

MÓSTER

Milano Design Week 2018

April 17th-22nd

C/o **Garage Sanremo**

via Zecca Vecchia 3, 20123 Milano

For the Design Week 2018, FORO Studio - a Milanese architecture firm that has been working on installations, brand image and design since 2014 - presents Móster. An alternative jersey wall located at Garage Sanremo in the district of SVIE, Móster was inspired by G.C. Cuevas' pen.

THE PROJECT

Móster reinterprets a street furniture that is sadly becoming an icon for the most of the world's metropolises, the jersey wall. Useful yet unpleasant, these barriers have a strong impact on our social life. Moreover, the concrete they are made of is fatalistically considered a condemnable material, due to the design errors of which it has become unjustly guilty.

Trying to beautify these unavoidable devices and not to re-design them means to be guilty of a serious indifference that condemns our streets, squares and cities to mediocrity. Because it is not a matter of security planning, but of urban planning.

So, from an intuition of FORO Studio and from the illustrator G.C. Cuevas' pen it takes place the idea of creating good monsters that protect us and our cities from bad monsters.

Please note, you write **móster** but you read **muster**, which means "monster" in Milanese dialect.

THE ILLUSTRATOR

G. C. Cuevas is an Italian artist based in London. His major source of inspiration comes from the grisly art of Edward Gorey, but also from the works of Tim Burton, Mark Alan Stamaty, Quentin Blake and Jean Giraud. The illustrations of G.C. Cuevas focus on surreal environments, where children are often in dangerous situations, as they are accompanied by bizarre creatures, mysterious masked figures or objects that are disproportionate and out of context. You can find his other works here: gccuevas.tumblr.com.

FORO STUDIO

FORO Studio was founded in 2014 in Milan. Since then, it has been working on brand image, architecture and strategic design — but also interior design, setting ups and workshops. Always in support of culture, FORO loves to create connections between its own work, art and community. Among its most important collaborations are Parah, Dalani, Nebuloni E., Festival Mix, Drexcode and Tognana.

Project by

FOROSTUDIO srl

Via Don Giovanni Verità 7, Milano - Italy

+39 02 49791987

foro@forostudio.com

www.forostudio.com

Illustrations by

G.C. Cuevas

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