

Press Release

## 4-10.09.2021 | **5VIE** Design Week Designing is moving forward

*«The deepest sense of designing is not so much about  
building a house as it is about building ourselves»*

*AG Fronzoni*

It is with great pleasure that 5VIE presents the eighth edition of 5VIE Design Week, underlining the need for a restart under the sign of a new constellation of values, which will be an inspiration for the protagonists of the post-pandemic future.

The 2021 edition will focus not only on objects but also on ideas, which are at the base of design - in the broadest sense of the project: from the Latin *-pro avanti, jacere gettare*. To design is to throw oneself forward; to design is to sow the seeds that will sprout tomorrow.

This is why 5VIE has chosen to dedicate the event - as every year - to a master of Italian design who we believe is particularly in line with the present day. The 2021 edition will therefore be a tribute to **AG Fronzoni** (1923-2002), an Italian designer, teacher and thinker, whose intellectual legacy is more relevant today than ever. His vision starts from Mies van der Rohe's credo Less is More and it unfolds into a minimalistic language where everything that is not essential is considered waste - aesthetically, morally and ethically. And in the same way he proceeds in his research as a teacher, towards what is essential to become a complete man: reflection, work and culture, in the conviction that every single plan is first of all a life project.

The events and initiatives of the 5VIE Design Week are composed of 5VIE productions, exhibitions and installations with guests and partners, meetings, talks and entertainment.

All activities will run on both physical and digital tracks, thanks to the platform 5vie.it that - after its launch in September 2020 - has been further expanded and implemented and is constantly evolving to become a virtual reference point for national and international communities of creatives, trendsetters and innovators.

## HERE AND NOW: DESIGN IN ACTION

The installations produced this year by 5VIE will follow a specific common thread: that of action. In fact, they will be exhibitions and events with an unmistakable character of performance, strongly emphasising the desire to restart after a period of stagnation and to highlight the fundamental dimension of the here and now, something that in the preceding year and a half has often been overshadowed by the everywhere and always of the new digital normality.

5VIE presents four designers of international importance, whose work will be presented in a site-specific way within four installations-events:

In via Cesare Correnti 14, headquarter of 5VIE, the curator **Maria Cristina Didero** presents the exhibition-performance LOOKS LIKE MAGIC! by the Spanish designer **Jorge Penadés**, who will use textile waste to give life to a new material, showing all the phases of the process in a pop-up laboratory set up for the occasion.

**Sara Ricciardi**, a designer from Benevento (Italy) who designs performances, installations and one-off pieces for galleries with a strong narrative approach, presents an itinerant installation-performance that reinterprets the figure of the travelling salesman. A mobile workshop will go through the streets of the district delivering flowers, poems and baroque sandwiches to visitors, celebrating the joy of meeting and living on the street. People, scents and sounds or how do we reclaim our streets and reformulate the concept of work? Urban settings in which to relive those authentic everyday atmospheres of the Italian way of life with a playful and daring interpretation by the young designer. Sara Ricciardi will also design the **exchange currency** with which visitors can buy products from the salesman and which will be available at the 5VIE info points.

In Via Santa Marta 18 - at SIAM (*location to be confirmed*) - Francesco Pace from studio **Tellurico** will be present. The multidisciplinary design studio based in Eindhoven and specialised in creating objects, spaces and installations will present the performance Untitled 1B. This is the second chapter in a series of performances inaugurated last year, continuing his research on the relationship between time, forms and processes, creating a live collection of wooden objects.

Also at SIAM there will be **Richard Yasmine**, interior architect and product designer from Lebanon, who, despite the impossibility of being physically in Milan, will be connected via streaming from his studio for the entire duration of the event. A large LED wall will show the designer life-size, virtually taking us into his design world at the crossroads between physical and digital. The performance will be accessible at all times, during the entire duration of the event and throughout the opening hours of the locations, subject to booking via the [5vie.it/events](https://5vie.it/events) platform and in compliance with current safety regulations.

## MILAN, FROM THE CENTRE TO THE WORLD: DESIGN IN MOTION

The historical courtyards and the beautiful buildings, which will be opened for the occasion, are the perfect setting for outstanding exhibitions. Besides our own productions 5VIE has once again the pleasure to host designers of national and international importance in collaboration with renowned partners and institutions.

