



VENTURA PROJECTS

The Future is Moving

Bringing Milan Design Week a New Ventura Future and 2nd Edition of Ventura Centrale

MILAN – Gathering in the impressive FuturDome building for our press conference this morning, we presented our plans for the two projects Organisation in Design will bring about during Milan Design Week 2018: Ventura Future and Ventura Centrale. After a warm welcome by Pierfrancesco Maran, councillor of the Milan Municipality, and following an inspiring talk by FuturDome founders Atto Belloli Ardessi and Ginevra Brià, we saw presentations by designers who are part of Ventura Projects: Federica Biasi (product designer), Tina Midtgaard (Design School Kolding), Alissa Rees (designer 'HH: A Dutch Vision of Health and Happiness'), Eleonora Negri (Editions Milano) and Federico Pepe (Le Dictateur). Adding to this range of contributors to the field of contemporary design, Dutch artist and Creative Chef Jasper Udink ten Cate gave us a taste of what to expect from Ventura Projects in Milan.

The press conference took place in FuturDome, one of several locations where we will host our curated exhibitions during Milan Design Week. As **Fulvia Ramogida**, project manager of **Ventura Projects**, points out, choosing a location on behalf of the designers is a tough but highly important and rewarding task: "You have to think that the exhibitors will make it their open house - the place where one can express oneself, present oneself and build their future, welcoming visitors and putting the fruits of their work in their hands." **Ventura Projects** has always had in common with designers the will to improve, change and experiment. Handpicking exhibitors and creating design hubs in new, inspiring locations, we intend to house the best designers of our generation and strengthen their position in the field of contemporary design as a part of two full-scale projects.



The FuturDome building (photo credits: FuturDome)

Ventura Future | the next developments in design

Looking back on eight celebrated editions of Ventura Lambrate, we can proudly say that it is not the location but the essence of our events that has been so successful. In 2018, **Margriet Vollenberg** – owner and founder of Ventura Projects – continues to inspire change: "What all designers have in common is that their home is the near future. In that future we see a brave new world that consists of new ideas, new aesthetics, new materials." The 1st edition of **Ventura Future** will bring several locations to life and showcase the most exceptional designs. First, there is **Loft**: a read-to-use location, typical of the bourgeois and Milan's residential districts. A few steps from Loft there is **FuturDome**, an independent museum instated in a residential space with an incredible history.



Loft (l) and L'Université (r), credits: Claudio Grassi

Formerly known as the meeting place of the Futurist movement, **FuturDome** has become an extraordinary place of welcome, experimentation and hospitality for the new talents of contemporary art. In the FuturDome building we will research Italian high-end design such as Editions Milano, Mingardo, and Mason that mix wisdom, originality, freshness of ideas and style. Founders **Atto Belloli Ardessi** and **Ginevra Brià** are excited to host Ventura Projects during Design Week 2018 and present the **FuturDome Prize** for this occasion: a contemporary disciplines prize aimed at discovering, recognizing and give support to a future generation of creators.

Finally, there will be the **former pharmacy faculty** of Viale Abruzzi, an ancient building with an early-century residency style where former students left traces of their labors – students and design studies that we will now welcome as exhibitors, who can share with the public the visions of next generation designers.

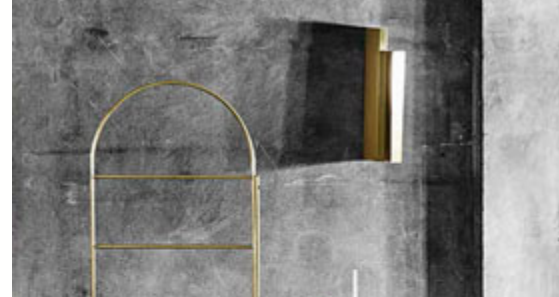
Ventura Centrale | expanding the vaults

Our second edition of Ventura Centrale is the result of almost twenty years of experience in the creative industry. This year, we will present an eclectic mix of contemporary design by showcasing both emerging as well as established brands, such as: **Nitto, Asahi Glass, Stephan Hürlemann and horgenglarus, Surface Magazine** with **David Rockwell, Editamateria** with **Antonio Arico, Baars & Bloemhoff, EILEEN FISHER** presents DesignWork, curated by **Li Edelkoort**, and a project by **Fabrica**. We are opening up more vaults in the monument complex that is Milan Central Station and will reveal more of its industrial setting. Again this will become the perfect backdrop for innovative design installations in the heart of the city!

