

SARPI BRIDGE

oriental design week



SARPI BRIDGE_ORIENTAL DESIGN WEEK

"...a design week, the first and unique in Europe that looks to the East, that weaves partnerships that make multiculturalism a force to create and support a bridge of new opportunities, between East and West, between city and city, between district and district..."

Milan Design Week 12 to 17 april 2016

OO!CHINA 设计之外

After a past year full of great news in which **Sarpi Bridge_Oriental Design Week** has managed to hit some of its objectives thanks to collaboration with **Slow Food Great China** and **Macao International Design Show, Milan Design Week 2016** now gets opportunity to consolidate the bridge with China, in partnership with **Design Radio**, emerging Chinese media that works to promote the design and **Jillion Art Collective** in Shanghai that deals with design and contemporary art.

With them **Sarpi Bridge_Oriental Design Week** promotes in Opificio 31 of Tortona design district the exhibition **OO!CHINA**, a significant exposure where China surprises, "oo!", between art and design, a glimpse of a much project wide that will be accomplished in the coming months.

In **OO!CHINA** the "bridge" is not only between East and West but also between art and design, because the exhibitors have created using both the artistic thought that the expressive power of design, focusing on the research of materials and trying to combine aesthetics and functionality.

Their projects were selected because they are the result of the optimization of the traditional Chinese process: from a simple concept is created through the material and the ability to expression an interesting project, valuable cargo.

The background is full of multiple identities, some of them are architects, others curators, artists, designers, writers and even scholars and researchers of Buddhism.

The curator is **Sun Chenzhu**, project director is **Fan Yiping** and in exhibition there are **Hu Jian, Ivan Cheng, Li Hanyuan, Liu Tao, Liu Yi, Liu Yichun, Tan Zhipeng, Wu Hao, Xiao Aibin, Zhang Muchen, Zhang Zhaoying**.

*Sarpi Bridge_Oriental Design Week supports **Milan Design Award**, from 2016 a joint project of the **Committee Milano Fuori Salone**.*

*Born to the protection and choral reporting of the Fuori Salone events, the committee consists of Brera Design District, 5 Vie art+design, elita - Enjoy Living Italy, Milano Space Makers, Porta Venezia in Design, **Sarpi Bridge_Oriental Design Week**, Superstudio Group, Tortona Design Week, Ventura Lambrate e Zona Santambrogio.*

Milano Design Award project is created and coordinated by elita - Enjoy Living Italy, realized with the collaboration of Fuorisalone.it and IED Milano and supported by the Municipality of Milan .

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Where

Via Tortona 31 Milano

Opening

12 aprile 2016

Promoters



www.designradio.com.cn



www.orientaldesignweek.it

Organizer



www.endless-sh.com

Sponsor

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