



Milan, 28th February 2017  
Press Release

## **BRERA DESIGN DISTRICT** **Fuorisalone 2017:** **Designing is a game, playing is a project**

On the occasion of the week of **Fuorisalone 2017**, on stage in **Milan from April 4th to April 9th**, **Brera Design District will be at its 8th edition**. The Brera district, business and creative hub of the city of Milan, extends from the new area of Porta Nuova-Gae Aulenti to via Broletto, from via Legnano to via Montenapoleone, following the borders established by DUC Brera (Distretti Urbani del Commercio - Central Business Districts). In the previous edition of the Fuorisalone, Brera Design District saw **more than 168 events and 295 brands involved with over 250,000 visitors**, besides 100,000 visits to the website [www.breradesigndistrict.it](http://www.breradesigndistrict.it), 22,000 Instagram images with #BreraDesignDistrict and 16,000 followers of the official profile.

With such a result, Brera Design District will host a busy schedule of events and **propose a format including: a theme, the award *Lezioni di Design*, a series of meetings, special projects and cultural initiatives**.

This year's Brera Design District ambassadors are: **Tony Chambers**, editor-in-Chief of **Wallpaper**, architect **Michele De Lucchi** and the two designers **Arianna Lelli Mami** and **Chiara Di Pinto** from Studiopepe.

**According to Michele De Lucchi** "Brera has the charm of the art district of Milan and has a bohemian, and even Parisian personality. It is an area full of creativity hosting the well-known Pinacoteca and the Academy of Fine Arts, many fashion and design stores and food from all over the world. When walking through its streets, especially in April during the Fuorisalone, you feel an extravagant, young and international atmosphere".

**According to Arianna Lelli Mami and Chiara Di Pinto from Studiopepe** "Brera is an iconic place. It has always been the bohemian place of Milan by definition, a place where you feel an artsy atmosphere also thanks to the Academy and the studios of painters and photographers. Now Brera is more and more linked to design and we believe this change has preserved the special and creative soul of the district, while actually bringing new life in it. We often go there for appointments, visits to showrooms or clients. We only wish we had more time to enjoy the district like anonymous tourists!».

**The theme of the 2017 edition of Brera Design District is *Designing is a game, playing is a project*.**

This year we treasured the experience we had with **Brera Design Days**, event organised and produced by Studiolabo and Brera Design District. From October 1st to October 9th 2016 we reflected on and discussed about various topics regarding design and project planning, among which **smart cities, graphics, hybridisation, interaction design and gamification**.

The success gained by this last topic was what really inspired the choice of the theme. A reflection on the practice of game as an opportunity to design, in particular on the importance that gamification may acquire in service design and in the interaction and communication between brand and customer.

**The theme is a quote by Bruno Munari** and strongly refers to his imaginary and design approach. Munari worked a lot on the concepts of game and toy. In *Da cosa nasce cosa* he wrote: "We should also create didactic toys for adults to remove prejudice and train the mind, to set hidden energies free».

**Never stop playing, not even, and especially not while designing.**

**We asked ourselves what we can learn by playing that can be used in both our profession and our everyday life.** For this reason we developed a manual showing how game dynamics, if extracted from the mere recreational context, might become applicable rules and practices for design: from communication to services, from product to marketing.



#### Ten things we learn by playing and designing:

1. Whenever you fail you improve yourself.
2. Clear objectives and immediately visible results justify the effort.
3. Simulating is better than recounting.
4. Even the most brilliant game system can be confirmed or contradicted only by using it.
5. Playing simplifies complexity.
6. The more the game is abstract, the more the packaging is the key for selling it.
7. If you play, you learn.
8. Even the smallest change to a rule might disrupt the game.
9. Every game has a life span, let's accept it.
10. Playing is a free choice.

We asked **Cristiano Seganfredo** to share his view on the common ground existing between game and design. According to Cristiano Seganfredo «The activity of design is the professional part underpinning every game to think, understand and reply to reality with its inhabitants, i.e. all of us, with an action that becomes an object, a service, a gaming platform. For this reason the purpose of design is so broad that limiting it to a trade fair diminishes its very objective. Design is City, metropolis, sustainability, vision, gender, sex, technology, knowledge, politics, citizen, integration, innovation. It's simply us. Design is community».

**In such a view, the 2017 Lezioni di Design award was given to Fabio Viola:** among the world's TOP 10 gamification designers, he coordinates the advanced training course *Gamification ed Engagement Design* for IED Milano. He is author of the book *Gamification – Videogames in everyday life* and of *Engage me*, to be released by Hoepli. He worked for videogames multinational groups such as Electronic Arts Mobile and Vivendi Games contributing to launching great successes such as *Crash Bandicoot*, *The Sims* e *Fifa*. Over the last few years he has been exploring the connections between game and everyday life supporting public bodies, cultural institutions and big companies in their "engagement" processes towards the public.