We have asked several of our exhibitors to elaborate on their projects and on being part of the Ventura family.

Federica Biasi – product designer and art director

Mingardo, with direction by Federica Biasi, is to introduce new products of **Mingardo Collection** at Ventura Future with 3 new names for Mingardo besides her: **Mae Engelgeer, Valerio Sommella** and **Denis Guidone**. Federica has recognised a great potential in the Mingardo products and has proposed a strong synergy within the existing collection, which stresses the sign and the iconography of the products and combines matter and craftsmanship.



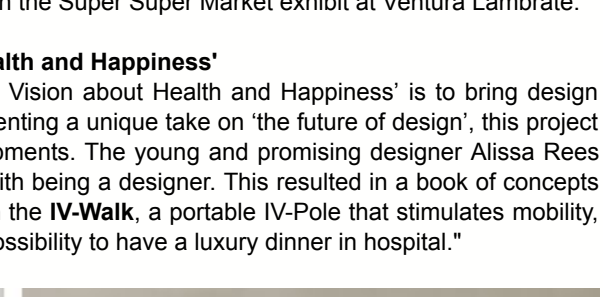
Mingardo collection (l) and Design School Kolding's PLAY installation (r)

Tina Midtgaard – Curator Design School Kolding

Students from the world's first, exclusive two-year international Master's Degree programme in **Design for Play**, has designed Design School Kolding's contribution to Milan Design Week 2018. The installation encourages beholders to immerse into an interactive experience that calls for disruption and brings bubbles to their boiling point, while inspiring dialog between the users. The experience draws parallels between a childhood dedication to play and a necessity to dive into our adult inhibitions: "In **Play**, there is an openness to a possible future, that suggests what everything is to become." Design School Kolding has showcased in Milan for seven years now and was nominated for the 2017 Milan Design Award with the Super Super Market exhibit at Ventura Lambrate.

Alissa Rees – Designer of 'HH: A Dutch Vision of Health and Happiness'

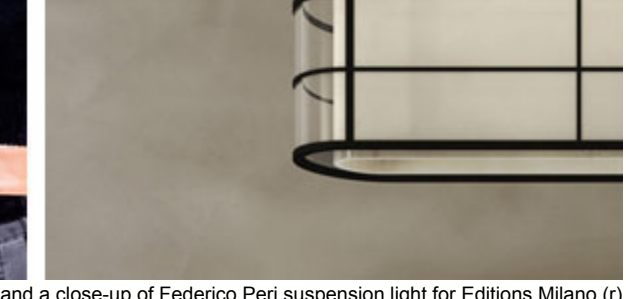
The idea behind the environment 'HH. A Dutch Design Vision about Health and Happiness' is to bring design solutions to the management of conceptual nodes. Presenting a unique take on 'the future of design', this project sets an example for the role of design in future developments. The young and promising designer Alissa Rees elaborates: "I combined my experience in the hospital with being a designer. This resulted in a book of concepts which seek to humanise the hospital. I materialised both the **IV-Walk**, a portable IV-Pole that stimulates mobility, as well as **HOSPICHIC** - a package that gives you the possibility to have a luxury dinner in hospital."



IV-Walk by Alissa Rees (l) and a close-up of Federico Peri suspension light for Editions Milano (r)

Eleonora Negri – Editions Milano

Since a few months FuturDome is the home of **Editions Milano**, founded in 2016. Their energy spreads through the walls of the Liberty palace in Via Paisiello – so rich of culture, fascination and aesthetic, which will resonate in April together with Ventura Future. They will present two new collections with **Patricia Urquiola**: a series of furniture where a traditional material is interpreted in an innovative way, and a capsule of objects in marble. Editions Milano is also happy to reveal their first project with **Federico Peri**. A new collection of suspension lights strongly inspired by the Bauhaus architectures. The external layer – composed of a metal net and a transparent glass – protects and reveals the heart of the lamp, an opal glass diffuser.



The Diner, photo by Kelsey McClellan and styling by Michelle Maguire (l) and Creative Chef (r)

SURFACE and David Rockwell present: The Diner

In honor of its 25th anniversary, leading American design magazine **Surface** will unveil **The Diner** in at **Ventura Centrale** in collaboration with architect **David Rockwell**. His newest project of American design, it will present as an unforgettable contemporary interpretation of the archetypal American diner. The installation will immerse visitors in four distinct environments: the entrance, inspired by the Airstream; an East Coast-style luncheonette; a room paying tribute to diners of the Midwest; and a laid-back West Coast lounge. Involved are additional emerging and established U.S.-based designers and firms, including renowned design studio **2x4**, which is to create the visual identity. **The Diner** will be a place to eat, relax and recharge. It will host a daytime talk series during the week and in the evenings, it will transform into a nightclub with late-night performances and parties.