**HoperAperta** will be present at Palazzo Recalcati in the prestigious spaces of the **Wannenes** Auction House with the exhibition “*L'oggetto Celibe. Per un'arte da camera à réaction poétique*”. The exhibition, which is co-produced with 5VIE and curated by **Patrizia Catalano** and **Maurizio Barberis**, is composed of limited edition pieces created by a group of internationally renowned designers, architects and artists: Maurizio Barberis, Alfonso Femia, Dario Ghibaudo, Tiziano Guardini with Luigi Ciuffreda, Duccio Grassi, Mariano Martin, Roberta Orio, Steve Piccolo, Rudy Ricciotti, Davide Valloppi. The exhibition includes two special projects by Gaetano Pesce and Riccardo Dalisi in collaboration with Galleria Luisa Delle Piane.

At Palazzo Litta **MoscaPartners** presents the long-standing exhibition *Design Variations 2021*, reinterpreting the Palazzo's central courtyard with a site-specific installation by Studio Aires Mateus, *Una Spiaggia nel Barocco*, celebrating togetherness and the encounter between people. The exhibition proceeds with a selection of companies, designers, schools and institutions from all over the world, including Mircea Anghel (Portugal), Emmanuel Babled (Portugal), East China Normal University (China), Edelgrund (Germany), Dejana Kabiljo (Austria), Korea Craft and Design Foundation (Korea), Supermama (Singapore), Wogg (Switzerland), Orografie (Italy), Casarialto Atelier (Italy) and Tensoforma (Italy).

**Masterly** also returns to Palazzo Turati with curator **Nicole Uniquole** presenting *The Dutch in Milano 2021*, realised with the support of the Embassy and Consulate General of the Kingdom of the Netherlands in Italy. The announcement of Masterly's participation in this edition of the Milan exhibition was the first sign of trust from a foreign stakeholder in support of the city and its Design Week. Uniquole's open call attracted more than 80 entries: pieces of Dutch design, art, craft, fashion and photography will be on display, ranging from presentations by well-known companies of the sector to established designers and new emerging talents, as well as a schedule of events open to the public including a lecture by visionary artist **Daan Roosegaarde** and the customary Architect's Breakfast with **Francine Houben**, co-founder and Creative Director of **Mecanoo Architecten**.

The SIAM building, in via Santa Marta 18, will be one of the main venues of the event and it will host, in addition to the 5VIE productions, five large group exhibitions with an international scope:

*Glass Utopia* will be presented in the historical library. This exhibition is curated by **Mr. Lawrence** for **Craft ACT: Craft + Design Center**, an organisation which develops the relationship between Australia and Italy by focusing on the paths on which contemporary glass production treads. It will present the work of six Italian and six Australian designers (Elizabeth Kelly, Federico Peri, Gala Fernandez, Jenni Kemarre Martiniello, Liam Fleming,

Matteo Zorzenoni, Mel Douglas, Peter Bowles, Stories of Italy, Tom Skeehan, Federica Biasi, Zanellato/Bortotto) who have developed their products in collaboration with the historic furnaces of Murano.

The first floor of SIAM will host the exhibition of the **Italian Cultural Institute of Hong Kong**, directed by **Stefano Fossati**, who commissioned and facilitated the *Design Made in Hong Kong* project. Coordinated by 5VIE and curated by Mr. Lawrence, the project involved students from three Hong Kong universities (Hong Kong Polytechnic University, Hong Kong Design Institute and Hong Kong Baptist University) who worked in collaboration with three Italian designers (Federica Biasi, Federico Peri and Sara Ricciardi), developing the projects on display in the exhibition.

Also at SIAM **Cluster Portugal Mineral Resources and Assimagra - the Portuguese Mineral Resources Association** presents *Line of Marble*, an innovative project that aims to valorise Portuguese stone by showing its versatility when associated with design, through the work of ten Portuguese designers whose practice is a national and international benchmark. These include the designer **Samuel Dos Santos**, who had already presented part of his research on this material during the latest edition of 5VIE D'N'A.

