



PRESENTS

IF NOTHING  
HAPPENS  
IF  
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HAPPENS  
IF  
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HAPPENS

**ISOLA DESIGN FESTIVAL**  
18 — 23 April 2023

# ISOLA DESIGN FESTIVAL MILAN DESIGN WEEK 2023

The 7th edition of **Isola Design Festival** [www.isola.design/mdw23](http://www.isola.design/mdw23), organized by the digital and physical design platform Isola, will welcome visitors during Milan Design Week, from **18 to 23 April 2023**. Multiple venues within and beyond the Isola Design District will host more than 40 exhibitions and installations, lively events and a series of talks, involving almost 300 international designers, design studios, creators, and manufacturers.

After an intense year of design initiatives that brought together Isola's global design community in Milan, in Eindhoven during the *Dutch Design Week*, and at *Dubai Design Week*, the event with the 2023 theme "Nothing Happens if Nothing Happens" delves into the realm of regeneration, by making it the focus of its forthcoming edition, during Milan Design Week 2023.

Isola's founders call on all designers and studios to kick-start a chain reaction of change to rethink, regenerate, and remediate, to come together and go beyond sustainable design thinking. They explain the theme through a clear manifesto and call to action, rallying all members of their community to think past the mere concept of sustainability:

*What has happened? Earth is deteriorating. Humans have progressively used and consumed our planet's natural resources while leaving a giant, hollow footprint.*

*What have we done? Countless solutions have been proposed. Within the design community, focus has shifted towards sustainable and circular design, to reinventing outdated processes. But designing sustainably means actions, not just words, restoring hope for new generations.*

*What can happen? We must shape new guidelines for the design industry by rethinking the processes and production systems, regenerating natural resources and waste, and remediating the harm we have done to our planet. The next step must be taken now, because **Nothing Happens if Nothing Happens**.*

*"This year we want to arouse creativity through the exhibitions we host and curate. Isola Design Festival will be the hub for new, collectible, circular, sustainable, and innovative design. Our effort is to rally all members of the design community, visitors and designers alike, to actually make something happen."*

*— Elif Resitoglu, co-founder and creative director of Isola Design Group.*

Collective exhibitions, special collaborations, and events will invigorate the district in parallel with seven shows curated by Isola's curatorial team, managed by head scouter and curator **Juan Torres**, and guest curators:

### **Circolare – The Circular Village**

Hosted in the scenic 4.000 m2 covered square of the Regione Lombardia, **Circolare – The Circular Village** showcases natural raw materials, biomaterials, and products made with natural resources or industrial waste, with a minimum environmental impact in terms of production. The layout of the space, designed by Amsterdam based **Studio MAST** in collaboration among the others, with **Fiction Factory**, **Interface**, and **The Good Plastic Company**, is completely zero waste, giving new life to discarded furniture materials, which have been reused as displays, bases, and dividers that will have a third life once the exhibition comes to a close. Designers will present products that surpass outdated production and consuming processes and follow a circular design approach: the use of regenerative resources, the reduction of carbon emissions and the repurposing of waste materials.

Participating designers and design studios include the following:

AAMA Design; Aastha Poddar; Agro Biomaterials; Alara Ertenü Studio; Anett Papp; Atelier Anna Arpa; Basque Biodesign; Betonlab; Caterina Fratinno; COMU Labs; Ebe Collective; Fengfan Yang; Flaked; Frank Chou Design Studio; Giubotti; Hidde Tuinte; Igreen gadgets; IOUS Studio; Irena Uebler Lda; iva-n; Markos Georgiou; Matter Matters; Measure Studio; Miki Lin; Mina Mahouti; Mireille Steinhage; Monostudio Associati; monyo\_leafprint; Myceen; Natelier; Odette & Mas Uso; PAN- PROJECTS; Paula Camiña; Pepijn De Greef; pulpas studio; Red Room Studio; Revive; Riya Kuvavala; Rowena Liangru Lu; Rub Objects; SAY.Research Team; Simone Massinelli; studio VivÉrdie; Tidhar Zagagi; vanPlestik x Lisa Vlamings; Vivian Tamm; WKND Lab; ZANELLOG Studio.

