

5VIE - AN INTEGRATED DESIGN DISTRICT

5VIE as cultural producer and avant-garde design hub

*Thanks to the uniqueness of the curatorial program and the continually expanding success of previous editions, **5VIE art+design** is now recognized internationally as an important **new hub of cutting-edge design**.*

With a special focus on one-of-a-kind pieces, art design, and the cross-contamination among the various arts, the 2019 edition aims to build on this growing success and embrace experimentation more openly than ever and to cultivate an even more international presence.

*This year's goal: consolidate our reputation as a **cultural reference point**, bringing together plurality of thought and international heterogeneity.*

Working as always in close contact with curators and designers and concentrating on clusters of creativity, **5VIE is increasingly establishing itself as a meeting place for generating connections between different areas, investing in research, in the selection of projects, and in their final implementation. As such, our identity as a true "integrated design district" becomes crystal clear.**

9-14 April - During the week in which the world's spotlights shine on Milan, *"the presentations and installations proposed by 5VIE help implement the Administration's mission to spread the vitality and creativity of Design Week to every part of the city"*, explains **Cristina Tajani, 'Councillor for Labor, Manufacturing, Fashion and Design Policy**, continuing to say, *"We believe that the Fuorisalone represents not only a great opportunity for operators in the design sphere to get together and compare notes, but for the city to offer the possibility of approaching beauty and craftsmanship through the new creative languages of design, which are often contiguous with the long artisanal traditions specific to the various quarters of Milan. An opportunity to explore the world of design, which draws strength from the collaborative efforts of the Municipality of Milan and the operators in the various districts, united by the desire to promote the city under the banner of creativity and innovation."*

As always, 5VIE uses respected curators to trace the editorial line and confirms its collaboration with **Annalisa Rosso, Maria Cristina Didero** and **Nicolas Bellavance-Lecompte**, entrusting them with site-specific installations to reaffirm 5VIE's attention to the territory. As if to say...: "Never change a winning team".

In the mystical setting of the Oratorio della Passione, Didero works with **Carlo Massoud** to create her first solo show, a social and political exhibition filtered through a child-like vision. **Roberto Sironi** decides to tackle the hot-button topic of big data in a sophisticated exhibition curated by Annalisa Rosso installed in the intriguing setting of the Roman cellars of SIAM in Via Santa Marta. Nicolas Bellavance's curates the work of **Anton Alvarez**, who experiments with new casting techniques for bronze with surprising results in a solo exhibition entitled *L'ultima cera*. The exhibition will be held at the church of San Bernardino alle Monache, which will open to the public only on this occasion.

Born out of a trip to Eindhoven, the collaboration with **Kiki Van Eijk and Joost Van Bleiswijk** takes the form of a site-specific installation in the by now familiar apartment on **Via Cesare Correnti 14, headquarters of 5VIE** with the participation of Niels Hoebers, Sander Wassink, and Michele Castagnaro. The objects, designed expressly for the occasion, represent autonomous forms whose function is only barely suggested, transporting the viewer into their creative process. *"In my capacity as General Consul of the Netherlands, I appreciate the high standards of the international curatorial selection, and I consider the growing presence of Dutch designers in the 5VIE district to be a very positive development"*, **comments Johan Verboom**. *"Since 2016, the Embassy and Consulate have collaborated with the district, and this year we decided to support this project with the shared aim of promoting talent and design"*.

Like every year, 5VIE dedicates Design Week to a great master. The guest of honor for this edition will be Ugo La Pietra, an artist who established his reputation back in the late '50s and whose production has since explored an incredible variety of creative techniques. His exhibition is entitled *Design Territoriale, Genius Loci*.

UGO LA PIETRA - TERRITORIAL DESIGN

Produced by 5VIE

Courtyard, Via Cesare Correnti 14

Ugo La Pietra presents the solo exhibition **Design Territoriale, Genius Loci**, which explores the master's interest in submerged material culture – i.e. the type of artistic craftsmanship capable of supporting and representing the work of art, capable of becoming a research laboratory for design, while at the same time providing tools to connote architecture. The result of this activity has led to a heightened awareness of the extraordinary heritage that still distinguishes our territory, giving rise to the growing trend of "territorial design". That is to say, design that is born of the analysis of the "resources of the territory", not only material resources, but those that serve as vehicles of traditional values, artisanal techniques that have been consolidated over time and constitute our artistic and cultural heritage. The works on display are a symbolic sample of the collections of objects conceived by Ugo La Pietra and other artists and

designers, but built by craftsmen who, in doing so, continue to uphold their traditions in a new expression of their culture and territory.

