

## Tortona rocks #4 2019 — Design Awareness

Press Release

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Zona Tortona

**Conscious planning is the new frontier of contemporary design that reinvents itself, creating new alternatives for sustainable living.**

**Tortona Rocks, in the Fuorisalone district of Milan, features 20 international design projects, 60 designers and 50 companies, leading visitors on a discovery of the proposals that throw a new light on the world of the future, while raising awareness and inspiring change.**

**The latest novelty this year is a multi-dimensional design project by British artist Alex Chinneck for IQOS, who will be changing the appearance of the Opificio 31 space.**

The Tortona district is a place of rapid and constant change, resulting in unexpected and spontaneous events, like its strong connection with the design world. In fact, before the phenomenon spread to other cultural districts, it was the neighbourhood of choice for experimentation, hybrid forms and creative content.

Even today the district is still an up-and-coming, multifaceted place, where design returns every year to interrogate itself and communicate how it is changing, affecting every corner of our lives, contributing to the development of modern-day society.

Designing new awareness implies knowing how to decipher this era of great transformation and challenges in which we live.

From environmental crises and the impact of new technologies, to the social and cultural changes in act, the wave of transformation is so fast that we need tools that can subvert obsolete project concepts, allowing us to reformulate the present and find and implement new solutions.

**As a transversal cultural system, design** must constantly measure itself against the evolutions on the social, technological, scientific, communicational and emotional landscape, for which it is called upon to play a proactive role by reinventing some of its own paradigms.

This forces design to become increasingly more socially-minded, with a level of attention that goes beyond the end product. A focus on the process, where designers encourage new, more attentive and conscious behaviours.

For years, through a careful scouting activity and hosting of select famous faces and well-known brands, **Tortona Rocks** has been an antennae that picks up on new design visions from all over the world.

## Highlights Tortona Rocks 2019

The highlight of this year's Design Week will be the **IQOS WORLD revealed by Alex Chinneck project**, realised in collaboration with Milano Space Makers, a powerfully evocative installation that investigates how our everyday choices can help us create a better future.

Curated by **Milano Space Makers** the event programme **continues to offer stimulating and interesting proposals for gaining increased awareness**, reflecting on what the up-coming future asks of us, thanks to projects that provide concrete solutions for saving the environment, like **Norwegian Presence** who will be presenting the **JOIN** exhibition, a five-day event that promotes the principle of collaboration and connection for designing a more sustainable future. A guiding thread that can also be seen in the work of the **Belgium is Design** collective, with the **Generous Nature** exhibition or **100 domande per domani (100 questions for tomorrow)** by the **Istituto Europeo di Design (IED)**, which will be presenting the **Under pressure** installation.

New technological scenarios will be explored by **Sony Design** with the **Affinity in Autonomy: Envisioning the relationship between humans and robotics** project that demonstrates how robots can enrich peoples' lives and make a positive change in society. Meanwhile, **Hyundai**, in collaboration with **Monocle**, takes an innovative approach to the interior design of electric vehicles for a greener future. Technology for a more sustainable future is also the inspiration behind the **#UNBORINGTHEFUTURE** project by **Peugeot Design Lab**, whereas **Samsung** will be engaging visitors in an emotional itinerary, using sophisticated techniques. Fresh from Korea, **CA-VA** will explore new possibilities for enjoying art, using latest-generation tech and **Autodesk** will be presenting its new "**Generative Design**" software for planners and constructors, as well as showcasing a selection of works by some of the most important designers in the world.

Cultural and social scenarios change and design often becomes a catalyst for new means of expression, as is the case with **The impossible story by Israeli design**, where the identity of a population is conveyed through its own multiculturalism. **Italdesign**, which goes back to 1968 with the establishment of Giorgetto Giugiaro and Aldo Mantovani's design studio, will be showcasing a line-up of the brand's wide-ranging creativity. The social realm will also be the theme of **SCIVOLA's** research, which will take the form of a pilot project for finding solutions to architectural barriers, guaranteeing accessibility in cities. Finally, **Citroën** will be presenting an exhibition inspired by heritage and the future created by **Matteo Ragni Studio**.

## Exhibition projects

**Opificio 31**, in Via Tortona 31, is a must-see port-of-call in the Fuorisalone event that hosts a selection of brands and projects that provides not only a new map of the European and Asian design scene, but this year also welcomes projects from Israel. In fact, the 2019 event will feature **Belgium is Design, Istituto Europeo del Design, The impossible story of Israeli design, Hyundai** in collaboration with **Monocle, SCIVOLA, CA-VA, Autodesk; +d with soil and hmy and CORGA, Archiproducts Milano, Italdesign and IQOS WORLD "REVEALED" by Alex Chinneck**.

