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About MoMoWo - Women's Creativity since the Modern Movement (1918-2018)

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# MoMoWo - 100 WORKS IN 100 YEARS

## EUROPEAN WOMEN IN ARCHITECTURE AND DESIGN - 1918-2018



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Creative Europe Programme  
of the European Union



Ljubljana - Torino

**MoMoWo · 100 Works in 100 Years**  
**European Women in Architecture and Design · 1918-2018**

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### MoMoWo Travelling Exhibition, Oviedo

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#### Exhibition design by

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Emilia Garda and Caterina Franchini

## About MoMoWo – Women’s Creativity since the Modern Movement (1918–2018)

Women’s Creativity since the Modern Movement – MoMoWo is a large-scale cultural cooperation project co-financed by the European Union’s Creative Culture Programme under the Culture Sub-Programme (Education, Audiovisual and Culture Executive Agency – EACEA). It is a four-year non-profit project that began on 20 October 2014.

The project considers an issue of contemporary cultural, social and economic importance from an European and interdisciplinary perspective namely women’s achievements in the design professions. These achievements are in fields including architecture, civil engineering, urban planning, landscape design, interior design, furniture and furnishing design some of which are still perceived as traditionally male professions.

The project works towards the harmonious development of European society by removing disparities and increasing gender equality both in the workplace and beyond. MoMoWo aims to reveal and promote the contribution of women design professionals to European cultural heritage which, until now, has been significantly ‘hidden from history’. At the same time – considering History as a ‘living matter’ – it aims to promote and increase the value of the works and achievements of past and present generations of women professionals to give strength to future generations of creative women.

It is the first time that an European project focuses on this specific topic. This project, was conceived to be interdisciplinary and is intended to give a new impetus to broaden studies in Europe and beyond. Besides the Project Leader, Politecnico di Torino – POLITO, MoMoWo has six co-organisers from universities

and research centres in France, Italy, the Netherlands, Portugal, Slovenia and Spain. The co-organisers’ fields of interest are complementary to each other.

The research teams are made up of architects, civil engineers, designers and art historians, architectural historians, design historians, technologists, political scientists and economists from six different countries. They are specialised in gender studies, Modern Movement history and technology, cultural heritage, cultural tourism and marketing. This mix of knowledge and skills is essential in order to consider MoMoWo as a multidisciplinary project, thus providing European added value and fostering the protection and promotion of European cultural diversity. All project activities have been planned to bring together the know-how and skills of each co-organiser.

The project has been conceived in a dynamic perspective. It has been planned that the activities could continue even over the European financing deadline.

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### Why the MoMoWo project?

The project originated from a number of under reported issues. The contemporary history of women’s creativity and the tangible cultural heritage produced by women’s work is still mostly unknown today, not only by the general public, but also by students, scholars and professionals.

Through experience gained during research and teaching it has been noticed that women’s works are not highlighted in



text books on the History of Architecture, History of Building Technologies and Engineering, Urban History and Design History. Furthermore, buildings designed by women are rarely included in tourist or architectural guidebooks of major European cities. Only a few 'archistar'© women are represented by the History of Contemporary Architecture, although a considerable number of women architects appears in prestigious specialised magazines. Conversely, in twentieth century history many women designers in the textiles, fashion, jewellery and ceramics fields have made a name for themselves and their talent has been fully recognised.

Through the project we would like to answer questions that have been raised in Europe since the 1920s and that are still of great relevance today. 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, civil engineering and design?

The project intends to bridge the gap between past and future generations in order to increase the awareness of capabilities of the female gender and contribute to women's liberation from professional prejudices and clichés. This is why from the outset of the project proposal, engaging a broader public with works created by women has been a priority in order to engender new perceptions of professions and new narratives in the fields of architecture, civil engineering and design.

The ambition of this cultural project goes beyond the mere cliché that women architects, civil engineers and designers should be entrusted with tasks specifically related to women in order to make certain built spaces or products even more successful, on the

grounds that women have 'a different view of things'. Consequently, through its activities MoMoWo tackles a real equal opportunities theme, in both the past and present.

The project's major research activity consists of a database of women architects, civil engineers and designers active in their profession in Europe, from 1918. It has been created to support MoMoWo cultural activities and its products, such as the guidebook of architectural and design itineraries, the international travelling exhibition and this catalogue, and the final symposium and its books. Three historical workshops and their open-access publications aim to collect materials to enrich the database and to share and debate the design experiences of European women.

Two international competitions, the first for the design of MoMoWo visual identity and the second, for a photography reportage on women designers' own homes were conceived to transform audiences from passive receivers into creators and active users of cultural contents.

Annual open days held in professional women's studios celebrate International Women's Day every 8 March, in partners' countries. They are intended to provide the opportunity to make new contacts by visiting women architects, civil engineers and designers' studios, thus transferring know-how between different generations, networking with professionals and creating a sense of community.

Last, but not least, the MoMoWo website is both a repository of research products and experiences and their dissemination tools. Therefore, to find out more about the project and its activities visit: [www.momowo.eu](http://www.momowo.eu)  
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