

SARPI BRIDGE

oriental design week



During Milan Design Week 2015 also this year the city district of 5VIE becomes the beating heart of the historical center of Milan. With a program of extraordinary events, 5VIE intends to enhance the uniqueness of the places and of artistic and commercial realities and artisans who make it up, centralizing the creative realities of the world of design in a path that involves monuments, archaeological sites and private courtyards, in addition to shops and historical shops.

SARPI BRIDGE_ORIENTAL DESIGN WEEK

Make a bridge moving in the 5VIE

15-19 aprile 2015, Milano

shows

THE DESIGN THAT YOU HAVE NEVER SEEN

promoted by

BIG BROKER INSURANCE GROUP - PROMOART - 5VIE

The event will take place in Spazio Big Santamarta in via Santa Marta 10, the new prestigious location, strategically positioned in one of the most beautiful historical district of Milan, conceived by Broker Insurance Group (BIG) to host events for culture, art and design.

Discovering the design between illusion, imagination, surprise or disappointment. Exposure particular and unique about design, the design that "you have never seen" and that much you have waited, the design very innovative and in balance between aesthetics and function in the fullness of the void.

If for oriental culture is the "empty" between the things that identifies and distinguishes the object, for western culture is the "full" to represent it. One exists because the other exists but the "nothing" is infinite wealth of possibilities for the *fullness of the design*, which can fill the vacuum left by the sense, by the end and by the values, which is not limited to aesthetics and is not alien to people and to life's problems.

"Finally, here you can find the design you were looking for, definitely what you can not say that you had seen"



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Between playfulness, seriousness and courage there is an invitation to reflect and to support design projects, maybe not attractive, not self-celebrating, but that look to the people, to their real needs and improvement of life.

• Team

Curated and organized by: Sarpi Bridge_Oriental Design Week

in collaboration with Studio Akka, Han Cheng, Serena Fanara, Michela Ferrari, Mad-Vision, Federica Martinetto, Xingyuan Qian, Xiaoi Wang

• Anagraphics

SPAZIO BIG SANTAMARTA Via Santa Marta 10, Milano

opening 15 Aprile ore 18:00

• Sponsor



• Link

www.spaziobigsantamarta.com

www.promo-art.it

www.bigbrokerinsurancegroup.com

www.orientaldesignweek.it

www.5vie.it



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