



Press Release

MILANO DESIGN WEEK 2023  
17th - 23rd April 2023

## How do you take care of tomorrow? Design instructions

**A question addressed to everyone: if taking care of our tomorrow is a collective act, design should encourage alternative lifestyles as a response to the pressing issues we face today.**

**Tortona Rocks is kicking off the Fuorisalone in Zona Tortona with a multidisciplinary programme of events that spans everything from technology to the circular economy, as well as a range of social issues. From IKEA to Archiproducts Milano - with a project created by Studio Pepe - to the German Design Council, we are promised an insight into new virtuous practices intended to redefine our lifestyles.**

**New for Tortona Rocks this year: the first edition of the ALTROVE project, an urban incursion that transcends the boundaries of the Tortona neighbourhood, allowing design to insinuate its way into everyday places beyond the areas of the city already occupied by the Fuorisalone. First up will be the Giambellino neighbourhood.**

There is a question at the heart of the eighth edition of Tortona Rocks which, once again this year, offers a multidisciplinary approach aimed at stimulating an analysis of the modern world, with design becoming both a key to interpretation and a possible solution.

**How Do We Take Care of Tomorrow?** Design Instructions offers a reflection on how we are all active participants in redesigning a new lifestyle: one that is more attentive to our habitat, centred around human beings and our ever-evolving needs. A lifestyle that is also shaped in part by a design landscape that is constantly transforming, with demands and requirements that have changed radically in recent years.



Tortona Rocks aims to give voice to a series of questions related to our tomorrow, through a programme of events that strives to engage visitors and raise their awareness of the risks and challenges that are defining our modern age. The perspective through which we examine reality swings between the individual and collective dimensions, **where 'taking care' goes beyond an individual choice and becomes an act of design.**

**Taking care of tomorrow, and doing it today.** The urgency of this message is being heard most clearly in border areas, where design produces innovation and where research is often most fertile, given that they are often incubators for new design practices. And indeed, it is precisely here, in this constant redefinition of boundaries, that design also meets a more humanistic dimension, ceding centre stage to man, the territory, the social aspect, with a view to re-establishing the balance between the natural and the artificial, between tradition and innovation, between technology and empathy.

## FEATURED EVENTS:

From the headquarters of Opificio 31 to the urban incursion wandering off the beaten track into the Giambellino neighbourhood, Tortona Rocks lends a transversal perspective to Fuorisalone that allows design to be observed from different angles, cementing its place as a dynamic, cutting-edge setting for exhibitions.

**The highlights of the 2023 programme** include **IKEA with Assembling the Future Together**, **Archiproducts Milano** with the **TERRA project by Studio Pepe**, and **Paola Navone**, who will be presenting the **eclectic TAKE IT OR LEAVE IT** raffle.

- **Assembling The Future Together** celebrates **IKEA's** 80th anniversary by showcasing its futuristic vision of the home, featuring above all the ability to contribute to change and the people-centred approach that have always been the brand's hallmarks.

Eighty years of design and innovation marks an incredible milestone for the Swedish brand, established in 1943, which has skilfully revolutionised the world of home furnishing by introducing accessible design into our homes.

The exhibition is a journey through the many decades of the furniture store's life, told through a selection of the most iconic products that have contributed to its astounding success, along with a few exclusive sneak previews of items it is set to offer in future. The sensory journey even includes a space dedicated entirely to the Life at Home Report, IKEA's annual study investigating how we live in our homes, as a means of exploring the new trends that will come to shape future ways of living.

The subject is dear to the company's heart, given that over the years, it has proven itself capable of interpreting the needs of people all over the world by anticipating



trends, stylishly transforming them into products and furnishing solutions capable of improving life within the four walls of our homes.

American photographer **Annie Leibovitz** will be amongst the honoured guests at the brand's exhibition to celebrate her **collaboration with IKEA for the Life at Home Report**, announced at the start of this year.

IKEA's exhibition will also offer moments of entertainment and fun in the evening, with a repertoire of musical performances dedicated to electronic sounds.

Visconti Pavilion - via Tortona, 27

- **Archiproducts Milano**, the dynamic, versatile multipurpose venue at via Tortona 31 - as well as the brick-and-mortar base of digital giant **Archiproducts** - will be presenting a project by **Studio Pepe** geared towards encouraging a more conscious experience of interiors and the home.

**Terra**, as the initiative is dubbed, represents the home that we all inhabit every single day. This awareness gives rise to a journey of connections with the earth - as suggested by the name - with an emphasis on comfort and relaxation, where nature is the key inspiration in terms of the choice of colours and materials. The rooms dialogue with one another, playing off a visual continuum inspired by natural gradients, in a sort of textural immersion that also involves the furnishings, which have been carefully selected in a colour palette echoing the shades of the earth itself: sand, clay and terracotta.

