

Design
Language

Press Release

Design as Discourse

Outspoken Design Language
Milan Design Week
9-14 April 2019, Via Tortona 35

Press Release, Tuesday 12 March 2019

This year's edition of Design Language revolves around honest, outspoken communication of personal identity and culture. Each of the many participating studios and brands reflect their own unique universe, journey and story, and are eager to express their individuality and values. But in a design exhibition, these philosophies must be conveyed through objects – so how do you say something without talking? Forget words. Carve it in marble, weave it in fabric, mould it, forge it, dye it, glaze it, mount it, sand it. Ideas are cast in body, color, dimension and texture, and become unique narratives. This is design's language.

For its third edition, Design Language is once again guest of the iconic nhow Hotel in the throbbing heart of the arts and fashion district, Zona Tortona. Taking place from 9 to 14 April, the trade exhibition showcases the multicultural, multifaceted curated selection of brands, studios and manufacturers in collaboration with the language university Civica Scuola 'Altiero Spinelli'.

The exhibition hosts prominent designers such as Geke Lensink (the Netherlands), who brings her new collection Souvenir, inspired by other cultures in space and time, and the exclusive collaboration between Francesco Meda (Italy) and Mario Milana (USA). Among the Eastern guests, Japanese manufacturer K-INO presents enchanting and intricate kumiko screens, while Gifu prefecture (Japan) representatives Gifuted illustrate the typical Mino washi paper, Seki cutlery blade and Gujo indigo dyeing, and the young Japanese women of team Katengecchi offer a unique take on the traditional arts of ceramics, lacquer and calligraphy among others.

Jacob van Lennepkade 386-2
NL - 1053 NM Amsterdam

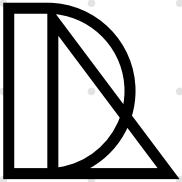
T +31 (0)20 8932886
T +39 (0)329 5421868

designlanguage@thedots.nl
designlanguage.thedots.nl

Connecting the Dots
IBAN NL14RABO0172460468
BIC RABONL2U

CoC 34350840
VAT NL130949152B01

Design Language is an activity by Connecting the Dots in collaboration with Studio CARA \ DAVIDE.



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An exhibition inside the exhibition, Enlightened Design shines a light on JHA Porcelain's mastery of ancient Chinese techniques (The Netherlands), Morgan Ruben's brilliant entwining of smart technology and eco-friendliness (The Netherlands), and Viviana Degrandi shows a 3d printed lamp "Float" (Italy).

Other exhibitors are Cara Judd and Davide Gramatica from studio CARA \ DAVIDE (South Africa, Italy); DESUIR - Duca di Camastra with works by Matteo Vilardo bringing the ancient Sicilian ceramic craft into a new era (Italy); Maarten Olden with USIT, an inventive chair to climb on (The Netherlands); The Dots magazine, celebrating 10 years of connecting the Dutch, an installation celebrating ten years of Dutch Design in Milan; a traditional wall-covering and Fusuma (sliding-door) producer Kojima Orimono with works by Tomoko Yuya, Hiromasa Kojima and Mihou Takuwa (Japan); textile manufacturer Lanificio Leo presents a new collection of weavings; Scandinavia Form presents vases that make flora into art (Sweden); Elia Mangia designed a new collection for the label STIP (Italy); and finally the new label FUSCHINI, founded by the two Portuguese architects Sara Oom de Sousa and Vasco Lima Mayer from studio VLMA, present a collection inspired by works from the mid 20th century designers Charlotte Perriand and Pierre Jeanneret.

Design Language is an initiative by studio CARA \ DAVIDE and Connecting the Dots, and is developed in collaboration with the Civica Scuola Interpreti e Traduttori 'Altiero Spinelli' and the nhow Hotel. Special thanks goes to Royal Mosa who generously provided materials for the exhibition design.

Outspoken Design Language

nhow Hotel, Via Tortona 35, Milan 20144

Exhibition: Tuesday 9 April - Sunday 14 April 2019

Mixing the Dots Opening Cocktail: Monday 8 April

(request an invitation here: rsvp@thedots.nl)

We Reading

Short reading sessions by designers from text that inspired them.

Organised by We Reading

Daily from Tuesday 9 till Saturday 13 April, starting at 17.00

Program available soon on: www.facebook.com/wereading

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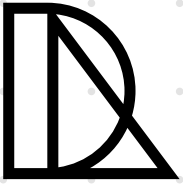
Please download the Press Folder, containing high resolution images:

<https://goo.gl/3ERkPK> or do not hesitate to contact directly our press

officer Luc Deleau: press@thedots.nl / +31615510727 or project manager

Davide Gramatica: designlanguage@thedots.nl / +393295421868

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