Among the many historic areas of specialized production that remain vital today: the mosaics of Spilimbergo, Monreale and Ravenna, the stone of Lecce and Lavagna, the alabaster of Volterra, the marble of Carrara and Verona, the glass of Murano, Altare and Colle Val d'Elsa, the ceramics of Grottaglie, Caltagirone, Vietri sul Mare, Albissola, and Faenza, and the bronze casting of Verona.

ROBERTO SIRONI - HUMAN CODE - curated by Annalisa Rosso

Produced by 5VIE

SIAM - Società d'Incoraggiamento d'Arti e Mestieri, Via Santa Marta 18

Roberto Sironi's solo show HUMAN CODE, presented in the underground spaces of SIAM during Milano Design Week 2019, is the culmination of a reflection that has characterized the enquiry of the Milanese designer from the outset. An autobiographical project that brings together anthropology, technology, data analysis, and experimentation with processes and materials, as well as memories of illuminating encounters and journeys of exploration. Set in a parallel dimension with respect to the city streets, the exhibition traces the most important stages of human evolution. A series of pieces, exhibited here for the first time, fuse fragments of the past and present into a single human code, in a dense sedimentation that spans 300,000 years. Sironi's work seems to suggest that the Anthropocene - the current geological age connoted by the impact of humankind on the planet, whose symbolic date is 16 July 1945 - actually begins with the earliest appearance of human beings, who have always had an antithetical relationship with nature. In the cellars of the SIAM building adjacent to the Roman ruins on which the city of Milan is built, the designer projects his gaze thousands of years forward. Through this space-time passage, familiar objects of the present become mysterious and powerful archaeological artifacts, re-emerging in a distant future where the artificial and natural components are stratified together in an indissoluble way. A powerful suggestion that leads the viewer to question the condition of human existence. This exhibition is made possible by the collaboration of Abet Laminati, main sponsor of the event, and by the technical partnerships with Fonderia Artistica Battaglia, Neonlauro, Serpentino & Graniti, Indexlab, and Serra 1938. With the support of SIAM - Società d'Incoraggiamento d'Arti e Mestieri.

CARLO MASSOUD - THE FISH AND THE CROWD - curated by Maria Cristina Didero

Produced by 5VIE

Oratorio della Passione, Piazza Sant'Ambrogio

The Fish and the Crowd is the first solo exhibition by the young Lebanese designer in Italy, and brings together a number of objects realized since the designer started his studio in Beirut in 2013 until today, combined with a new

production realized for the occasion.

Carlo Massoud is interested in translating the world surrounding him into every day and lively objects. For example, social issues such as the situation of veiled women or the wild construction of the current flourishing capital of Lebanon where he lives and works (his city has been destroyed and reconstructed 7 times), had been the initial drives to originate the series of black lacquered wooden small dolls of Arab Dolls: Jara, Maya, Zeina and Racha (a statement about the controversial ban Switzerland has performed for the use of veils in public institutions some years ago), or the collection titled Capture, which witnesses and interprets the recent great boom of many Middle Eastern towns. It is a sort of evolution of the toy-size series of excavators of Beirut 8 collection, where the designer gives an answer to the recent gentrification of his hometown where reckless estate developers substitute high-rise buildings to old traditional housing. This is at the same time a quest about the relevance of the past towards the future and a deeper consideration and open judgment on deformed contemporary values, usually dictated by economics. "My work stems from insistent questioning and investigation of social, political, cultural subjects with an eye for the environmental one. My intention is to keep on inquiring the reality out there in my very personal way, trying to stimulate people towards different layers of interpretation through my work". But his very answers to our realm is always depicted by a light childish attitude.

In the occasion of the Milan Design Week 2019, and to celebrate his first solo exhibition in Italy, Carlo Massoud has reimagined the space of the Oratorio della Passione through a new collaboration with his sister Mary-Lynn with whom he has realized a collaborative brand new project. In the space of this jewel church a number of objects play the role of an imaginary crowd, seated on benches. The crowd looks forward to the apse, where the designer has placed a new contemporary altarpiece. For The Fish and the Crowd Carlo and Mary-Lynn Massoud quote the classical icons of Christianity and its liturgies (the religion they also belong to) to involve the viewers in an intense and ironical reflection suspended between the physicality of the objects and the spiritual tension of the context.