Between reflections and artistic suggestions, a vast suspended moon will cast its spell over a dreamlike space, offering itself as the imagined centre of the universe, set to play host to talks and in-depth explorations.

Opificio 31 - via Tortona, 31

- Why not breathe new life into objects that once had a deep meaning to those who chose and designed them - especially if they can still move us, even serve us in some way? Why should we continue to produce and throw away? Organised by New York-based media company **The Slowdown, Take It or Leave It** presents an eclectic assortment of hundreds of objects that designer and architect **Paola Navone** has collected or designed over time, forming the prizes in a special raffle to be held during design week. The objects in the exhibition, curated by **Daniel Rozensztroch**, will range from ancient metal spoons from India to rare Alessi prototypes designed by Navone herself, and even fine examples of German porcelain. To take part in the draw, you must make a reservation at [slowdown.tv/salone2023](https://slowdown.tv/salone2023).

Opificio 31 - via Tortona, 31

**New for the eighth edition, ALTROVE** is a satellite project intended to establish new cultural connections between design and the city.

Transcending the district limits of the Fuorisalone, which tends to keep exhibition



initiatives contained within defined areas, **Tortona Rocks ventures outside its historical home of Opificio 31 to kick off a project that will take shape year by year, forging new and unexpected urban geographies.**

In straying from its native area, the project aims to nurture an original dialogue between design and Milan, break out of the usual exhibition routes, and make everyday places the stage for new hybrid experiences, visual and conceptual interminglings.

This year's urban incursion will set its sights on the Giambellino neighbourhood. Conceived in collaboration with **MilanoSecrets** - the acclaimed 'where's where' that allows you to discover Milan through the most unusual addresses - the initiative has mapped out a variety of common locations, from an anthropological food laboratory to a bookshop, from a pharmacy to a historic wine shop, along with many more. Design will expand into these places to stimulate fresh dialogue and reinforce design as a widespread and inherently Milanese value, bringing it even deeper into our lives.

## **OPIFICIO 31 and the TORTONA DISTRICT:**

Tortona Rocks winds its way through its namesake area, showcasing the vibrant experimentation that has always been endemic to it. Between **Opificio 31, via Tortona, via Savona** and **via Bergognone**, the programme of projects and events reveals new opportunities for dialogue between design and other creative languages. But these sneak peeks are not all the event has to offer: the programme for Tortona Rocks will see brand-new content being added to the line-up over the next few weeks.

A crossroads of design trajectories: this is how **Opificio 31, at via Tortona 31**, positions itself in its efforts to host content that shines the spotlight on **practices of reuse, innovation and technology**, as well as fresh reflections on teaching spaces and art installations.

Features will include a reflection on the concept of the home with **CESVI** and photographer **Fabrizio Spucches**, for an open-air exhibition with a strong social significance; the **German Design Council** presents **one&twenty**, the international contest that rewards 21 up-and-coming designers, selected from academies all over the world, by dedicating an exclusive exhibition to their work; a discussion on innovative, inclusive and integrated approaches to education with **MR Digital**, which has collaborated with **Stefano Boeri Interiors** on a project entitled **Spazi di apprendimento 4.0**; **Prelude**, a Latvian bespoke wallpaper design studio, will launch an entirely handcrafted collection; **Habits** blurs the line between the real and the virtual with its immersive partition **PANORAMA / Ambient Virtual**



**Reality**; and **Fundermax**, one of the world's leading manufacturers of exterior façade panels, is set to shock and amaze visitors with a sensory installation. The **Toyota Logistic Design Competition** celebrates the finalists of the international contest - now in its 10th year - dedicated to talented new designers, whilst the already cult line of mini-kitchens by the **Progettazione Palladino** design firm offers new possibilities for furnishing living areas. **Waste-Less**, the pilot upcycling project resulting from a collaboration with AMSA, means that this year Opificio 31 will once again set the standard for sustainable events by taking steps to reuse and recycle all installation materials used.

As part of the annual event that celebrates the many and varied aspects of living, **CESVI** - in conjunction with **Fabrizio Spucches** and **Milano Space Makers** - offers an unexpected social reflection that entirely turns our perspective on the **concept of home** on its head: its wholly disruptive approach is to stage the destruction of the living space due to natural events, such as earthquakes and climate emergencies, and human events, such as war. What's more, even for those who have one, HOME is not always a place synonymous with protection and care.

**one&twenty** is the name of the exhibition organised by the **German Design Council** to celebrate the finalists of its international competition open to academies from all corners of the world, seeking out up-and-coming young designers whose creative visions offer inspiration for fresh design configurations. This year's competition saw entries from design students and graduates with innovative, trailblazing work in categories including Interior Design, Lifestyle, Eco Design, and Materials and Textiles, amongst others.

