India, developing projects that drive sustainable and community-centered design solutions. Collaborates with renowned institutions such as Politecnico di Milano, Poli.design, and GD Goenka University in New Delhi, contributing to academic and professional advancements in design.

PARTNERS

Scientific Curators

Arturo dell' Acqua



Architect and design educator, former President of the Triennale Design Museum in Milan for 10 years. He is a Professor Emeritus at Politecnico di Milano, where he served as Dean of the School of Design for 7 years and Head of the Design Department for 8 years. A co-founder of the College of Design and its Ph.D. programs in Interior and Design, he has played a key role in shaping design education. He has lectured at top universities worldwide, including Copenhagen, Helsinki, Barcelona, New York, Shanghai, and São Paulo. Leading international design programs in India, the U.S., and China, he also serves as Founder & Emeritus President of Milan Fashion Institute, bridging Politecnico di Milano, Bocconi, and Università Cattolica. He has directed master and short courses for Chinese professionals and is currently Director of the International Art and Design Center in Shenzhen.

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PARTNERS

Scientific curator and trainer

Musseke smart



Musseke Smart is a startup dedicated to guided tours and community consulting in Luanda's historic musseques. It promotes cultural heritage, social inclusion, and local entrepreneurship, offering immersive experiences that highlight the history, architecture, and daily life of these vibrant communities.

By engaging local residents, Musseke Smart fosters sustainable tourism and economic opportunities, while preserving the identity and traditions of Luanda's musseques.

Pedro Mvemba Cidade



Angolan Architect and Urban Planner, graduate of the Methodist University of Angola, with training in Human Rights (YALI) and Higher Education Pedagogy.

Founder of Nfulu Amuana "Berço" Association, Mukongo Photography Studio, and Musseke Smart, he won the EKANDA-2024 Award and 100 Years, 100 Entrepreneurs Award (Total Energies Angola).

A First Generation Global Goals Ambassador (Swedish Embassy, Luanda), he is a lecturer, researcher, and consultant at Lusíada University of Angola and an associate at ARQIARY Architecture Studio.

PARTNERS

Welwitschia Neto -Trainer Workshop



Welwitschia Neto is an Angolan fashion designer and the founder of the brand Wan Kiamy. She launched the brand in 2013 and gained recognition in 2016 by participating in Angola Fashion Week and the Miss Angola beauty pageant.

Through Wan Kiamy, Welwitschia aims to take her African heritage beyond Angola's borders, incorporating cultural elements into her designs. Besides her work as a designer, Welwitschia shares aspects of her life and career on her Instagram profile, where she presents herself as the founder and creative director of @wankiamy.

Press Agency

Geraldo Ambrósio Quinio Quiala



Geraldo Quiala is a communications and business management specialist with a degree in Educational Sciences from ISCED Luanda (2007). He trained in journalism, marketing, and media analysis, studying at institutions in Angola, South Korea, Brazil, and the U.S. His expertise spans digital journalism, corporate communication, and content management, with advanced training from Arirang TV, the US Agency for Global Media, and UNESCO. In 2024, he specialized in freedom of expression, AI, and elections through the Knight Center for Journalism at The University of Texas at Austin.

ARTISANS - AO Criativa

Malaquias



Erika Soares



Claudio Júnior



Wilson Correia



Ismael Caloba



Engracia Van Dunem



Anayela Santos



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Anju Konikkara George

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Flávia Priscila Muquê

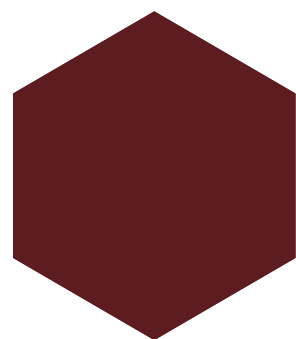
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Hala El Barbari

Alexander Galarza

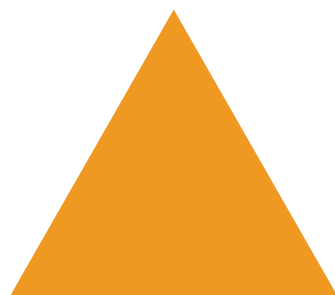
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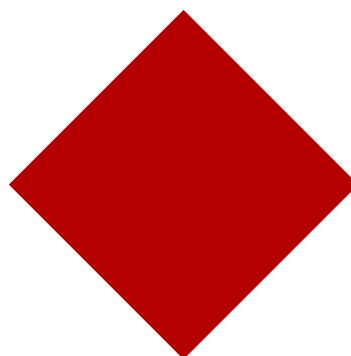
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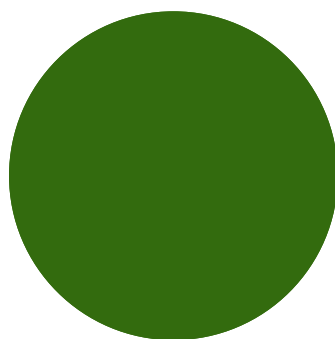
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