"The week of April dedicated to design keeps growing inside the city and in the whole metropolitan area of Milan. The occasions of meeting and vitality in the design districts are getting more and more appealing and focused on the promotion of know-how and designers' craftsmanship. Brera Design District has been doing it for many years now, thanks to a team work putting together the historical and the innovative soul of the district. The high number of showrooms and spaces dedicated to design aims at promoting the research and training of professional profiles investing on Made in Italy" **states Cristina Tajani, Councillor for Work, Production, Fashion and Design policies**, who goes on saying "for this reason in the Creative Week to be held in October, a week dedicated to design, research and innovation promoted by the local authorities, Brera will be enlivened by *Brera Design Days*, a programme dedicated to research and training involving vocational training schools and centres capable of transferring the know-how that makes Milan stand out as one of the world's most creative cities».

"I am happy to renew once again this year and for the fourth time the close collaboration between Salone del Mobile and the Fuorisalone sealed by the Municipality of Milan", declared **Roberto Snaidero, President of Salone del Mobile.Milano**. "Our event proves once again to be an important resource for the Italian system thanks to its ability to attract to Milan professionals, designers, buyers and journalists from all over the world. A distinctive value that over the years has made Milan become the capital city of furniture and of the design culture, as our advertising campaign claims *Il Design è uno stato a sé. E Milano è la sua capitale (Design is a country in itself. And Milan is its capital)* ».

**This year an essential contribution to the Milan Design Week in the Brera district comes from space&interiors**, "After the success of the first edition we decided to propose space&interiors again, the only event connected with Salone del Mobile.Milano and dedicated to architecture finishes" explains Roberto Snaidero.

**From Tuesday April 4th to Saturday April 8th 2017 at The Mall Porta Nuova**, in the Brera Design District of Milan, surfaces, floors, doors and interior finishes will be presented in an innovative setup curated by studio **Migliore+Servetto Architets**. Thanks to a lounge area fully dedicated to **Archicoctails**, where various personalities of the architecture and design world will discuss with the visitors about the current trends in design and project

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development and thanks to the exhibition *Absolute lightness*, offering an in-depth analysis of the topic of lightness in architecture, space&interiors is still one of the most dynamic events of the Milan design week.

## Events and key players of the district

**Among the international brands that chose Brera Design District as a stage for their event are:** **Atelier Oi** (% Amy-D Arte Spazio - Via Lovanio, 6); **Atelier Vierkant** (% Spazio Edit - Via Maroncelli, 14); **Ateljé Lyktan** (% The Suites of Palazzo Segreti - Via Maurizio Quadrio, 15); **Bang&Olufsen** (% Spazio Radetzky - Via Cusani, 5); **Bellicon** (% High Tech - Piazza XXV Aprile, 12); **Best Western** (% Garibaldi 86 - Corso Garibaldi, 86); **Delta Light** (% Palazzo Crivelli - Via Pontaccio, 12); **Fenix ntm**(% Loggia of Pinacoteca di Brera - Via Brera, 28); **Fritz Hansen** (% Rimessa dei Fiori - Via San Carpofo, 9); **Guaxs** (% Ciovasso 5 - Via Ciovasso, 5); **HEAD - Genève, Haute école d'art et de design** (% Mimmo Scognamiglio Gallery - Via Goito, 7); **Janus Et Cie** (% Spazio Edit - Via Maroncelli, 14); **Kirk By Design** (% Appartamento da Sophie - Via Palermo, 1); **Lagoon** (% Evergreen - Via Palermo, 1); **Laufen** (% La Posteria - Via Sacchi, 7); **LinBrasil** (% Dreamfactory Laboratory - Corso Garibaldi, 117); **Made in Ratio** (% Palermo 11 - Via Palermo, 11); **Matter Made** (% Galleria Il Milione - Via Maroncelli 7); **Melissa Shoes** (% Erastudio Apartment Gallery - Via Palermo, 5); **Miguel Arruda per Exporlux** (% Spazio RT - Via Fatebenefratelli, 34); **Misawa** (% Galleria Africa Curio - Via Madonnina, 4); **Modular Lighting Instruments** (% Accademia di Brera - Via Brera, 28); **Panasonic** (% Accademia di Brera - Via Brera 28); **Porcelainingres** (% San Marco 12 - Via San Marco, 12); **Santa&Cole** (% Fiori e Interpretazioni - Viale Pasubio, 8); **Sanwa Comapany** (% SolferinoLAB - Largo Treves, 5); **Sollos** (% Spazio Sotto - Via Sacchi, 5); **Toolbox** (% The Store - Via Solferino, 7); **Vibia Lighting** (% HiLight Next - Via Brera, 30); **e tra i nazionali:** **Arioste**a (% XSpace - Corso Garibaldi, 2); **Black Tie** (% Le Suite di Palazzo Segreti - Via Maurizio Quadrio, 15); **Carma Design** (% Village Chairs - Via San Carpofo, 4); **Carraro** (% Showroom Seventy - Via Pontaccio, 10); **Cartabianca** (% Palermo 1 - Via Palermo, 1); **Cassina** (% Fondazione Giangiacomo Feltrinelli - Viale Pasubio, 5); **Colombo Design** (% Andrea Maffei Architects - Via Brera, 9); **D-Table** (% Garibaldi 104 - Corso Garibaldi, 104); **Editions** (% Spazio Pontaccio - Via Pontaccio, 18); **Edizioni Design** (% SPY - Via Palermo, 1); **Extendo** (% P5 - Via Palermo, 5); **Fusione (MFStudio & Pau Design Container)** (% Pau Design Container - Via Rosales, 5); **Gruppo Pozzi** (% Atrio dei Gesuiti - Pinacoteca di Brera - Via Brera, 28); **Incipitlab** (% Solferino 11 - Via Solferino, 11); **Internoitaliano** (% Palermo 5 - Via Palermo, 5); **Istituto dell'Imballaggio** (% Barbara Frigerio Gallery - Via Ciovasso, 3); **Lea Ceramiche** (% Bilndarte - Via Palermo, 11); **Mingardo** (% Solferino 11 - Via Solferino, 11); **Mmairo** (% Tabacchi Solferino - Via Solferino angolo Via Castelfidardo); **MVK+ Italia** (% CucinaArte - Via Statuto, 21); **Myop** (% Palermo 1 - Via Palermo, 1); **Nartist** (% Galleria Seno - Via Ciovasso, 19); **Ornamenta** (% Orsorama - Via dell'Orso, 14); **Pirelli** «Pirelli introducing a special show cooking inspired by Passion, Technology and Motorsport, in collaboration with Molteni&C | Dada» (% Molteni&C | Dada - Via Solferino at the corner of Via Pontaccio); **PolarisLife** (% Madonnina 23 - Via Madonnina, 23); **Seven Salotti** (% Dome Mllano Interior - Via San Marco, 1); **Space&Interiors** (% The Mall - Piazza Lina Bo Boardi, 1 Piazza Alvar Aalto); **Studioart Leather** (% Solferino 11 - Via Solferino, 11); **VG crea** (% San Marco 2 - Piazza San Marco, 2); **Ynterior** (% Garibaldi 99 - Corso Garibaldi, 99); **Zerododici** (% Level House - Via Volta, 13); **Zucchetti** (% Blindarte - Via Palermo, 11).