**IQOS**, the smoke free product, latest discovery of the technology of Philip Morris International, presented on the occasion of the Milan Design Week, the new edition of the **IQOS WORLD project presented by Alex Chinneck** (1984, Bedford - UK), the artist considered internationally famous for site-specific interventions that animate, and subvert in perception, the place in which they are located, often creating alienating and surreal effects on the facades of buildings.

Through the creation of a series of sculptures, the artist recreates a multidimensional work that radically transforms the space, providing unexpected perspectives to be discovered and explored. This site-specific project **will involve the front buildings, at Opificio 31's entrance**. A distinctive feature of the project is the zip, a visual escamotage through which the artist gives rise to a series of surreal opening from which an impalpable light comes out that will involve the audience in an immersive experience. The surfaces of the space are thus designed by the artist as metaphors of an ideal process of transformation: "opening" the physical ability to create a new narrative imagination in his audience.

The artists treats the surfaces as metaphors of an ideal transformation process: physical 'apertures' that tell a new story of public spaces.

Since 2007, the Belgian design organisation **FlandersDC, MAD – Brussels Fashion** and Design Platform **Wallonie-Bruxelles Design Mode (WBDM)** have been collaborating on the **BELGIUM IS DESIGN** project.

This year there will also be the **Generous Nature** collective, who will be showing examples of their strong commitment to saving the environment and sustainable development.

The exhibition emphasises how design and designers can make an important impact in industrial production by opting for sustainable systems that go far beyond the end product, aspiring to broader, more holistic project concepts that transcend the environmental realm, reaching into politics, the economy, regulations, peoples' behaviours and the social and human relationships that underlie cultural planning. Furniture, surf boards, wooden toys and driving compartments all made exclusively with recovered and green materials like recycled wood, moss and bark.

The environmental theme continues at Opificio 31 with the **Istituto Europeo di Design 100 domande per domani** (100 questions for tomorrow) project, the result of a design contest that involved IED students from Italy, Spain and Brazil. Meanwhile, **Under Pressure**, an immersive display, will engage Design Week's visitors in a reflection on the theme of the environment and social and economic sustainability: how can we recover our relationship with nature and which of our planet's equilibriums are increasingly being put under pressure? This is just one of a hundred questions the students have attempted to answer with the projects on show at Tortona, as they are believed to be fundamental for orientating the research and development of 100 design projects over the coming years.

In terms of international exhibitors at Opificio 31 this year for the first time, there will be the Israeli design collective **The impossible story of Israeli design**, which will give a voice to the composite creative scene in the country, overriding cultural and political boundaries, giving life to a new design identity.

As well as product design, which also spill out into textiles and art, visitors can also take part in research projects, like the performance by Chana Hauser, which investigates the theme of origins and history, where visitors can personalise a coin that gets mailed to them, that they can then bury like a 'fossil', creating evidence of their existence, immortalising them in history.

The Fuorisalone project presented by ASIA DESIGN MILANO, is the result of a partnership between Sarpi Bridge\_Oriental Design Week and Milano Space Makers, to promote the launch of

its **Milano Asia Design (MAD)** brand, a distributor of Asian design in Italy as well as a promoter of Italian design in Asia.

**Hyundai** has also devised a greener future with the **Style Set Free** exhibition, which will tell the story of the car of the future, exploring various possibilities in terms of mobility in the era of self-driving cars. In fact, the company takes an innovative approach to the design of the interiors of electric vehicles using a pioneering concept that gives life to artistic forms that design the lifestyles of the future. Furthermore, during the week, **Hyundai**, in collaboration with **Monocle** magazine, has organised a round table event presented by Tyler Brûlé, director of Monocle, and special programmes that will be broadcast on the Monocle 24 radio station.

It is difficult to give definitive solutions to **architectural barriers** in everyday life, also because, often, the first barrier to overcome is **cultural**, where the logic tends to be that these issues are only a problem for a small minority of people, and that the required interventions are always too complicated and expensive. **SCIVOLA** (Slide), as the name suggests, aims to constantly and gradually facilitate the adoption of good practices in the field of accessibility, by breaking down every type of barrier. The pilot project presented at Opificio proposes an extensive regeneration of urban spaces through temporary, micro-interventions, with the overall objective of individualising the needs of people with disabilities, experimenting and sharing easily replicable practices that can make cities accessible during events.

The exhibition circuit continues with **CA-VA**, a Korean project that explores new artistic possibilities through technological innovation.

In this case, CA-VA presents a virtual market where you can buy contemporary art and objects in a quick and easy way.

Over 500 works of art and 96 select artists, who work in various mediums, such as painting, digital, photography, furniture design, ceramics, graphic art, fashion, video, audio and collaborative lifestyle products will be on show on the [www.ca-va.life](http://www.ca-va.life) website. 360 moving images will also be shown on screens, giving life to a stimulating, virtual catalogue.

