



Milan, February 26th 2015
Press Information

BRERA DESIGN DISTRICT

Fuorisalone 2015: Project Formation Identity

With the upcoming week of *Fuorisalone 2015* (Milan, April 14th-19th) the **Brera Design District** comes to its **sixth edition**. The district is the creative business core of Milan; it extends along Bastioni di Porta Nuova to Via Broletto, along Via Legnano to Via Montenapoleone, sharing the perimeter of Brera's DUC's (Urban Business Districts). Last year the Brera Design District totaled **over 136 events attended by 140 thousand visitors**, while the website www.breradesigndistrict.it registered 50.000 visits and a good 170thousand page views, 1.348 tweets and 4.200 Instagram photos for tag #breradesigndistrict.

Heartened by this great result, this year it will offer a non-stop calendar of events and a **format featuring: a themed topic, the Design Lessons Award, a series of meetings, special projects and cultural events**. This year's ambassadors: designer Luca Nichetto, hosting three events in Brera, artist Patrick Tuttofuoco with his installation in Piazzetta Brera and the architecture firm Piuarch, based in Via Palermo, introducing the project "Milan and its gardens".

Brera, according to Luca Nichetto: *"It's Fuorisalone's most interesting area, for it centers everything in the heart of Milan. I've decided to be part of the Brera Design District project not just because i'm interested in creating an event, but because I really want the public to feel the climate and the atmospheres created by the entire district. A blend of melting-pot, historical buildings, apartments, courtyards and different places, that otherwise people would not have the chance to visit."*

Architecture firm Piuarch: *"Brera is a place full of suggestion. It's where our firm is based, in a former printing house, now a two-floor open space located in the middle of a courtyard full of history, where we run an international team of 40 architects and engineers. The Fuorisalone in the Brera Design District benefits from a unique environment and positive influence, contributing to making even more central this area of Milan: undoubtedly, the right destination for the highly valuable projects by those who wish to deliver the public a story of high quality."*

Artist Patrick Tuttofuoco: *"Brera is the place where my generation and I were taught. It was my "dojo", my training place. I wanted to bring up a project about identity and my personal history, so after so many years spent abroad it came natural to me to choose the Brera Design District. I was sort of being sentimental, like when you decide to go far away to visit a beloved relative you haven't seen in years."*



Project Formation Identity this year's topic and it's based on the concept of identity. In order to create an identity, you must invest in formation, it is the only way to develop planning ability. There can't be identity without a project; formation, learning and knowledge are the elements that put together the two expressions of this formula. We have chosen this topic for we wanted to question today's meaning of identity, whose concept has lost strength in reason of an overload of images at the expense of a project-based culture. In design, thinking over this assumption means digging at the roots of an invention in order to study from close range the processes leading to a development of creative uniqueness.

In continuation of last year, the Brera Design District **presents the second edition of the Design Lessons Award**, dedicated to he/she who best interpreted the values standing at the base of the topic chosen. For Project Formation Identity the award goes to **Martino Gamper**, a designer whose work integrates art, design and handicraft. Gamper distinguished himself for his unique planning ability, for having transferred a deep knowledge of the history of design into his original creations, by translating the project-based culture in a well defined identity.

The Brera Design District, under the patronage of Milan City Council – Department of Culture, Fashion and Design, Councillor Cristina Tajani – wishes to highlight the importance of Milan for its international role in the world of design, that reaches its maximum expression during the design week.

“The Brera Design District, its showrooms and shops and locations – says the councillor – has become the perfect meeting point to discover the most significant languages and trends in terms of design and planning. The district, thanks to its natural experimentation oriented attitude, stands at the core of the Fuorisalone's events, something capable of moving Milan and its energies like only a few other events can do. For the sixth consecutive year, the Brera Design District is calling the entire historical district to participate to the design week, an event that put together culture and design: a mix of outstanding features that belong to Milan, to its history and international image.”