**This year the Brera Design District will involve some of the most renowned Italian and international design signatures:**

**Patricia Urquiola, Federico Pepe, David and Nicolas, Bethan Gray, Germans Ermics, Cristina Celestino, Lorenza Bozzoli, Chiara Andreotti** for Editions % Spazio Pontaccio; **Piero Lissoni** for Golran % Golran; **Raw Edges** for Golran % Golran Showroom; **Miguel Arruda Architetto** for Exporlux % Spazio RT; **Giulio Iacchetti, Davide Fabio Colaci e Mario Scairato** for Internoitaliano % Palermo 5; **Eley Kishimoto** for Kirk By Design % Appartamento da Sophie; **Faye Toogood, Pedro Paulo Venzon, Philippe Malouin and Oeuffice** for Matter Made % Galleria Il Milione; **Philippe Nigro, Zaven, Matteo Zorzenoni, Zanellato/Bortotto and Makoto Kawamoto** for Novamobili % Novamobili Showroom; **Studiopepe** for The visit % Brera Design Apartment and for Ceramiche Refin; **Davide Groppi** for Sanwa Company % Solferino LAB.

**The permanent showrooms and new openings** of brands that joined Brera Design District are: **100x100** - Via Palermo, 1; **120°Lino** - Corso Garibaldi ang. Via Marsala, 13 - Via Pontaccio 19; **Abimis** - Via Pontaccio, 19; **Aesop** - Piazza del Carmine, 1; **Agape12** - Via Statuto, 12; **Amleto Missaglia** - Via Verdi, 6; **Blauer** - Piazza XXV Aprile, 1; **Boffi** - Via Solferino, 11; **Bottega Ghianda** - Via Formentini, 9; **Campomarzio 70 - Misoka** - Via Brera, 2/a; **Cappellini**



- Bastioni di Porta Nuova, 9; **Ceadesign** - Via Brera, 9; **Cedit** - Foro Buonaparte, 14; **Ceramica Cielo** - Via Pontaccio, 6; **Cristina Rubinetterie** - Via Pontaccio, 8; **Dieffebi** - Via Milazzo, 8; **Diptyque** - Via Brera, 23; **Dome Milano Interior** - Via San Marco, 1; **Eligo** - Via Palermo, 8; **Elite** - Via Formentini 14; **Etro Home** - Via Pontaccio, 17 at the corner of Vicolo Fiori; **Florim** - Foro Buonaparte, 14/N1; **Foscarini** - Via Pontaccio, 18 - Via Fiori Chiari, 28; **Golran** - Via Pontaccio, 8/10; **Insula delle Rose** - Via Goito, 3; **Ka International** - Via dell'Orso, 1; **Kartell by LAUFEN** - Via Pontaccio, 10; **Kasthall** - Piazza Paolo VI; **Appartamento Lago** - Via Brera, 30; **Casa Lago** - Via San Tomaso, 6; **Lanieri** - Via Palermo, 8; **Londonart** - Via Palermo, 19; **Macrolux** - Corso Garibaldi, 35; **Magis** - Corso Garibaldi, 77; **MeetLab** - Via del Carmine, 9; **Mario Luca Giusti** - Corso Garibaldi, 12; **Mirage** - Via Marsala, 7; **Misani/MDF Italia** - Via Ponte Vetro, 22; **Molteni&C Dada** - Via Solferino at the corner of Via Pontaccio; **Newform** - Via Fiori Oscuri, 3; **Novamobili** - Via Gioia, 8; **Olivieri** - Largo Treves, 2; **Recor è Cucine** - Via Pontaccio, 3; **Refin** - Via Melone, 2; **Reflex** - Via Madonnina, 17; **Rubelli** - Via Fatebenefratelli, 9; **Slow Wood** - Foro Buonaparte, 44/A; **Society** - Via Palermo, 1; **Staygreen** - Via Pontaccio, 19; **Tecno** - Piazza XXV Aprile; **Trasparenze** - Via Palermo, 5; **Urbanlife** - Corso Garibaldi, 49; **Valcucine** - Corso Garibaldi, 99; **Veneta Cucine** - Foro Buonaparte at the corner of Via Quintino Sella; **Vescom** - Foro Buonaparte, 50; **Vitrum** - Viale Pasubio, 6; **Wall&Decò** - Via Solera Mantegazza, 7; **Zimmer & Rohde** - Via Fatebenefratelli, 13.