Jasper Udink ten Cate – Creative Chef

Dutch Artist and Creative Chef Jasper Udink ten Cate combines his passion for gastronomy with the worlds of design and art. He approaches his creations as if they were museum pieces. His newest project is a giant dish that becomes a cocktail table. Designer **Jan Puylaert**, producer of Ecopixel, suggested to help Jasper out with this concept of a giant dish and, together **Jacco Braegon** (creative-director at Hartweil) from Germany, they made the design a reality. The final project results in a giant ceramic dish-table made in ceramics by **Hartweil** onto an illuminated wine-holder-table "foot", produced in the remarkable **Ecopixel**. All of this meets the artistic & culinary views of Jasper, as demonstrated to the Italian press during the press conference in Milan today.

Last but not least, we'd like to give special thanks to **Studio Woojai** for furnishing the amazing press gift this year: **Paper Gems!** Effectively mined from newspapers, these delicate artifacts aim to show how rubbish can become objects of refinement.

What to Expect from Ventura Projects this Year

Outlining the framework for **Ventura Projects**, today's presentations aim to show that we select exhibitors to be presented during Milan Design Week on the basis of concept and quality. One example of an international Ventura in 2016 and in 2017 and set the bare high for what we aim to create in March, with **Ventura Dubai** during the INDEX Design Series. While the location is a traditional exhibition space, the city of Dubai can be seen as a bridge to the future. In the words of art director **Margriet Vollenberg**: "It is of a crucial importance that designers get a chance to connect with the world, to share their work, their ideas, their passion with the outside world that is such an important motivator of what they do." This year's Ventura Projects will be no exception!

Milan Design week 2018

Ventura Future
1st edition of Ventura Future
Via Paisiello 6, Via Donatello 36, Viale Abruzzi 42, Milano, Italy
17-22 April 2018

Ventura Centrale
2nd edition at Via Ferrante Aporti 15, 20125, Milano, Italy
17-22 April 2018

PREVIEW VENTURA CENTRALE

Organisation in Design will organise a press preview at Via Ferrante Aporti 15 on April 16th from 15h – 20h and offer press a visually evocative experience, all under the rough tracks and characteristic vaults of Milan's Stazione Centrale. If you are interested please send us an email to ventura@organisationindesign.com

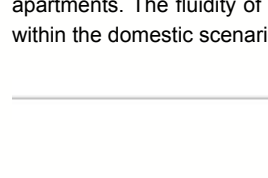
About Ventura projects

Ventura Projects are founded, curated and produced by Organisation in Design, with over 15 years of experience of event planning, consultancy, production and PR in the creative industry. The events take place in major design hotspots like Milan, New York and Dubai with a special focus on contemporary design – both by new generation designers as well as by established brands and labels. They are the perfect place to get inspired and take measure of the ever rapidly changing world of design, and provide the opportunity to view projects and designs as they present themselves to a broad international and motivated audience. In line with previous projects, Ventura Future and Ventura Centrale 2018 will pave the way for creativity and experimentation and set the bar for the most celebrated and promising designers of our time.