### **Tools & Crafts**

**Tools & Crafts**, at Fondazione Riccardo Catella, hosts young talents and a new generation of artisans that combine traditional expertise with innovative and experimental techniques to create contemporary and collectible design pieces. From the application of AI, coding, and 3D printing to glassblowing, casting, and molding techniques, the projects involved will show how design can cherish tradition, and honor ancient and new techniques while fostering innovation. During the event, some exhibitors will give live performances to share their expertise with the visitors. The exhibition is made possible by the contribution of **Regione Lombardia**.

Participating designers and design studios include the following:

Alice Crepaldi; Anna Jožová; Caspar Fischer; GUNIA Project; Haeun Kim; Joana Moura Ceramics; Kick Veldman; Lea Studios; Lebanto; MiDA-Lab; Nareg; Odd studio; Sameo; Senzaquadro; Studio Maximilian Beck; Studio Naomi Remijn; Viktor Tabiš; Woven Memories.

### Take Care! Of your mind, body, and environment

**Take Care! Of your mind, body, and environment**, curated by the multidisciplinary design studio **Tellurico**, at Stecca3, is an immersive show exhibiting projects focused on tackling contemporary issues that cover both the social and individual spheres. Take Care!, an absolute novelty in the Isola District, is the very first event to highlight individual and collective wellness, stated in all its meanings. The inequity in access to food resources, the fast deterioration of the environment, and the excessive production of waste are just a few examples of some of the most urgent topics of our time. The projects on display work towards raising awareness on those themes bringing up crucial questions, and promoting both conceptual and practical solutions. The space will be enriched by the modern fragrances and vibrant hues of *Millefiori® Milano* designed to perfume and add a touch of style and color to every interior. While *Yankee Candle®*, which has been sharing its passion for fragrance since 1969, will style the outdoor area with the brand new Signature candles, available in new, on-trend fragrances and much-loved favorites. The exhibition is made possible by the contributions of **Regione Lombardia**, thanks to the partnership **Stecca3**, and is supported by **Monkey 47**.

Participating designers and design studios include the following:

Ana Koruga; Andre de Chirico; Astrid Luglio; Bioncrafts; Diana Pang; Frank Chou Design Studio; Giacomo De Paoli; Jennifer Keusgen; Lea Studios; loro-iori.studio; Marco Cagnoni; Michela Panizza; Noppi; Post Industrial Crafts; Sweet Scope; Team aaa.

### Isola Design Gallery

The 4th edition of **Isola Design Gallery**, at Via Pastrengo 14, celebrates unique and handcrafted products, collectible design that tells a story, customizable pieces that grant an experience, and contemporary products inspired by everyday life. The gallery wants to draft new lines for high-end design inspired by architecture, art, minimalism, and sustainability. Thanks to the collaboration between Isola's creative director, **Elif Resitoglu**, and **Stephanie Blanchard**, co-founder of IAMMI studio, the scenery space, inspired by metaphysics and Giorgio De Chirico's work, will bring visitors into a gypsum landscape. Included within the exhibition is *The Dutch Corner*, curated by **Wisse Trooster** and supported by the Netherlands consulate-general in Milan, presenting a selection of Dutch talents and established design studios.

