



MILAN DESIGN MARKET 2019

Find the lost city

The 4th edition of **Milan Design Market** will be, like always, one of the main events at **Isola Design District**, on the occasion of the next Milan Design Week, from the **9th to the 14th of April 2019**.

Also this year, the objective of **Blank**, the creative agency directing the event and the Design District, is of giving the spotlight to Italian and international designers.

The format is confirmed, the selected designers have the possibility of participating with accessible prices especially when compared to other Design Week events, they will exhibit single products in the **Pop-Up Concept Store**, presented with **Lamitex Materials**, or an entire collection inside the **Dedicated Areas**, where they will have the opportunity to speak about their project to industry leaders, experts and design aficionados alike.

Obviously everything will be for sale, allowing the visitors to buy the pieces that were more striking to them.

The artistic director **Elif Resitoglu**, co-founder of Blank, has anticipated that amongst the new features of this edition, there will be an area of the location dedicated to pieces made with experimental materials and that this year's theme, **Find The Lost City**, was inspired by the scenography made by the French architects Marie Chevalier and Colombe Crouan thanks to the partnership with **AMBIENTHA**, the new online shop for coverings and wallpapers for interior design. These architectural drawings are inspired by the melancholy of the Italy of old, which is perceived through the aesthetic choices of Fellini's films, but have an even deeper meaning: the project was created as a proposal of modern architecture for the re-localization of the victims of the Amatrice earthquake, which put hundreds of people on the streets.

Thanks to the collaboration with studio Alkanoids, the entire exhibition will be enjoyable in **Augmented Reality** with the use of the app **Aria**, this will enable the visitors to access a series of digital contents using this particular technology to learn more about the pieces on exhibition and the theme itself of the event, going beyond the physical medium.

Amongst the works presented that are a must; the King Midas Collection by **Nataly Rodriguez Design Studio**, inspired by the concept of King Midas and based on the innovation on materials, like the iconic leather of the collection Pineapple Leather, in which the material has an organic origin, the pineapple; the furniture line from **Fraction Studio**, lead by the designer Celine Nge coming directly from Singapore, characterised by the creative exploration and unconventionality, embracing all possible disciplines; the project by **Campidarte**, of Giorgio Deplano, who develops furniture that with a quick glance seem modern and colourful but when looked at in a more detailed manner reveal the secrets of its composition, re-use of industrial components and materials.

To capture the attention of the visitors there will be dozens of exhibitors coming from all over the world, like **Maison Deux** from Holland, **Risch & Grass** from Switzerland, **Kauch** from Slovenia, **Ege Miray Kaman** from Turkey, **Teodora Jevtic** from Serbia, **Ceramic Studio 1300** from Georgia, **Stobe** from Finland, **DAAA haus** from Malta, **Nunzia Ponsillo Design Studio** from San Marino, in addition to Italian designers, like the names of **Ciro Bergonzi**, **Highsociety** and **A.Profiles** which will stand out.



On the occasion of the centenary of the Bauhaus movement, **neubau eyewear**, sponsor of the event, celebrates its substantial topicality by exhibiting in a dedicated area the special edition "Walter & Wassily", a tribute to the founder and the painter Wassily Kandinsky. The eyewear brand combines the fresh and creative spirit of the Millennials generation with a long-standing experience. With its name that mentions the Neubau district of Vienna, the brand pays tribute to the urban districts where artists, creators and emerging talents connect.

Another sponsor of the event is **NIO**, the new frontier of "good drinking", which offers cocktails prepared by professional mixologists, ready to shake and pour into the glass. They will set up an area where you will find an exhibition of their boxes, a perfect tasting kit ready to use, for a perfect cocktail experience even at home.

In the last months Milan Design Market launched the **official e-store**! The designers will also have the possibility of having free visibility before and after Design Week, putting their works for sale at milandesignmarket.com/shop