

Milan, February 27, 2018

## **5VIE'S MILAN DESIGN WEEK 2018**

5VIE as cultural producer

The fifth edition of **5VIE Design Week** is starting, with a wide-ranging programme of International events.

Continuing its five-years activity as cultural promoter and with the purpose of promoting the territorial heritage of Milan's Old Town, this year 5VIE art+design presents and produces international projects dedicated to art, research, contemporary sign and love for handcraft and for the territory.

**April, 17 – 22** – during this week, when Milan becomes the capital of creativity and quality, the 5VIE district continues focusing on **history, culture and innovation**, objects of its *mission*, and goes on making Milan's Old Town richer and more lively. Again, 5VIE shows how to combine design, handcraft and culture, features of Milan and of its history, in particular of this district.

This edition confirms the work done in the last years and the four founders - Aline Calvi Radice Fossati, Ernesta Del Cogliano, Alessia del Corona Borgia and Emanuele Tessarolo – have entered into new cultural partnerships by selecting some renowned curators such as **Nicolas Bellavance-Lecompte, Maria Cristina Didero, Annalisa Rosso, Alice Stori Liechtenstein**, with the purpose of building and launching "tailored" projects with them, by blending research, art and savoir-faire.

The curator and gallerist **Nicolas Bellavance-Lecompte** was hosted in the now well-known apartment of via Cesare Correnti 14, 5VIE headquarter, to work on a format that is in line with the spatial needs and the mission of the four founders. The result is **Un sighted**, an exhibition where the designer has produced a piece of art without knowing the context, the place, nor the final destination. Without any standard parameter, the project aims at emancipating the designer from classic style notions, special specifications and project requirements.

What is important is the creation of objects that are active and independent agents in the environment. **Un sighted** collects works by: **Anton Alvarez** (Sweden/Chile), **Dana Barnes** (USA), **Bahraini Danish** (Bahrain), **Eric Schmitt** (France), **Niamh Barry** (Ireland), **Omer Arbel** (Canada), **Roberto Sironi** (Italy), **Seo Jeonghwa** (Corea).

In via Cesare Correnti, 5VIE also collaborates again with **Sara Ricciardi**, one of the youngest talents of Italian design and finalist of the 'Officine Panerai Next Generation Designer Award', part of the 'Wallpaper\* Design Awards 2018', which will be the protagonist of an immersive installation **curated by Alice Stori Liechtenstein** and titled Arcadia. "Legacy" is the project's topic and reveals the story and the beauty of Schloss Hollenegg, the Austria-based international programme which supports research, thinking and design critique.

5VIE also presents **VEGAN DESIGN - Or the Art of Reduction**, a project curated by **Maria Cristina Didero**. The exhibition is an opportunity to discover the work of a unique talent of international design. Each object of Eres Nevi Pana's collections is made in compliance with the rules of a specific ethical position and it gives an answer to a specific question: it is possible to design without using any material from animals? With his work and his strict but emotional approach, Nevi Pana shows that it is possible. Vegan, Israeli, he was born in 1983 and studied at the Eindhoven Academy. He transfers his attitude of respect to life, human beings and nature to his design modalities.

**Annalisa Rosso** will curate the personal exhibition **Panorama of Valentina Cameranesi**. Aiming for happy eyes, she builds a world to her own liking and likeness. The designer Valentina Cameranesi develops the key elements of her artistry – material, subject, visual language and conversation partner – in an illusory comfort zone. But the subconscious is at work, and the careful observer will discern disturbing factors in a rarefied atmosphere. Wielding her signature style, Cameranesi plays with self-referential clichés and interiorized sources, and brings them alive in this show.

To continue with the view of reusing unused urban areas, 5VIE works with passion and temporary uses these hidden or abandoned areas for new purposes, by giving them new light and new life.

This year, 5VIE moves its centre of gravity and inaugurates **a new creativity focal point in the former Meazza area**, hardware store which is a symbol of the postwar period for every inhabitant of Milan, that closed down two years ago. Meazza was a reference point, a meeting point, an open square for the population. In short, a place that deserves to be brought back to light.

Among the various projects that will be hosted at Meazza, 5Vie pays tribute to the work of **Nanda Vigo**, undisputed protagonist of the current art scene. Two "Goral" totems dating back to 2005 will be presented. These two obelisks are equipped with neon lights representing the cosmogonic alphabet's elementary signs, a simple translation of the more complex "Goral", which in Buddhist philosophy represents the light of creation, while on its sides light sculptures will be shown, that is to say the "Light Trees" of 1984.

Moreover, the movie "Go with the light" by Marco Poma/Metamorphosis will be previewed. It collects a series of interviews registered during travels and exhibitions, from 2005 to 2017. At Archivio Nanda Vigo in Via Gorani 8, sculptures titled "Deep Space", 2013, will be exhibited. Their triangular nature and the soft radiation they release create an impression of immateriality that projects them to an interstellar space.

