

# UnduetreSTELLA DESIGN WEEK

ART AND DESIGN FOR KIDS



NOW, NOW, AND NOW!

MILANO DESIGN WEEK

FUORISALONE, APRIL 17-22, 2018

FABBRICA DEL VAPORE, VIA G.C. PROCACCINI

We are proud to celebrate the 10<sup>th</sup> anniversary of **Unduetrestella**, our project focused on art and design for kids founded in 2008 in Milan.

Due to Unduetrestella's ten year commitment to curating and producing design projects for kids, the **Municipality of Milan** has decided **to recognize the cultural and strategic value of our work** over the years and the contribution made to the city and to **Milano Design Week**.

Thanks to the support of Municipality of Milano, **Unduetrestella DESIGN WEEK** is hosted in a very prestigious exhibition space: **Fabbrica del Vapore**, a large former industrial area close to the city centre. Fabbrica del Vapore is an important exhibition space hosting big and international shows dedicated to contemporary art and culture.



**Unduetrestella DESIGN WEEK** focuses on the most important Italian event dedicated to design - Salone Internazionale del Mobile - **showing a special week with creative projects aimed to the kids' world.**

**Art, design, and creativity** are the keywords for **unduetrestella DESIGN WEEK's** format who, since 2009, has strived to create and show the most creative solutions to live and grow with kids, cooperating with brands, companies, designers, artists and creative people - Italian and International - involved in the children's universe.

**Now, Now, and Now!** is our **claim** for 2018, announced in a mini preview during 86.Pitti Immagine Bimbo last January showing the importance to **present** and to share products and creativity that is surrounding us now. It is our duty as adults, looking to the next generation, to emphasize the strength and power of childhood along with our responsibilities, adults teaching children to grow up and live in this **contemporary world.**

**unduetrestella DESIGN WEEK's** claim is translated and interpreted in a fun way as a giant children's recital with 600 square metres of exhibition open space will be set up like a **big show on mini stages** for each brand.



The exhibition is divided into different thematic areas:



### **Unduetrestella history and the old friends**

Unduetrestella wants to celebrate the history of the past **ten years**, together with the companies who, during previous Fuorisalone editions, have built together unique and prestigious events. An old friend **Alicucio** has built a carousel ad hoc for the event to not forget to play even if we are old friends.



### **Unduetrestella scouting and the new friends**


Unduetrestella desires to show, once again, its strength of scouting and research, to discover Italian and international **new brands and companies.**



### **Unduetrestella vintage, the oldest friend**

We don't want to miss the opportunity to have a special corner dedicated to our passion for **vintage design and toys.**

In addition, unduetrestella collects **little surprises and special events**, expressly designed for the event, to further enrich the experience of the visitor and professionals.

A special corner will be dedicated to  **trade magazines** with an installation by **leftoverdesign** with a *large blackboard social table.*



The set up is designed and realized by **Matteo Bissaca, TocToCLAB**












Thank you **MT Masking tape** for the supply of their products and to historic company **Mera & Longhi** that has always followed us over the years with its unmistakable candies with herbs and flowers.



