



PORTA VENEZIA IN DESIGN | 2019

Milan Design Week area bringing together **DESIGN** with **FOOD&WINE** and a cultural focus on **LIBERTY** architecture in the area

WHEN Milan Design Week, 9/14 April 2019

WHERE Milan, Porta Venezia - MM1 Porta Venezia
Railway Porta Venezia - Tram 5, 9, 23, 33

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PORTA VENEZIA IN DESIGN is a circuit focused on 3 main themes:

- **design** news in showrooms, shops and temporary venues
- **food&wine** path in selected bistros and restaurants
- tour **Liberty** organised with FAI - Fondo Ambiente Italiano

‘Porta Venezia in Design’ project, in Milano, in the area of Porta Venezia

The idea is to underline places, which sometimes are easy to look at, some others ‘hidden’ and to be revealed.

Not only **Liberty** buildings and façades, concealing in the streets of this large Milan area. But also design and furniture **showrooms, labs, shops, architecture firms** focused on **project**, and **designers**.

Together with a continuous growth of **food venues** which - particularly in the last few years - choose this area for their milanese opening.

And living next to **historical buildings** hosting relevant **temporary events**, during the most popular design week worldwide: Fuorisalone in Milan.

The cultural corner, linked to the Liberty heritage, has always been our focus, by organising free tours, thanks to the collaboration with FAI-Fondo Ambiente Italiano.

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What to expect from 2019 edition, of which relevant topics here following.

ARCHITECTURE AND DESIGN FIRMS

They have recently chosen this Milan area, **Park Associati**, opened in Via Garofalo 31 the Park Hub. And which is part of our design district, by hosting “**Insecure: Public Space in the Age of Big Data**”, a project by Žan Kobal and Weixiao Shen - curated by Virginio Briatore - aims to challenge the status quo of surveillance systems, by changing the nature of its very core - the surveillance camera.

By subverting the cold, silent and motionless behavior of the camera, the exhibition is intended to foster critical engagement and start a discussion about the regulations of public space security. The dichotomy between the security purpose of the cameras and the insecurity of their behaviors leads the individual to question on how public spaces are controlled by external authorities rather than their safety condition.

In this instance, the eclectic duo of designers, Žan Kobal and Weixiao Shen, from the Design Academy of Eindhoven have indulged on a vision of an Orwellian future where a digital dictatorship leads to a death of public space, a limitation of individual privacy and a controlled society.

Polyhedral architect - **Marie Christine Volterrani** - she works on renovations, and also focuses on her own light design projects, since several years with passion. Her studio named Studio Mistral is located - with a street window - in Via tadino 5.

She has just arrived in the area, where she opened her studio in Via Settala 2 - **Manuela Bucci** - a young and promising designer, working on ‘interface design’ together with relevant brand as Ariston, Indesit, Siemens, for the design of household appliances.

And she also works on design products, as the two pouf-chair Ile Flottante (aka Guscetto) and Papillon, she will be presenting during the design week, in the new indoor cellulose fiber produced by **Essent’ial** and outdoor Tyvek® versions.

1P/Primo Piano is a space proposing dynamic and integrated solutions to be used in the retail, contract, and for the museum and company setting-up, thanks to the synergy among companies have founded it - **ETT**, digital creative company, focusing on experience design,

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ABS Group, projects and produces setting-up with fabrics and **Corepixx**, developing interactive and communication solutions (Viale Abruzzi 20).

With the project “Con il progetto “1P/Primo Piano: ConnAction, the domino effect of interaction, technology, fabric and light” it will be opening its experiential concept to visitors could try interactive solutions as the table and artwalls, virtual and augmented reality, dynamic lightbox and videomapping, an interactive mirror, digital signage solutions and a sliding wall. Discovering technologies on which the showroom is focused and able to change aspect and configuration in 24 hours, in a setting-up has been created with aluminum and fabric structures to be easily replaced and, at the same time, interactive technologies and multimedial supports are updated on specific needs.

It is also part of the design circuit, **Veneziano+Team** a design firm (via F. Hayez 8) owned by Luciana Di Virgilio and Gianni Veneziano, presenting a setting-up titled ‘Words’.

ART, FASHION AND DESIGN

Between art and design, **Creazioni d’Interni** (Via Rosolino Pilo 16) a space owned by **Giampiero Romanò**, a self taught milanese art-designer looking for vintage objects made by relevant Italian designers, he grew up with a specific culture within his tools.

