



Milan, 12 February 2015  
Press Release

**5VIE**  
ART+DESIGN

THE NEW ART  
AND DESIGN  
DISTRICT  
IN THE CENTER  
OF MILAN

*During Milan Design Week 2015 the district of the city called 5VIE will be once again the throbbing and lively heart of the culture of the Milanese project.*

**With a path that includes shops, artistic monuments, archaeological finds and courtyards in historical buildings, 5VIE offers a program aimed at valorising the exceptional nature of cultural places focusing on the creative reality of the world of design.**

WWW.5VIE.IT

**5VIE art+design is a local and cultural marketing project aimed at valorising the Roman and Milanese roots of the old historic centre of Milan,** implemented through a strategic plan as part of urban and local policies.

The 5VIE are the historic heart of the city of Milan and include via Santa Marta, via Santa Maria Podone, via Santa Maria Fulcorina, via Bocchetto and via del Bollo.

The name "5VIE art+design" combines the three basic concepts which the project aims at developing: history, culture and innovation.

Through the creation of a strong brand identity and new communication and sustainable development strategies, the area has become the centre of cultural ventures during the main periods of Milanese creativity.

Inaugurated during DESIGN 2014 week, with great success, a high rate of attendance of the public and excellent reviews from the national and international press, 5VIE changed into a new district with a very high artistic-cultural value focused on design and innovation and, at the same time, became the promoter of the cultural wealth of the local area, tradition and the high value of the work of Milanese artisans.

After its debut during the Salone del Mobile 2014, which featured the "**Baas is in Town**" exhibition, dedicated to the Dutch designer Marteen Baas who won the Best Impact Award during the Milan Design Award, the district has continued to stand out for its transversal approach between the commercial soul and the cultural vein, which it illustrates in every project.

In fact Fashion Week, last September saw the district become animated for the first time with a circuit of young talents hosted by the commercial and artisan structures and by the cultural institutions of the district. The jewel in the crown was the presentation of the collection "**Sintesi e Ossimori**" by Arthur Arbesser at the **Sanremo** space contextualised by the photographs of Carlo Valsecchi and framed in the accurate staging of the architect Luca Cipelletti. And so on and so forth, with stories of friendship and affinity such as those between Arjumand and Luisa Beccaria, Rubelli and Santoni, the Laboratorio Paravicini and Stephan Janson. There were also many projects launched for the occasion such as Wait and See celebrating the lightness of the Essential of Atelier VM with a touch of soap, the





## 5VIE

ART+DESIGN

THE NEW ART  
AND DESIGN  
DISTRICT  
IN THE CENTER  
OF MILAN

WWW.5VIE.IT

yoga dresses of Karen Joyce blending with the carpets of the Alberto Levi Gallery, the African stylists supported by a project of the United Nations which found their perfect location in the sophisticated Biffi store and Alessandro Enriquez who demonstrated his "An Italian Theory" at the organic bistro OM.

This year the district of the 5VIE dedicates Milan Design Week to the architect **Luigi Caccia Dominioni**. On this occasion and exclusively, the Milanese practice will be open by appointment with guided visits.

The idea of the district is therefore that of supporting local valorisation by respecting the needs of the many players who animate the area, of creating a strong network and stimulating the active participation of the community and the professionals to systematise skills and opportunities. An authentic "systematisation of cooperation" on the cutting edge at a social, commercial and tourist level which respects the identity of the "Milanese nature" of the 5VIE, while, however, looking to the future.

"Thanks to the collaboration launched in recent years between the public and the private sectors we have succeeded in making international an area of the city, the so-called "5VIE" which carries in its own DNA the history, culture and creativity of Milan, the city of design or fashion" – **said the councillor for Employment, Economic Development, Fashion and Design Cristina Tajani** who went on to say that - "Thanks to its capacity to do, the district of the 5VIE has become, in just a few years, a place well loved by tourists, visitors and fashion and design operators."

It is with the idea of systematising cooperation, that collaboration continues with the **Fondazione Cologni dei Mestieri d'Arte**. As it did last year, it will continue this year its scheduling of events and Milanese itineraries of excellence during the Giornate Europee dei Mestieri d'Arte (28-29 March 2015). Some of these events are organised in collaboration with 5VIE such as **the lesson on Milanese artistic crafts and applied arts**, organised by the Scuola Corsi d'Arte Antiquaria.

*CorsiArte Antiquaria is a private school in Milan which since 1994 has been training Consultants in Applied Antique Arts, Contemporary Decorative Arts, Italian Painting and Specialities. The school was founded to fill the gaps in the Italian school system which does not provide study paths in the decorative arts. This lesson, organised at the historic SIAM, Società d'Incoraggiamento d'Arti e Mestieri, is part of a mission which brings together Corsi Arte Antiquaria and Fondazione Cologni: to protect and transmit to the public and above all to future generations knowledge about the crafts which are disappearing.*

To make the topic of knowing how to create excellence and how to transmit it even more significant and tangible, 5VIE and the Fondazione Cologni invite citizens to discover the places where the *maestri* work. In synergy with what is going on in Florence, Paris, Geneva and in the Vaud Canton, it will also be possible, therefore, in Milan to **visit the artisan workshops and ateliers of the artistic maestri** who subscribe to the venture in the historic 5Vie area in the centre of Milan from 28 to 29 March 2015. You can consult the program on [www.fondazionecologni.it](http://www.fondazionecologni.it) and on [www.5vie.it](http://www.5vie.it).