A special thanks to our sponsor Linea MammaBaby

## At *Now, Now, and Now!* Unduetrestella DESIGN WEEK there are:

-  **About STEK (NL):** Dutch brand that produces children's furniture that also appeals to grown-ups: Simple forms that invite children to sit and play the way they like it. Basic design that fits in any interior. Handmade wooden furniture that may last a lifetime or more, like a chair, rocking chair, bench, stool or table with storage space.  
[www.aboutstek.biedmeer.nl](http://www.aboutstek.biedmeer.nl)
-  **Alicucio (I):** alias Arcangelo Favata, created in 2009, a self-initiated project, is a creative space where all the discarded objects founded around the city are collected and manipulated in their structures to give them a new life. It presents the site-specific installation *Twins29*, a real working carousel inspired by the metal games of the kindergartens of the past.  
[www.alicucio.com](http://www.alicucio.com)
-  **Bluc (NL):** a toy studio based in Amsterdam founded by Luca Boscardin and Valentina Raffaelli, which designs eclectic and meaningful products, where simplicity, sustainability and functionality come together in playful objects that enhance children's imagination.  
[www.studiobluc.com](http://www.studiobluc.com)
-  **Bumoon (E):** design brand for children founded in 2013 by Giuditta Bussetti with a fresh and original taste, offers high quality wall stickers to decorate the walls of bedrooms. Its SLOW philosophy is inspired by nature and develops every idea without haste, down to the last detail.  
[www.bumoon.com](http://www.bumoon.com)
-  **CasieLiving (D):** playing with geometric shapes, thoughtful detail solutions and multi-functionality of her designs are the characteristic features of the young label CasieLiving, founded by Frankfurt designer Carmen Siebold. Her label uses local handicraft businesses for the manufacturing of her children's furniture. In her creative works Siebold pays special attention to the fact that materials and surfaces are particularly suitable for children, inviting them to play and be creative themselves. Her designs integrate aesthetically thought-through solutions into the every day life of families.  
[www.casieliving.de](http://www.casieliving.de)
-  **Chou du Volant (FR):** young brand created in 2016 in Rennes, designs unique and multifunctional wooden toys, in different configurations, adapting to the growth and able to accompany the child from his first steps to his first games and his first passions according to his wishes.  
[www.chouduvolant.com](http://www.chouduvolant.com)
-  **COCLICO (D):** start-up created in summer 2017, located in Freiburg, Germany. With the Montessori inspired design furniture for kids COCLICO wants to release a pulse by fitting the interiors for the Family Home. Re-Think the arrangement of our Interiors for the whole Family, aligned to the needs of all Family Members. Working local and sustainable: its manufacturer is a sheltered workshop in the North of the Black Forest.  
[www.coclico.de](http://www.coclico.de)
-  **Collégien (FR):** historical French company, manufacturing socks, tights and slipper-socks for the whole family. The aim is to guarantee the best quality of the products entirely manufactured in France, defining their collections according to themes and colors studied in every detail. The brand presents the new collection of their renowned slipper-socks, with their ergonomic soles equipped with non-slip spikes and perforated breathable soles.  
[www.collegien-shop.com](http://www.collegien-shop.com)
-  **DollsVilla Global (NL):** conceived and produced by the designer Lillane Limpens creates two incredible and innovative models of dolls house on wheels. The child height DollsVilla is a sustainable dollhouse on wheels for children's most cherished 1:6 cars and dolls of 30 centimetres. With a cool design interior, stainless steel roofplates, a car ramp and three trays.  
[www.dollsvilla.com](http://www.dollsvilla.com)