ANTON ALVAREZ - L'Ultima Cera - curated by Nicolas Bellavance-Lecompte

Produced by 5VIE

Chiesa di San Bernardino alle Monache, via Lanzzone 13

The work of artist and designer Anton Alvarez is rather difficult to define, for it occupies an indeterminate space between the functional object and sculpture. Alvarez's practice oscillates between expression and constraint, using both technological innovation and traditional craftsmanship. His work is futuristic and primitive at the same time. With the exhibition **L'Ultima Cera**, Anton explores an ancient material in a new and innovative way: bronze. Commissioned by curator Nicolas Bellavance-Lecompte and produced by 5VIE in collaboration with the Fonderia Artistica Battaglia in Milan as part of their new program of commissions and residencies, Alvarez adapts his machine, called 'Extruder', to work with wax. The extruder is a large metal cylinder hung

from the ceiling by chains, using an electric motor to exert more than 2,000 kilos of pressure on the wax, pushing it through different moulds and cut-outs into a pool of cold water, where the artist uses his hands to give the wax its final form. When the wax is set, all the pieces are cast in bronze, each one-of-a-kind. Alvarez produces twelve pieces, this being the first time that an artist has approached bronze with such a technique.

KIKI VAN EIJK & JOOST VAN BLEISWIJK - CONNECT - with the participation of Niels Hoebers, Sander Wassink, and Michela Castagnaro

Produced by 5VIE with the support of the General Consulate of the Netherlands Via Cesare Correnti 14

The lack of empathy is a growing problem of our time. **Connect**, a site-specific installation by Kiki van Eijk and Joost van Bleiswijk, explores the theme of connection – between nature and people, between subconscious creativity and physical expression, between the crossover of different disciplines and the use of materials. For Kiki and Joost, it all starts with drawing, an instinctive process that is followed by a long prototyping phase of rolling up their sleeves and getting their hands dirty, experimenting and building with different materials and colors. Their method revolves around a constant and intimate collaboration, where the reciprocal influence is as stimulating as it is respectful. This shared approach reinforces their separate identities without compromising them. As often happens with creative couples, the final product is a private story that becomes a public homage.

Kiki van Eijk presents *Free Form*, a series of ceramic LED lamps modeled on the repetition of natural forms and their coexistence with humanity. With *Space Poetry*, Kiki examines the relationship between space and architecture, translating it into a series of unique pieces that subtly suggest their own physicality and function.

Joost van Bleiswijk presents *Curved and Taped*, sculptural forms that focus on the expressive gesture, distancing them from functionality, while his *Interlocking Panels* are imaginary objects with interconnected minimalist forms. In *Connect*, their works are intertwined, pushing past the boundaries of architecture, art and design, and demonstrating that incredible things can happen when we allow ourselves the opportunity to share and collaborate.

The 5VIE district confirms its vocation not only as a culture producer, but as a culture promoter as well. The district collaborates on many events, like the highly anticipated **DESIGN PRIDE** parade organized by **Stefano Seletti**, which invades the district with a vibrant Pop spirit, vamping aboard the brand's iconic vans, customized for the event. The appointment is for Wednesday, 10 april 2019 at 6:00 pm, Piazza Castello (corner of Via Minghetti): the procession, animated by carts, music, dancing and performances, will wind its way through the district, finishing in Piazza Affari.

The fourth edition of Nicole Uniquole's **Masterly - The Dutch in Milan** has once again selected a roster of established designers, emerging talents, companies,

schools and design galleries, all strictly Dutch! The 350th anniversary of Rembrandt's death, celebrated with many events in Holland, will be the main theme of the participants' presentations. *"This project, which we have supported since its inception, is a valuable showcase for Dutch talent," adds Dutch Consul General Johan Verboom.*

A visit to **Palazzo Litta**, which hosts **The Litta Variations / Opus 5**, curated by **MoscaPartners**, is a must this year. The project will include 22 exhibitors representing some 65 international designers from 11 countries from around the world, who will animate the spaces of the Palazzo. The Courtyard of Honor will feature *Echo*, an installation by the Pezo von Ellrichshausen studio, founded in Chile in 2002.

