



PORTA VENEZIA IN DESIGN | 2018

A Milan itinerary for the Design Week to combine **design**, **food&wine**

with **Liberty** Architecture heritage

WHEN | Milan Design Week - April 17-22, 2018

WHERE | Milano Porta Venezia, MM1 Porta Venezia /Train Porta Venezia /Tram 5, 9, 23, 33

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PORTA VENEZIA IN DESIGN is an itinerary combining:

- **design novelties** displayed by showrooms, stores and companies
- the **food&wine** itinerary, which finds space in some selected bars and restaurants
- guided tours of the **Liberty** facades, with **FAI - Fondo Ambiente Italiano**

Porta Venezia in Design in the area of Porta Venezia

The idea of this circuit is to highlight places, sometimes 'hidden' in courtyards, other facing the road: design and furnishing companies, hospitality and leisure with good food and wine, architectural companies and workshops. Within the cultural aspect, highlighting the Liberty architecture heritage, thanks to our collaboration with FAI - Fondo Ambiente Italiano.

Design as a link among various realities. In an historic-architectural Milan area rich of Liberty heritage.

Renewed realities design companies confirmed their presence, in the area, hosting events and interesting installations during Milan Design Week (17/22 April).

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is a project by Nicoletta Murialdo
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JANNELLI&VOLPI (via Melzo 7), a leader Italian company in the wallcoverings production and furnishing tissues distribution, presents - in its historical building in Via Melzo - new wallcovering collections - among which M.C. Escher®, Marimekko5®, two licensee collections - Design Lux, Altagamma Rainbow, JV Kerala part of JV Italian Design - Armani Casa Exclusive Wallcoverings Collection® - Refined Structures 2 and JV Kerala of J&V Italian Design.

On this special occasion, 'Wallpaper Land' event will be on stage, under artistic direction of Matteo Ragni Studio, including:

Wallpaper Factory: Metamorphosis, in M.C. Escher® wallcoverings, telling about production process by using videos, production sound effects, and producing machines. Setting up by Matteo Ragni Studio, video by Alessandro Gentile, musics by Lorenzo Palmeri;

Project Lounge: a new format dedicated to the project world;

JV Open Lab: a new space focused on hospitality, which is now opened and will become a focus place throughout all the year;

Il *JVstore* presenting new design collections in a scenographic setting up made with Marimekko5® Wallcovering and design product novelties, curated by Dario Zordan.

MANERBA (via Melzo 7), with its permanent space-showroom, inside Jannelli&Volpi building, presents three different way to live office, in its milanese showroom, which has been re-visited by Raffaella Mangiarotti:

Apollo - a new working system, green and soundproofing, designed by Shane Schneck

Undecided Collection - the wider system offer of armchairs and sofas, wrapping and light, designed by Mangiarotti&Suppanen

Litta - a family of recharging desks, within tables and little round tables, designed by Mangiarotti&Suppanen

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LISA CORTI (via Lecco 2), an historical design shop in the area of Porta Venezia presenting, during Milan Design Week, Royal Palace, new Lisa Corti tapestries.

BROMPTON JUNCTION MILANO (via Melzo 36) with its renewed English folding 'design' bikes, within some novelties: the new BWC 2018 model and Brooks New Cambium All Weather color.

STAMBERGA (internal courtyard, Via Melzo 3), is not simply a concept store rather than a kaleidoscopic space, Art Gallery, charming bookshop, innovative Magazine Store, Inspired Stationary shop and Maison de Thé - as its founder Marco Beretta loves defining it. It will be hosting, during Milan Design Week 2018: 1+1 historical design gallery, Bonacina 1889 and Sen Factory.

1 + 1 historical design gallery, is a collection of Italian design pieces of XX century, collected and selected by Andrea Scarabelli. The design gallery, which is both available online and also based in Milan, will present a selection of its pieces in the space of Stamberga.

Bonacina 1889, an historical Italian company, a worldwide synonym of an high quality and aesthetic rush and wicker furniture, renewing its pluriannual collaboration with [STAMBERGA], presenting a selection of iconic products which have been realized in more than a century of its long company history.