- **Done by deer for Container** (DK): founded in December 2014, design lifestyle products for families. Combining Scandinavian design, innovation and a daring use of contemporary colours, interior and toys are for families who want to maintain a balance when decorating with kids in mind and still appreciate the simplicity of Danish design. [www.donebydeer.com](http://www.donebydeer.com)
- **EcoBirdy** (B): new brand that creates unique ecological design furniture for kids. The debut collection is 100% made of recycled plastic from European domestic waste and can easily be recycled again. A speckled look made out of colourful pieces of recycled plastic toys makes each product unique and a real eye-catcher. [www.ecobirdy.com](http://www.ecobirdy.com)
- **Eleven** (I): Italian company that distributes globally recognized brands for children, presents a selection of unique and distinctive products that combine innovation and high quality as Baby Jogger, Luma, Motorola, 4moms, Aden+Anais and Aeromoov. [www.elevenbaby.it](http://www.elevenbaby.it)
- **Ever Life Design** (I): human-care brand dedicated to the person and spaces in which he is attentive to technological evolution and to contemporary lifestyles, presents innovative products that interface with everyday functionality, with design values and comfort. The bathroom accessories are transversal, designed for all ages and suitable for different contexts, from the home to the contract to the hotel. [www.everlifedesign.it](http://www.everlifedesign.it)
- **Fabulous Goose** (S): thoughtful design for a curious mind. FabGoose is a Scandinavian company founded on a desire to deliver outstanding quality and the belief that it should always be easy for customers to make a safe and rewarding choice. It offers luxurious design-led products for the modern home and for all the Family. It is known for its creative approach to injecting emotions, personality and a sense of humor into its range of super soft blankets for baby and kids. FabGoose products are built to last, made of the highest quality and manufactured in Europe. No nasty chemicals, no cheap shortcuts, no sweatshops. Not now, not ever. [www.fabgoose.com](http://www.fabgoose.com)
- **Fränze Straessle** (D): A {clothes peg} flirts with a jelly bear. To their left a pencil stub notes down the confessions of an {old key}. The invited witnesses are: a miniature car number plate, a vending machine ring containing a fake pink gem, a {watch/clock}, a {baking tin}, a roll of {pigeon blue thread}, a glass {Christmas bauble} decorated with a dark-red heart, a beautiful shard, a flashing eye, a silver spoon, the smallest {money sock} in the world, a coin, a {Denk-fix card}, a mother of pearl button and – and for the sake of completeness – a {light bulb}. All of these things are dangling from a ring made of wire. Why? Simply to be there – like us all. [www.fraenze-straessle.de](http://www.fraenze-straessle.de)
- **IO Kids Design** (UK): British design studio based in London, creates contemporary, innovative and high-quality, functional design for children and adults alike. The furniture is versatile, adaptable, well-engineered and above all fun. Their work aims to encourage children not just to see an object for its obvious function, but also to imagine its possibilities. Considered, stylish and contemporary their collection embodies a sense of fun with more than a hint of the unexpected. [www.iokidsdesign.co.uk](http://www.iokidsdesign.co.uk)
- **Kids'Garret** (D): project founded in Berlin by an Italian couple, creates products for kids, based on a true story. Extraordinary handmade objects, which combine a retro taste with an original design. Clothes, accessories and play furniture are grouped together in various collections. Each collection tells a story, inspired by an historical figure. It's a real cabinet of wonders! [www.kidsgarret.com](http://www.kidsgarret.com)
- **Kurt Stapelfeldt and Allegra Stapelfeldt (6 years old)** (I): collaboration between Milan based designer Kurt Stapelfeldt and his six year old daughter Allegra, presents the project BOXBOTS. .

Starting with a cereal box, the two covered and decorated the box, eventually taking the shape of a “robot”. To present the two have produced twelve BOXBOTS, which began to take shape as a family, with pets and cousins.

➔ **Lapin & Me** (UK): brand born in 2003, offers unique, design led gifts for you, your children and your home, combining vintage and modern. Its collection is loved by all ages and brings a smile to those who remember from their childhood and to the new young generation. [www.lapinandme.co.uk](http://www.lapinandme.co.uk)

➔ **Lil’Gaea** (TR): design company founded in 2014 known for its lovely and playful designs influenced by kids’ imaginative world, the nature and animals. It is about creating a “ Happy Story ” for children that is creative, appealing, pleasant and iconic. Its focus is transition from a baby to toddler into a childhood. All these stages are designed to create emotional connection between product and the user while decorating homes with soul and passion [www.lilgaea.com](http://www.lilgaea.com)

➔ **Linea MammaBaby** (I), Italian company specialized in health and hygiene, presents its line of products ideal for the little ones - from their early days of life - and for the whole family. It is a project of love born from the total belief to offer a high quality products in harmony with the environment, they combine naturally derived extracts coming from biological farming, they are dermatologist-tested. Top quality goes hand in hand with a simple but appealing design, conceived to be easily and directly recognizable by children. [www.lineamammababy.com](http://www.lineamammababy.com)











➔ **Maké Maké** (FR): poetical french brand offering flat-pack and self assembly furniture, without nails or glue. Hybrid, figurative or abstract, with their sometimes indefinite function, makémaké’s products give your imagination free rein and stimulate children’s creativity. A sustainable and locally produced collection, made of birch plywood. [www.makemake.fr](http://www.makemake.fr)

