

**ECOCENTRICO IS IED GROUP'S PROJECT FOR MILANO DESIGN WEEK:
AN OPEN LABS WEEK TO INITIATE AN ACTIVE REFLECTION ON URBAN AND SOCIAL REGENERATION,
PLACE IDENTITY AND THE RELATIONSHIP BETWEEN MAN AND NATURE**

The area is the ex Macello of Porta Vittoria where the future IED Campus will be built

From 17 to 23 April 2023 | Alcova room m15a - ex Macello Porta Vittoria

Press preview: April 16th from 3 pm to 6:30 pm

Milan, April 16th 2023 - It is the students from the **Istituto Europeo di Design** selected from the **IED Group's** centres in **Italy, Spain** and **Brazil** who are animating **Ecocentrico**, an informative space open to the public at **Milano Design Week** presented inside **Alcova** in the area of the **ex Macello of Porta Vittoria where the future IED Campus will be built**. **Ecocentrico**, the meaning of which is linked to the philosophical concept that nature has value in its totality rather than in each of its individual parts, is a project developed in partnership with **Giacimenti Urbani**, an association that deals with reducing the waste of resources and activating circular economy paths from the bottom up.

With **Ecocentrico**, IED brings together the **utmost expression of its entire teaching approach**: bringing together **lecturers** and **students** from different courses and from all the IED campuses, devising a week of **workshops open to the local area** with the aim of networking and creating cultural exchange, investigating the theme of how to create **a new relationship with materiality**, of which the installation itself is a tangible example, **and designing aware of the impact we generate** on the planet we inhabit, on people and on the other living species that inhabit it with us. The commitment from **IED as a Benefit Society is precisely to operate responsibly, sustainably and transparently and thus to be accountable for a positive impact on society and the planet**.

Ecocentrico is the place to experience all this: an **informative space** intended for **doing** rather than **exhibiting** through **seven visual, sound and material workshops and interactive activities curated by students**. The installation houses a large **geodesic yurt** - called a **yurt show** - which is an exhibition space for visual installations, the contents of which may be photographic, audio, video and multimedia, while a second **yurt** - called a **yurt work** - becomes a workshop space open to the public. The result is a tangible reflection on **transitions, on the changing urban landscape and the historical memory of places**, in particular on a place like the ex Macello of Porta Vittoria, on what it has been and the identity stratification that sets it apart.

*"This project confirms the determination with which the IED Group wants to train young students, the professional designers of the future, on the great issues of circularity and regeneration, not only of materials, but also of urban places and social contexts - said **Fabrizia Capriati, Communication Manager IED Group**. It is no coincidence that **Ecocentrico** is located in the area of the ex Macello of Porta Vittoria, the same space where the IED Campus will be built which in turn will be a further extraordinary long-term regeneration and redevelopment project. By transforming a large brownfield site into a state-of-the-art international education centre, we believe it is one of the best ways to look to the future by investing in our places and our people".*

Giacimenti Urbani, project partner, **provided the IED students with some recycled materials**, which were used to create the exhibition project. One of the geodesic yurts, the subject of the workshop **Yurte - Once we were all nomads**, will be built by the students together with the lecturers following the **principle of reuse of materials** that characterises the **circularity concept of the entire project**. For the construction of the yurts, the wooden strips used for the 2022 Fuorisalone will be employed: the aim is to keep the materials used as long as possible, so that they can express their full potential in use.

A WEEK OF OPEN LAB

The IED students will take centre stage, with lecturers and tutors, through seven workshops open to the public: **1/1000 - BANGS OF LIFE** to be created with 3D printer moulds which are useful for producing *earth balls*, bearers of seeds and plants to be disseminated in the area of the former butchery. **TAPESTRY** - in collaboration with Giacimenti Urbani - for the construction of a paper tapestry, made up of the graphics produced and advanced during the Association's ten years of activity. The public will be able to participate in the stitching of the tapestry by punching, embroidering, drawing and attaching the pieces that it will be made up of. **FANZINE** to record, imprint and remember in time, everything that will happen during the days of the *Ecocentrico* project, following the diktats of old school fanzines and the DIY philosophy. **FLUID SHAPES** an exploration that starts from the observation of soap bubbles the shape of which is able to stimulate creativity in numerous disciplinary fields. In spite of their complexity and apparent disorder, the bubbles take on unexpectedly harmonious and regular shapes, of a complex beauty, to be analysed. **RIDU-RIPA-RIU-RIC: short handbook to go down in flames** a performance workshop to explore the urban landscape by paying attention to the material traces that run through it and finally **LUZ-SOMBRA-COLOR** to use light as a scenic component of space and to develop colour experiments, creating shadow games.

Finally, *Ecocentrico* also hosts the exhibition resulting from the workshop **Studi visuali urbani** (*Urban visual studies*) in which the students took part in the months leading up to Milan Design Week with the aim of mapping the area of the former Butchery, highlighting and relating the multiple aspects that define a disused area, which will soon be affected by a substantial redevelopment project. A series of **individual artist installations** will be on show, which, through different tools - sound, video, photography, drawing, graphics, fashion - and the use of objects collected in the area will define the exhibition route.