**The brands involved in the project The Visit % Brera Design Apartment (via Palermo, 1) are:** Agape, Agape Casa, Astep, Atelier De Troupe, Aytm, Bitossi Home, Bonotto, cc-tapis, Cedit, Fenix Ntm, Florim, Green, Wise, Lambert Et Fils, Molteni&C, Pietro Russo Design Studio, Sfera, Sikkens, Spotti Edizioni, Valverde, Vitra.

## Special projects and cultural initiatives

### HomeAway - Official Accommodation Partner

HomeAway chose to be Official Accommodation Partner of Brera Design District as it shares the spirit of innovation and internationality of the event. HomeAway was able to redefine the **concept of sharing economy in hospitality** and is offered to a qualified and demanding public – as is the one of the Milan Design Week – to show its strong commitment to this cause. On the occasion of the Fuorisalone, HomeAway will then be a key player offering a high-quality hospitality, yet different from the traditional one. Indeed, people choosing a house on HomeAway.it will always occupy an entire flat without sharing it with strangers. The perfect situation to enjoy relax and privacy when travelling for holiday or work. Furthermore, Milan and Lombardy are for HomeAway a real benchmark, as highlighted in the 2016 rank that sees this city among the top Italian destinations appreciated by both Italian and foreign travellers.

[www.homeaway.it](http://www.homeaway.it)

**Timberland chooses the appointment of the Milan Design Week** to launch the new *Boat Shoe*, characterised by a highly flexible sole thanks to the *SensorFlex* technology. They decided to involve a top, internationally-known designer, **Matteo Cibic**, who reinterpreted the iconic boat shoe giving life to an original installation that describes a new way of walking in the landscape of the contemporary metropolis.

[www.timberland.com](http://www.timberland.com)

**Tissot, Swiss watchmaking brand, “Innovators by tradition”,** since 1853 is proud to contribute to fostering innovation as Official Timekeeper of the 2017 edition of Fuorisalone.it and of Brera Design District.

This year Tissot targets the whole public of the Fuorisalone, that will be directly involved in the Milan Design Week through activities dedicated to innovation in design.

Still nowadays the study of design, through a meticulous care for details, is reflected in all Tissot collections of watches.

[www.tissotwatches.com](http://www.tissotwatches.com)

### Spaces, the business community of Brera

preview opening Fuorisalone, April 4th-7th 2017

Spaces, company founded in Amsterdam and pioneer in the making of creative work environments, chose the Brera district as a location to create its business community in Milan. The spaces of the new venue in Bastioni di Porta Nuova 21 will open on April 4th 2017 offering creative talents and professionals a huge space of over 5,000 sqm built around the concept of community and networking. **Spaces** is a creative work environment with unique business ethics. Its work areas offer an engaging environment designed to integrate every professional approach by encouraging the growth of networks as well as personal and professional development. The location meets many professional needs going from



the access to the business club to coworking, to the provision of conference rooms and areas dedicated to design studios. Martijn Roordink, co-founder of Spaces says: "We are redefining the way in which working is conceived offering a contemporary environment designed for networking and as a source of inspiration with a real focus on the community. This location is perfect for Milan, a global, dynamic, active and culturally lively city and the Brera district is one of its most dynamic ones".

*Spaces, Bastioni di Porta Nuova 21, Milan; [www.spaceworks.com](http://www.spaceworks.com)*

**[Gea\*] Agriculture is a balance between environment, lands and people.**

The installation inspired by the principle of *Marble Machine* and designed by **dotdotdot** in partnership with **Opendot** promotes the values of Alce Nero in a dynamic and interactive way.

The founding mechanism of the installation is triggered by the visitors through a seed that starts the whole process: a series of pathways and gears will involve sky, earth and landscape generating a message reaching the user and talking about the extraordinary opportunity to rediscover a lifestyle in perfect balance with the planet. *Gea* will be exhibited on the stage of **Eataly Smeraldo**, Milan, for the whole length of the Fuorisalone and will be free and accessible to all visitors.

*Eataly Smeraldo, Piazza XXV Aprile, 10, Milan; April 4th-9th*

**Swiss Krono AG crowds the Fuorisalone with its new SwissRex**

Swiss Krono AG, Swiss company leader in the field of melamine panels, laminates and floorings, will take part in the Milan Fuorisalone for the first time. Three installations strongly endorsed by Michela Muntean, sales manager for Italy, to enhance the presence of the Swiss company in the Italian market and to introduce to the public the qualities of the company's core product: the **SWISS-Compact Density Fibreboard**. The Swiss CDF represents the highest peak in the evolution of decorative wood-fiber panels and defines the new standard of quality. The company's participation in the Fuorisalone will be monstrous! Life size **T-Rex specimens**, fully made of Swiss CDF, will invade the city. The making of *SwissRex* was managed by studio **Caberlon Caroppi Architetti Associati**.