*“Supported by the City Council, the cooperation between Salone del Mobile and Fuorisalone continues to strengthen its networking capability,” - says **Marco Sabetta, General Director of Salone del Mobile** – The Fair certainly is the main pole of attraction for foreigner visitors, but it's the work done by the operators, districts and institutions that is making us unbeatable compared to other international events. In particular, the cooperation with the Brera Design District is created through the sharing activity generated at the info points, the true core of our city project for reception and hospitality, not to mention the Salone apps and the website Fuorisalone.it, created to provide info to visitors.”*

Meetings: Brera speaker series

One conference per month until the end of the year, based on specific topics, in always different locations: it's the project *“Traveling Expo”*, which started last February. The *speaker series* will continue to involve important guests during monthly events: **“Tools to communicate events through social media”**, in March; **“Art and identity: how to develop images starting from an archive”**, in April; **“The culture of design through sound video language”**, in May; in June, **“Sharing economy: the Brera Design District's development model ”**; in July, **“Contemporary cuisine, from the table to the web.”** All the conferences will be attended by important personalities and open to the public.



Events and exhibitors

This year, during the Fuorisalone, designer **Luca Nichetto** will be attending the Brera Design District with the Swedish brand **Kinnarps**, with an exhibition interpreting the trend report on new ways to live your office space (*Largo Treves 5, entrance from Via Solferino*). The designer will also introduce BonBon, a set of mirrored glass tables for the Check brand **Verreum** (*Via Dell'Orso 12*), whilst the **Foscarini Spazio Brera** showroom (*Via Fiori Chiari 28*) will display a brand new version of Plass lamps and the new table lamp Kurage, designed with **Nendo**.

Several international exhibitors of collective works have chosen this area: **Austrian Design Pioneers-Consulate General of Austria** (*Pelota, Via Palermo 10*), **Belgium is Design** at the **Brera Academy of Fine Arts** (*Via Brera 28*), **Berlin Design Selection-Dynamo Design Berlin e.V.** (*Via Goito 3*); besides international brands such as Japanese **Karimoku New Standard** (*Via Palemo 1*), Brazilian **Sollos** (*Via Solferino 40*), Chinese **Pinwo Design Company** (*Via del Carmine 9*) and **Lighting Innovation Design Center** (*Via Clerici 10*), Swedish **Ateljé Lyktan** (*Corso Garibaldi 117*), Dutch **eQ+** (*Via Del Carmine 11*).

Once again the Swiss **Ecal-University of Art & Design of Lausanne** will be showing at **Spazio Orso 16** (*Via dell'Orso 16*).

This year the Brera Design District will also be attended by some of the major firms of Italian and international design: **Sebastian Herkner**, **Arik Lev y**, **Luca Nichetto**, **Karim Rashid** (Verreum); **Emmanuel Babled**, **Lorenzo Damiani**, **Francesco Faccin**, **Diego Grandi**, **Gordon Guillaumier**, **Paolo Ulian** (Alfa Marmi); also, some of the designers of **Fabrica**, hosting the firm **Formafantasma** (*Daikin*).

Also, certain firms have strategically chosen the Brera Design District for their new openings: Kartell by Laufen (*Laufen Pop Up showroom, Via Pontaccio 10*), **Rubelli** (*Via Fatebenefratelli 9*), **Smeg** (*Via Moscova 58*), **Florim** (*Foro Bonaparte 12*), **Fantini** (*Via Solferino 18*), **Richard Ginori** (*Brera ang. Pontaccio*), **Olivieri** (*Largo Treves 2*).

At present, the district will be attended by: 120% Lino, A15, A.G Spalding & Bros, Adele-C, agape12, Alfa Marmi, arc74, Argenteria Dabbene, Ateljé Lyktan, Basf, Beacon Helsinki, Belgium Is Design, Bianca D'Aniello, Boero Bartolomeo, Boffi, Calligaris, cc-Tapis, Cement Design, Clara Rigamonti, CTA Centro Tendaggi Arredamento, Consolato Generale D'Austria, Daikin Air Conditioning Italy & Fabrica, Devon&Devon, Donne Illuminate, Dot and Cross, Dynamo Design Berlin e.V., Edizioni, eQ+, Florim, Fossati Interni, Fratelli Fantini, Gaggio, Graniti Fiandre, Hodara, Karimoku New Standard, Kartell By Laufen, Kasthall, Kinnarp, La Tenda Milano, Lago, Lighting Innovation Design Center, Made In Ratio, Mario Luca Giusti, Maroni, Mazda, Meggreen, Miyazaki Chair Factory Co., Modular Lighting Instruments, Molteni&C Dada, Newform, nobody&Co, Olivieri, Packaging Meeting, Pinwo Design Company, Preciosa Lustry, Presotto, Rigo Tondo, Sacea, Shiina + Nardi Design, Slow Wood, Society, Sollos, Spazio Pontaccio, Staygreen, Sumampa, Tecnografica, Trabaldo, Galleria Nuages, Valcucine, Vaselli Marmi, Veneta Cucine, Verreum, Vin De Garde, Wall & Deco, Yamakawa Rattan Industry.