➔ **MOLUK** (CH): the multi-award winning Swiss brand develops abstract, open-ended toys that spark the imagination, tickle the senses and get kids moving. This year MOLUK presents Boi™ and Oogifant™ - two charming play objects inspired by the animal kingdom. All MOLUK toys work together and complement each other. [www.moluk.com](http://www.moluk.com)

➔ **MOTOMO Monday to Monday** (I): the brand that combines design with high quality organic cottons, to produce textile goods for children and for the home. It is proudly manufactures in Italy and its world is colorful and happy, it speaks to children while maintaining design elements that are also pleasant to the adult’s eye and touch. [www.motomo.it](http://www.motomo.it)

➔ **Nidi** (I): the brand that designs spaces for children and young people, presents furniture and accessories that give rhythm and character by creating personal environments, warm and cozy. Beauty, ergonomics, safety and function are the qualities with which we design the best possible places for playing, sleeping, learning and growing. [www.nidi.it](http://www.nidi.it)

➔ **Nonah** (FR): the family-run company creating eco-friendly furniture made of solid European wood from sustainable FSC certified forests, with water based lacquer and natural protective oil. Its designs emphasize the warmth of the wood using touches of colours to contrast with its grain. The collection interacts with children by offering the unexpected: unusual openings, hidden cabinets, surprising layouts...Each piece of furniture has been created to encourage children in growing up. [www.nonah.fr](http://www.nonah.fr)

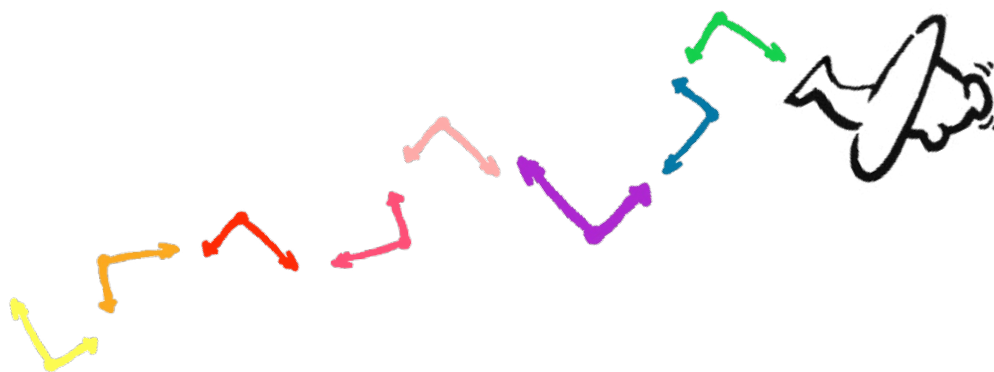
-  **PlanToys per Gioconaturalmente** (T): Thai company founded in 1981 that has been producing educational and ecological games for children for over 30 years, studies and produces articles through a completely responsible and sustainable production, starting from the wood of the rubber tree. [www.plantoy.com](http://www.plantoy.com)
-  **Play&go per Gioconaturalmente** (B): Belgian brand born from a creative team whose goal is to create fun, functional products with a design that makes furniture, but at the same time is also comfortable. The carpet bags have been designed for children, also thinking of their parents and the practicality of a beautiful and functional design, over the long term. [www.playandgo.eu](http://www.playandgo.eu)
-  **PLAYin CHOC** (UK): new chocolatier and toy company, with a social purpose. it aim to delight children and their parents with delicious organic bean to bar chocolate, and inspire them with beautifully designed self assembly toys made from recycled cardboard. Its chocolate contains no refined sugars, dairy, soy, gluten or nuts, yet is smooth and creamy. Its toys come with fun facts educational cards. Use no plastic in its products, its chocolate is wrapped in home compostable film. Its first series is 18 endangered animals to collect and learn about. [www.playinchoc.com](http://www.playinchoc.com)
-  **Puella** (I): Barbara Barbantini, founder and designer, conducts an artistic research that interacts with her experience in the fashion world to create personal interpretations of a dreamy adolescent femininity and its dark sides. The poetic materials of choice are vintage bijoux, embroidered vintage fabrics, *objet trouvé*, silk petals, ex voto, medallions with old photographs ... A poetic and allusive reminder of memory, ephemeral objects and modified by time and revived through creative reuse. [www.puella.it](http://www.puella.it)
-  **Studio delle Alpi** (LU): created by Anne Kieffer and Arnaud Mouriamé, the studio designs and produces with passion, furniture and home accessories for the whole family. Their main priority is to create functional objects, objects which create emotions. Clean shapes, a graphical and sustainable approach are the basis of their style. All the products are made by European craftsmen. [www.studiodellealpi.com](http://www.studiodellealpi.com)
-  **TiiPii Bed** (AUS): brand established in Melbourne in 2015, presents *Bambino TiiPii Hammock Bed* suited to both the indoors & the out. Conical in shape once hung, the open design allows children to experience the relaxing sensation of floating just above the ground encouraging inspiration, creativity and pure imagination. A perfect outdoor playhouse, or beautiful addition to any nursery or bedroom. [www.tiipii.com](http://www.tiipii.com)
-  **TocTocLAB** (I): original brand, all Italian, created by Matteo Bissaca, produces tools to play with aesthetic experimentation and unconventional pieces of furniture in which playful interaction is structural to the project. [www.tocclub.it](http://www.tocclub.it)
-  **Tresxics** (E): brand from Barcelona that design and make daily complements that awaken families' creativity. Wall hooks for clothes, shelves for books and other accessories with different shapes and colors: clouds, mountains, trains... minimalist products with a plus to play, with decorative wall stickers or magnetic pieces to interact. [www.tresxics.com](http://www.tresxics.com)
-  **Uocu** (D): the brand designs products with an attention to detail, a sense of irony, simplicity and an honest use of the materials involved. To begin with, it created a line of furniture made from paper, including a table and chair for children and a modular shelving system. [www.uocu.de](http://www.uocu.de)
-  **Zanotta** (I): leader in design furniture, launched its historic pop icon Sacco designed by Gatti-Paolini-Teodoro 50 years ago, which is still very popular. [www.zanotta.it](http://www.zanotta.it)

