



PRESS RELEASE
Milan, November 20th 2017

LAMBRATE DESIGN DISTRICT

The **MUST VISIT** district of the **Fuorisalone 2018**

Lambrate reaffirms itself this year as a cult location for the design lovers from all over the world. The district is now well established as part of the Milan Design Week and it represents innovation, freshness and quality. It is a **unmissable destination** for all the enthusiasts and design experts that are going to visit the Fuorisalone: **120,000 people** have indeed visited the north-east area of the metropolitan city of Milan. Defined as the new Italian Brooklyn, Lambrate isolates us from the urban chaos, taking us in a place that smells like ideas newness, where thoughts can bloom.

The Milan Design Week 2018 will take place from the 17th until the 22nd of April and there are already a lot of events confirmed in the area between via Massimiano, via Ventura and via Conte Rosso. In fact, this is just a preview of all the events that are going to enliven the district. News will be released in the following weeks.

>> The pillar of the 2018 edition will be the architect **Simone Micheli**, who has been among the protagonists of the dynamic district for several years. The arch. Micheli will give life to two exhibitions: **Hotel Regeneration** (16 - 22 April 2018) at the **Officina Ventura 14** and **The precious apartment in Puntaldia** (17-22 April 2018) at Simone Micheli studio - gallery. **Hotel Regeneration**: the biggest event-agera realized for the Milanese kermesse in the contract field, in collaboration with **Tourism Investment, PKF hotelexperts & AboutHotel**, which will cover an area of over 4000 square meters, will present to the visitor many different environments dedicated to hospitality. Each section, designed for the occasion by the architect and made up of tailor-made products, will be dedicated to a different hotel chain with the aim of making concrete the mix between the desires and the real satisfaction of the needs of the customers. The visitor can deal with fascinating installations and become an active part of debates of considerable value and high interest during the Hospitality & Design Forum - a dynamic container for conferences, networking, panel discussions, presentations and exhibitions dedicated to developers, hoteliers, hotel groups, companies, architects, interior designers and real estate consultants. **The precious apartment in Puntaldia under the patronage of ImmobiliSarda**, is an ethical and intelligent project, which tells a new way of imagining architecture aimed at redefining the concept of luxury in accordance with the evolution of the needs of today's man and the fluidity of contemporary living space; a virtual exhibition that during the Fuorisalone will show the visitor the interior of the apartment designed by Simone Micheli and at the same time a permanent, concrete and active show-room where



every guest can touch the excellence of the products made and supplied by the companies. The virtual exhibition, with charm and skill, will guide the visitor inside the new private residence - in the exclusive residential complex of Puntaldia, one of the most prestigious resorts in the north-west area of Sardinia - with the aim of offering the observer a more concrete than ever tasting of the characteristics and traits that the work will take.

>> Prominent occurrence is also **Din - Design In**, event organized by **Promotedesign.it** that has now reached its 6th edition and takes place in a strategic location located in via Massimiano 6 / via Sbodio 9.

In the former hangar of 2,000 square meters, **temple of international creativity**, you'll have the chance to enjoy the products of designers, companies, schools, organizations and worldwide famous architects. Promotedesign.it has the primary goal of putting in contact and attracting the interest of the design-producers and buyers, making them aware of the increasing creativity offer. Every year various collateral events are created, like the Temporary Shop area in which **Artistarjewels.com** is reconfirmed after last year's success. It will be possible to buy creative pieces of contemporary jewelry, that are going to be the perfect element that makes your outfit unique. In addition, a large area will be dedicated to exhibiting products from leading design universities. Among the confirmed **NID, New Institute of Design, Academy of Arts, architecture and design of Prague and Academie Artemis of Amsterdam**.

>> **SHARED HOUSE: CO-DIVIDUAL Architecture**. Conceived as a space off the **Triennale di Milano** within the exhibition organized by **Stefano Mirti** entitled "**999 questions on contemporary living**" in progress from 12 January to 6 April 2018. If the twentieth century celebrated in-dividualism, we believe that the 21st century will be the century of co-dividualism, or the rediscovery of community ties, spaces for being together, places to weave new possibilities to meet. The interest is born to try out a new housing typology: the shared house, that is a house with common spaces conceived as a result of warm and simple, funny and contemporary design reflections where people who will use this house for a short time will have common spaces. In these kind of spaces they will give life to start-ups, where they can cook together, experiment with new ergonomics uses of public space in the private space. In the location of Via Ventura, 3, in addition to experimenting with new practices of being together, it is expected to host debates, meetings, exhibitions of objects and photographs. SHARED HOUSE: CO-DIVIDUAL Architecture is the result of a collaboration between FARM CULTURAL PARK and its founder Andrea Bartoli, LAPS ARCHITECTURE by Salvator-John A. Liotta and Fabienne Louyot, A14HUB, POLITECNICO of MILAN for which the prof. Marco Imperadori.

>> The events will not be over at 8pm when the gates of the hangar will be closed: **WEating, located in the inner yard of Din – Design In** and **Street Food Experience at Giardino Ventura**, will take place. It's a great chance to hang out until late night to deeply live the energy of the district .

WEating, located in the inner yard of Din – Design In, presents a selection of Food Trucks in a dedicated space set up as an event in the event. Common denominator between the two entities is the passion for the taste, for the earth and its products but above all **the exemplary attention**



on the appearance, that represents a bridge between these two exhibitions. Lambrate Design District wants to make of these excellences its strength, providing the visitors with an emotional experience, full of cultural entertaining sparks. This will not only support the design event, but it will also complete the whole experience.