The jury will select a total of **21 outstanding projects** from the list of applicants, one of which will be honoured with the 'Best of the Best' special mention, and the remaining 20 receiving the title of 'Winner'. The exhibition - curated as it is every year by renowned professionals such as Nina Bruun, Arianna Lelli Mami and Chiara Di Pinto of Studiopepe - is once again set to be an unmissable feature of design week this year. The innovative products and solutions proposed by the finalists clearly show that the design of the future will blend aesthetic appeal with sustainable utility. The principles of modern design and the synergistic interaction between artisanal craftsmanship and industrial manufacturing are common features of the design of the range of 21 products that have earned this special honour.

All the way from Latvia, **Prelude** is making its debut at Milan Design Week, showing off its incredible world of 'personalised walls' for the first time. The creators of Prelude, **Armands Doķis and Edgars Puķītis**, have unleashed all their creativity guided by the motto 'your walls can talk', blurring the boundaries of craftsmanship and innovation to create unique pieces that can tell a special story in any space. Their creative and technically-advanced vision is the result of twenty-five long years of intense experimentation and research. **Prelude's** unique quality lies in how the creators seek out and use innovative techniques and methods that are



wholly alien to the industry, combined with traditional craftsmanship, to make walls the stars of the show in a symphony of materials, aesthetics, textures, compositions and depths. This mission has allowed them to create extraordinary pieces such as **Mackerel Skin**, an entirely handmade wallpaper that is perfectly redolent of the vibrant, undulating skin of the iridescent fish. Each project is tailor-made, created in the space where art meets design, where tradition meets cutting-edge techniques.

We live completely surrounded by wireless networks, constantly browsing the Internet, overstimulated by the information that our devices bombard us with. There is an urgent and pressing need to carve out moments of relaxation, especially in our homes, through individual spaces within shared environments created in response to the increasing fluidity of living: for example, a small office to work in within the living room, or a space dedicated to exercise or meditation.

The solution is offered by **Habits**, a multidisciplinary studio with a focus on interaction design whose forte, in terms of design, lies in the overlap between physical form and digital interaction.

Habits presents the **PANORAMA / Ambient Virtual Reality** project: an immersive partition wall that blurs the boundaries between the real and the virtual, all in the form of a technological diaphragm that is capable of creating a virtual space and, at the same time, providing sweet relief from the perceptual load to which we are constantly subjected. A multifunctional room divider creates a dynamic background which, thanks to a low-resolution LED device and indirect lighting, effectively changes the quality of its content.

With this, the 'synthesised' images are reprocessed, gently blurring them and softening the force of their visual significance; although still able to catch and engage our attention, they serve as environmental feedback, leaving our mind free and our focus unencumbered.

For **Fundermax**, the number one priority is to work with sustainable materials. A distinguishing feature for a company that has been in business for over 130 years, now one of the world's leaders in the exterior façade panels market, as well as a supplier of a selection of decorative interior design products.

With cutting-edge production facilities in four locations (Sankt Veit an der Glan, Wiener Neudorf and Neudörfel in Austria, and Ranheim in Norway), it has made environmental sustainability a cornerstone of its production, which runs the gamut from melamine panels and laminates to compact panels, offering made-to-measure solutions that are well-versed in the language of architecture and design.

This year, Fundermax is gracing Tortona Rocks with an installation designed by architecture firm **23Bassi**, with a knowing nod to the concepts of sustainability and product customisation. It will be a thoroughly comprehensive and immersive sensory journey offering a one-of-a-kind experience, where visitors will be transported into an unexpected reality designed to stimulate all five senses.



The **Toyota Logistic Design Competition** is a driver of innovation which is open to students and recent graduates, now celebrating its tenth year.

New ideas, experimentation, visions: from its humble beginnings in Sweden, the competition has now spread internationally, showcasing novel design practices and marking the start of promising careers. During design week, visitors will be able to take a tour of an exhibition featuring a selection of the various projects from past editions of TLDC, as well as meet the designers. In collaboration with **ED<sup>2</sup> e Kinto**, **TMHE Design Centre** will be pleased to launch the 2024 edition of the competition on the occasion of this year's Fuorisalone.

**Desco Via Margutta** is a line of mini-kitchens born out of Rome-based firm **Progettazione Palladino**'s continuous research in the field of architecture, especially interior design.

These are not merely kitchens: they are also design objects created to be proudly displayed in the home, key components in the definition of living areas which add a touch of personality to different rooms.