In addition, the Belgian architect **Lionel Jadot**, curator of **Zaventem Ateliers**, will present the work of the thirteen creative studios based in this multidisciplinary space in the heart of Flanders: Adeline Halot, Bela Silva, DIM Atelier, KRJST studio, Lila Farget, Lionel Jadot, Maison Armand Jonckers, Nacarat, Pierre Coddens, Pierre-Emmanuel Vandeputte, RSLT, Studio Elémentaires and Thomas Serruys.

Finally, a chapter of the double group exhibition *Roots to Matter - Matter to Dream*, curated by 5VIE, will be held at SIAM, featuring the work of independent designers and studios active at national and international level.

*Matter to Dream* explores the theme of the poetics of matter. On display are the works of **Celo.1**, a studio founded in Florence by Costantino Gucci and Edward Ranieri, which works on the creation of objects and installations that play with the viewer's sense of perspective; **Rou Materiaal**, a studio founded in Ravenna in 2013 by Marzia De Lorenzi and Monica Cortesi, whose research and experimentation focuses on large linen canvases and wooden boards; **Ceren Arslan**, an architectural designer from New York, whose work is characterised by her love of textures, materials and patterns, creating imaginary landscapes and architecture with a strong emotional impact.

*Roots to Matter* is the counterpart of this collective exhibition, presenting a reflection on the practice of design in its connection with the cultural and material roots of its designers at Via Cesare Correnti 14. Design studios operating in Italy and abroad will be exhibiting: at national level, **Studio Terre**, an experimental art studio based in Milan whose work is centred on a return to the land and the Mediterranean lifestyle that is intrinsic to our history and culture; Marcella Trimarchi, a Sicilian designer and creative artist whose project **The Art Flower Maker** is a series of design objects inspired by the world of flowers, nature and traditional Italian metalworking; and **Fornice Objects**, a project by Chiara Ravaioli in which each piece is born from the encounter between rapid, repeatable and rigorous technology

and of manual labor, combining these contrasting elements; **MATANG**, a French-Indian duo formed in Mumbai by Lucien Dumas and Natasha Sumant, presents a collection deeply inspired by traditional Indian craftsmanship.

**Milano Makers**, a reality that promotes activities linked to independent design and the culture of self-production, presents a preview of *Marmissima*, a project focused on the reuse of waste material from marble processing in a circular economy.

The overview of the participants continues digitally on the **platform 5vie.it**, with the online exhibitions of design projects, including the Columns of **Reiecta**.

The platform is also the tool to connect and present the cultural partners of this edition, in particular the **Circuito Lombardo Musei del Design** (Lombardy Design Museums Circuit), which is the key figure of 5VIE's reflection on the new forms of slow and sustainable tourism. The contents of this network of museums, archives and studios will be available both live - in their respective locations - and through **cycle-tours** organised by the start-up **godo.it** and online. This is a special opportunity to discover the workplaces of the masters of Italian Design, the permanent collections of the company museums and temporary exhibitions including "*Dove c'è gente c'è Velca - da Legnano al MoMA*" organised by the **Fratelli Cozzi Museum**.

A focus on sustainability with respect of materials and the practices and poetics of reuse will include the **association Giacimenti Urbani**, which aims to reduce the waste of resources as an alternative to disposable items, with the projects *NoPlà, a practice against disposable plastic* and *NoPlà AGain, reusing is an advantage for everyone*; and **Krill Design**, an Italian start-up working on a model for a green economy that combines circular economy with technological innovation and creativity. The theme of sustainability will also be addressed through a call for applications entitled **ReBikeMi**, organised by the association Giacimenti Urbani for **Clear Channel Italia**: a project that will involve students from design schools in developing solutions for reusing the components of disused bicycles.

Finally, we have to consider our relationship with the territory, which has always been of great importance for 5VIE. Also this year the activities of our Design Week will see the coordination and the valorisation of the local actors - more than 150 participants including craftsmen, shops, retailers, restaurants, professional studios and cultural entities, which will open their doors, presenting new projects or hosting exhibitions of independent designers.

Among the area's major stakeholders, the artisans who have their workshops and ateliers in the area will have a leading role. Artist-designer **Angela Florio of DecorAzione®**, with her **ManifatturalMente** project, intends to tell the story of this network of master craftspeople by creating a large collaborative wallpaper that incorporates the work of all its participants. An Arts and Crafts design that bears witness to a profession that is always evolving, honourable and from the heart.