Mazda is main sponsor of the Brera Design District. The Japanese car company presents the "Mazda Design Space" in Brera, core of a series of events scheduled to April, that will be strengthening the cooperation with the fashion and design industries. During the design week in Milan, the "Mazda Design Collection" will be introduced for the first time to an international audience: a series of objects different from one another, created on the base of Mazda KODO philosophy, with themed events and workshops. *Mazda Design Space, Via San Carpoforo 10*



Samsung is the main sponsor of the Brera Design District. The installation "Embrace - Sensorial Experience" represents the commitment of Samsung exploring the basic interaction between people and technology. Two rings composed by the brand new Samsung curved SUHD TVs will be hovering from the ceiling surrounding visitors in a surreal environment, where the Samsung vision of a connected future is shown by video contents characterized by colliding and blowing particles with an impactful visual effect. The installation will be on display from April 13.
Samsung – Viale della Liberazione 9/13

At Fuorisalone 2015, the Valcucine showroom will host the installation curated by Maurizio Galante & Tal Lancman, celebrating the "art of offering". Tempting Art is a series of projects created by artists, designers and poets where each work tells a vision, a fully personal story, a hidden memory. A fantastic collection. Works created to satisfy the senses of sight and taste. *Valcucine Milano Brera - Corso G. Garibaldi 99*

Swiss watch brand Tissot "Innovators by Tradition" will be Official Timekeeper of this year editions of Fuorisalone.it and Brera Design District. Starting from the concept "A week of light for a year of power", Tissot is proud to mark the time of innovation during the design week with its latest innovative creation Tissot T-Touch Expert Solar: one week of light exposure is enough to charge this watch and make it work for a whole year.

The Brera Design District and **Xie Xie Tea Time** give you the opportunity to take a break during the design week's busy days, with several selected locations dedicated to the degustation of Oolong tea blend combined with a selection of plants, such as rose and Mediterranean herbs: served either hot or cold, still very tasty.

Once again the district and **the nursery school Rigotondo** will provide a comfortable and safe area including lab activities, to entertain children of different ages, thus supporting all those parents who wish to visit the exhibitions. Weekend April 18th and 19th 2015. *Rigotondo – nursery school, Foro Bonaparte 20*

Special projects

The project **Design Capital – The seven days that makes Milan the capital of design** will premiere on April 10th: an independent documentary by Studiolabo in collaboration with Andrea Cuman, Massimiliano Fraticelli and Patrizio Saccò, who is also the director of the film. The documentary collects the voices of different influential designers, such as Ron Gilad and Marten Baas, and opinion makers like Wallpaper* and CoolHunting, to tell us about the ideas, ambitions, wishes of those who arrive in Milan, even if for a few days only, to experience the vibrant, lively atmosphere of Fuorisalone. Multiple perspectives linked to one another by images of the most innovative objects and outstanding installations; these images slowly build up the tale of an "endless city", in which the urban dimension melts with a project oriented culture. Supported by the Milan Design Film Festival, *Design Capital* will be promoted and distributed worldwide.

www.milanodesigncapital.it

With his installation "**Mom & Dad**", **Patrick Tuttofuoco** is back to focus on the public dimension of work and the district where his career got started. This project, curated by Nicola Ricciardi, will be introduced in Piazzetta Brera on April 9th, with the opening of the Miart and displayed during the Fuorisalone, defining for the first time the



connection between the events of the “art week” and these of the Brera Design District. With “Mom & Dad” Tuttofuoco interprets the topics of collective history and personal identity; the artist wished to narrate his last fifteen years of work by leaving a sign that could express the main features characterizing his career, such as his interpretation of facial physiognomy, his gratitude to classic statuary, the project design approach to materials. **The installation was created with the support of the Brera Academy of Fine Arts and in collaboration with the Department for Communication and Art Education**, an additional effort to strengthen the bonds between art and design, between the district and the artist's intellectual soul.