All handcrafted and strictly Italian-made, the kitchens in the range are testament to the firm's meticulous attention to detail, both decorative and technological, and allow for customisation to suit the client's requirements, starting from a minimum size of 60x60 cm. **Creativity** and **concreteness** are the guiding principles behind a repertoire of mini-kitchens that are uniquely appealing in their perfect adaptability to all kinds of spaces: from studios to lofts, B&Bs to guest houses, offices to conference rooms. Such as **Carbonio 2040**, for example, whose small and compact size makes it a perfect fit for the future, or **POP**, with its 1970s flavour designed for studios and B&Bs, yet complete with a dishwasher and refrigerator. **Vacanze Romane** is cute and chic, with a 1950s style and Tiffany-blue rounded-edge doors, whilst **Industriale** offers a touch of essentiality and industrial design redolent of the New York loft aesthetic.

Following the success that the initiative had last year - when it inaugurated, in the context of design week, a model for a sustainable event - this year Opificio 31 will once again be run as a virtuous model for 'transformation' thanks to **Waste-Less**, the pilot upcycling project launched in collaboration with **AMSA** - which itself, some time ago, implemented an experimental plan to raise awareness of the need for waste collected in public spaces to be sorted. The project is the result of a collaboration with **Switch On Lab**, an organisation that deals with sustainability at large events, and also sees the involvement of a network of partners including **Bio-Box**, **Sumus**, **Virosac**, **Ecozona Iberian**, **Andriolo**, **Re - Cig**, and associations such as **Redo Upcycling**, **Parallelo**, **Terra di Tutti**, **Socialice** and **Ciessevi**.

Opificio 31 will be run with activities intended to ensure the 100% separation of all waste produced during the event/setup/disassembly stages, as well as upcycling activities designed to engage companies in the subsequent reclamation of waste produced by the installations, which would otherwise be sent for disposal.



The excitement continues in **via Tortona** with **Peugeot** at **Magna Pars**, via Tortona 15, and **Unwanted Furniture**, a project by **Open Dot** and **AMSA** at via Tortona 5.

**Peugeot** continues to celebrate the 130th anniversary of the arrival of the first ever car in Italy, this year taking centre stage at Milan Design Week with an ultra-exclusive sneak preview that will only further cement its age-old vocation for innovation. A creative surprise sure to amaze visitors.

The exhibition will explore new horizons of design and express the values of the brand's DNA, namely: Allure (charm), Emotion (instinctive driving pleasure) and Excellence (uncompromising quality, efficiency and technology).

**Unwanted Furniture** is a project by **OpenDot** and **AMSA - Gruppo A2A** created in the hopes of raising awareness amongst citizens on the importance of reusing furnishings. Following its launch last year, the initiative takes the form of a catalogue designed to provide citizens with ten circular, sustainable design strategies to follow step by step as a way of extending the lifecycle of old, broken or outdated items of furniture. Materials that would inevitably be cast aside if we did not make a conscious effort to see them through new eyes: no longer simply discarded materials, but rather items ripe for overhauling and readapting to new uses. In a world crying out for us to reduce waste, **Unwanted Furniture - 2** is redoubling its efforts and engaging young designers living in Milan by facing them with the reality of the modern world: if the great challenge of blending functionality with aesthetics has always fallen to designers, then today more than ever before, there is an increasingly pressing need to take a sustainable look at the present and the future.

Thanks to the involvement of **Stooping Milano** - the Instagram account that helps people to swap disused furniture and furnishings - each designer will be assigned a salvaged object and, with the support of **OpenDot**, will be tasked with choosing or designing a circular strategy to effectively transform it. Assisted by OpenDot's skilled makers and designers, these young talents will complete the transformation of their product (from a disused object to a true object of design) at Milan's FabLab. **AMSA**, with its **Unwanted Furniture** project, aims to encourage citizens to change how they see what is all too often considered nothing more than waste, when its value is actually hidden and simply needs reclaiming, updating, redefining.

The exhibition circuit continues at **via Bergognone 26** with **Vanity Fair**, which is participating in Design Week again this year with the latest edition of its **Vanity Fair Social Garden**. An urban oasis of relaxation offering a rundown of the highlights of the Fuorisalone as well as new products - along with, of course, new stories, which have always been a crucial part of the magazine's DNA. An experiential space brought to life by an extensive calendar of activities designed to actively involve visitors: discussions, talks, interviews, masterclasses and entertainment initiatives of all kinds.





For the second year running at **via Savona 35, Sfera MediaGroup, with the magazine Style Piccoli, and The Playful Living**, a platform for creativity and co-design, will create a visual and experiential story for visitors to explore and enjoy through six dedicated spaces.

A project that interprets the modern world by translating it into flexible solutions. A new concept of living and 'welcoming', ready to be observed and tested out, and filled with inspiration and solutions suitable for all manner of settings: intimate and domestic, indoor and outdoor, convivial and professional. All designed for young couples with babies, families, co-working, between work and relaxation, experiences in the Metaverse, the Open Square, between Food & Drink and Play Space; Smart Mobility.