Exhibitions and presentations will also be organised by the following galleries: **SIX Milano**; **Giopato&Coombes Gallery**; **Alberto Levi Gallery** which will present the new carpets by designer and manufacturer **Jan Kath**; **The Pool NYC** with the exhibition *Love is in the Air*:

Ugo Foscolo and Antonietta Fagnani Arese; **Galleria L'Affiche** with the exhibition *Da Cosa Nasce Cosa*, a social and inclusive design project; **Galleria Rubin** that will host the Belgian designer **Arno Declercq**; **Gilda Contemporary Art** that will host the designer **Cédric Etienne** and the company **Del Savio** with the project *Opus Certum* by **Zanellato/Bortotto**; **Spazio BIG Santa Marta** with the works of **Monica Passera**.

The itinerary through the district continues with the showrooms, studios, boutiques and ateliers, passing by **BigApple Design**; **Candiani Denim** which will present *Candiani Custom, zero centimetre, biodegradable and recyclable jeans*; **Circus Concept Store** which will host the Venetian-inspired furniture by **Le Zoie**; **Lo Studio** where the work of **Rou Materiaal** will be on show; **Davide Groppi Spazio Esperienze Milano**; **Takeda Katsuya Design**; **The Cloister** which will present *TURcoLLETIVO*, an exhibition of works by emerging designers from Turkey; and **Riviera**, the creative space which will produce an installation that connects its indoor space with the outdoor square, a project curated by Simple Flair. Finally, fashion and accessories will be featured in the spaces of **Vesto Milano**, **BIFFI Boutiques**, **Wait and See**, and **Unimatic Watches**, which will present the *Unimatic Classics* collection in a digital way.

We close the overview with a prestigious name from the world of Italian architecture: **Studio Marco Piva**, with the project *China Made in Italy*, a narrative path which - via the studio's projects in development - recounts and highlights the transversality of the system of "making design" with a strongly Italian approach, but at the same time open to addressing design territories all over the world. The main objective is to create a bridge linking Italy and China and to encourage cultural exchange between these two realities that are so distant and yet so close.

## CONNECTIONS OF IDEAS: DESIGN IN PROGRESS

A fundamental part of this edition of Design Week will be the debate, discussion and exchange of ideas on the major themes of social innovation, sustainability, digital technology and new development scenarios, with the aim of "sowing the seeds that will sprout into design practice".

In addition to the architects and designers with their excellent standards, researchers, entrepreneurs, curators and representatives of institutions have also been invited to take part in five talks, which will be streamed live on [5vie.it](http://5vie.it)<sup>1</sup>

### 1. Design, Art and Digital: the value of the immaterial

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<sup>1</sup> the presence of the speakers may be confirmed or varied, based on their availability

Given the digitalisation process that is affecting all aspects of life and work, including the world of art and design, the theme of the relationship between traditional forms of art and new forms of production, purchase and use linked to NFT is now at the centre of international debate. Invited to participate are:

- **Federico Demicheli**, business developer at Algorand, a company developing a green blockchain infrastructure;
- **Luisa Ausenda**, independent digital advisor, co-founder of the ClitSplash platform and international project manager of Galleria Continua;
- **Luca Violo**, Media and communication at Wannenes;
- **Edoardo Monti**, curator and founder of Palazzo Monti;

## 2. Innovation city - Social design for the communities of the future

Some of the most innovative Italian companies and start-ups will meet to present solutions for re-designing and co-creating the future of the relationship between citizens, cities and the environment. Invited to participate are:

- **Alessandro Rinaldi**, CEO of help4u, an innovative startup active in the digital world;
- **Claudio Parrinello**, entrepreneur, former physicist at CERN, CEO of PlanetWatch, a French-Italian start-up engaged in the creation of the largest global public network for outdoor and indoor air monitoring;
- **Martino Cortese**, CEO of Citybility, a solidarity cashback and socially responsible shopping platform;
- **Roberto Sanlorenzo**, CEO of Merits, a charity that implements projects aimed at increasing awareness of the intrinsic interdependence between all human beings and between human beings and the biosphere;
- **Roberto Frisina**, CEO and co-founder of Frieco, a charity committed to finding solutions for more efficient waste disposal;

