

\\ a world of plastic sensoriality //



Materioteca® settles in Milan in 2008, inside the prestigious compound of industrial archaeology of via Savona 97, the heart of the Milanese design system.

Jointly managed by Plast Image and Plastic Consult, Materioteca® is an interface structure, connecting the world of creativity with materials technology. A bridge joining design and engineering of plastics, a melting pot of languages, aimed to create a common “plastic sense”.

Materioteca®, developed by Antonio Petrillo and Diana Castiglione, can be experienced as a:

Tool that promotes and propagates the knowledge of plastics in the creative world;

Interactive location conceived to give a sensorial experience of plastic materials, investigate their technological performance and capture the insight of their full semantic potential;

Proprietary display system expressly devised as to understand, rationally and emotionally, plastic materials;

Project in continuous growth, a **laboratory of ideas**, full of opportunities to nurture new joint work, fresh proposals and novel activities bound to creativity.

The permanent exhibition unfolds along six areas:

- **Mat sample plates:** moulded materials, full range and Materio-kits (senso-kit and safety-kit);
- **Revolving:** sector destined to temporary thematic displays;
- **Associates:** area where associates of Plast Image show their latest products;
- **Sensoriality:** a gallery of items illustrating the limitless finishing and decoration possibilities;
- **Technicality** (Packaging - Building - Technical articles - Auto) and **Daylish**, where reasoned collections of plastic pieces illustrate main fields of application and key plastic processing technologies.

Materioteca® takes part to **trade shows** and **exhibitions** (MecSpe, Plast, OCA, Fuori Salone, etc.), creates events that are both public and media hits such as **Fuori di Design** (collective of young designers during the Milan Design Week) or **Plastica d'Artista 2012**, organizes **workshops** and **courses** (training, master) about plastics, publishes a **newsletter**, has a **fb page** (Materioteca - marchio registrato) and a **web site** (www.materioteca.com) so to stay daily in touch with all “followers”.

Visits to the permanent exhibition are free, appointment needed, write to info@materioteca.com