*Brera district; April 4th-9th; [www.swisskrono.com](http://www.swisskrono.com)*

**Aldo Rossi and Milan 1955-1995**

***An anthology of the projects imagined, designed and realised in Milan telling about the relationship between Aldo Rossi and his city.***

On the occasion of the 2017 edition of Salone del Mobile, the **Architects Institute and Foundation PPC of the Province of Milan** will host at its own premises an exhibition dedicated to the figure of Aldo Rossi and his relationship with Milan. The exhibition was organised in collaboration with Fondazione Aldo Rossi.

**The exhibition shows for the first time a selection of the projects made by Aldo Rossi in Milan together with the texts, documents and photos witnessing the close relationship between the architect and his city.**

From the paper *Il concetto di tradizione nell'architettura neoclassica* (*The concept of tradition in Neoclassical architecture*, 1955) to the project for *Politecnico della Bovisa* (1995) that never saw the light of day, Rossi has always designed and written, built and drawn keeping Milan at the heart of his work, a work started during the years of study and professional training and developing along the many paths of his design experience. The exhibition proposes some chronological-thematic sections developed with different materials, from drawings to photos, from texts to studio models. The exhibition also includes archival materials going through 40 years of career, from the 1950's to the 1990's.

*Architects Institute PPC of the Province of Milan, via Solferino, 19*

**Gaetano Pesce, Fragments**

***Majesty Betrayed***

Gaetano Pesce, together with the anti-violence centre Artemisia Onlus and in partnership with Gobetto Resine and Robertaebasta, proposes the installation of a **big monument to women triggering a reflection on the self-denial that is still nowadays affecting most of the world's female population.**

UP 5 and UP 6, world design icons created by Pesce in 1969, are recognised as the first industrial objects bearers of a clear political message: UP 5 was inspired by the archetypical shapes of the paleolithic Venus figurine, ancestral symbol of femininity, forced to slavery by a ball on her foot. UP 6 is a representation of the male prejudice, of men's insecurity and need to abuse their power. After almost 50 years, Gaetano Pesce proposes a new reflection on the issue: "My UP Gigante symbolises the current relevance of this message; it is out of size to make the message stronger and is covered with women's clothes coming from any part of the world because the message is true everywhere. With my UP Gigante I realised a project I conceived many years ago: the UP Galeotte, as if UP 5 represents femininity, his dress, like the prisoners of the past, enhances the message of blame on its slavery".

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*Via Brera - via Fiori Chiari; April 4th-9th*

### **The chest of the sky, Architecture in a window**

**Project by Gambardellarchitetti with Cherubino Gambardella, Simona Ottieri**

A hollow, 7 ½ m high tower rises in front of the statue of Francesco Hayez in Piazzetta Brera.

The external walls are made of a thousand wood and metal profiles that differ by colour, shape and structure: these are the ambassadors of the many different styles of doors and windows. A small yet majestic, shiny and matt architecture; enigma on which three small windows open at the eye level of a man, a woman and a child. The openings frame a mirror below located inside the tower. This look hides the message of the monument that Capoferri decided to dedicate to the art of doors and windows making. The look finds in the mirror the colours of the sky of Milan: its flares, clouds, diurnal and nocturnal reflections.

Gambardella Architetti described in one single artwork the story of a thousand-year old culture, that of the relationship between window and building, inside and outside, threshold and crossing.

*Piazzetta Brera; April 4th-9th*

Neon poems, a light installation by Luca Trazzi

An enlightened, reverent and contemporary look that, between past and present, puts on stage light compositions, metaphors and urban signs in a journey through time and space. Hosted in the colonnade of Palazzo Anguissola and in Alessandro's Garden, house of Manzoni, precious treasure chests full of memory and timeless words. Luca Trazzi's light installations, made with neon pipes, are designed in a game of full and empty spaces, colours, lights and shades, quotes of shapes and promises, "an allegorical tribute" to a lost love, guiding the viewer's mind to the other historical symbol of the city, the façade of Palazzo Carminati in Piazza del Duomo.

*Gallerie D'Italia (entrance from via Manzoni, 10); April 4th-9th 7.30 pm- 11.30 pm*

### **INTERSECTIONS – Parini Lyceum**

In a view to include and, more specifically, to expand the Brera design district, starting from the next Fuorisalone a new location will open its doors to the world of design and architecture. We are talking about the historical **Parini Lyceum in Milan**, container and promoter of culture for new generations and located at the crossroads of important *design streets*: San Marco, Solferino, Pontaccio. The project INTERSECTIONS will come true in the spaces of the school facing via San Marco, on an overall surface area of more than 1,000 sqm; the concept developed by Lorenzo Longo De-Signum design studio will involve garden designer Barbara Negretti.