## 3. NoPlà o NewPlà – Future Matters

No plastic, or new plastics? Use, reuse, new materials: a reflection on the practices and poetics of reuse. The following have been invited to participate:

- **Donatella Pavan**, president of the Association Giacimenti Urbani, which focuses on developing a network of valuable activities through the correct use of energy, waste reduction, soft mobility and all lifestyles related to this objective;
- **Céline Estienny**, marketing and communications manager Phononic Vibes, a deep tech startup spin off from the Milan Polytechnic that uses metamaterial as acoustic insulators - to be confirmed;

- **Domiziana Illengo**, marketing and communications manager for Krill Design, a startup that uses waste from the food chain and transforms it into eco-design products;
- **Cesare Castelli**, President of Milano Makers, an association that promotes activities linked to independent design and project cultures;

#### 4. The Architecture of Digital Swarm – Visions and Organizations

The "swarm" model, applied to the organisation of corporations, contrasts with the "mass" model that has characterised the last century. What is the role of the individual in the new "swarm" community systems that are emerging from the digital world? How can the languages of design and architecture help us understand these new organisational structures? The talk, organised in collaboration with the **Consulate General of the Netherlands**, starts with Professor Oosterhuis' vision of the architectural swarm and projects its application to digital systems. Invited to participate are:

- **Prof. Kas Oosterhuis**, Dutch architect and director of ONL and professor emeritus at TU Delft. He has been studying the concept of the swarm in architecture and its social developments for years;
- **Guy Davis**, co-founder of the Brixton Project, a project to revitalise London's Brixton district, one of the most creative and innovative areas in the world.
- **Prof. Silvio Micali**, Professor of Computer Science at the Computer Science and Artificial Intelligence Laboratory of MIT Boston and founder of Algorand.

#### 5. TÈC Forum – Tourism is Culture. Design and local tourism: a winning combination

Can design excellence become a vector for tourism? How can the new sustainability requirements linked to slow tourism be combined with our characteristic assets? The talk aims to promote local tourism by focusing on the paths of design excellence. The following have been invited to participate:

- **Claudio Palvarini**, Coordinator Circuito Lombardo Musei del Design;
- **Alessandro Pagliai**, CEO of Godo.it, an innovative startup in the field of cycling and proximity tourism;
- **Lorenzo Biferale**, founder and CEO of Datsit, a social enterprise that aims to rebuild tourism, making it accessible, inclusive and respectful. The enterprise is monitored by professors of the Tourism sector at Bocconi University;
- **Elisabetta Cozzi**, founder and owner of the Fratelli Cozzi Museum in Legnano;



· **Sara D'Urso**, Professor of Tourism Science at the University of Milan Bicocca.

## 5VIE

5VIE was founded as a territorial marketing project linked to the Cinque Vie area of the historical city centre of Milan: a zone which is rich in history and culture, where, among the remains of imperial Rome, early Christian basilicas and Renaissance courtyards, you can still find artisan workshops of the highest level, as well as refined boutiques and art and design galleries.

5VIE has been organising and producing Design Weeks since 2013, focusing on art-design and unique and collectible pieces, positioning itself as an international reference point for the sector; among the designers who have exhibited and who have collaborated with 5VIE: Anton Alvarez, Maarten Baas, Niamh Barry, Valentina Cameranesi, Luca Cippelletti, CTRLZACK, Max Lamb, Ugo La Pietra, Sabine Marcelis, Erez Nevi Pana, Raw Edges, Sara Ricciardi, Stefano Seletti, Studio Ossidiana, Roberto Sironi, Nanda Vigo.

5VIE is also committed to the research and promotion of best practices related to sustainability. Among its activities, it yearly organises the forum It's Circular dedicated to circular economy, which in 2021 will see its fourth edition. 5VIE also organises the forum TÈC - Tourism is Culture, launched on the occasion of Milan Design Week 2021 and dedicated to new forms of sustainable tourism. It also collaborates with international institutions such as the Italian Cultural Institute in Hong Kong, together with whom it developed the project Design Made in Hong Kong in 2020.

5VIE is a network that includes all the major cities with a significant role in the world of design, innovation and art: it is a global network that is based in Milan, a city that is always eager to revive and renew itself.

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