Sen factory: Japanese Silks. Italian Design. Hand made. The Italian culture meets Japanese design, and vice versa: it is from tradition exchanges and different points of view, great ideas could born. The lightness of Kimono meets an Italian handmade tradition. Kimono tell about Japan, a millenary art and culture, taking life in nowadays and future products.

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Stamberga Art Photo: a spiritual and physical event frame, it is a photo exhibition. Close to its original vocation to be a photo Galérie, presenting “Praeludium”, an installation by photographer Marco Beretta: giant black&white images within Buddhist monks.

CENTRO CULTURALE CECO (via G. B. Morgagni 20) presents, as a worldwide preview:

‘The Story of Czech Design. From Cubism to the 21st Century’

Curator: Iva Knobloch, Museo di arti decorative di Praga - Setting up: Qubus design

Design is a phenomenon which, while being an art discipline, intensively reflects the social and political movements of the time. The centenary celebrations of the birth of the Czechoslovak Republic are a good opportunity to make a review of the century-long period of the existence of Czechoslovakia and the Czech state as viewed through the optics of design. An opportunity to view the country’s life and its social environment from a different angle of perception.

Czech Centres has prepared the exhibition to mark the centenary of the birth of Czechoslovakia. The exhibition links up with the representative publication Design in the Czech Lands 1900-2000, edited by the Museum of Decorative Arts in Prague. It outlines the development of design in the Czech Lands and acquaints art lovers with the colourful structure and net of the country’s people, associations, manufacturers and various institutions concerned with design, now and in the past. It gives an insight into the designers’ lives through their works, which form the cultural and civilization memory and identity of the nation. The exhibition is supplemented with a collection of living icons of Czech design – objects which have proved their timeless value among other things by the fact that they are still being manufactured, or their manufacture has been resumed.

AMI MOPS (via Tadino 3), shop-laboratory presenting its ‘Colors’ project, within new jewels collections.

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SPAZIO MISTRAL (via Tadino 5)

Marie Christine Volterrani (architect & lighting designer) presents 'light is life, life is light' in: PENSIEMI - *"thoughts becoming seeds and together give birth to new realities"* and 'Menti Condivise', a project highlighting jewels by Emanuela Avallone (Jewelry Designer) and leaves made by artist Giovanna Vettorello.

GLI EROICI FURORI (via Melzo 30), a contemporary Art Gallery, hosts **Frigerio 21** - milanese company producing marble works and furniture - with its project "Light and Lightness" - Marble evolves and transform.

BIVIO MILANO (Via Lambro 12), first milanese company specialized in reselling fashion clothing, hosts 'Mosaics by **Max Marcelia**', during 2018 Milan Design Week.

On stage some of the most unusual and ironic works made by young artist Max Marcelia.

VILLA MOZART (via Mozart 9) hosts **Doppia Firma / Double Signature**

On the occasion of the 2018 Salone del Mobile, the Michelangelo Foundation for Creativity and Craftsmanship is pleased to present the third edition of Doppia Firma – Double Signature. A Dialogue Between Design And Artisanal Excellence. The project was conceived by the Cologni Foundation for the Métiers d'Art and developed with Living the magazine for interiors, design and lifestyle from the Corriere della Sera newspaper.

Doppia Firma showcases a unique collection of 13 original artworks, bringing international designers together with Italian master artisans to forge a new collection of original collaborative works, showcasing the valuable relationship between design and artisanal excellence.

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The exhibition takes place at Villa Mozart, a 1930s building usually inaccessible to the public and the studio of jeweller and featured designer Giampiero Bodino. • Participating designers include the French curator and architect India Mahdavi, UK duo Studio Swine, Beirut-based design studio David/Nicolas and German typographer Erik Spiekermann, among others.