Ironical, visionary and with a skillful, which has been developed along years of handmade work, he gives voice to his ideas and inspirations, by creating an alternative universe made by mirrors. Those are, at the end, the protagonists of his collections “Antichità 3000”. Some are cut, sewed, deconstructed, lighted-up, or riddled.

Ami Mops is a handcraft shop-lab, located in via Tadino. Geometric, essential and elegant lines take shape by a smart use of different materials, mainly resins, noble plastics heirs of bakelite, due to their lightness, they allow a composition of jewels with a big shape and owning the know-how of an entirely Italian production.

Brompton Junction Milano will be on stage with an important news in the bike world of the famous English brand (Via Melzo, corner Via Spallanzani).

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JVstore (via Melzo 7) the design and fashion accessories concept store, proposes a special design and fashion collection which mixes famous brands to new proposals and the wallpaper and furnishing fabrics collections.

Lisa Corti (Via Lecco 2), with its Home Textile Emporium, creates and designs fabrics to realize a home furniture collection within a fashion line for women and kids.

Folgosa (Via Nino Bixio 27) during the design week, the Spanish fashion designer Andrea Folgosa will present, in her nice atelier, an interesting performance between fashion and art. Everything is born from the meeting and the artistic respect between Folgosa and Bettina Ciampolini, founder of Transfers Art, focused on brush and airbrush painting. During the event, young artists will paint live on different materials and models as t-shirts, bags, etc.

Same location for **Amanda P.Art** who presents “Games and dancing dreams”, oil on canvas artworks paintings in which he repropose, under the usual symbolic plethora, the dual and split attitude that animates the contemporary man and woman within the horizon of social affirmation.

East Market Shop (via B. Ramazzini 6) is a permanent shop of the famous cult milanese vintage East Market, has opened in the Porta Venezia area last November, hosting the best vintage and second hand selection. On the occasion of Milan Design Week, **ODD Garden** - in collaboration with East Market Shop - presents the garden design event ‘**Jungle in Flux**’, focused on the metro botanic art. The garden design studio inspiration meets the store philosophy with an installation willing to invade spaces, in an interaction between material and human being, using recycled materials.

A serie of elements play around the artistic restraint of plants, with the help of setting-up elements distributed in the store, facing furniture products on stage and, in a fluid composition giving space to the union of different materials and several vegetal species. Concrete and typical recycled material interact with plants in an union bringing together both industrial and natural dimensions. The typical East Market Shop vintage furniture enriches the event. An area of the location is devoted to hand-made products and realized by Odd Garden with a “capsule” especially created for the Design Week 2019.

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Casa Guazzoni / Studio Legale Gigante (Via Malpighi 12) presents “*EXTRAORDINARY. An altered study about a marble quarry”, a project that investigates marble starting from its elemental nature. The quarry, understood as a timeless artificial place, invites us to reflect on the perceptive dynamics of the human being in reference to a space unknown to him.

Galleria gli Eroi Furori (Via Melzo 30) presents “Cloudscapes”, an exhibition by Matteo Gatti and Francesco Rigoni for Nuvole Pigre Ceramica, Andrea Reggiani for Reggiani Ceramica, Marcello Ghilardi.

INFO POINT - Porta Venezia in Design

12 April, h. 15/19

13 April, h. 15/20

14 April, h. 12/17

ELEGANT HISTORICAL BUILDINGS HOST EXHIBITIONS - Corso Venezia and Via Mozart

Palazzo Bocconi, Corso Venezia 48, hosts **Azimut Capital Management** presenting a site specific contemporary art setting-up, **Voliumani**, curated by Barbara Vistarini.

Dozens and dozens of small hands, joined on the back and open to the outside, like butterfly wings - from which the title of the work - will rest placid on the entrance walls of the building, waiting to take off. The shapes, cut out two-dimensional on black cardboard acquire a symbolic value. Even the imperfections of the cutout become narrative elements that speak of a "handmade" way that is not taken for granted.

A theatrical lighting system refers to childhood games, when the created world coincided with that imagined by fantasy. Through the projected shadows, the hands become light-bearing forms, living and changing entities that can dynamically change their appearance and even their original function, becoming capable of generating new forms of sociality.

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The hands tell an ancestral story and lean towards the future, preserving their human anatomical identity. It is a Leonardo flight, the dream of man who, through his work, stands at the center of the world, ready for new challenges.