THE IED INTERNATIONAL CAMPUS

The ex Macello is the centre of an area which has been in a state of disrepair and neglect, today ready to be transformed thanks to the large urban regeneration project for the entire area. This area south of Milan's Porta Vittoria railway link will host **the new IED International Campus**, which will see all the current Milan centres spread across the city brought together in one place. The IED Campus will be **one of the largest Higher Education Campuses in Italy owned by a private institution entirely dedicated to creativity**, art and culture for future generations. A project such as the **IED Campus is to be understood as an example of urban and social regeneration**. Through a plan for efficient, zero-impact buildings, an initiative will be launched that will produce energy to be returned to the city. The establishment of the IED community will generate an **ecosystem of interaction** between the pre-existing communities (residents, shopkeepers, administrations and companies) and the Institute's community (staff, lecturers and students), **thus triggering virtuous effects in the urban area where the Campus will be located**.

With contributions from



Ecocentrico is one of the activities promoted by the IED Group as one of the official partners of the New European Bauhaus Initiative:



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IED@MILANO DESIGN WEEK

During Milan Design Week, the Istituto Europeo di Design will also be present at the Fuorisalone in other contexts. From 18th to 21st April, **IED House**, the *home* of the IED Alumni community, **opens to the public**, showcasing the best international projects of IED graduate designers. From 18th to 23rd April, the **Salone Satellite** exhibits three selected product design projects realised by the IED centres in Brazil, while from 12th to 21st April, the **ADI Design Museum** hosts the ***Design dalle periferie del reale*** (Design from the peripheries of reality) contest-game by **Accademia Aldo Galli in Como** developed by the artist Roberto Fassone with the support of DALL-E, an artificial intelligence algorithm capable of generating images from text descriptions. *The aim of the game* is to get the algorithm to generate an image as close as possible to the one generated by the artist. ied.edu/design-week-2023

IED HOUSE EXHIBITION

IED opens up IED House, the home of IED Alumni, for visitors to Milan Design Week. From Tuesday 18th to Friday 21st April, it will be possible to see the new projects from the graduating designers on display in the spaces and meet the professionals of the IED Alumni Network. In particular, there will be an exhibition of projects by: **Yellowdot**, multi-award winning design studio founded by Alumni Dilara Kan and Bodin Hon; **Lucrezia Viperina Pompa** and **Margherita Caspani**, illustrators and product designers graduated from IED Milano; **Paolo Conte**, product designer from IED Torino; **Pedro Galaso**, award-winning emerging carioca designer on the world stage; **Nicolas Mosulen**, designer from Madrid; **Mario Alessiani**, product designer from IED Roma; **Andrea Chronopoulos**, an Italian-Greek illustrator from IED Roma, one of the founders of Studio Pilar; **Paula Chacartegui**, Spanish designer from IED Barcelona; **Carolina Manes** textile designer from IED Rio; **Pierpaolo Nieri** and **Giovanni Longhi**, designers from Florence and Como respectively; and **Cono Studio** founded by **Davide Piersanti** and **Ginevra Franchi**, designers from Milan.

18 | 21 April from 11 am to 8 pm - open IED House in Via Sciesa 14 | from 4 alle 8 pm live dj set

20 April from 7 to 11 pm on registration c/o IED Milano in Via Sciesa 4 - laser show by Marco Inselvini + final Red Bull Doodle Art with ilbaffogram + installation and VR experience by Andrea Crespi

IED AT SALONE SATELLITE

As part of **Building Design Schools - Universities / Process, Progress, Practice The (Im)Possible**, IED will exhibit a selection of product design projects created at the IED campuses in Brazil. The projects highlight the search for new tools, approaches and methods to explore future directions that design can take in order to be more responsible towards the community and social needs. Three projects are on show: **The investigative series of regenerated materials** developed by the Biomaterials Laboratory of IED São Paulo, which experimented with how the combination of natural bases such as fruit, vegetables or seeds and resins of natural origin can produce materials with a suitable technical composition and reduced environmental impact; **Fragmentos**, an IED São Paulo project that started from the observation of waste material from a glassworks in the south-eastern region of Brazil to recreate different surfaces for a collection of furniture and objects; and **Beach Shack Project** realised by IED Rio de Janeiro on the typical tents of the beaches of Rio de Janeiro, a tourist attraction, a meeting place, used for commercial purposes but also as an element of urban furniture. IED has worked to develop a new alternative to these beach tents that could offer benefits and flexibility to both customers and workers in the industry.

18-23 April - Salone Satellite at Fiera Milano, Rho - Pavilion 13-15

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ACCADEMIA DI BELLE ARTI ALDO GALLI | ADI DESIGN MUSEUM

The **ADI Design Museum** welcomes the contest-game *Design dalle periferie del reale* (Design from the peripheries of reality) by Accademia Aldo Galli developed by the artist Roberto Fassone with the support of DALL-E, an artificial intelligence algorithm capable of generating images from text descriptions. This project was coordinated by Carlotta Capobianco and Andrea Zucchi, coordinators of the three-year course in Product Design at the Academy. *Leading the game* will be the artist, who will discuss creative processes as well as the relationship between design and algorithm with a performance and workshop moment for Academy students and Museum visitors and the public. The aim of the game is to get the algorithm to generate an image as similar as possible to the one that the artist Roberto Fassone will generate on 12 April during the opening day. The public, in the following days, again through DALL-E, will be asked to do the same. Those who come closest to the image generated by the artist will be awarded with the Eclipse lamp, designed by Vico Magistretti in 1965 and awarded the Compasso d'Oro in 1967.

12 | 21 April - ADI Design Museum, Piazza Compasso d'Oro, 1 Milan

12 April 4pm - inauguration

21 April 4pm - final workshop and award ceremony

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