Designers and Master Artisans collaborating in Doppia Firma 2018:

1. David & Nicolas (Lebanon) & Giorgio Morelato (Salizzone) - wood marquetry
2. De Allegri / Fogale (UK) & Andre Zilio (Murano) - blown glass
3. Erik Spiekermann (Germany) & Silvio Antiga (Treviso) - typesetting and art prints
4. Giampiero Bodino (Italy) & Giampaolo Fallani (Venice) - silkscreen printing
5. Ini Archibong (Switzerland) & Roberto Bocchese (Vicenza) - spinning and knitting
6. Kiki van Eijk (Netherlands) & Marino Menegazzo (Venice) - marble and gold leaf
7. Inma Bermudez (Spain) & Giovanni Battista Fatigati (Este) - porcelain
8. Nathalie Dupasquier (France) & Emanuele Bevilacqua (Venice) - brocade
9. India Mahdavi (France) & Lucia Costantini (Burano) - lace
10. Pepa Reverter (Spain) & Luigi Bertolin (Nove) - ceramics
11. Philippe Tabet (France) & Sergio Boldrin (Venice) - Venetian masks
12. Serena Confalonieri (Italy) & Scuola del Vetro Abate Zanetti (Murano) - glass mosaic
13. Studio Swine (United Kingdom) & Giampaolo Babetto (Padua) - silver

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VILLA NECCHI CAMPIGLIO (Via Mozart 14), FAI - Fondo Ambiente Italiano presents the exhibition '**Arturo Martini and the monument for Justice Palace in Milan**'. It is also meeting point for Liberty heritage tours, we organize during Porta Venezia in Design week.

Among new entries in the area, for 2018:

1P / PRIMO PIANO (Viale Abruzzi 20) is a new and amazing showroom realized by **ABS Group, Corepixx** ed **ETT**. An eclectic space in which visitors could discover, admire and test all news focusing on experiential and interactive settings up in the retail, museum and related to company headquarters fields. In the centre of the "Porta Venezia in Design" district, it will be opened during 2018 Milan Design Week.

From the combination of different experiences, new innovative and performing elements take place: ABS Group settings up made with fabrics welcome interactive and multi-tuch technologies proposed by Corepixx, combining with creativity and digital proposals by ETT. Setting up integrated solutions are born, as real way of communication, could tell and involve actively the visitor, by offering a multisensory experience. An example are dynamic light-boxes, interactive tables, virtual and augmented reality occasion and, also, an interactive changing room.

CREAZIONI D'INTERNI (Via Rosolino Pilo 16) owned by Giampiero Romanò, presenting his new and personal design custom furniture collection, within unique pieces, in a curious atmosphere between antique, art and vintage design.

Gallery Lookingatart (via Tommaso Salvini 2) hosts **I MIEI GIARDINI di Gaia Di Paola**, an exhibition of furnishing artistic objects made by painted fabric and hand embroidered.

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In the space will be dedicated to her exhibition, Gaia di Paola - artist and artisan - as she loves defining herself - will decline her originality and exquisite execution skill, in all proposed pillows and headboard. Marrakech collection, inspired by mythic Yves Saint Laurent garden and Daisies Collection, inspired by a garden in the middle of the Natural Park at Appia Antica - of her childhood house - composed by pillows and headboards, all have been realized with beautiful fabrics, antique, precious or handcrafted dyed.

LE CAVEAU TATTOO (Via Goldoni 44) hosts **Silk Views - Flowers in the books** exhibition, a deep research of Japanese culture, as seen and structured by artists proposing it on antique cloths and other materials. Haori, Japanese clothes, we identify as jackets worn over Kimono, becoming canvas paintings for artists will individually work for each exhibition on selected them.

Alessandra Giannini - tattoo artist - begins her professional path by looking at books. Inspired by a vintage haori on which silk damask books are protagonists, the space focus on art of tattoo holder, Le Caveau Tattoo, starts her route in her space, which each exhibition will host a different artist within a proper research. 'Mano Occulta' will realize embroidered patches for each haori will be exhibited.

The exhibition will be set up with the support of *Libri belli*, a virtual space dedicated to vintage books, curated by Livia Satriano. A look back to the ancient era to discover silks and paper, but also words and a culture we admire thanks to manga, in which we love diving, driven by Hokusai.

Silk Views - Flowers in the books is a study inspired to ancient brocade tissues driving the artist in a route made of exercise and dedication to the traditional Oriental culture.