Participating designers and design studios include the following:

9+1; Adarsh Nellore; André Restelli & Diego Gutiérrez; Aura Carpio; Baldur Haraldsson; Cose in corso; Daniel Orozco Estudio; Dirk Duif; Erika Cross; Federica Paglia; Federico Fiermonte; Heger Et Demumieux; Iammi; Idaaf Architects; Iris Megens; Jens Van Deursen; Jihyun Kim; Simiæn; Konos Studio; Margaux De Penfentenyo; Mavoix; Mo Man Tai; Nils Nystrom; Paul Ketz Studio; Pepita Design; Retablo; Ryoji Takahashi; Ruben de Haas; Sander Nevejans; Selma Lazrak; Sood Studio; Stijn van Aardenne & Lucas Zito; STUDIO BL; Studio De Schutter; Studio Marfa; Studio Thier & Van Daalen; Studio Zoran Strijbosch; Taftique; Testatonda; Teun Zwets; Wisse Trooster; WKND Lab; YAKIN; Yoyo Chien; Yueyun Song

### Under Design Lebanon

**Under Design Lebanon**, curated by **Ghassan Salameh** and hosted by the association **VIAFARINI** at via Farini 35, shows a realistic mapping and projection on the currently still functioning bodies under the exceptional conjunction of social, political and economic crises that Lebanon is undergoing, dropping the aspect of design as a commodity that is dissociated with its local and global contexts and responsibilities and saving what is important. Small and medium scale design, crafts and artisan specialized businesses, remain the main sources of income for many families and preserve the continuity of this specific class of labor that is independent and operates within its own micro-economy. This mapping will be presented on a 3D printed recycled-plastic structure designed and produced by **Post Industrial Crafts**.

Participating exhibitors include the following:

American University of Beirut (AUB) Architecture and Design Department (ArD); Babylon; Badguer; Beirut Makers; Damj Design; Diwan of Culture, Design & Innovation (DCD); Dongola Books Architecture Series; Exil; Fabbrica Studios; Khanzine; L'Artisan Du Liban; Mashghal; Minjara; Warche.

### Rising Talents

For this year's edition of **Rising Talents**, Isola is hosting, at Via Confalonieri 21, a selection of five young alumni from Design Academy Eindhoven. With the curation of **Wisse Trooster**, they are bringing their unique crafts to Milan. Their explorations combine physical and digital materials, from data to metal, through sculptures, furniture, and moving images.

The participating designers are:

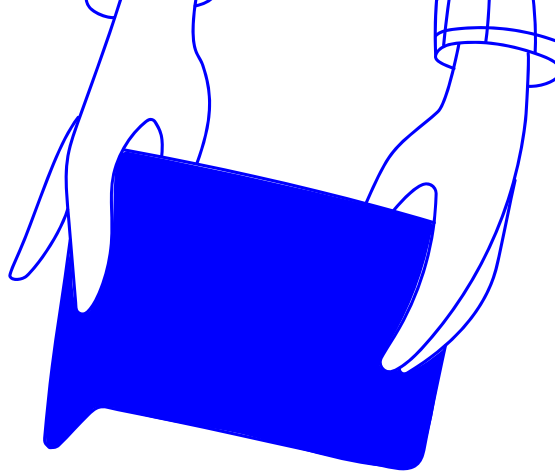
1-6m2, Brogen Berwick, Jiin Yoon, Pepe Valenti, and Studio Kloumi.

### Innovation for Living

Lastly, Isola enlarges its borders reaching a new area of Milan, the Certosa District: here, in collaboration with **Designtech** and **DesignWanted**, it co-curates **Innovation for Living**, an exhibition hosted in a 3.000sqm industrial space and dedicated to design technology. The exhibition promotes projects that investigate the integration of advanced technology into furniture and architecture to bring innovative solutions to life. The set-up has been designed by the Italian leading design studio **Pininfarina** with the goal of revolutionizing the rigidity of the space, to make it fluid, flexible and harmonious with the artworks.

Participating designers and design studios include the following:

Daniela de Luca; Designak; Estudio Latino; Gabriel Zanier; Greco; Krill Design; Maria Songel; Maria Tsilogianni; MDD Poland; Mush; Pininfarina; React; Reiten Cheng; Tony Elkington.