Cultural events supported

The exhibition “**The Garden of Wonders. A Journey Through Scents**” is based on the topic of scent as a product gathering the values of small handicraft companies and communities that managed to spread out the values of experience and tradition. Promoted by the foundation Be Open of Yelena Baturina, the exhibition will take place at the Botanic Garden of Brera from April 13th to May 30th 2015. Ferruccio Laviani will be in charge of the coordination and settings, where designers **Tord Boontje, Fernando and Humberto Campana, Dimore Studio, Front, Jaime Hayon, Piero Lissoni, Jean-Marie Massaud and Nendo** will present their versions of luxury perfume shops. Acting like brand art directors, the designers will reinvent the history of these old shops.

Botanic Garden of Brera, Via Brera 28

The Nuages Gallery presents the Exhibition: “**Ugo La Pietra. Scents and Flavors**”, a series of works – draws and ceramic – the artist has dedicated in recent years to these topics. Showing **from April 9th to May 16th 2015**, these works are a tribute to everything that daily contribute to exalt our identities, experiences, cultures. Through his cross-national research on handicraft material culture, La Pietra has always tried to highlight the need to exalt “the differences”: we are many and ever more different from one another and therefore diversity cannot be considered exclusion, but it's now a right.

Gallery Nuages, Via Del Lauro 10

It's called “**Garden within courtyards**”, a work by **Piuarch** for Fuorisalone. 300 sqm on the roof of the building hosting the architecture firm in the very heart of the Brera Design District – turned into a permanent garden and “outdoor pharmacy”, renewing the property also from a functional, energy safe point of view. Created in collaboration with VerdeVivo, this project foresees the planting of officinal herbs in order to rediscover the clinical and therapeutic characteristics of oils that for centuries were used in pharmacies, a sort of time traveling experience reuniting history, work and nature.

Piuarch, Via Palermo 1

The modern art gallery a15 is centered on one of the major designer of the 20th century: **Joe Colombo**. For the first time, from April 14th to October 31st 2015, the gallery will analyze the work of only one artist, thus creating a market exhibition of objects, furniture, lamps and curious facts from the past, that differ from his products that still today are produced.

Gallery a15, Via Marsala 4



In ancient times, women were in charge of the packaging of bread, which was different for quality and shape, depending on the region and the village of origin, and even on the social class. Italy has a rich tradition of shapes and recipes. Showing at exhibition **"In the shape of bread"** (Media Library Santa Teresa, from April 8th to 30th 2015), the most popular traditional products and related anthropological, historical and culinary analysis.

Media Library Santa Teresa, Via della Moscova, 28

Website: www.breradesigndistrict.it

Facebook official page: www.facebook.com/breradesigndistrict

Twitter: https://twitter.com/Brera_District

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

Hashtag: #breradesigndistrict

About us

Brera Design District is Italy's most important district for the promotion of design, an international point of reference and a centre of Milan's creative, commercial and cultural development. The initiatives that animate Brera Design District derive from an organised system of territorial marketing strategies managed by [Studiolabo](#). The aim is to bring together and promote businesses in the furnishing sector and professionals in contemporary industrial design, while benefitting from the area's historical and artistic resources.

Brera Design District is committed to implementing the design sector by supporting its strengths: attention to detail, artisan tradition, the art of making, and a capacity for planning. At the same time it also proposes a more advanced model of development and dissemination, by using the strategic tools of contemporary industrialisation: distribution, promotion, communication and connectivity.

By connecting with the district, companies reinforce their identity and diffuse their products and services in a manner that is widespread and of great impact. If from a strictly productive viewpoint the long artisan tradition is an added and driving value in the design sector, the strategic thinking of an industrial kind means that the Brera Design District brand allows companies to connect at a greater speed, and to reach productive businesses on an international scale.

Because of the role that Brera Design District plays and the contribution it makes to the promotion of Milan as a point of reference and an international showcase for the design system, it is supported by several institutions and authorities: under the auspices of the Municipality of Milan– Assessorato Cultura, Moda e Design, Assessorato Commercio, Turismo, Attività produttive e Marketing territoriale, AIS/Design - l'Associazione italiana degli storici del design. (Culture, Fashion and Design Department, Territorial Production and Marketing Activities, AIS/Design - Italian Association of Design Historians).