In a limited edition bookmarks realized by the artist, will be available, and the artist will welcome public, during the Milan Design Week opening, at Le Caveau Tattoo, hand personalizing projects focused bookmarks.

Silk Views - Flowers in the books is an idea by Rossana Calbi, she looks for - personally - in Japan - ancient haori thanks to the support of Daniele Bevivino, researcher of Japanese culture and antique dealer, an artistic path divided in stages which tells artists about beauty of damask vintage tissues.

SPAZIO FOLGOSA (via Nino Bixio 27) will host two projects: la *Giacca Volante*, which is again protagonist with new models designed by stylist **Andrea Folgosa** and graphics works by **Chiara Passigli** with typographic characters to create a pattern similar to a tissue.

PLANETARIO di MILANO ULRICO HOEPLI (Corso Venezia 57)

Domus presents 'Silence and Emptiness. Architecture. Astrophysics. Psychology'. Somus Editor in Chief, Michele De Lucchi, will talk about Silence and Emptiness, themes have been chosen for the April Domus edition, with Professor and psychoanalyst Massimo Recalcati and with astrophysicist Fabio Peri, Scientific Director at Planetario. Architecture meets Psychology and Astrophysics in a unique performance.

ALIVAR (Viale Piave 21), a company from Tuscany, specialized in contemporary furniture, will be presenting news for 2018. Paths among design and tailoring - ALIVAR bespoke contemporary living.

New entry in the area is center **MEIDLIN STORE** (Viale Vittorio Veneto 10), specialized in products and beauty treatments and synergies for well-being. A space where aesthetics and functionality merge into a unique concept, getting ideas from nature.

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The architectural side of the space reinterprets the concept announcing a new vision of medicine focused on human being, where well-being is harmony and balance among spirit, mind and body.

FOOD&WINE

Pasta Fresca Brambilla (Via Melzo 2), laboratory opened in 1969; since a few years it is also bistrot, where to taste fresh handmade pasta, of the ancient origin coming from Mantova and Emilia region.

Tropical Island (Bastioni di Porta Venezia - entrance on the side of Indro Montanelli Gardens), is a tropical island in the hearth of Porta Venezia, since years as meeting point of fashion and nightlife addicted, opens its season in the occasion of Milan Design Week, hosting FRIGERIO 21 a company specialized in marble, which furniture will be on stage.

Chosen as 'cocktail point' during 'Porta Venezia in Design', will have a special energy drink, called "Porta Venezia in Design", to better afford the frantic tour of the design week.

Saturday, April 21 from 9pm, Frigerio 21 will be presenting "LIGHT AND LIGHTNESS" with "21", a special cocktail proposed for that occasion (until late night).

Special Hamburger - Italian Fast Food (Via Lecco 4)

This delicious Italian fast food venue, will be hosting 'PENSIEMI: more masks than foxes', a by Architect Marie Christine Volterrani, part of her project "thoughts becoming seeds, which will together give birth to new realities".

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I TOUR LIBERTY

Renewing partnership with FAI - Fondo Ambiente Italiano, will collaborates with us for a guided tours to a selection of Liberty heritage in the area of Porta Venezia, will be offered for free to some of our visitors, on Saturday and Sunday.

Booking at info@portaveneziaindesign.com:

Saturday 21 April, h. 11am and h. 3pm | Sunday 22 April, h. 11am

UNDER THE PATRONAGE OF COMUNE DI MILANO

Renewing the patronage of Comune di Milano - and being inserted in the Milan Design Week events - reinforcing the district communication, as a relevant design circuit for Milan, during Milan Design Week.

COMMUNICATION

Press office and social media activities, newsletter.

Webiste www.portaveneziaindesign.com underlines the area events, in the press area, hosting press materials of exhibitors, could be downloaded by journalists.

Map, could be downloaded from website, is also distributed in a paper format at all Porta Venezia in Design circuit exhibitors.

The Liberty guide-book, could be downloaded for free from the website.

A special thanks goes to:

Our media partners - Archiproducts, Domus, Fuorisalone.it, Living, Modemonline, Spotify

Our partners - FAI - Fondo Ambiente Italiano, Jannelli&Volpi, laboMint, Milano Design Award.

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