## GUEST EXHIBITIONS & INSTALLATIONS

Isola joins forces with institutions, academies, design collectives and studios to engage visitors with various design interventions scattered around the Isola Design District, among them:

**The Belgian Pavilion**, curated by designers Joris Verstrepen and Timon Matelaer, at Via Cola Montano 13, showcases the essence of Belgian design drawing inspiration from nature, raw materials, and sustainability.

**Belonging: A Modern Fairytale** by Social Label, at Via Pastrengo 12, brings to Milan products that are part of their meaningful design collection. Social Label-initiators Petra Janssen (studio Boot) and Simone Kramer (C-mone) create customized work and activities through 'design by doing' to help marginalized people enter the labor market.

**Bestiario** by KeepLife, at ZonaK, shows a collection of 16 wooden animals, that are both a game and an animal-shaped desk product, realized in Keep Life, a wood-based composite new material generated using the shells of dried fruit with the addition of a binder free of harmful substances, fillers, solvents and formaldehyde. Among the designers involved, Matali Crasset, Marialaura Irvine, Marta Laudani, Giulio Iacchetti, Matteo Ragni, StudioAlgoritmo, Luigi Petrillo, Ilaria Spagnuolo and Pietro Petrillo.

**Designed in Montenegro** by DAA Montenegro, at Key Gallery, revolves around design, sustainability and social responsibility as epithets that generate new products, materials, and technologies, designed to change the course of our future.

**Freed Curators Club** by software startup Lyla Design and 3D printer manufacturer Ginger Additive, at Via Confalonieri 11, envisions the future of personalized interior product design and manufacturing. The interactive exhibition features projects by upcoming artists such as, Lucas Zito, Mark Ballint, Ori Orisun, and Tetti, that can be customized by visitors through the intuitive Lyla Design software and 3D printed on site through Ginger Additive's cutting-edge technology.



**Human mycorrhizae**, curated by startup Terracquea, at Viale Lunigiana 10A, is a design collection made with mycelium, works that combine nature and culture, and paddings made from flowers, paper and leather made from mushrooms, pesticide-free fabrics and fibers created from wild plants.

**Modula** by LEFORME Atelier, at Café Gorille. The multimedia design project founded in Rome by Amauta Ciriachi presents a series of contemporary modular lamps, fluid structures that can be customized and adapted to different spaces and uses as the plexiglass shades are simply inserted in the lamp base without the use of glue.

The Japanese collective exhibition **New Normal, New Standard**, at Via Pastrengo 7, is a project initiated in 2020 during the pandemic. Japanese designers joined forces to develop “new normal” products able to improve the environment and foster communication amidst people while taking the proper countermeasures against Covid-19.

**Pit Stop - Manual & Material Culture** by the New Design University, at Pepe Nymi, is a temporary exhibition space supported by D.E.S.I.G.N Foundation run by the Manual & Material Culture study program.

**Sottocassa** by Paolo Marasi, in collaboration with IWG and hosted at Spaces Isola, celebrates raving, which has recently been slandered in Italy, in a critical and ironic way. Sottocassa shows how to recreate the rave scenario and atmosphere at home. The space features a system of interconnected panels that allow people to create storage, display or reflective modules inspired by sound systems (walls of amplifiers and speakers). Part of Isola collaboration with IWG, Spaces Porta Nuova and Copernico Tortona, will welcome two installations by Testatonda.

**The Art of Possibility** by Portugal Ceramics, at ZonaK, an exhibition showcasing innovative and authentic Portuguese ceramic pieces, blends heritage, culture, and imagination. Pieces that emphasize simplicity, emotion, and creativity, that bring together contemporary design and art, legacy, and technology: dichotomies that are at the heart of Portuguese skill in creating unique, distinctive, and well-made objects.

