



In collaboration with

**SUPERSTUDIO GROUP**

PRESS RELEASE

MILANO 2014 DESIGN WEEK, April 8<sup>th</sup> - 13<sup>th</sup>

**"Superstudio 13" Via Forcella 13, Milan**

## **"GREEN VILLAGE" - A new ecological Lifestyle**

**A project based on a new idea of green home design, community living and hospitality  
with a strong bias towards "conscious well-being"**

*For the first time to the public, we present a **journey through seven thematic areas** conceived on the ancient symbol of the "Flower of Life", and we welcome you into a **modern housing unit** realized by Soligno® with an innovative 100% natural building system, which embraces a global and ecological philosophy. In addition, a dedicated space for **"B2B and CONTRACT"**, a meeting place for business companies, professionals, organizations and institutions.*

Milan, March 2014 - An innovative project for a new way of living domestic and public spaces in a conscious, responsible and harmonious way, achieving environmental sustainability and respecting nature: this is **"Green Village"**, a project conceived on the principles of Vastu, the ancient Indian Vedic science of construction.

The first edition will take place during **2014 Milano Design Week**, starting from **April 8<sup>th</sup> to April 13<sup>th</sup>**, and will be hosted in Superstudio 13 (Via Forcella 13), one of the most important locations placed in the core of Tortona District.

A concept created by the communication and design Agency **"Io Abito Bio"**, in collaboration with **Vastu Architecture & Design Studio**, **"Green Village"** presents and brings together for the first time a group of companies that make innovation and environmental sustainability the main goal of their creations and offering.

**"Green Village"** is divided into seven thematic areas, whose general layout depicts the shape of the "Flower of Life". **These seven thematic areas form an exhibition itinerary** in which relevant events, presentations, workshops and meetings will take place throughout the days of the exhibition. Specifically, the sections are the following: *Home* (dedicated to home and living), *Food* (new concepts of kitchen spaces and healthy cooking), *Kids* (children's rooms and activities for kids), *Well-being* (dedicated to physical and mental well-being), *Sustainable Mobility*, *Alternative Energy*, *Conscious Tourism*.

In addition, we will present a **modern eco-housing unit** realized with the innovative 100% natural building system **Soligno®**, a space designed in a harmonious way in accordance with the principles of Vastu,

which embraces an ecological philosophy and offers visitors an immersive experience, an opportunity for personal growth, self-awareness and inner well-being.

The housing unit, as well as the exhibition in its entirety, will not only be the representation of beautiful, comfortable, natural artifacts, but will also convey an example of a philosophy of life that embraces values rooted in history, culture and territory.

The goal of the project, in fact, is to eventually preserve the cultural, environmental and architectural memory, and to encourage the use of materials, technologies and resources to promote local economies and “zero kilometer” products, thus keeping man and respect for the environment as a whole at the center.

Furthermore, one of the features of “**Green Village**” is to provide a space specifically designed and targeted to “**Contract**” business and to institutions such as Regions, Chambers of Commerce, trade associations. It is a meeting place that intends to change the future choices of businessman and consumers, thus promoting sustainability, quality of life and protection of the territory. The challenge, but at the same time the strength of the project, is to develop business for the companies through an area dedicated to “**B2B**” (Business to Business), in which it will be possible to make appointments and build contacts with professionals.



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