

IED DESIGN WEEK 2014

The Istituto Europeo di Design has set a challenge for Design Week 2014: just 7 days to present our young creative talent to an international public, in a demonstration of the skill and professionalism with which they learn to deal with the world of work during their studies.

7-13 April 2014

A tour which moves through the city, beginning at the IED School in Via Sciesa, which is a perfect example of our methodology, where young creative people learn to work in close contact with prestigious, internationally recognized businesses.

EXHIBITION #DESIGNDIFFERENT IED MOBILITY @FUORISALONE

IED Via Sciesa, 4

8-13 April / 8-11 April, 8.30am – 10 pm / 12 -13 April, 10am-4pm

*10 April, 6pm Talk *Giovani.Creativi.Lavorano. Car designers' experiences and stories**

Giovani.Creativi.Lavorano. Young creative people work. Car designers' experiences and stories is the title of the talk to be held on 10 April 2014 at the IED School in Milan: a chance to share ideas about design and the world of creative professions.

Speakers: **Fulvio Fantolino** – professional car designer, **Luca Borgogno** - Lead Designer Pininfarina, **Andrea Loi** - Senior Designer Alfa Romeo and **Nicola Danza**, Exterior Design Manager Hyundai. **Host:** **Daide Diliberto** - professional designer and journalist for *Automobilismo*

The exhibition #designdifferent IED mobility @Fuorisalone is dedicated to **transportation design** projects, as the year 2014 sees IED Turin celebrate 20 years of courses. At the school in Via Sciesa 4 an exhibition will be open to the public of full scale and 1:4 scale models, the fruits of the most recent work experience projects developed with international car manufacturers and style centres.

PassoCorto, the compact, sporty *concept car* designed for the target generation Y was the thesis project for the **Master in Transportation Design - work experience**, developed in collaboration with **Hyundai Design Center Europe**. It will be on show together with 1:4 scale models created in collaboration with **Mahindra, Mini, McLaren** and **BMW** – thesis projects from final year students on the **degree course in Car Design** – as well as a full scale *bike design* model of a Ducati from the degree course in **Transportation Design** and three prototypes of folding bicycles, thesis projects from the degree course in **Product Design '12/13** developed in collaboration with **Alstom**.

INTERNATIONAL OPEN DAY

IED Via Sciesa

9 April 2.30pm - 6.30pm

This special day provides information and orientation for students who are interested in starting a course in **design, fashion, visual arts, communication or management**.

Two workshops will show IED's distinctive approach to creativity, "learning by doing".

DJ set and aperitif.

MONSTER IN THE SPOTLIGHT

Mediateca di Santa Teresa, Via della Moscova, 28

Opening Party: 8 April 6-8pm (invitation only)

9 April 11 am -10pm / 10 April, 2pm – 10pm / 11 April 2pm -midnight/ 12 April, 2pm-10pm

13 April 10am – 6pm

Within a multi-sensorial experience, IED and Ducati present some installations of shadow art, a form of sculpture that is not formed traditionally by moulding materials, but is the result of shadows generated to celebrate that undisputed symbol of style and personality: the new Monster 1200.

A design of light and shadows enriched with sounds that take shape in installations that interact with the surrounding environment, taking on new meaning.

MARTINI RACING LOUNGE

Mediateca di Santa Teresa

Via della Moscova, 28

8 – 13 April, 6pm – 10pm

"The VROOM Party" by IED: 9 April, 6pm

IED celebrates the collaboration between Martini and Williams through a series of activities: Ambra Arioli, Riccardo Pietrarosa and Alice Gaffo, IED students in illustration, personalize coasters designed by Martini, while Enrico Ortu and Jacopo Mutti, former IED students in video design will participate in the decor at the Mediateca by making two videos that will be shown there.

Wednesday 9 April, there will be entertainment all evening with a DJ set and a VJ set by IED.

ELITA DESIGN WEEK FESTIVAL #SPACEMAKERS

Padiglione d'Arte Contemporanea, via Palestro 16

Opening cocktail: 8 April, 7.30pm

Teatro Franco Parenti, via Pierlombardo, 14

13 April, at 11.30am

IED Milan and Elita Design Week Festival are working together again this year: For the opening evening Elita, in partnership with RBMA and IED, presents the Tony Allen Masterclass. Thanks to a special evening opening, Tuesday 8 April, the prestigious Padiglione d'Arte Contemporanea, will become the perfect location for an experience reserved for just 40 participants, which will feature the Afrobeat sounds and colonial feel of TONY ALLEN.

As part of the Elita programme IED is taking part in the Milano Design Award, an initiative to reward creativity and innovation skills in companies that, through talented designers and architects, use creative décor to attract and involve the public.

Several locations have been selected from around the city to compete in the fourth edition and will be presented through videos made by a team of IED students.

The prizes will be awarded to the winners at a gala event on Sunday 13 April.

For the third consecutive year, IED will award the IED Sound prize for the best Sound Design.