In addition to the local design network such as **BDDW, Davide Groppi, Apparatus, Lisa Corti** and the well-known **Six Gallery**, the cultural collaborations that have joined the 5VIE finals are renewed from the beginning like **MoscaPartners with DAMn ° Magazine** that returns for the fifth year to reopen the doors of Palazzo Litta, and the provocative parade of **Seletti** with **Design Pride**. Also loyal to the district **Masterly - The Dutch in Milano** at Palazzo Turati, **Diesel Living** with **Out of this world** and brands as **Giopato & Combes, Bitossi Home, Local Design** with its 26 Australian designers and **Markus Benesch** in the evocative setting of the Ancient Oratory of the Passion. Spotlight on newcomers in the district: **Lexus** and **Lensvelt**. The first in the Cavallerizza of the National Museum of Science and Technology and the second in the court of Museo Diocesano. In addition to the brands there is no shortage of the artisans with **Giacomo Alessi**, the research on materials with **Garnier & Linker** and meeting places like **BAR ANNE of SpaceEncounters**, just to name a few.

**Meazza will host the info/press point**, set up ad hoc by **Pentatonic**, circular design brand. Pentatonic invent new materials using the world's most abundant and dangerous resource – human trash – and they do so without compromising an inch on design, performance or function.

5VIE local network expatriates by twinning with the Portuguese **Projecto Travessa da Ermida**, in the heart of Lisbon. In a **curatorial proposal by Mário Caeiro**, Projecto Travessa da Ermida presents a challenging work of the Portuguese artist **Xana**, who explores the meaning of place through an elegy to life and light in contrast with darkness, death and market's egoism. The work is a *site specific* evolution of the original installation created for the Vicente initiative in Lisbon. The project focuses on the witty game between text and space, narrative and visual culture, and *it will transform via Bagnara* in a stage of an unusual set of critical and intellectual meanings. Xana is one of the most important Portuguese artists, famous for his temporary art installations made of plastics.

Always up with the latest trends, the Design Week 5VIE will kick off this year with **It's Circular, a forum dedicated to circular economy and design**. Hosted by ANCE in Via San Maurilio, in the heart of the district, the forum will take place on Sunday 15 and Monday 16. It's Circular is supported by official partner **Miniwiz** and counts on the participation of the main Italian and international experts in the field, from companies and institutions to entrepreneurs, researchers and designers. The objective is to give back an accurate picture of the circular system today, using a pop approach to explore future scenarios linked to the regenerative economic system, identify best practices and establish a network of intelligences. The forum, organized under the patronage of the Italian Ministry of Economic Development, will see the participation of entrepreneur Arthur Huang, designer Matteo Ragni, Material ConneXion CEO Emilio Genovesi, among others.

From the theory to practical project with the project **Trashpresso by MINIWIZ**. The World's First Mobile Plastics and Fabric Waste Recycling Plant. The TRASHPRESSO is capable of bringing industrial grade recycling to population centers or isolated communities on a mobile, automated, and self-powered platform. Trashpresso is the world's first mobile and off-grid recycling plant powered by solar energy. Adding material value to trash by on-site

recycling into market-tradable architectural tiles. Capacity to produce 10m<sup>2</sup> of tiles every 40 minutes - every tile is the equivalent to eight plastic PET bottles. On Earth Day, National Geographic will premier Trashpresso in their Green Heroes series. In the last few months **Piazza Vetra** and the Colonne di San Lorenzo, with its problems and potentiality, has been in the spotlight, thus the need to bring to this area cultural and sustainable initiatives for a creative management of the spaces. For this reason we think **Trashpresso** is the perfect project to represent 5VIE's mission.

Exploring circular themes, **Stanze Sospese** transforms places of isolation into theatres of dignity. This project originates from the desire to use design as a tool for inclusive projects, hoping that children should never remain in traditional prisons with their mothers. The goal is to rethink and realize, thanks to the work of social carpentry, a modular furniture system in recycled plastic able to improve the housing conditions of those who, underage or not, are forced to live in contexts of rehab or imprisonment.

Two initiatives co-produced by 5VIE and aiming at promoting the district from a historical and social point of view will go along the various design projects of the district. **Francesco Garbelli**, in collaboration with Gilda Contemporary Art and Big Apple, through an ironic reinterpretation of street signs, is author of the project **Urban Attitude**, which captivates the public and invites to a reflection on the need of rethinking the relation mankind/living areas. The photographer **Patrizia Calegari** goes on with her overview of **5VIE People's** portraits, by settling her camera on the designers' and 2018 curators' faces, to catch feelings and creative emphasis.

Still on this subject, children will find in the Vetra gardens a programme of workshops named **My funny trash garden**, curated by **Maddalena Bellorini**. This is an environmental-sustainable project in which children can give new life to abandoned objects, waste, scraps, garbage, by learning to look at these objects in a new way.

#### **Digital press area**

[www.5vie.it/press](http://www.5vie.it/press)

Download this press release and the 2018 exhibitors' press release at the following link.

For each exhibitor you will find a folder with the complete press release and the pictures of every project.

**Press Preview 5VIE:** Monday April 16, 2018 - 11 am

**Opening 5VIE:** Wednesday Aprile 18, 2018 - 18.00 to 23.00

**Info & Press Point 5VIE:** c/o Meazza, Via San Sisto 9, Aprile 17-22 - 10.00 to 19.00

**Ufficio Stampa 5VIE art+design:** Federica Quaglia - [press@5vie.it](mailto:press@5vie.it) - tel. +39 335 6834065