



MILANO DESIGN WEEK 2019
ASIA DESIGN MILANO

presents

THE IMPOSSIBLE STORY of ISRAELI DESIGN
Discovering Israeli creativity and design, without barriers

Milan, March 2019

After the success of last year, with the first edition that brought to Milan the creative scene of over 10 countries between Middle and Far East, **ASIA DESIGN MILANO** returns as the exhibition and communication project, reference platform of the Milan Design Week for the Asian creative scene.

Born from the partnership between **Sarpi Bridge_Oriental Design Week** and **Milan Space Makers**, this year ASIA DESIGN MILANO will propose a new project focusing on ISRAEL, a country where East and West meet, a land of migrants, of cultural contaminations, subcultures and religions.

THE IMPOSSIBLE STORY OF ISRAELI DESIGN is the name of a collective with over 15 exhibitors involved who will show the ferment of the multi-faceted Israeli creative scene, where design becomes a design connector within an extremely composite reality, laying the foundations for a new identity of people and nation, going beyond cultural and political barriers.

An impossible story thus becomes possible, thanks also to the collaboration of **DAN MOUKATEL**, Israeli curator and creative director of the project.

The exhibition, **housed inside the Tortona Rocks that animates the Fuorisalone in Tortona Design District**, presents the other face of Israel, in addition to the one known as a technological superpower, that strongly linked to its roots, which draws on know-how and inspirations from a rich and varied cultural

background, in a marriage of art and design, thanks to artists and performers and designers such as **ANN DEYCH** with **DEBORA FISHER**, **AVIV AGAMI**, **CHANA HAUSER**, **GANIT GOLDSTEIN**, **LIAV KOKO**, **LURIN BASHA**, **LIAD SHADMI** with **NIR HALALI**, **MARIA ZVERIN**, **NADAV GOREN & ELIRAZ EITAM**, **OKA**, **SHANI SADICARIO**, **STUDIO GLIPHS** and others.

In addition to the design exhibition, which is also open to fashion and art, the public will be involved in research projects such as the performance proposed by Chana Hauser to investigate the theme of origins and history, where visitors will be able to customize a coin that will subsequently it will be buried as a "fossil", thus creating evidence of their existence, which will settle down in history.

The performance proposed by Ann Deych and Debora Fisher offers a new perspective to look at food. Through Mazze Land / Futuristic Food Culture they will simulate a possible future scenario using an active work space for the kitchen, intimate, almost sacred, for eating and connect.

Visitors will be also welcomed by the great fashion designer **JEAN PAUL GAULTIER** with his iconic 1993 collection, "**CHIC RABBIS**", which testifies to the interesting connection between the designer and Israel.

A unique, fascinating, innovative and highly creative collection that caused scandal for its references to orthodox Jewish dress codes, but still today a milestone in the Jewish tradition linked to fashion, so much so that it was studied in the fashion and design academies in Israel.

Not only cultural and design insights, but in OPIFICIO31 the opportunities continue with **ASIA DESIGN MILANO** which promotes the birth of its partnership with the Chinese-based **DO IT - Ideas into Things and HERE CONNECTING CREATIVITY** (www.doitiit.com), a one- stop hub for today's design, development and sourcing needs, real professional support for companies that want to expand their borders from East to West and vice versa.

The **HOMI ASIA DESIGN AWARD** prize is also announced, in collaboration with HOMI FIERA MILANO: the first all-Italian recognition of the most original, innovative and sustainable Asian design project / product, on display in the official Fuori Salone circuits.

Furthermore this year, the birth of the new brand **MAD**_Milano Asia Design, with which ASIADDESIGN MILANO will be both an Asian design distributor in Italy and a promoter of Italian design in ASIA.

The program of events will be public on the ASIA DESIGN MILANO website.

www.asiadesignmilano.it

UFFICIO STAMPA e PR:
LUCIA MANNELLA
Via G. Giacomo Mora, 16 – 20123
Milano | Italia
Mob: +39 339 2972689
Mail: press@luciamannella.com