



Press Release / Zona Santambrogio / Milan Design Week 2015 / 14 -19 April

ZONA SANTAMBROGIO MILANO DESIGN WEEK 2015

| 14 – 19 APRIL 2015 | DESIGN | CULTURE | EVENTS | ITALIAN FOOD

Design on display, Street Food Festival, Sant’Ambrogio is the hub for a series of Fuorisalone events in Zona Santambrogio Design District

Milan, Tuesday 14-19 April 2015 – Zona Santambrogio is the new cultural district of Milan Design Week 2015 now in its second edition to **bring you the exhibitions and events in the district**. Design combines with the locals to **bring out the best in the city, its cultural hotspots and all the people who live there and bring it alive during Milan Design Week**.

Zona Santambrogio Design District is part of the Milan circuit Fuorisalone.it, the communications channel that brings together all the events in the city during **Fuorisalone 2015** with the patronage of the local authorities, the Municipal Administration **Comune di Milano** and the local council **Consiglio di Zona 1**.

Zona Santambrogio is one of the key areas in the city as regards **history, art and culture**: the *Basilica of the local patron St. Ambrose, Santa Maria delle Grazie, Leonardo da Vinci's vineyard, the Museum of Science and Technology, the Achille Castiglioni Foundation, the Franco Albini Foundation, Spazio Rossana Orlandi, Triennale Milano, the Archeology Museum*, not to mention the showrooms of *Gobetto, C&C, bar-Bistrot Le Biciclette, the historic Bar Magenta* – these are just a few of the gems this cultural district has to offer.

MAP: Zona Santambrogio will present a **circuit of exhibitions and events** together with key figures in the district such as **showrooms, shops, restaurants** and naturally, **designers, companies and architects** who find the spaces in the district to be the perfect display case during Milan Design Week 2015. All the events that will set the area abuzz are promoted by Zona Santambrogio (**15,000 copies of the paper Guide Map of the area**, website www.zonasantambrogio.com, and present on the Social Networks).

GUIDED TOURS: guided tours to discover the historic treasures of the District every day of the Fuorisalone.

DOUTDESIGN: The key event in the **general headquarter of Zona Santambrogio will be DO UT DESIGN** in Via San Vittore 49: a collective of Italian and international designers: the **design products on display will range from digital to food, self-producers and start-ups**, non-profit and corporate. **A week of exhibitions, performances and music events with the collaboration this year for the first time of the creative network Womade Factory**.

STREET FOOD FESTIVAL: Last but not least, there will be the Festival in Via San Vittore 49 and its charming historic garden, EAT URBAN, the first street food festival **featuring the best Italian food during Milan Design Week**. This aims to be the **restaurant of the Fuorisalone**, a place where you can find all manner of street food delicacies served from **Ape cars and design trucks** all week long from morning to late in the evening.

For information: www.zonasantambrogio.com

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RE.RURBAN STUDIO - The idea of Zona Santambrogio and the Do Ut DESIGN project were developed in 2013 by Re.rurban, an event planning, communications and design studio founded by *Paola Terri, Diego Longoni and Paolo Liaci*, specialists in communications, graphics and design. Re Rurban Studio offers consultancy, planning and sales for services and products, graphics and visual communications, developing design projects for the creation of logos and coordinated image, communication with institutions and public relations and consultancy for products for the web. We deal with the production, organisation and execution of events. Portfolio: <http://goo.gl/gMCAmG> . www.rerurban.it

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DO UT DESIGN EXHIBITION 2015

DESIGNERS | MAKERS | FOOD INNOVATORS

Fuorisalone | Milano Design Week 2015 | 14 - 19 Aprile | via San Vittore 49

Milan, 14-19 April 2015 - Zona Santambrogio and Re.rurban Studio present: DO UT DESIGN Exhibition 2015 in the prestigious historic setting of Via San Vittore 49, Milan, which will become an exhibition of Italian and international design and the **general headquarters of Zona Santambrogio Design District, now in its third edition. Open every day of the Fuorisalone from 11 in the morning to 11 at night and until midnight at the weekend.** DOUTDESIGN is the exhibition that gives space to emerging young designers and the themes of self-production with a special focus on "Smart" objects somewhere between making and design not to mention the theme of food which will be the star of the event.

DESIGNERS: Akifumi Takeshita | Antonio Marciano | Antonio Trolio | Bambooryist | BGP Studio | Claudia Di Mitri & Rosanna Romano | Collettivo Sbagliato | CookYes | Daniele Mazzinghi | Floema | Francesca Pagliacci | G. Garaguso M. Mamprin M. Armellini A. Froiio | La Gallina Matta | JUKAI - Marta Fumagalli Riccardo Pirovano | Leonardo Laino Mosaici | Michele Mamprin | Nomad2 | Pelty | Pierre Emmanuel Vandeputte | Ruthy Shafir | Taboolata | Pich Tripasai | Vincenzo Vitiello & Alessio D'Andrea

DOUTDESIGN promotes self-production by young Italian and international designers, testifying to a transition which now sees designers as key throughout the entire process: design, production, communication, distribution, with cross-contamination from the maker scene, a fusion which is already shaping objects all around us. Here we tell the story of this evolving scene with the work of young people creating by inventing, experimenting, trial and error. DOUTDESIGN is the key event in ZONA SANTAMBROGIO, a project presented by Re.rurban Studio.

