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Misiad presents designOFFsite 5 vie art+design

8-13 Aprile

inauguration April,9th 18:00/22:00

Misiad designOFFsite part of 5 vie art+design project wants to give visibility and strength to the historical center of Milan creating a new district of design week in Milan. Misiad DesignOFFsite has designed a project curated by Laura Agnoletto and that includes the "raids" design in shop windows that have no relationship with the world of design from 'watchmaker to plumber, from shoe store to the clothing shop, from the pizzeria to the mechanic ;

Very well-known name , well-known name and young people fresh from design schools such as Basil Green Pencil , Alessandro Mendini, Luca Scacchetti , Esprimodesign , Anna Gili , Studio Baag , Ludek Lancellotti , Alessandro Guerriero , Salvatore Franzese and many others are going to take part of this project.

We have created a path by foot starting from Via San Maurilio , via S. Marta , piazza Mentana, via del Torchio , via Caminadella via Lanzzone until you reach Via Gian Giacomo Mora.

MISIAD will design windows that surprise the visitor and put him in touch with a different reality from that he knows.

The aim is to perceive the feeling that the enigma is in our daily lives, bringing the visitor to a deeper reading of design objects beyond their aesthetics and their function.

DesignOFFsite because

- Because it's off the spaces usually allocated for the design world.
- because it's inserted in a context in which you sell products that have nothing to share with the objects on display (Because it's inserted in a context where the products on sale aren't related to the objects of the exhibition)
- because by putting design out of context the city changes.

www.misiad.it www.5vie.it

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