**VARIETÀ! - Design experiments between academia and industry** by the Quasar Institute for Advanced Design Roma, at Zetalab, presents everyday objects and prototypes of interior elements related to the formal research conducted in the Master courses of the academy. The space features innovative techniques, natural and artificial materials, and digital technologies; game design and lighting design by NEEO studio; a talk by Leonardo Caffo; and partner companies Upgroup, Forma&Cemento, Vsk, KeepLife, United Pets.

Moreover, three temporary installations will be built in the green spaces between Stecca3 and Riccardo Catella Foundation: **Post Industrial Crafts**, a design brand mixing craftsmanship and digital fabrication, designed a 3D printed geodesic pod from recycled polycarbonate, and three new series of chairs for public activities. Immerso Apiterapia will welcome visitors to enter its **Be(e) Immerso** module designed by FVAA to develop an intimate space offering users an experience of well-being and relaxation surrounded by nature. In parallel, it houses 8 bee hives. Next to the BRICHCO woodworking shop, the public can discover **The Solar Kitchen** with three appliances suitable for cooking food using the sun's energy such as solar ovens. The project is a repurposing of designer Antonio Scarponi's Open Kitchen exhibited with Claudia Zanfi at Stazione Garibaldi.

## IN THE NEIGHBORHOOD

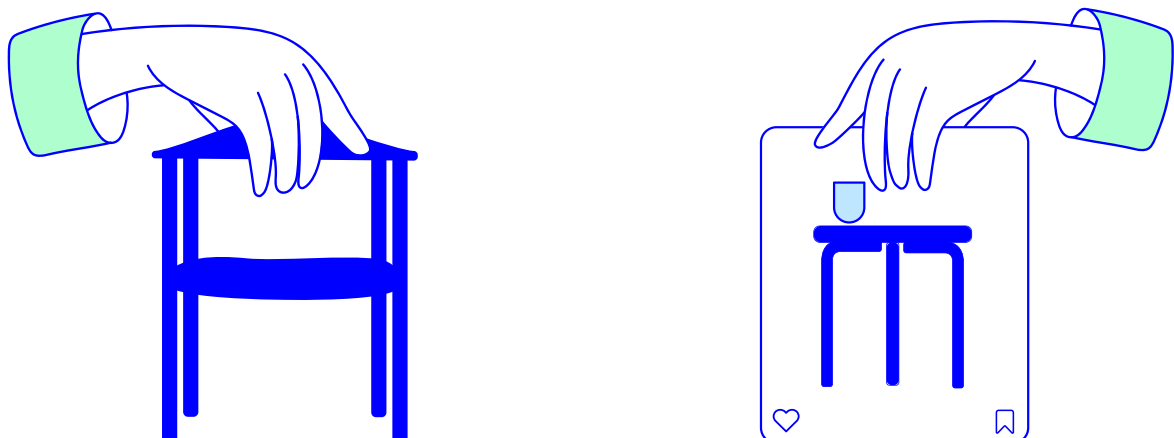
Between the studios and galleries already located in the neighborhood, it will be possible to visit:

**Bota Fogo Ceramica** with Águas de março, at Via Farini 36. Artists Clara Holt, Francesca Gastone, Lavinia Fagiuoli, and Sonia Diab in close collaboration with ceramist Isabella Secchi, reinterpret the forms and colors of a classic South American clay object: a domestic fountain that allows water to be purified through a durable and ecological filter also made of ceramic.

**BUROMILAN**, at Fonderia Napoleonica Eugenia in Via Genova Thaon di Revel 21. On the occasion of the 10-year anniversary of its founding, Milan Ingegneria becomes BUROMILAN. On show for the first time its work, made up of creativity, expertise and innovation alongside the world's boldest architects.

**ErnestoShop**, at Via Antonio Pollaiuolo 3, a collective shop dedicated to contemporary Italian craftsmanship. All products are handmade by young and talented designers in a chameleonic space hosting some of the best crafters and makers in Italy.