# WHO IS UNDUETRESTELLA

In December 2008 unduetrestella was born in Milano, ideated and curated by Paola Noé. unduetrestella, communication and creative studio, organizes events related to design, furnishings and objects from the children's world.

For the first time in Milano, unduetrestella creates a special events' **format** dedicated to design during the **Milano Design Week**. In April 2011, with the contribution of Thomas Maitz - designer of the perludi brand - a special home exclusively designed for children named kidsroomZOOM! was born. Projects by unduetrestella provide an insight into the design and contemporary works of art for children, and aims to bring to the public a spotlight of this emerging creative scene. In 2015, for the first time, **unduetrestella DESIGN WEEK** is presented at Superstudio Più. Since 2012 unduetrestella DESIGN WEEK is regularly invited to the Pitti Immagine Bimbo.

Unduetrestella offers a **consulting service** that explores the world of children at three hundred and sixty degrees. Offering **services for brands, brand storytelling, PR counselling**; consultancy and design service for private and public spaces; site-specific projects for children related brands and stores; creations of contemporary art; collaboration with national and international newspapers; artist's books and editorial consultancy for art and childhood; consulting for educational departments of museums and cultural institutions; concept and organization of ad hoc events.



MILANO DESIGN WEEK  FUORISALONE

unduetrestella DESIGN WEEK: **NOW, NOW, AND NOW!**

WHERE 

Fabbrica del Vapore, via G.C. Procaccini, 4 | 20154 Milano

WHEN 

April 17-22, 2018 | h. 10 am -7 pm

CURATED BY  unduetrestella

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**FABBRICA  
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Milano