The fil-rouge guiding the visitors to discover these spaces will be an installation featuring real examples of application of outdoor materials and furniture. The event has also a social purpose: the contribution of companies will help satisfy the school requirements through the transfer of materials and pieces of furniture that will become part of the architectural environment of the school.

*Parini Lyceum (entrance from via San Marco, 2/3 - via Goito, 4); April 4th-9th*

### **#10 Pianos Street**

#### **Spatial Concrete Choreographic Ethical and Multicolored Suite for ten pianos**

On 9th April in Piazza XXV Aprile, in front of Eataly Smeraldo, Brera Design District in partnership with Eataly will promote the installation-concert #10 Pianos Street, a suite for ten pianos composed by Yae.

The installation will be open to the public from 11 a.m. to 9 p.m. The show will take place at 1 p.m., 5 p.m. and 7 p.m.

All the pianos, made by **street artists such as Acme 107, Fungo, Zoow24** and others, will be sold to the best bidder and the funds raised will be given to a charity. The concert will be performed by the piano ensemble of **Antonia Pozzi's music school** and will be composed by pianists **Marta Caracci, Carmen Dattilo, Vittoria Faggiani, Silvia Giliberto, Satomi Hotta, Margherita Paolazzi, Ginevra Papa Portalupi, Lorena Portalupi and by the pianist Francesco Villa**. The pianos were restored and carefully reprocessed by Anna Bosoni.

#10 Pianos Street will take part in the Fuorisalone as it is a 0-km performance involving students, teachers, musicians, artists and artisans of the area and using cosmopolitan languages yet with a strongly local approach.

*Front of Eataly Smeraldo - Piazza XXV Aprile; April 9th 11 am – 9 pm*



**Brera Design Days – Innovation between digital and local territory  
Second edition, October 6th-11th 2017 – Brera district, various locations**

After the success of the first edition the Brera Design Days will come back again in October on the occasion of *Design City Milan* (October 6th-15th 2017). The past edition was a great success with over fifty appointments and six workshops throughout nine days in twenty different locations.

**The mission of the festival is free training on the topics of design and communication.** The project came from the desire of Brera Design District to deepen, develop and share knowledge through free access to information and to spread the know-how of professionals in order to let everyone know the main working tools of this field and their correct use. Spreading knowledge and culture is a must to improve development dynamics within a community and this also applies to design.

**Within the Brera Design District, whose purpose is to build relationships on the territory and spread the design culture, Brera Design Days becomes a method for sharing and learning for a wide audience.**

With the free access for all to knowledge and information we believe we will satisfy this need and we intend to promote a cultural and economic growth with an intellectual stimulation essential to create innovation and develop market competitiveness.

**Many will be the topics covered, from industry 4.0 to the use of social networks, from product to urban design,** and from this year on the festival will be a participatory experience allowing the public to choose in advance what conferences and workshops will be included in the Brera Design Days through an online vote.

[www.breradesigndays.it](http://www.breradesigndays.it)

## Projects and services promoted

**With Valverde the table is a wonderful game. At Brera Design District 2017**

The table is like a game. A composition of colours and shapes, objects and materials that is nice to live and create according to always different styles and combinations. Valverde will have fun turning it every day into a wonder table. With the pure and essential design of its bottle, the intense colour of its labels playing with the purity and the reflections of water. Even at Brera Design District. A light and playful presence to meet in the showrooms and spaces of *The Visit* created by Studiopepe in via Palermo, 1. Together with Valverde to discover new collections and projects during the days of the Fuorisalone.

[www.valverdewater.com](http://www.valverdewater.com)

**Artwalks, Brera Design District becomes a postcard**

The new free app to discover cultural and tourist routes in a playful and interactive way. We all remember postcards. Those cardboard rectangles we used to send to our beloved at home to greet them while we were on holiday. Postcards that always arrived once we had already got back home and that we ourselves collected from the letterbox. The app Artwalks, available for free for iOS and Android, renews the passion for old vintage postcards that we all loved to receive, giving them a new and dynamic, social and digital nature. **Walking through the Brera Design District during Fuorisalone 2017, the app Artwalks allows to create customised postcards to send and share on the social media in real time with the most loved ones.** Artistic contents specifically designed to interpret, read, describe the experience of the Brera Design District will be available for users; contents to link according to one's own taste and following the flow of experience and individual insights and becoming co-authors of the final postcard. **3 visits to highlighted showrooms/events will be required to unlock the following phase:** if visiting the first place the trophy will be the chance to choose the front of the postcard among the many images proposed; in the second one it will be possible to choose the text among several options; in the third and last one, the most personal part will take place: the postcard will be stamped with a selfie, sent to the recipient and shared on social networks. Artwalks is a project by Sineglossa Creative Ground.

[www.artwalks.it](http://www.artwalks.it)



### **Brera Temporary Restaurant at Il Bistrot Giovanni Cova & C.**

Il bistrot Giovanni Cova & C., since 2015 favourite spot of Milanese people for a taste-based lunch break, also this year opens its doors to the visitors and guests of the most important world design kermesse with a special look, that of the Brera Temporary Restaurant. The place, located in via Cusani, 10 will be open every evening until 12 p.m. with a menu created by Chef Giuseppe Greco. The restaurant will be able to host up to 80 people on 3 available floors.