**Ferruccio Ascari Studio** at Via Federico Confalonieri 36. La Sedia Parlante (The Talking Chair) is a work conceived by Ferruccio Ascari with a provocative intent: to stimulate a reflection on the disturbing conditions in which our Planet finds itself.





**Galleria Angelo della Pergola 1**, at Via Angelo della Pergola 1. Materic View by Myriam Kuehne Rauner exhibits her sculptural design pieces with a focus on lines and openings aiming to create a dialog between material, form and environment.

**Green Island**, in the Garibaldi Station atrium, presents Kiosk by Antonio Scarponi: a mobile, lightweight, multipurpose pop-up kitchen made of certified wood, hosting public activities such as unpublished recipe readings, aromatic music shows and olfactory performances.

**IsolaDesignStudio**, at Via Farini 57, opens the doors to TheBotanicaLoft, a project born in 2019 as a multifunctional space designed and crafted in-house to be their home, studio, event venue and shooting space. IsolaDesignStudio is an interior design studio with a carpentry shop, founded in 2018 by Elisa Vassalli and Davide Bassini. The studio deals with residential and commercial designs, as well as producing custom furniture and bespoke furniture and design pieces.

**Moon Rabbit Design Studio**, at Via Jacopo dal Verme 17b. The Rabbit Hole recreates a rabbit hole tunnel into a computational design experience. On show, three booths with a variety of examples that demonstrate how this cutting-edge technology is transforming the world of design. Moreover, a parametric garden installation shows innovative ways to create a more comfortable and adaptable outdoor space.

**RivaViva**, at Via Luigi Porro Lambertenghi 18, will host the Grupa lamps, made in Croatia by the award-winning studio of Filip Despot, Ivana Pavic and Tihana Taraba. Each lamp is hand-assembled with craftsmanship expertise, combining minimalism, functionality and the ability to "design light" by playing with the ability to become space and influence the mood.

**Spencer & Lewis**, at Via Borsieri 41, presents The House of Experience, an experiential space. Through the use of virtual and augmented reality viewers, visitors can transcend the limits of physical space to enter a boundless dimension, experiencing a journey into the world of experiential design.

Lounge areas will be distributed around the district for visitors to sit back and relax. **Slide** will scatter their ironic Kroko chairs designed by Marcantonio in the outdoor spaces of Stecca3, while **Sekkei Design's** armchairs made of cardboard and birch will be installed at Piazza Città di Lombardia.

### DIDAYSTalks – Design Week Edition

Digital Innovation Days, Milan-based brand producing a yearly event on digital innovation, takes part in Isola Design Festival 2023 with a series of talks dedicated to sustainable and innovative design. The series, organized with the contribution of Regione Lombardia and the support of BRITA, will be mainly hosted at the Fondazione Riccardo Catella and other locations in the district such as Regione Lombardia. DIDAYSTalks will explore how design can positively impact several economic sectors such as communication, infrastructures and food, with a more sustainable approach. Partners of DIDAYSTalks are ONIM, Realize Networks, and many more.

### Isola Design Awards 2023

On April 15th, 2023, Isola will launch the open call for the third edition of the Isola Design Awards. The digital contest aims to inspire and empower designers to explore new horizons and to push the boundaries of their craft. This year's awards are divided into 10 categories: Furniture, Seating, Lighting, Tableware, Textile, Product, Material, Sustainability, Outdoor, and Innovation. Among the prizes, a trophy designed by the multidisciplinary design studio Tellurico, a free participation at Milan Design Week 2024, and a cash prize.

## SPONSORS & PARTNERS

For the design of public spaces in the district, Isola will partner with gin brand **Monkey 47**, the irreverent gin from the Black Forest, main sponsor of the event, for a series of anti-pollution murals in the district, and the **IMBISS 47** kiosk in the shade of the Bosco Verticale. Every gin lover will be able to enjoy a drink in a sustainable dehors with outdoor furniture from the BIDONE design project. It all stems from the recovery of failed drums and packaging company scraps that are then transformed and elevated to durable and functional design products. IMBISS 47 from 18 to 23 April will also host daily concerts and events.

