

Milano Design Week 2024

Raffles Milano

presents

EVERYTHINK IS DESIGN

The Milan campus of the International Design Institute is participating in design week with an exhibition schedule that will animate its headquarters and the Porta Venezia Design District, whose graphic identity the Institute has designed.

It is an increasingly important role in the territory that the Italian campus of the world's largest design network plays, confirming itself as the cultural epicenter of the district and of Milan.

From the use of organic materials to the configuration of new living modalities, from the proposal of futuristic prototypes to the reflection on public spaces, Raffles Milano is a multifaceted and stimulating observatory on the design of the future.

Designing tomorrow, designing the thought.

A mantra for **Raffles Milano, International Design Institute** - which stands out in the educational scene for a contemporary and humanistic approach at the same time - recognized by the **Ministry of University and Research**, which has accredited the three-year courses, asseverating the Institute's high level of training, the first Italian branch of an international group to receive accreditation, and so quickly.

Fuorisalone 2024 features Raffles Milano with a **multidisciplinary program** that involved faculty and students to stimulate an analysis on the design of the future.

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EVERYTHINK IS DESIGN, the proposed palimpsest of exhibitions and activities, interprets the changes taking place in the world of design, whose instances have radically changed in recent years, laying the groundwork for an increasingly cross-disciplinary hybridization.

While the headquarters at 16 Via Felice Casati will be the exhibition hub for several exhibitions, **Raffles Milano is further entrenching its presence in the Porta Venezia area by becoming an active part of its new district identity** and making some strategic urban incursions, in a creative key, to give new impetus to places that are now passing through.

RAFFLES MILANO for PORTA VENEZIA DESIGN DISTRICT

The collaboration with **Porta Venezia Design District**, of which RM is an institutional partner, is renewed, **starting with the visual design project created by students** with the intention of transforming the district into a high-impact visual experience to celebrate its potential and uniqueness.

An explosion of color and creativity will envelop the area, to emphasize its eclecticism, starting with offline materials, with the onsite signage system, and continuing online on the website and social.

The consistency of expression defines the very identity of **PVDD 2024**, transforming it into a benchmark for innovation and creativity in the contemporary design scene.

In the district, RM undertook an urban incursion **to show how creativity and design help define the identity value of places** by initiating practices to enhance public spaces.

Thanks to the collaboration with **Outpump for PVDD**, the temporary public art intervention took shape in the evocative setting of **Via Morgagni** to revitalize the urban environment through visual design with posters inspired by the theme EVERYTHINK.

Raffles Milano students, together with colleagues from other Milanese institutes specializing in Graphic and Visual Design, were asked to intervene on a temporary exhibition wall by devising posters that reflect the personality and vision of the young talents. The installation, which RM will also curate, becomes an opportunity to inhabit the city with visual messages, conveying ideas, emotions and visions that intertwine with the surrounding urban fabric by strengthening the sense of community and fostering social interaction.

THE EXHIBITIONS IN HEADQUARTER – Via Felice Casati, 16

Raffles Milano's exhibition program is a prism of design visions where expressive contaminations are fertile ground for experimentation.

The exhibitions at the institute decline the theme chosen this year, **EVERYTHINK**, in different perspectives demonstrating how design is a discipline that informs our existence in a plurality of outcomes and applications.

- UNCOVER EVERYTHINK

The exhibition offers a unique opportunity to immerse oneself in RM's **design archive**, which opens its doors to **discover unexplored treasures and unrealized visions conceived by talented faculty and students**.

Through creative expressions in the fields of fashion, product design, interiors and visual design, the exhibition invites visitors to explore the imaginative universe of designers and to recognize the intrinsic value of ideas that often remain overshadowed by not only presenting only the final results, but also offering an in-depth look into the heart of the ideational process.

Sketches, prototypes, models, and other supporting materials serve as an open window into the gestation stages of ideas, revealing the insights and visions behind every project ever brought to fruition.

The exploration of this exhibition is a kind of odyssey through the four subject areas, a journey never completed toward the tangible realization of the selected projects.

Product design is an epic revealing advanced prototypes and revolutionary ideas that could have transformed our relationship with our everyday environment, show the ideation process behind objects that could have become icons in the vast landscape of industrial design. In the realm of **fashion**, this exhibition is an ode to innovation, a journey through clothes and accessories that, while avant-garde, never trod the catwalks. Sketches undertaken with ardor, sketches that make you dream and fabrics with evocative power reveal the creative fervor and limitless imagination that characterize the world of fashion design.

In **interior design**, the journey takes us through visionary projects for living, commercial and public spaces that have remained only in the realm of ideas. A set of bold visions and alternative solutions that, at least in power, have the power to reconfigure the built space.

The journey culminates in the world of **visual design**, where communication and graphic design projects destined to change our perception of the visual world around us and shape our cultural landscape are on display.

- **SHAPE EVERYTHINK**

Among the great revolutions taking place that are **reconfiguring the world of design**, research on sustainable materials is an unavoidable area.

The exhibition is an exploration of paper applications thanks to the results that emerged from the multidisciplinary workshop held during the **72-hour** educational module that featured lecturers such as **Corrado Musmeci** (FonteGrafica) and interesting realities such as **Libri Finti Clandestini**.

Students from Product, Interior, Visual and Fashion Design courses collaborated synergistically to investigate the relationship between matter and nature supenado the boundaries of their respective disciplines to embrace a more holistic approach.

The use of paper as the primary material provided the young designers with a neutral canvas on which to express their creative vision, allowing them to draw unexpected connections between concepts, forms and textures.

The prototypes presented, made from discarded or recovered paper, embodied the values of innovation and sustainability: through the creative use of paper, students demonstrated its versatility as a design material while simultaneously reflecting on the positive impact sustainable choices can have on the environment. From art installations to interior design solutions, from fashion creations to innovations in product design, each project testifies to the students' skill and passion in translating abstract concepts into tangible works.

- **ENVISION EVERYTHINK**

The theme of circular architecture and redevelopment is a crucial point for those who, today have to design our urban environment: build less, reclaim all that is possible.

The exhibition is immersive journey through time and architecture thanks to technology that allows us to relive projects that have unfortunately disappeared over time.

This virtual journey allows architecture to resurrect, coming to life through the magic of immersion. The three-dimensionality of spaces and structures that no longer exist offers the opportunity to appreciate the genius of some masters of architecture, still so relevant today, and to imagine a future in which their visions could have been reality.

The exhibition is thus a bridge between the past and the future, challenging our perception of the built environment and opening a window to worlds that never existed or have disappeared over time. This exhibition is not only a tribute to human ingenuity, but a celebration of the infinite possibilities that architecture offers, both in the past and in the never made. An immersive experience in which the visitor becomes an explorer of the impossible.

Raffles Milan is the international institute where students actively collaborate together with faculty to create projects of hybridization, experimentation and research, breaking down homogenization and cultural, technological and geographical barriers.

Founded in Singapore in 1990, Raffles Education is now the largest network of design schools in the world with 16 colleges and universities spread across 9 countries in Asia, the Middle East and Europe: Cambodia, India, Indonesia, Italy, Malaysia, Saudi Arabia, Singapore, Thailand and China.

Per maggiori informazioni



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