On the ground will be disposed waste material of the shapes, to create a further element of interactivity for the visitor, with a sort of carpet in paper with its natural sound, which gives back the feeling of entering an outdoor space and treading a bed of fallen leaves.

The idea is born in sports and returns, through simple gestures, like to give a hand or cut out paper, a new way to experience beauty, to appreciate it and consequently also to produce and multiply it. The experience that the artist has been conducting for some years as a manager of the Paralympic Sector of the Centro Universitario Sportivo of Brescia and a blind guide for athletics, has provided insights and inspired a new aesthetic and artistic research. From the request of hands to guide blind athletes, the author has arrived at an "intimate" territory, rich in humanity and solidarity, to be lived in a continuous and reciprocal exchange. A journey to discover other ways of feeling, of perceiving lights and shadows, of grasping reality beyond its light-form and transferring it to an area in which the predominant meaning is trust in the other. An artistic and first human challenge, to discover universal values and feelings, a wealth of simple forms of great symbolic and spiritual significance. The blindness becomes a starting point to talk about lightness and beauty, never disability.

The **Michelangelo Foundation for Creativity and Craftsmanship** is proud to present the fourth annual **Doppia Firma: A Dialogue Between Design and Artisanal Excellence**, in collaboration with the **Fondazione Cologni dei Mestieri d'Arte** and **Living** – the Corriere della Sera magazine for interiors, design and lifestyle.

Doppia Firma 2019 brings together innovative **designers and master artisans** from around Europe to produce **a unique collection of 19 works** and small-scale series. Each object is the result of a **creative exchange** between a designer/artist and an artisan/manufacturer - where project culture and expertise are cross-fertilised in an authentic expression of regional excellence. **Villa Mozart** (Via Mozart 9).

The 19 extraordinary designer-artisan collaborations selected by the project partners for Doppia Firma 2019 are:

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atelier oï, Switzerland, with Masayuki Kajiwara, Japan; **Tomás Alonso**, Spain, with Wiener Silbermanufaktur, Austria; **Emmanuel Babled**, France, and the cabinet-making workshop of the Fundação Ricardo do Espírito Santo Silva, Portugal; **Sam Baron**, France, and porcelain manufacturer Vista Alegre, Portugal; **Boris Berlin** with Mikkel Karlshøj and the students from NEXT Praktikcenter, Denmark; **Peter Bremers**, Netherlands, and Zdenek Lhotský, Czech Republic; **Mathilde Bretilot** and Antoine Leperlier, France; **Maarten de Ceulaer** with Atelier Mestdagh, Belgium; Laura Fiaschi and Gabriele Pardi (**Gum Design**), Italy, with porcelain manufacturer Risogama, Japan; **Roxanne Flick**, Luxembourg and Michael Nätscher, Germany; **Christian Haas**, Germany, and José Vieira, Portugal; **Masquespacio**, Spain, and manufacturer Poggi Ugo (project curated by Valentina Guidi Ottobri), Italy; **Vito Nesta** and the wallpaper design lab of San Patrignano, Italy; **Marcello Panza** and the artisan Pasquale De Palma from Capodimonte (a project by Bottega Made in Cloister), Italy; **Nick Ross**, Sweden, and the artisans of Dunedin Stone, Scotland; **Lachaert and Dhanis** with Piet Stockmans, Belgium; **Karsten K. Krebs**, Germany, and Porzellan Manufaktur Nymphenburg, Germany; **Patricia Urquiola**, Spain, and Bottega Ghianda, Italy; **Victoria Wilmotte**, France, and Giorgio Angeli, Italy.

FAI - Fondo Ambiente Italiano presents, at **Villa Necchi Campiglio** (Via Mozart 14), the exhibition **“La stanza di Filippo de Pisis. Luigi Vittorio Fossati Bellani and its collection”**, up to September 15th, curated by Paolo Campiglio and Roberto Dulio.

Roma, 1944: a room plenty of furniture and precious object, paintings hanging on walls, almost by a unique painter: the room of Filippo de Pisis. The collection is the result of a virtuous association among painters who paint and write, passionate man of letters, images and music, art and book lovers: Luigi Vittorio Fossati Bellani is the counselor.