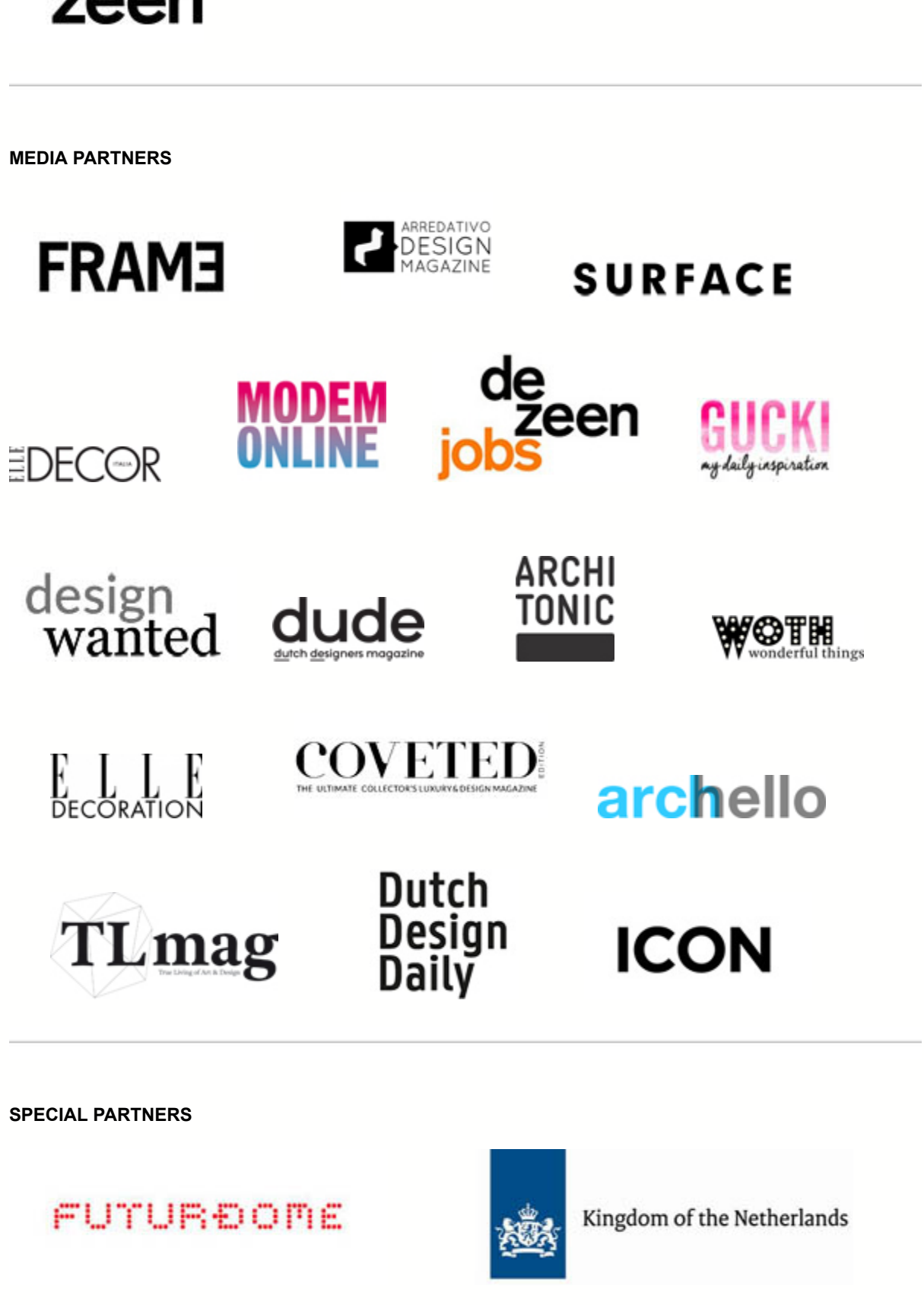
About FuturDome

FuturDome is a housing museum aiming at nurturing emerging international talents and providing a home for pioneer creative thinkers. A territory, where contemporary arts and disciplines become an integral part of daily life, with the aim to engage unpublished projects in direct contact with a historical atmosphere. Once, this Liberty Palace was the meeting place of world renowned artists who were part of the Futurist Movement. During the Forties, the last Futurist artists met, worked and debated in the building, setting the basis for ground-breaking aesthetic currents. Now FuturDome, curated by Isisuf - International Institute on Futurism Studies, under the Artistic Direction of Atto Belloli Ardessi, is an independent museum where next-generation residential spaces host cultural events, organized into the building common areas, or directly in the private apartments. The fluidity of FuturDome spaces allows creatives to install micro-worlds of highly aesthetic and sensorial impact within the domestic scenarios.

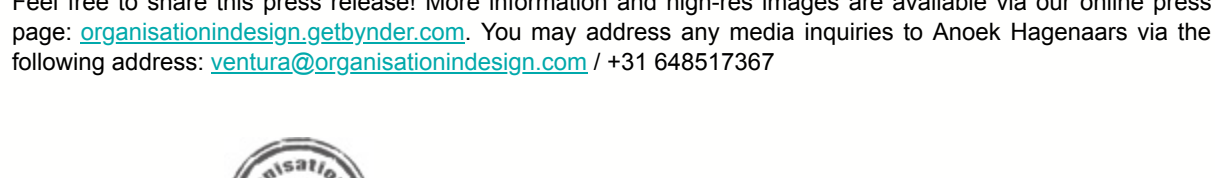
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