In the charming setting of the Oratorio della Passione, a new Info Point this year, 5VIE will dedicate a space to the bookshop of **Fattobene / Italian Everyday Archetypes**, a platform for the research and valorization of Italian objects that have been around forever. Like the MoMA in New York, which has recently reserved a corner for Fattobene in its bookshop, this space will represent for 5VIE - "integrated design district" - a space dedicated to the Italian spirit, where visitors can learn about anonymous Italian design objects that have written, and continue to write, the history of our culture.

In addition to the local design network that will present their latest work like **BDDW**, **Davide Groppi**, **Apparatus**, **Lisa Corti**, **Six Gallery**, and **Raw**, other cultural collaborations will continue: from the exhibition by **Giopato & Combes** who present the new collection *To the Moon and Back*, to the return of **Bitossi Home** with a new collection of vases created in collaboration with Funky Table; from the HOPERAPERTA project in which **Patrizia Catalano and Maurizio Barberis** dialogue with brands and designers to reinvent decorative forms and materials, to the German designer **Markus Benesch** who is opening an innovative 'hidden woodshop' which he will transform with his playful flair; from the group show **Local Design** curated by Emma Elisabeth featuring 44 Australian designers, to the series sculptural lamps presented at the **Volker Haug Studio**, also Australian.

And if you thought it was impossible to lie on a beach in the heart of Milan, think again and visit **L'île de Serge**. The French group **Serge Ferrari** presents their new collection of outdoor fabrics in an 'experiential exhibition' curated by the explosive designer **Sara Ricciardi**.

Among the exhibitors who have found in 5VIE a synergy of intent and values, there is also **Eligo Studio**, with an original re-edition of the "Chiavari Chair" collection, and a renewed collaboration with the now iconic ceramic producer, **Paravicini**; **Arno Declerq** with his experimentation with materials; and **Laufen**, in the evocative setting of the Teatro Arsenale with a work that documents the various "states" of the material up to the finished product.

In the hectic schedule of places to visit, make sure you make time for **Officine Saffi**, promoter of the importance of ceramics in contemporary art, design and culture. The gallery will host the 24 finalists of the third edition of the Open to Art Prize.

The memory inspires **Nicoletta Gatti**, a Milanese interior decorator and designer with her unreleased collection "Sedute Esaurite". She reupholstered family heirlooms with precious Rubelli fabrics from the company archive. As such Gatti created a delicate balance between the past and the present, between memory and modernity.

Other new entries include **Tillmann Lauterbach**, with his obsession for random objets trouvés and his re-use of materials he gets from marble fragments; **Officinanova**, which repurposes iron by transforming it into design objects; **Purho e Colleoni Arte**, which works with Murano glass; and the exhibition on conceptual narrative by **Mark Sturkenboom** and **Siba Sahabi**.

No less deserving of a visit is the installation at the architecture studio of **Bastianello/Costa/Marchetti/Fabro**, in the courtyard of the splendid Palazzo Belgioso in Via Morigi 9: a small and sophisticated interior hand-painted wallpaper and silk tapestries by the artist **Elena Carozzi**, along with the latest edition of the glass lamps/sculptures created by **Angela Ardisson** with **Artplayfactory**. Just a stone's throw away, in its historical headquarters, **Pellini** presents one-of pieces by **Emanuela Crotti** and **MIPA** exhibits a new collection within a site-specific installation.

Spotlight on the special project of independent brands selected by **Martina Gamboni**: the POGGI UGO forge, one of the oldest and most important in Italy, celebrates its centennial with a project curated by **Valentina Guidi Ottobri**. In a dialogue of reciprocal inspiration between past and present, the mission of the project, entrusted to the Spanish studio, is to explore the idea of travel as revelation.

Design Week corresponds with the inauguration of the new permanent residence in the 5VIA district of the **Candiani Denim** concept store, located downtown in Piazza Mentana, designed by **Studio AtelierP**.

The collaboration with **SIAM** (Society for the Encouragement of Arts and Crafts) has led to the creation of a true "exhibition hub", where **Kanz - Franceschinis - ZPSTUDIO - Studio F**, among others, present a limited edition in noble materials. The French duo **Garnier & Linker** returns to the 5VIE for the brand **Ormond Edition** with a new lighting collection. Don't miss the new launch of the French **THEOREME EDITIONS**, curated by David Giroire and Jerome Bazzocchi. The spectacular Aula Magna will host the presentation of a project by **Camp Design Gallery**, while the designers are called to participate in **ORCHESTRA**, an exhibition project that will also provide an opportunity for discussion among young designers.