POSTI DI VISTA

*Fabbrica del Vapore
Via Procaccini, 4
9 - 13 April, 10am - 10pm
Opening: 8 April, 6.30pm*

For the fourth consecutive year IED Milan is working with INVIDEO by Aiace for the event POSTI DI VISTA, conceived and promoted by FDVLAB at the Fabbrica del Vapore. The initiative, which has reached its eleventh year, is an interdisciplinary point of reference for research and experimentation in new ways of communicating and knowledge that involve the public in different aspects of their lives.

IED Milan and INVIDEO by aiace present **IN_SOSTENIBILE**, a project that includes two interactive installations that invite us to reflect on digital sustainability: **IN_VISIBLE** and **Impronte In Fumo**: **In_visibile** is an installation that draws attention to web censorship in different countries. The visitor is provided with a list of words to choose from that interact with a map, which uses colour and sound to highlight the areas around the world where the word is censored. **Impronte In Fumo** is an interactive installation that invites us to reflect on digital sustainability, specifically dealing with the problem of the availability of data: the public is invited to leave their digital fingerprint, which having floated through space will appear on a screen and disappear in smoke.

IED Design Roma with **Laboratorio DAGAD** presents the research **Design Scomodo** - conceived and organized by **Paolo Righetti** – through an exhibition of a selection of projects developed by students in Product Design, supervised by lecturer Marika Aakesson.

The discomfort which the study refers to is both of a social and ergonomic nature and is developed through six areas: death, weapons, sexuality, disability, imprisonment, medicine. On display are projects in robotics designed for people who are in drug rehabilitation centres, products and services for people living with diabetes and robots designed to interact and play with children who are patients in oncology wards.

IL GIORNOLAB – IL DESIGN NEL QUOTIDIANO

*Hotel Hermitage, Via Messina, 10
8 - 13 April, 8am – 10pm
Opening: 7 April, 7.30pm
Preview: 7 April, 6 pm (invitation only)*

Starting with a reflection on everyday life, a team of students in Product Design, Interior Design, Sound Design and Video Design give us a poetic interpretation of the concept of daily life, leaving behind the idea of banality and boredom and seeing instead the opportunity to feel the amazement that is triggered by little things, able to enrich our experience.

Exploring the many possible uses of the daily paper *Il Giorno*, the team creates a sound sculpture, that draws the audience into a voyage of experience that, immersed as we are in frenetic city life, we are often unable to perceive.

RISPECCHIATI

*Boutique La Perla
Via Montenapoleone, 1
Opening cocktail: 8 April, 6pm – 8pm (invitation only)*

A special project originating from the encounter between design and the intriguing world of lingerie. On display at the flagship store La Perla is "Rispecchiati": a Luxury Lingerie Case, a marvellous little case designed to hold the most precious lingerie created by Diana Rosioru, graduate in Product Design.

You can order "Rispecchiati" to complement the Made to Measure collection recently launched by La Perla at the re-opening of their Boutiques in London and Milan.

SHORT VIDEO LAB FOR MARELLA

Marella Store,
Corso Vittorio Emanuele, 2
4 – 13 April

Throughout design week the Marella store will be showing videos made by IED students in Visual Communication and Fashion.

The 1 minute clips, will be projected on two different size screens, each using a distinct style of communication: the main features are their textiles, images from the advertising campaign and the Marella catalogue.

AMALIA @MATERIALS VILLAGE

*La Triennale, Viale Alemagna 6
8-13 April 10 am -10 pm*

Amalia is a thesis project (academic year 2012-2013) made by Giada Chervatin, Fanziska Baier, Anastasia Voronstova and Veekrit Palarit, in collaboration with Swarovski and produced by Italamp.

Elements inspired by nature and innovative materials were the starting point for developing this precious technological object, which thanks to its kinetic movement, interacts with the observer, making him/her pause for a moment from their frenetic daily life to watch the enchanting undulating movement of light and its reflection: lighting able to change the surrounding atmosphere through the unexpected use of light and crystal. Amalia will be presented during the first edition of Materials Village, in the garden of the under-graduate school.

IED MEETS ACQUA DI PARMA

*La Rinascente, Piazza Duomo 3
8-14 April, 11am - 9 pm*

During Design Week, 3 IED graduate illustrators will instantly personalize the lids of the iconic bottles of fragrance Universo Blu Mediterraneo. The lids will be a special gift to customers buying a product from the Blu Mediterraneo line at La Rinascente.

LUCANO CELEBRATING LAB

*Cinc, Via Marco Formentini, 5
11-12 April, 9 am-01.00 am / 13 April, 11 am – 9 pm
Opening cocktail: 10 April, 7 pm*

To celebrate the 120th anniversary of Lucano, a team of students from the courses in Illustration, Graphic Design, Photography, Product Design, Fashion Stylist, Marketing and Copy Writing present three proposals for naming, packaging and labelling the Lucano product.

