



Lambrate Design District promotes sustainability, creativity and trade Milan Design Week 2019

On the occasion of the Milan Design Week 2019, Lambrate Design District promotes sustainability, creativity and trade through numerous events, exhibitions and installations spread over more than 13,000 square meters of exhibition space.

With more than **85,000 visitors in the 2018 edition**, Lambrate Design District strengthens its relationships with local companies and responds to the many requests from Italian and international new entries.

*"The presentations and installations proposed by Lambrate Design District have contributed and still contribute to implement the action of the Administration aimed at spreading the liveliness and creativity of the Design Week in all the districts" explains the Councilor for Politics for the Work, Productive Activities, Fashion and Design **Cristina Tajani** who continues: "We are convinced that Fuorisalone not only is a valid opportunity for operators and professionals to exchange ideas but it is, above all, an opportunity for the city to offer citizens, tourists and simple enthusiasts the opportunity to get closer to what is beautiful and well done thanks to the new creative languages of young designers today more and more focused on sustainability and respect for the environment. An opportunity to discuss the world of design that draws strength from the choral work between the City of Milan and the different operators of the districts united by the desire to promote Milan in the sign of creativity, innovation and circularity".*

The protagonists

For the seventh year **Din - Design In** will take place at the iconic location of **via Massimiano 6 / via Sbodio 9**; a collective exhibition organized by Promotedesign.it that will show the projects of more than 100 designers, companies and design schools, including **Masterstudio Design of FHNW Academy or Art and Design of Basilea** and **G. d'Annunzio University of Chieti-Pescara** and **NID - Nuovo Istituto di Design of Perugia**. Right on the wall's hangar that will host Din - Design In, the installation **"Beyond the Wall" by the artist Erika Calesini** will take place. In its courtyard, there will be **Weating**, a lounge area melting food and design, where it will be possible to relax in the liveliness of the Lambrate Design District.

Habits design studio, the industrial hangar in via Oslavia 17, will be the home for **Braun** at the Fuorisalone 2019, an absolute news that will host the show **"Reflection - design driven by the future"**. Starting from some famous projects and never-seen-before video of the German brand, a survey on the new lifestyles will be conducted, with projects made during the last 3 years in the **Smart Design lab - Scuola del Design Politecnico of Milan** and a showcooking event with tasting of experimental cuisine, vegetarian and sustainable. Plus, two lighting products designed by Habits for Martinelli Luce and Rotaliana will be shown.

On via Conte Rosso 34, - corner Via Ventura, the **Trash2Treasure Lab** will offer several workshops about sustainability and upcycling. The lab will accompany the launch of the Trash2Treasure platform, which will go live in early April with the goal of connecting industrial companies (high quality material suppliers) and designers (creative ideas) to find new ways to turn trash into a piece of treasure. The project was born from a collaboration between **Cosnova GmbH**, German company providing colour cosmetics, and the design agency **Age5**.

Heineken® will unveil the **Unlimited Edition**, a collection of unique and numbered designer bottles, at Fabbrica di Ghiaccio e Birra in Via dei Canzi 19. Furthermore there will be an **exhibition in collaboration with Alessi** to go through Heineken® design innovations and an exclusive project inspired by the pop icon Girotondo designed by the King-Kong duo for Alessi.



SWISS KRONO GROUP chose the icon **Pinocchio** to give voice to **BE SUSTAINABLE**, a project to raise awareness on the issue of ethical and eco-sustainable production. The project, that has obtained the **patronage of the City of Milan and the National Carlo Collodi Foundation**, is a multiple exhibition that will be presented in three spots of the Milan Design Week: Brera, Piazza San Fedele and Lambrate. **Caberlon Caroppi Studio** will recreate **the belly of the whale at the Spazio Donno in Via Conte Rosso**. The interactive space dedicated to spreading Pinocchio's #nolies message will also have a special importance. Here it will be possible to take pictures with the character and touch the latest news in terms of products.