*Giovanni Cova & C. - Il Bistrot, via Cusani, 10; April 4th-9th, 7.00 am - Midnight*

### **Take away and home delivery for the Milan Design Week**

Giovanni Cova & C. decided to reestablish not only a set of aesthetical values but also an approach to service strongly oriented to public service 2.0. All that reaches the client was designed and wanted to satisfy specific needs and also those of designers, architects and visitors to the Milan Design Week. This idea, and the ambition of meeting the various needs of an attentive and cosmopolitan public was how the project *Pic lunch in a box* was born. A set designed both as **take away** and as **home delivery** exactly for those who need to make their lunch in the showroom or in the exhibition space faster without renouncing to quality.

*Giovanni Cova & C. - Il Bistrot - via Cusani, 10*

### **Rigo Tondo presents Kids Corner Brera**

The project with the nursery school **Rigo Tondo** is back for the 2017 edition of the Fuorisalone presenting again **Kids Corner Brera**, the service offering a range of workshops and animations for kids with the addition, this year, of the fruitful partnership with **Hasbro**, leading company in creating the world's best game experiences thanks to a series of toys and board games, from modelling paste *Play-Doh* to *Monopoly*, dedicated to kids and their families.

With this rich, entertaining range of options, Rigo Tondo and Hasbro propose theme corners dedicated to children to enrich the engaging moments that, together with exciting **creative labs**, make Kids Corner Brera an unmissable experience during the week end of April 8th-9th .

*Rigo Tondo Asilo Nido, Foro Bonaparte, 20*

## **Media Partner**

For the 2017 edition of the Fuorisalone, Brera Design District made *Media Partnership* agreements with the most prestigious national and international design and architecture magazines with the aim of introducing and promoting the projects, activities and events of the district.

A synergistic approach aimed at fostering exchange and dialogue with those talking to the most important audience of the Milan Design Week, i.e. professionals and insiders, students and entrepreneurs reading about design and architecture the whole year.

The *Official Media Partners* of Brera Design District are:

**Abitare:** [www.abitare.it](http://www.abitare.it)

**Architonic:** [www.architonic.com](http://www.architonic.com)

**Cool Hunting:** [www.coolhunting.com](http://www.coolhunting.com)

**DDN:** [www.designdiffusion.com](http://www.designdiffusion.com)

**Designboom:** [www.designboom.com](http://www.designboom.com)

**Domus:** [www.domusweb.com](http://www.domusweb.com)

**Elle Decor:** [www.elledecor.it](http://www.elledecor.it)

**Icon Design:** [www.icondesign.it](http://www.icondesign.it)

**Living:** [www.living.corriere.it](http://www.living.corriere.it)

**Pambianco:** [www.pambianconews.com](http://www.pambianconews.com)

**Rivista Studio:** [www.rivistastudio.com](http://www.rivistastudio.com)

Brera Design District will have its own official playlist thanks to the *Media Partnership* with **Spotify**. This will be available during the Fuorisalone on the [Fuorisalone.it](http://Fuorisalone.it) streaming music platform.





## The Visit Project by Studioepepe at Brera Design Apartment

**The Visit** is a project by Arianna Lelli Mami and Chiara Di Pinto, Creative Directors of Studioepepe. Matteo Artemisi and Sonia Pravato were partners to the initiative. % Brera Design Apartment, via Palermo, 1. March 31st – May 10th 2017. [www.thevisit.it](http://www.thevisit.it)

When we thought about a project to design for the Fuorisalone we felt the need to tell about a gesture, not really a place but rather a ritual, the ritual of visit.

That is how *The Visit* was born.

**Visiting is an action that implies the presence of a physical place and of people who host and are hosted there.**

We started from the intimate and cosy environment of a flat. The houses of people living in the city.

We think that our home is the physical transposition of our inner world. A world we would like to be humanscale and full of the things that make us happy, inhabited by the people we like, a dynamic world changing with us, with fluid barriers, nomadic furniture and whose function can change over time.

A place where beauty wraps us and is our daily life companion.

**The project was custom-made on this flat.** A space designed with real dimensions, an intimate place with a strong memory located in an urban context with a dense social fabric historically linked to the world of art that is now moving more and more towards the design one.

Although it makes every day less and less sense to make distinctions between the disciplines linked to visual creative expression – design, art and fashion – creativity has many facets and we want to tell about our vision diving into these worlds. Life itself is a fluid flow of experiences.

**Experience is the basis of *The Visit*.** The experience of entering a space that describes its inhabitants not through artificial signs of life, but **through a precise and meticulous layering of signs, codes and visions.** This is for us a *home* in its deepest meaning, be it a private house or a boutique hotel or any place linked to the concepts of welcome and storytelling.

***The Visit* has the structure of a Milanese flat of the early 19th Century:** a succession of rooms with large windows, stuccoes and herringbone parquet floors. Though respecting the original plan we didn't want it to be too binding. Some spaces were redesigned through the use of curtains located between the rooms. Doors and windows were *incorporated* in the wider plan of *wall drawings*, one of the key elements of the project.

The *wall drawings* recalling the ateliers of artists like Mondrian or of the Bauhaus school are a sort of skin, a pulsating coating that creates the fabric permeating each area. The pieces of furniture, from the most important ones to every single object come into being through a mutual dialogue with the coloured surfaces surrounding them.