Street Food Experience, located at Giardino Ventura, becomes a gourmet garden, a unique sensorial experience that provides smell, colours and tastes of the finest Street Food, with coordinated appointments during the whole day. Focus of the event is the high quality street food, with food trucks that will be offering the best Italian and international food, with the latest trends about food and design. There will be the chance to see masterclasses by startups in this field and show cooking held by prestigious guests, whose aim is to share with the visitors the best knowledge of Italian food. Barmans and international djs will finally entertain the guests from Happy Hour until late night.

>> Again re-confirmed another mainstay of the Lambrate area: **FUORISALMONE**.

Since only the dead fishes follow the flow, this event shows us a network made by experts and entrepreneurs that swim against the flow. An active network that **creates connections** between creativity and designers, the excellence of the companies, the potentials of the products and the market resources. During the Design Week, FUORISALMONE presents for its 5th edition a solid project oriented at experts of this field. Located in the lofts of via Massimiano 25, the event offers **real business opportunities and interactions between experts and businessmen**.

>> A new space has been added at this rich list of events, during the 2018 edition of the Milan Design Week. We are talking about **Spazio Donno** with his 700 square meters space in via Conte Rosso 36. **Stefano Epis**, founder of DesignCircus, selects few italian and international designers for an innovative and contemporary event. In this location, full of charme and unique details, the designers will exhibit their products and projects about house automation. Among the previews that will be presented are the products created by La Erre Flight Case; the sounds in the wood of Alessio De Stefano; the furniture in marble of Niccolò Garbati and the cascade of lamps "Meduse" and the suspended partition walls "Ice" of the Atelier Dall'Osso. But also: the Mamatelab ceramics in which minimalism and attention to details blend in a harmonious whole; the suspended lamps and vases by Milena Schiano and Elena De Angelis and the Hydroponic Garden Plantui Smart Garden by Stefano Ghesini to discover the pleasure of cultivating salads and aromatic herbs in complete autonomy at home. During the event there are also numerous artists alongside the designers, such as Donatella Sommariva, Maria Pia Rossini, Andrea Moares with her sculpture candles and Evelyn Daviddi with her unusual tapestries. **DesignCircus** was born in 2014 with the aim of enhancing and giving visibility to independent design and artists, offering real business opportunities, with shop events, and with co-marketing, and networking. From the first event to date, more than 450 designers have been selected and involved in the numerous events organized each year

>> **STUDIO CR34**, an interior and product design studio founded this year in Milan, is also organizing an event for the Fuorisalone. Studio CR34, located in via Conte Rosso 34, boasts



already many collaborations with famous international architects. More details will be released about this specific event in the following months, but we can reveal that Roberto Di Stefano and Ettore Vincentelli are organizing a special visit to their location for all the visitors of the design district.

The great dynamism of these events makes the heart of the Lambrate Design District pulsating and involving. The organizations of the district are in constant cooperation to give their visitors a unique and unforgettable experience and the list of the events is therefore being updated every day. The traditional conferences, awards and workshops that began during the Fall design Week 2017 are not going to be left out.

We 'll keep updated the schedule of the events.

Simone Micheli – Hotel Regeneration

From the 16th until the 22nd of April 2018

Officina Ventura 14 | via Giovanni Ventura 14 - Milan

17/21 April 2018 from 10am to 8pm

22nd of April 2018 from 10am to 6pm

Special Opening: Wednesday 18th April from 10am to Midnight

Free Entrance

Simone Micheli - The precious apartment in Puntaldia

From the 17th until the 22nd of April 2018

Simone Micheli Studio – Gallery, Via Ventura 6

17/21 April 2018 from 10am to 8pm

22nd of April 2018 from 10am to 6pm

Special Opening: Wednesday 18th April from 10am to Midnight

Free Entrance

Din – Design In

From the 17th until the 22nd of April 2018

via Massimiano 6 / via Sbodio 9 - Milan

17/21 April 2018 from 10am to 8pm

22nd of April 2018 from 10am to 6pm

Special Opening: Wednesday 18th April from 10am to Midnight

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From the 17th until the 22nd of April 2018

via Massimiano 25 - Milan

17/21 April 2018 from 10am to 8pm

22nd of April 2018 from 10am to 6pm

Special Opening: Wednesday 18th April from 10am to Midnight

Free Entrance

Spazio Donno

From the 17th until the 22nd of April 2018

via Conte Rosso 36 - Milano

17/22 April 2018 from 10am to 8pm

Free Entrance

WEating

From the 17th until the 22nd of April 2018

via Massimiano 6

17/21 April 2018 from 10am to 8pm

22nd of April 2018 from 10am to 6pm

Special Opening: Wednesday 18th April from 10am to Midnight

Free Entrance

Street Food Experience @ Giardino Ventura

From the 17th until the 22nd of April 2018

via Ventura, 12 - Milan

17/21 April 2018 from 10am to 12pm

22nd of April 2018 from 10am to 8pm

Free Entrance

Studio CR34

From the 17th until the 22nd of April 2018

via Conte Rosso 34 - Milano

17/21 April 2018 from 10am to 8pm

22nd of April 2018 from 10am to 6pm

Special Opening: Wednesday 18th April from 10am to Midnight

Free Entrance

**KKM**

From the 17th until the 22nd of April 2018

Via Carlo Bertolazzi, 20

17/21 April 2018 from 10am to 8pm

22nd of April 2018 from 10am to 6pm

Special Opening: Wednesday 18th April from 10am to 10pm

Free Entrance

Silencio @ Spazio Lambrate

From 18th to 21st of April 2018

Viale delle Rimembranze di Lambrate 16

Free Entrance

GilcoLab Art&Bike

From the 17th until the 22nd of April 2018

Via Dei Canzi, 14

Free Entrance

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