HOTEL REGENERATION social space | social life | social time, designed by Simone Micheli in collaboration with Hotel & Tourism Forum, PKF hotelexperts & AboutHotel, will return, for the second year, in the venues of Officina Ventura 14 and will be tinged with social media. Hospitality, smart technology, and avant-garde design blend together to create a happening of great expressive and content value in which the environments that usually make up the hotel take on unexpected shapes, based on the changed needs of contemporary man and aimed at facilitating the interaction, information exchange, hybridization of functions. The idea of being social, of communicating, pervades the whole space giving life to new ways of thinking and movement for the guests.

CONVENT SUITE. Renaissance 2.0 designed by Simone Micheli. Two charming suites designed for the Former 17th century Convent immersed in the splendid setting of the Fattoria di Maiano in Fiesole (Florence) will be presented at the Simone Micheli gallery studio in Via Ventura 6, through interactive and engaging installations that will allow the guest to immerse himself completely inside their reality.

Carimati, an historic company from the Bergamo region specialized in the contract field, will celebrate its centenary in 2019 with a special installation in Via Ventura 6: **Connectivity by Carimati 100**. The project, carried out in collaboration with **Poli.Design – Politecnico di Milano** will show the story of the brand and will propose an innovative hotel room where the space will be an interaction between design and technology.

NCS Colour Centre Italia (www.ncscolour.it) will give life to **Colour Match**, permanent contest in which the chromatic pattern who will win the contest, will be turned into painting on a wooden frame. This is only one of the several usage of the Chromatic System NCS®©, which is highly rational but with a high creative potential. Art direction: Gianluca Sgalippa; technical sponsor: ILVA Vernici per legno.

The Design-Artist **Marcantonio** realizes a never-seen-before collection for **SCAPIN collection** within the Alessandro Albanese Gallery. **WooderKammer** is an exhibition whose protagonist is the inlaid wood and shows works halfway between art and design in which craftsmanship is pushed to its limit, with cutting-edge technologies at the service of sculptural solutions.

The Garage on Via Ventura, location that get the symbolic exhibitory path of the District started, will host **(S)WEdesign**, Fashion, Jewellery and Lifestyle. A melting pot of small independent brands that will invite visitors to enjoy a colourful world, bold and non-traditional, Swedish design far from the classic Nordic style.

L & D - Lighting & Design: the historic meeting with "those of LEDs" returns to the district. It is a moment of study and exchange for lighting and design professionals to plan, build and illuminate environments on a human scale, changing the way of enjoying space and time. The conference includes interventions by world-renowned architects and designers and the ever-present "**Call for Projects**" of the **Codega Award**, the International Lighting Design Prize that annually awards the excellence of projects and products that give life to light and light to life.

Inside the A14Hub space, in Via Ventura 3, **Formidabilelambrate** is born, a recreational club for territorial redevelopment. Formidabilelambrate will be a club open to the public, a recreational and multi-purpose space with a rich calendar of internal and external events. Open from morning to evening, it will offer to the neighbourhood a series of services and opportunities, aimed at stimulating the urban socio-cultural fabric of the territory.



The rooftop of via Ventura 15, an authentic icon of contemporary architecture offers the view of an exciting skyline, the use of a garden with olive trees and fruit trees as well as a swimming pool. After the success of Floristeria in 2018, this year **Panoramix**, a combination of art, design, music and food, is coming. The rooftop will be open to the public from morning until late night with an artistic program that will involve the involvement of artists protagonist of performance, dj-set and live music.

Bargiornale, reference magazine since over 40 years for professionals, for the first time is taking part to Lambrate Design District with a video installation of the best recovery interventions for disused industrial complexes and historical-cultural infrastructures for public activities exercises. The bar re-appropriates its social function and becomes the connective tissue of entire neighbourhoods.

Design Ad-Ventures @ Giardino Ventura is a program of events that, for the entire duration of the Milan Design Week, will act as a frame to the Lambrate Design District exhibitions in order to nurture the comparison between young talents of new design entrepreneurship and entrepreneurs, incubators, investors, mentors, schools, universities and companies united by the desire to give an acceleration to the development of sustainable design.