The exhibition *Räume erzählen (Narrative Spaces)* presents the architecture of **Max Dudler** through interiors and furnishings designed by the architect himself. Realized in collaboration with Deutsche Werkstätten, the exhibition sets up a dialogue between the large-format photographs of Stefan Müller with a series of furniture elements by Max Dudler.

Also returning this year is the ensemble **FORO Studio + Alessandro Iovine**, who present *Rug-o-rama*, a series of carpets made from discarded materials from local industries and artisans, with the aim of giving them new life and transforming them into one-of-a-kind pieces. The new collections of Gastón y Daniela, *Design of the Time* and *Decortex* represent the best of the world of textiles, while from Japan comes the project in natural wood by Toshiyuki Kita for Conde House,

ILO Rugs from India presents “Sentient” in the historical settings of a classical Milanese apartment at Cesare Correnti 14. The immersive sensorial experience embellishes three exhibitions: “Immerse” is the title of a dream-like installation presenting a new range of carpets by **Ilo Rugs**. The second part will be dedicated to the presentation of a signature collection with one-off pieces by **Studiopepe** and **Almost Black**. The final exhibition “Into the Desert” represents a first foray into rug design where the award-winning architect **Massimiliano Camoletto** collaborates with **Ilo Rugs** and **Almost Black**.

Last but not least, to celebrate its first appearance at Design Week, **The Cloister** will host French designer **Sam Baron**, who exhibits a new series of 2D and 3D works characterized by a mixture of different materials such as glass, ceramic, porcelain and fabric. Participating with special projects are the numerous boutiques of the district like **Lo Studio**, **il Lingottino**, **Spinelli A&G**, **Lisa Corti**, the traditional bookbindery **Legatoria Corti Borbone**, and **Ottica San Maurilio** which presents the **Dress You** collection by **Jean Philippe Joly**, who works with the concept of recycling.

5VIE’s constant dialogue with local public and private entities contributes to the promotion and qualitative growth of the district through cultural and urban requalification projects aimed at involving citizens and raising awareness on the fundamental issue of innovation and community.

5VIE reintroduces **Stanze Sospese**, a social design project focusing on the refurbishment of the detention cells of the Opera prison. The program is supported by the kind aid of Fondazione Allianz Umanamente. For this year’s edition of Milan Design Week a prototype of these cells will be installed in the San Vittore Penitentiary. This location will be exceptionally open to the public on Thursday April 11, at 11.30.

Indeed, attention continues to be focused on Piazza Mentana, which is now semi-pedestrianized, and on its intended use. Toward this end, in collaboration with City Hall 1, 5VIE has organized a workshop of ideas through which the

students of the Beltrami Middle School were able to express their vision of what the square could be. They will get that chance again on Friday, 12 April at 11:00 am, in Piazza Mentana, where students of the Scuola Media Beltrami will discuss the creative and responsible use of public spaces by all, while keeping in mind the regulatory and legislative complexities that govern the implementation of each project.

Ever attentive to the theme of sustainability and always with an eye to the future, 5VIE presents the second forum dedicated to **the circular economy**. On 14 March, during Digital Week (earlier than last year's edition), at the headquarters of ANCE (National Association of Building Contractors) in Via San Maurilio 21, **It's Circular Forum - Future Cities** will be held. This second edition, intended to offer views on the state of the art and the development of what life on our planet will be in the coming decades, will focus on the concept of the **city of the future and digitization**. With the conviction that great themes should not remain the limited purview of technicians and operators in the field but should be **shared with the general public** with the aim of opening a dialogue that is accessible and interesting for everyone, speakers from the most diverse fields were asked to participate. They include **Arthur Huang**, CEO and founder of Miniwiz, who was a guest of the first edition; Nicola Zanardi, CEO of Hub Lab and creator of Digital Week; **Tommaso Cossu**, architect and UNESCO Urban Planning Officer for the reconstruction of Mosul; and **Elio Catania**, engineer and President of Confindustria Digital.

Come and discover the best of art and design at 5VIE!

For images and the downloadable press kit:

<http://www.5vie.it/press>

The link provides info on the district, as well as on the individual exhibitors and their events.

Press Preview 5VIE: Monday 8 Aprile 2019 - 11.00 am

Opening 5VIE: Wednesday 10 April 2019, from 7.00 to 11.00 pm

Info & Press Point 5VIE: c/o Via Cesare Correnti 14 and Oratorio della Passione, Piazza Sant'Ambrogio, 9-14 April, from 10.00 am to 7.00 pm

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