EAT URBAN Also at via San Vittore 49, a fairytale garden transformed for the entire week into an **open air restaurant** thanks to the **Eat Urban-Food Truck Festival**, the street food festival to feed visitors to the Milan Fuorisalone at lunch and dinnertime. **Every evening food will be served that is prepared by 10 mini-food trucks and Ape cars.**

WOMADE FACTORY. Creative evenings at DO UT DESIGN in Via San Vittore 49 will be managed in collaboration with Womade, the network which has earned the title of "creative carillon". Zona Santambrogio, apart from becoming a reference point for design and food, will also this year be a place of exchange, interaction, and creative culture. A think tank that will grow by the evening, bringing together creatives, specialists, the just plain curious and people on the street. The programme includes projections, Performing Arts and video art, live sets by emerging musicians and all the new trends WOMADE uncovers through the practice of continuous contamination.

COCKTAIL. Wednesday 15 April 2015, from 6 to midnight, a special WOMADE event. Dj set by SVPERFINE and WOMADE Friends. Content: Design and smart objects exhibition, food, drinks, dj set, live set, performance, video art.

LOCATION. The location is via San Vittore 49, a villa once a convent with spacious interiors and a secret 3000 square metre garden full of heritage trees which is managed by the social cooperative **La Cordata**.

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EAT URBAN - FOOD TRUCK FESTIVAL in VIA SAN VITTORE 49

The first Street Food Festival during Milan Design Week. Ten exemplary purveyors of Italian street food become the Street Urban restaurant of Milan Fuorisalone

Milan, 14-19 April 2015 - EAT URBAN FOOD TRUCK FESTIVAL is the first festival entirely devoted to street food during Milan Design Week. Situated in the impressive setting of Via San Vittore 49 which for the occasion will turn the magnificent courtyard into a spacious open air restaurant, it will host some of the best Food Trucks and Ape cars in all of Italy.

Open every day during the Fuorisalone from 11 in the morning to 11 at night, and until midnight at the weekend.

This initiative by [Re.Rurban Studio](#) organised in the context of ZONA SANTAMBROGIO Design District aims to serve as the restaurant of the Fuorisalone, a place to enjoy street food delicacies served from Ape Cars and Design Trucks for the entire week. Open from morning to late at night with evening events in collaboration with WOMADE FACTORY.

10 Ape cars and food trucks offering the best of regional Italian street food will act as a backdrop for the Design collective DOUTDESIGN2015 dedicated to young designers, makers and innovators in the Food scene with pots on the hob and spinning wheels. Now as never before, food is the focus of the entire world and all the arts. That is why this edition of DOUTDESIGN 2015 opens its doors to "FOOD innovators", from street food to design. We want to observe, study and comprehend how the way we relate to and perceive food is changing these days... in the run up to EXPO 2015.

THE APE CARS: MYKE_ Flaming food truck ready to serve burgers cooked vacuum at low temperature in innovative combinations and tasty and with the addition of ingredients of the Italian tradition. **ApePASTA_** The APEcar carries road activity existing in Milan, Piazza Giovine Italy, where a small fresh pasta laboratory, produces every morning and serves the public, every lunch break, excellent pasta dishes. The shop is called Pasta da Giovanni. **THE ROLLING STAR_** Food truck "gourmet", above a Citroen HY, where the best local and international recipes street will be revisited by the chef, produced in his kitchen laboratory. **CARAVIN_** Our mission is to spread the culture and love of wine using a new format. Thanks to the high quality of the product and our modest prices we can convert more people to a love of wine. **MIGNON_** the fruit of the meeting between Ciro and Domenico. Ciro, last in line of a family from Partenopea, Domenico a young architect working in Milan for some years. Their winning idea was to take the sweet taste of Naples onto the streets of Milan. **CUCINANDO SU RUOTE_** Gigetta and her trusty kitchen on wheels take vegan cooking for a spin with hemp. Treats on offer range from sweet to savoury, washed down with extracts of fresh fruit and hemp milk prepared on the spot. **LE FREAKS** appear for the first time at EAT URBAN during Milan Fuorisalone, bringing delicacies to the table together with a typical potato and cheese dish from Friuli, the frico. **APETIZER** This pretty little Ape car uses LOW TEMPERATURE COOKING technology to create delicious Italian and International cuisine using only the highest quality ingredients.

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