The exhibition puts together, for the first time, an artwork's collection, among which some have never been exposed, which Fossati Bellani collected and exposed in his home in Rome. The exhibition is a tribute to the collector and his passion for Filippo de Pisis artwork, he loved exhibiting together with refined canvas by Savinio, Rosai and de Witt.

FOOD: NEW OPENINGS AND ESTABLISHED VENUES

A pleasant and good break, during the design week, in venues just opened or existing.

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POP Milano, recently opened in via Tadino 5, presents "**Design turns into POP**". **Illustrations** by **Francesco Poroli** wear, during the design week, a tableware and a picnic collections, proposed in limited editions with recycled and eco-friendly materials.

Tàscaro, a typical venetian bacaro has just arrived in Porta Venezia. His ideator - Sandra Tasca - wanted to open a venue and its name brings together the idea of the bacaro, in Milano, with her surname 'Tasca': so that Tàscaro has born. Opened last February 2019 in the elegant and multiethnic Porta Venezia area, with an authentic food within cichéti, spritz and contemporary suggestions, with a new generation format.

Dasein, the just-opened design champagne venue, located in via Settala 2, on stage with an event in collaboration with **Christofle** for a champagne-cocktail evening.

ToscaNino, opened in 2018 and located between Via Melzo and via Lambro, is considered a Tuscany corner in Milan. A restaurant mainly focused on the original Tuscany kitchen, it proposes dishes as Fiorentina di Chianina, typical main courses, it is also bar, winery, shop and event space. Hosting a big indoor space - well furnished - and a dehors.

Pastificio Brambilla, bistrot with a lab of home-made fresh pasta, offers its main courses for lunch and dinner, with a special formula welcoming Milan Design Week visitors.

Tropical Island - the tropical garden nearby Indro Montanelli Park - located in the heart of Porta Venezia district, inaugurates the summer season during Milan Design Week 2019. **ESSENT'IAL** - a well-known design Brand - will dress the location with its pieces of installation.

UNDER THE PATRONAGE OF COMUNE DI MILANO

The event is under the patronage of Comune di Milano, thanks to a renewed collaboration, and it is included among relevant events for the Milan Design Week.

THE COMMUNICATION

Press office, social media, newsletter activities. The dedicated website www.portaveneziaindesign.com underlines the exhibitions, and the press area welcomes all exhibitors materials, to be downloaded by journalists.

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The map, could be download and is also distributed during the design week, in the area. The Liberty guide-book is free to be downloaded from the website.

PARTNER

Design Communication è a cura di LaboMint (sito, segnaletica, mappa). Si confermano Jannelli&Volpi, FAI-Fondo Ambiente Italiano, Spotify.

MEDIA PARTNER sono Living, Domus, Archiproducts, Fuorisalone.it.

LIBERTY TOURS

Once again the collaboration with FAI-Fondo Ambiente Italiano, leading free tours for Milan Design Week visitors, to the Liberty architecture heritage of a selection of **16 historical buildings** in the Porta Venezia area.

- 1) Biblioteca Venezia (ex Cinema Dumont) | Via Frisi 2
- 2) Casa Guazzoni | Via Malpighi 12
- 3) Casa Galimberti | Via Malpighi 3, corner Via Sirtori - Casa De Benedetti | Via Malpighi 8
- 4) (Hotel) Sheraton Diana Majestic (ex Kursaal Diana) | Viale Piave 42, corner Via Mascagni
- 5) Albergo Diurno Venezia | P.zza Oberdan, corner C.so Buenos Aires, MM1 P.ta Venezia (closed)
- 6) Casa Operaia | Via Benedetto Marcello 93 (and Via Petrella 19)
- 7) Casa Gusmini | Via Petrella 20
- 8) Palazzo Castiglioni | Corso Venezia 47/49 (and facade in Via Marina 10)
- 9) Casa Berri Meregalli | Via Cappuccini 8 | Casa Berri Meregalli 2 | Via Mozart 21
- 10) Casa Tensi | Via Vivaio 4 - Private home | Via Vivaio 17
- 11) Casa Campanini | Via Bellini 11, corner Via Livorno
Private home | Via Passione 8
- 12) Santuario del Sacro Cuore di Gesù | Viale Piave 2 (church)
- 13) Casa Campanini | Via Pisacane 12

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14) Casa Balzarini | Via Pisacane 16

15) Casa Cambiaghi | Via Pisacane 18/20/22

16) Casa Crocchini | Via Pisacane 24

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