**The homo faber** and the excellence of artisan creation are certainly the



## 5VIE

ART+DESIGN

THE NEW ART  
AND DESIGN  
DISTRICT  
IN THE CENTER  
OF MILAN

WWW.5VIE.IT

cornerstone of many of the realities of the 5VIE as Osanna and Madina Visconti, Laboratorio Paravicini, Artisanal and many others demonstrate.

The importance and the value of know-how are at the basis of the editorial line with which 5VIE again invests its most important space, Spazio Sanremo del Fondo Immobiliare - Comune di Milano II managed by BNP Paribas REIM SGRpA, which will become the veritable headquarters of the district.

The garage spaces, still partially active, last year hosted the production of the Dutch artist-designer Maarten Baas, mainly carried out on site, in the weeks leading up to the salone, by the gang of assistant designers with whom Maartens burns, models and welds his pieces in a carousel of applied pop art.

Instead, this year, passing from a circus mood to a Brancusian one, the Sanremo will present a monographic retrospective on the work of the British designer-sculptor **Max Lamb** organised by **Federica Sala**. The exhibition "**Exercises in seating**" will present a wide selection of historic pieces, all characterised by sophisticated research into materials combined with various production techniques. Each piece, contextualised by photographs, videos and illustrations by the designer represents a different point of the same obsession search for the identity of the material, at times brutally sculpted, at time formally contained, at times loose and recomposed.

The exhibition dedicated to Max Lamb, is therefore the second chapter of research on contemporary art, narrating a completely different approach both in terms of projectual method and formal result but at the same time similar in the fact that they are both alternative models outside the box.

The space will also be a meeting place and a place for the presentation of special projects and collaborations such as: with Nowness, design boom and a pop-up booth by Alla Carta Magazine.

Last year's debut in design already saw the beginning of a first invigorating cascade of strongly local events (such as the Gnam Box Café or the Seletti project in Piazza Affari, the event organised by the landscape artist Piet Oudolf for Green Island at the secret garden in Via Terraggio), but this year the mission of local cultural networking emerges as a veritable editorial line which seems to take design "outside".

Outside soulless locations, outside the pauperisation of the urban fabric, outside consolidated moulds, outside wide cubes with cement floors and the hot/cold split, outside the idea of the self-made to truly marry the idea of networking as a virtuous model (and this is what **RestartMilano** recalls through **Alcantara** - seductive interiors and scenes of Carlo Mollino), to narrate how history and territory always and in any case make the difference.

And this is the case of **YOOX Group** which will present at the Pinacoteca Ambrosiana, the Milanese home of the Group, MADE IN MILANO, a project-exhibition exalting the work of local artisans through the global window of [yoox.com](http://yoox.com).





## 5VIE

ART+DESIGN

THE NEW ART  
AND DESIGN  
DISTRICT  
IN THE CENTER  
OF MILAN

[WWW.5VIE.IT](http://www.5vie.it)

An example from all of these is the physical and provocative “outside” of the brand Seletti which, always mindful of the new and unexpected, has transformed the modern and irreverent symbol of the capital of Lombardy (the much discussed **L.O.V.E. project of Maurizio Cattelan**) into an exceptional souvenir capable of selling 4,000 items in a few days and finding itself today in the selections of the most important design museums in the world. This year Seletti will present, instead, a new **version of the Souvenir of Milan**, which will again transform **Piazza Affari**, this year into a gigantic **Fairground**.

Attention to the territory that also reconfirms the new project at the Giardino Segreto del Terraggio with which **Green Island** will introduce the topic of city bee-keeping but which will also contribute to emphasising this year both the project of Milano **Design Plaza** organised by Danilo Premoli which will transform Via Ansperto into a sort of Milanese Design Blvd and the nerve centre of the new Mosca&Partners project at **Palazzo Litta** in collaboration with **DAMn**.

In continuity with the previous editions, 5VIE will host some creations by the designers of **Sarpi Bridge\_Oriental Design Week** which once again will propose an oriental and “to the orient” content: in the 5VIE it will also be possible to meet Indian, Chinese, Japanese and Korean design.

***5VIE is a project promoted by the no-profit association Networking Milano Giovani**, composed of Andrea Clementi, Alessia del Corona Borgia, Aline Radice Fossati Calvi Parisetti, Ernesta Del Cogliano and Emanuele Tessarolo who is in charge of coordinating the various players responsible for liaising with the associations of shopkeepers, schools, associations and foundations engaged in the social sector, private and public cultural bodies, the dioceses, residents and many other players, all, in turn, coordinated with the Municipality of Milan with the support of the Fondazione Cariplo.*

**To see the images and to download the digital press kit:**

**<http://www.5vie.it/press>**



**PRESS CONTACT & INFO**  
**PS • design consultants**

T + 39 02 39624450

[press@p-s.it](mailto:press@p-s.it) // [www.p-s.it](http://www.p-s.it)

**INFO PER ESPOSITORI (INFO FOR EXHIBITORS)**

**5VIE**

T +39 320 630 8096

[info@5vie.it](mailto:info@5vie.it) // [www.5vie.it](http://www.5vie.it)