PROJETO ACRE LATEX DESIGN LAB

*Spazio Brazil S/A, Palazzo dei Giureconsulti, Piazza Mercanti, Duomo.
8-13 April, h. 10 am-8 pm*

Presentation of the results of a workshop on the topic of shoes and accessories in latex made by 20 craftsmen from the state of Acre (North Brazil) in collaboration with a group of designers and lecturers from IED São Paulo.



"DESIGN è" XXIII EDITION COMPASSO D'ORO ADI

*Spazio A Ex Ansaldo, Via Tortona 54
3-7 April, 3 pm-8 pm
8-13 April, 10 am – 8 pm*

Inside the Exhibition "Design è", IED presents the projects ATMO – a helmet designed by Attila Veress, Simone Bonanni, Yigit Bora, made in collaboration with Givi- and Organic Pack, a food packaging designed by Luke Hornung, Matteo Vilardo and Caterina Gobbi in partnership with TVS.

MAD, MATERIAL ART DESIGN

*Rivoli Due, Fondazione per l'Arte Contemporanea
via Rivoli 2
8 – 11 April, 4pm -7.30 pm, 12 April 2pm -7.30 pm*

The exhibition, organized in collaboration with Misiad_Milano si Autoproduce Design, will present artists and two designers who will talk about their interpretation of the materials used to make their work. Loris Cecchini and Marzio Rusconi Clerici put forward work in plastic, Bertozzi & Casoni and Guido Garotti, in ceramics. The exhibit is completed by a project room, with original projects by young designers, including Stefano Crivaro, Matteo Marconi, Alessandro Trapletti, from the 3rd year of the Product Design course at IED Milan, who will exhibit Twentyfourhours: a new concept timepiece.

PUBLIC DESIGN FESTIVAL

*Piazza XXV Aprile
8-13 April
IED Performance: 12 April, 11.30am*

IED in collaboration with Esterni presents work created by students from the Master in Interior Design that analyses spaces, their use and the needs of the public, leading to the formulation of design concepts, presented in Piazza XXV Aprile.

The students will also talk to the public with a collective design performance which will involve their audience by using the design projects they created.

FEBAL LAB CONTEST 2014: LA NUOVA SCOMMESSA DI FEBAL CASA

*Rho-Fiera Milano, Pavillion 15 – Stand D15-E18
8-13 April 9.30am – 6pm*

Exhibition of Play Kitchen, the winning design at the Febal Lab Contest 2014, created by Martina Mariani, Olga Bezverkha, Pantria Chalardkitsirikul, Juliana Costa Attanzio and Renata Flores Streit, from the Masters in Interior and Product Design. Inspired by the concepts of personalization, flexibility and functionality, Play Kitchen represents an original way to interpret the kitchen environment. The project offers a new and unusual user experience, through the presence and use of multifunctional and dynamic elements to "play" and create an environment completely in keeping with your lifestyle: areas which can be personalized, and entertainment areas where even the very young can develop their creativity in tune with the kitchen.



H 124. IL NOSTRO PUNTO DI VISTA SULL'ARREDO - IED and SEDIARREDA talk about I Saloni *Fiera Milano-Rho, 10-18*

For the event Salone del Mobile IED students describe an experience, previously mapped out by Sediarrèda, by choosing the seats that strike them the most and documenting the overall reality that surrounds them through photos, posts and tweets to publish on the social network for Sediarrèda and IED.

MILANO. LA SCUOLA DEL SALONE *8 - 13 April*

IED is part of an information project proposed by Cosmit, to build up research on the visitors to the exhibition.

Professionals from IED will coordinate an interdisciplinary team of 30 students, who will use photographs, videos and interviews, to research the lifestyles of the exhibition visitors and their consumer behaviour regarding goods and services, in order to create a reference profile. Simultaneously giving an overview of the city as a whole, as a living organism made of transport, communication, with its presences and absences that tell us of its needs and potential to develop.

SALONE EXPERIENCE – I LINGUAGGI DEL DESIGN *8 - 13 April*

The students from the Masters in Product and Interior Design at IED Milan will be travelling around the city and the exhibition pavilions, collecting news and impressions of everything that the week has to offer. A multilingual team armed with pens, cameras and trolleys will use photos and their opinions to document the trends and new styles launched by the companies.

This will be followed by formally planned editors meetings, where the students will make an analytical study of the material collected according to the trends observed, resulting in a publication on the "Language of Design" for the magazine Ottagono – Design and Architecture Magazine.

The Istituto Europeo di Design is a school of internationally acknowledged excellence, built on a completely Italian matrix, that issues first-level academic diplomas and organises three-year courses, Masters courses, continuous professional development and advanced training courses. A hotbed of creativity, it trains professionals to work in the fields of design, of fashion, of visual communication and of management. The IED is now a continuously expanding international network, with locations in Milan, Rome, Turin, Venice, Florence, Cagliari, Madrid, Barcelona, São Paulo and Rio de Janeiro.

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