This year, the di **+d, soil, hmny and CORGA pop-up store** also makes a comeback with an exhibition of over one-hundred, top-quality products, produced by four big-name brands, expressing the very best of Japanese creativity. The objects, which are sold in select stores, like MOMA and the Design Museum, offer a unique and precious opportunity to understand how everything that surrounds us can be translated into design. Soil will be proposing a range of products made from diatomaceous earth using a plasterwork technique, which allows us to benefit from the properties of this natural, breathable material that absorbs and retains humidity. Whereas, hmny and CORGA, remain faithful to their 1961 origins, continuing their production of leather goods, made by artisans in Kagawa.

Active at Opificio 31 all year round, **Archiproducts Milano** will enable professionals and visitors to admire the latest product design trends in a high-impact setting.

**Italdesign**, which goes back to 1968 with the establishment of Giorgetto Giugiaro and Aldo Mantovani's design studio, is a service provider for the car industry. Since 1981, the company has been developing its activities in the Transport Design sector, working on various commercial and industrial vehicles, tractors, buses, trains, planes and helicopters. They also provide services to the In-

dustrial Design sector, with projects for consumer goods, packaging, corporate identity, graphics multimedia & communication and invest in educational structures in the interior design and urban furniture sector. During Milan Design Week 2019, **Italdesign will present a collection of products that give a comprehensive overview of its creative abilities, as well as a selection of more recent projects**, including a **research prototype** for a future – but not futuristic – **vehicle**; a coffee machine that respects and enhances the great tradition of espresso coffee (**Faema E71E, Italy**); a highly functional, ergonomic office chair that recalls the seats of sports cars, in a well-executed play of contaminations (**Okamura Finora, Japan**); a unique and striking table, created from a single piece of thousand-year-old, petrified Kauri wood (**Oxo Lodge Table, Holland**), and a massage chair with the elegant yet tight lines of a supercar, that envelops the body in a relaxing embrace of wellbeing (**BodyFriend massage chair, South Korea**).

**Autodesk**, a global leader in the creation of specialist software for helping constructors and engineers coordinate their projects, will be showcasing examples of Generative Design, advanced production methods and much more besides, with projects from some of the most important designers in the world.

The Tortona Rocks exhibition circuit continues with the **Samsung Resonance** project which will be presented in **Via Bergognone 26**.

The **Resonance** installation will lead visitors on a labyrinthine and iridescent journey into a multi-sensorial and emotional experience using advanced technology.

At via Savona we'll also be going on a discovery of **Sony Design, Peugeot Design Lab, Norwegian Presence, Functional Art** and **Citroën**.

In a rapidly evolving technological landscape, **Sony Design** is developing a robotic vision that will enrich peoples' lives and make a positive contribution to society. This year's exhibition is called **Afinity in Autonomy: Envisioning the relationship between humans and robotics**, where visitors will get a glimpse of the future of robotics from a human and emotional perspective.

For the third time running, **Peugeot Design Lab** will be at Milan Design Week with the **#UNBORINGTHEFUTURE** project by **Peugeot Design Lab**.

The exhibition develops Peugeot's journey towards electrification: an extremely exciting vision of the future that will be told through an animation that has been specifically created for the event.

**Norwegian Presence** returns to Tortona for a second time with a collaborative project from **Design and Architecture Norway (DOGA), Klubben (Norwegian Designers Union)** and **Norwegian Crafts**, telling the story of the latest Nordic trends through a collective exploration that promotes the values of sustainability and a sense of '*fellesskap*', a Norwegian word that means 'community focus', straddling the line between artisanal workmanship, design and manufacturing.

The curators, **Kråkvik & D'Orazio** explore the social, environmental and economic dimensions of circular design, both in terms of the selection of the designers, creatives and planning of the exhibition.

Twenty-one of some of the most avantgarde designer and artisans in Norway, together with seven major Norwegian producers, will be the protagonists of **JOIN**, a five-day exhibition that pro-

motes the principles of collaboration and connection for designing a more sustainable future. A repertoire of furniture and fabrics, sculptures and ceramics, lighting and jewellery that underlines how the confines between artisanal workmanship and design are not as clear cut as before and how designers no longer exclusively create for mass production. In fact, as well as the aesthetic and functionality, the selected objects have value in terms of their materiality and duration, giving something back with their longevity or the way they have been produced.

Product design under the banner of artisanal craftsmanship will be the key focus of **Functional Art** by Francesca Levi Tonolli, where visitors can admire furniture that has been made entirely by hand, with a big focus on modular and interchangeable pieces. The show includes iron coffee tables with a gold leaf, corten and Plexiglass finish, sculptural iron plated chairs with original and ironic backs, as well as mannequins that have been transformed into floor lamps where the light comes surprisingly out of iron crowns.

On the year of its centenary, **Citroën** presents **MAISON CITROËN CENTENARY EDITION**, a display curated by **Matteo Ragni Studio**. This exhibition project combines the heritage and contemporary vision of the French brand, culminating in a design object inspired by the Citroën logo, designed by the famous Italian designer, **Matteo Ragni**.