Scuola Mohole, located in Via Ventura 5, on the occasion of the Fuorisalone 2019 involves its students in a real editorial, to document, with a blog full of interviews, images and videos, everything that happens in the Lambrate Design District. A report of an entire week that involves in synergy the addresses of Web and Digital Media, Graphic Design, Writing and Storytelling, Photography and Filmmaking, so that the Milan Design Week can be told with a different language. Moreover, inside the School there will be Readymension, a path among the works of the students of Comics, 3D Animation, Graphic Design and Photography, the performances of the students of the course of Recitation. Last but not least, Metaproject, lab of experimentation and research that connects design, digital scenario and Italian wine.

MiTO presents a selection of furnishing accessories and surfaces that are a mixture of the Italian craftsmanship and the most advanced technologies. The realizations are born from a careful study of the materials and want to show their peculiarities.

Redroom, "the house of the handmade", in the heart of the old Lambrate, welcomes within the red walls of its living room in via Conte Rosso 18 a unique and accurate selection of handmade creations and small works of art from all over Italy. During the Milan Design Week, the atelier will host a different creative project every day: focus on the talent of the craftsman / artist protagonist of the day, which will be told involving visitors through demonstrations, live painting and workshops.

KNOWEAR, a different vision of streetwear by Defeua® is the temporary shop that will be set up within Floor Studio in Via Ventura 26. Defeua® is a sustainable streetwear project born with the mission of "generating awareness with creativity". And it is indeed Luca Bensi, founder of the brand, who affirms that "awareness can change the world." Defeua® products send a strong message to the fashion world, challenging its superficiality also through the creation of original graphics that are able to tell a message about ecological fabrics produced in an ethical way.

The District will also be animated by the colorful and ironic sculptures that look like the most diverse animals of **Folding Pets** that represent the perfect background for a selfie. Together with the **artist Andrea Crespi**, present with an installation at Din - Design In 2019, the Lambrate Design District Art Team designed a filter/mask that reflects the features of the animals located between the locations, to give the visitor the opportunity to interact with them and, posting the images taken on social media, to win one of the small sculptures signed Folding Pets.

Lambrate Design District x NYCxDESIGN

A special thanks goes to the U.S. Commercial Service at the American Consulate General in Milan for facilitating the partnership agreement between Lambrate Design District and **NYCxDESIGN**, the key event catering to design taking place every May in New York City. The U.S. Commercial Service is part of the U.S. Department of



Commerce. It promotes the export of U.S. goods and services and helps U.S. businesses find qualified international partners. With its global network of offices, it has the resources to attract more U.S. exhibitors. Conceived and organized by New York City Economic Development Corporation (NYCEDC), NYCxDESIGN is the utmost expression of New York design, combining culture, entertainment and education, and offering a rich program of exhibitions, installations and seminars catering to different disciplines, such as architecture, technology, graphic design, fashion, interior design, product design, and much more. NYCxDESIGN key events include ICFF, WantedDesign, Brooklyn Designs, NYCxDESIGN Awards and Design Pavilion.

About Lambrate Design District

The Lambrate neighbourhood, located north-east of Milan, is a historic Italian industrial site that, since 2000, has been the subject of a redevelopment project that still today lives through its continuous evolution. Given the importance and the contribution that Lambrate offers in promoting Milan as a reference point and international showcase for the design system, the District is supported by the Comune di Milano – Assessorato Politiche del Lavoro, Commercio, Moda e Design. Lambrate Design District is part of the LAMBRATE DISTRICT, born in 2017 from the willingness of all operators, designers, architects, owners and operators of locations to the commercial activities of the area, to come together to make the Lambrate District, the new Milanese hub, always active and smart. for Design, Art and Fashion, in accordance with the schedule of events organized by the Municipality of Milan.

In 2019 as well, the management of communication and the coordination of the events of the Lambrate Design District, and therefore of the Fuorisalone, are entrusted to the Prodes Italia Group operating worldwide in the field of high-end jewellery, design and art and creator of the Promotedesign.it projects, Din-Design In, Design For, Artistarjewels.com, Treneed.com, Bestwinestars.com and Weating.it.

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