*“We will change the way people **drink water** sustainably”* is the vision of a company that made sustainability a cornerstone of its identity. With the event *“Redesign your future!”* **BRITA, global leader** in water filtration and personalization for **over 50 years**, will lead visitors through an **emotional journey** that will culminate in the discovery of **new product launches**; during the whole week there will be sensory experiences in the **Water Tasting** area as well as talks created in collaboration with Isola and Digital Innovation Days. BRITA wants to **turn on the engine of change** and make people reflect on taking direct action to **redesign our future in a sustainable way**. The event will be held at the Riccardo Catella Foundation.

**Campari Soda** will present a massive bar installation at Stecca3, in front of the Biblioteca degli Alberi, where a staircase mural, inspired by the brand's iconic shape, will be designed by a group of graphic design students from ISIA Urbino under the supervision of Marco Tortoioli Ricci. Here, every day until midnight, talks, concerts, and DJ sets will take place.

In the weeks leading up to Milan Design Week, Isola will introduce all its participants, venues, exhibitions and initiatives to the public, to give them a taste of the forthcoming 6-day event.

## NOTES TO THE EDITOR

### ABOUT ISOLA

Isola is the world's first digital and physical platform bringing visibility to independent designers and design studios, by connecting them to design professionals, companies, curators, journalists, and potential clients. Its dedicated curatorial team selects projects with a focus on sustainability, innovation, and handcraft.

Isola also organizes various in-person events under the umbrella of Isola Design Festival, which takes place throughout the year, during Milan Design Week, Dutch Design Week in Eindhoven (Netherlands), and recently Downtown Design in Dubai, hosting dozens of exhibitions, hundreds of exhibitors, and thousands of visitors.

Founded in 2017 in Milan, Isola Design District immediately became one of the main official areas of the Milan Design Week, with special attention to international and emerging designers. Since 2019, Isola Design District has also participated in the Dutch Design Week in Eindhoven, becoming the first Italian design district to participate in a foreign event. Isola Design District expanded their border even further in 2022, when for the first time they took a curated group of designers to the United Arab Emirates for Downtown Design during Dubai Design Week.

Launched in 2021 with more than 850 designers from 65+ countries and 1,400+ projects published, Isola offers a community for creative people around the globe through its digital platform, with dedicated profiles and portfolio pages. The digital platform aims to spark direct community interactions, discussions, and the sharing of expertise.

Through the upcoming Marketplace by Isola, each verified designer and creative studio will get the chance to sell their physical products, digital assets, and NFTs.

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**CREDITI & INFO****DATES**

18 — 23 April 2023

**OPENING HOURS**

11:00 — 19:00

**LOCATION**

Isola Design District

**INSTITUTIONAL PARTNERS**

Comune di Milano, Consolato Generale dei Paesi Bassi, Regione Lombardia

**CULTURAL PARTNERS**

Digital Innovation Days, Stecca3, Quasar Institute for Advanced Design,  
VIAFARINI

**MEDIA PARTNERS**

Abitare, Archipanic, Archiproducts, Design Burger, Designtellers, DesignWanted,  
Domus, Dutch Design Daily, Fuorisalone.it, L'EssenzialeStudio, La Casa In Ordine,  
Living, STIR

**TECHNICAL PARTNERS**

24PR&Events, Blankhub, Bricheco, Copernico, Delivery Valley, Designtech,  
Fiction Factory and Circu Leren, Ghost Studio, Green Island, IAMMIstudio,  
Interface Italia, Millefiori, Pet Pwr, Post Industrial Craft, PyrasiedXtreme  
Acrylic, Saint Germain Real Estate, Sekkei, Spaces, Slide, Stephanie Blanchard,  
The Good Plastic Company, WasteCraft, Wisse Trooster, XposeForpress,  
Yankee Candle

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