

Let's Go Kids

Stroller design on show at Milano Design Week

12 - 17 April 2016
SuperDesign Show | Superstudio Più | via Tortona 27, Milan
Free Entrance



After the success of the DesigninToys exhibition in 2015, children's product design is back on stage with the Let's go Kids exhibition of strollers organized by Assogiocattoli, the trade association of leading toy, game and childcare companies.

With a minimal, attention-grabbing installation, Let's Go Kids will offer food for thought on strollers not only in practical terms as a means of transport, but also as an object that has a sociological function by making many everyday places and situations accessible and, as such, creating more opportunities to socialize.

Presenting this all-new point of view will be the member companies of Assogiocattoli (Chicco, Brevi, Dorel/Quinny, I.Go Distribution/Greentom, Inglesina, Italtrike and Peg Perego), with their leading products featuring ultra compact and flexible solutions, green and sustainable materials, trendy colors and graphic designs and innovative concepts to experience the city in a dynamic and fun way.

Let's Go Kids will also offer visitors an unusual, engaging experience with a video showing how a child feels when in a stroller, and seeing the most varied urban situations through his eyes: an opportunity to reflect on the actions, points of view and details that are often overlooked by adults.

The exhibition was signed by Luca Fois (co-director of the Kids and Toy Design Course at Polidesign), Bernardo Corbellini and Bice Dantona (designer), under the auspices of ADI – Industrial Design Association – and is being staged with the support of the Design for Kids and Toys Course at POLI.design and the Creative Industries lab at the Polytechnic of Milan's, Department of Design. Exhibition sponsors are La Rosa Mannequins, OnlightPF, Marmo Arredo and Eulithe.

The venue is Superstudio Più, the bustling center of Milan's design week. It is one of the events included in the SuperDesign Show container of standouts and new trends in international design.

Press Preview: 11 April 2016 3.00 - 8.00 pm

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