**A succession of rooms in a game of chromatic references and patterns.**

Our purpose was to create an experience of beauty through a stylistic layering telling stories and talking about research, about a precise, creative and sophisticated Milanese atmosphere. The masters of the past talk about research with design. **Many are the selected partner companies and all of them are bearers of excellence.**

The interiors are signed by great names such as Gio Ponti relaunched by **Molteni&C**, Vittoriano Viganò with **Astep**, Jean Prouvè with **Vitra**, Angelo Mangiarotti with **Agape Casa**, Ettore Sottsass with **Bitossi**. Masters who, beyond any definition, have worked on the concept of need, an almost visceral need to create useful and beautiful projects.

Projects that are still contemporary and meaningful.

**The home is the mirror of what we are. And we are all in constant search and evolution:** we fell in love with the hand-making tradition revived by **Pietro Russo**, with the neo-bourgeois look of **Spotti Edizioni**, with the modernism of **Atelier de Troupe** and **Lambert&Fils**, with the visionary creativity of **Bonotto's** fabrics, with the hand-made design of

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**cc-tapis**, with **Agape**'s interpretation of the contemporary bathroom and with the *wild* delicacy of the flowers of **Green Wise**.

As for the furniture it ranges from the rigorous poetry of **Sfera** to the contemporary elegance of **Aytm** and the colour harmony of **Bitossi Home**, up to the freshness of **Valverde** water.

And then the materials: an almost endless alphabet of colours by **Sikkens** matched with the high visual versatility of the surfaces of **Cedit** and **Florim**, here tailor-made to create house murals just like the *soft-touch* laminates by **Fenix NTM**, that become sculptures paying homage to the Memphis movement.

*The Visit* is a project that will last even after the end of Salone del Mobile and will be enlivened by talks, dinners, meetings and experiences. All of them will be accessible by appointment only.

**The Visit will involve the following partners:**

Agape, Agape Casa, Astep, Atelier De Troupe, Aytm, Bitossi Home, Bonotto, cc-tapis, Cedit, Fenix NTM, Florim, Green, Wise, Lambert Et Fils, Molteni&C, Pietro Russo Design Studio, Sfera, Sikkens, Spotti Edizioni, Valverde, Vitra.

A special thanks goes to **Fumagalli** and **Dossi**.

**The Visit**

% Brera Design Apartment, via Palermo, 1

March 31st – May 10th 2017

Fuorisalone April 4th-9th 2017 (10 am - 6 pm)

visits by appointment

contact: [welcome@thevisit.it](mailto:welcome@thevisit.it)

[www.thevisit.it](http://www.thevisit.it)



## Tools for the public

A special set of tools was designed to help people orient themselves among the events of Brera Design District:

- **Map of the events accompanied by a 130-pages guide including a description of the events, in-depth analyses and editorial contents.** Available for free in the whole area and at the three infopoints;
- **Dedicated website and social channels** (Facebook, Instagram, Twitter) highlighting the daily events and promoting the various activities;
- **Instagram Brera diary** collection of images through #BreraDesignDistrict;
- **Official Fuorisalone.it app** with section dedicated to the Brera Design District;
- **Infopoints in Largo la Foppa and Largo Treves**, designed together with **C.M.C. 2.0** to welcome the public of the Fuorisalone, providing information on the project and on forthcoming events;
- **Signs** divided by a row of flags marking the territory and totems indicating the entrance of each event.

### Reference links:

**Website:** [www.breradesigndistrict.it](http://www.breradesigndistrict.it)

**Facebook official page:** [www.facebook.com/breradesigndistrict](https://www.facebook.com/breradesigndistrict)

**Twitter:** [https://twitter.com/Brera\\_District](https://twitter.com/Brera_District)

**Instagram:** <http://instagram.com/breradesigndistrict>

**Hashtag:** #BreraDesignDistrict

**The graphic illustration** of the 2017 edition of the Fuorisalone was curated by **Stefano Marra**, young graphic designer and illustrator who created the district map and the game of the goose – homage to the theme of this edition – and a series of iconic places and characters of the district.

**The Nuit Blanche of the district, the Brera Design Night will take place Friday April 7th** with the all-night opening of the showrooms and a series of special events that will liven up the district.

### For the press:

Press kits and media kits with pictures, illustrations and official press releases as well as the partner companies' press kits downloadable at: [www.breradesigndistrict.it/downloads](http://www.breradesigndistrict.it/downloads)

**Brera Design District** is part of *Comitato Milano Fuorisalone*, born for the protection and collective dissemination of the Fuorisalone events actualised in the publication of their content in dedicated pages on Fuorisalone.it. *Comitato Milano Fuorisalone* – composed by Brera Design District, 5Vie, Fuorisalone.it, Porta Venezia in Design, Superstudio Group, Tortona Design Week, Ventura Lambrate, Zona Sant'Ambrogio, La Triennale di Milano and Durini Design – for the 2017 edition of the Fuorisalone will jointly promote the project **Milano Design Award** created by **Elita**.

A special thanks goes to **Alfonso Muzzi**, official catering service for Brera Design District and to **Andrea Muzzi** of **Giovanni Cova & C.** for the project **Brera Temporary Restaurant** and the service **Brera Take Away** dedicated to the guests and partners of Brera Design District.



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