

PRESS RELEASE

MILANO DESIGN DISTRICT URBAN METAMORPHOSIS

Milan, 3 April 2023 - **Milano Design District**, including the 41 partners of *Milano Durini Design*, a street association bringing together the **design showrooms of the city centre** in a synergic shared project, unveils a new brand identity for the occasion of Milano Design Week, along with the initiatives that will take place in over 30,000 sqm of display space, driven by the shared theme of **URBAN METAMORPHOSIS**.

In keeping with the partners' desire to be identified with a representative reality – that of excellence in design – rather than a single category, Milano Design District has formulated the evolution of the Milano Durini District. The association founded in 2016 by an initial nucleus of member companies (B&B Italia, Cassina, Interni, Meritalia, Luxury Living, Porro, Technogym) through the promoter at the time, the architect Massimo Salamone, with the aim of bringing added value to the city of Milan as the international design capital, has forcefully expanded its ranks over the years, reaching a level of 50 members by the end of the year, with locations on various strategic thoroughfares of the city centre.

While the symbolic core of the district remains the quad around Via Durini, with the neighbouring streets, containing 24 of the district's associated showrooms, today the Milano Design District also includes some of the most prestigious spaces in the centre of Milan, extending towards Piazza Fontana, Corso Monforte and Foro Buonaparte.

The evolution of the district is reflected in the creation of a new brand identity, even fresher and more contemporary than before, while at the same time linking back to the tradition of the association. The new logo designed by the students Carvalho-Colid-Filder of the Istituto Superiore ISIA in URBINO was selected as the winner of the graphic design competition "**A LOGO FOR MDD**" which involved three Italian universities, coordinated by **AIAP** (Associazione Italiana Design della Comunicazione Visiva): ISIA in Urbino, IUAV in Venice and Politecnico di Milano.

Through collaboration among the leading companies in the furniture sector, the association works in full synergy with the municipal administration, and is now developing a three-year program of cooperation for the enhancement of the streets of design, making them even more enjoyable for a wider audience. In concrete terms, this implies actions of improvement in the urban fabric, including the creation of pedestrian zones, starting from Via Durini, to offer greater accessibility and to intensify the presence of greenery. The theme of URBAN METAMORPHOSIS underlines the association's commitment to become a protagonist of the development and revitalization of the city.

"Design stems from innovative ideas, often connected with exceptional moments of interaction and social change, along a path of metamorphosis that is also dictated by external impulses that bring novelty, variety and quality. This has led to the innovative project of 'giving form to ideas', in a process of positive metamorphosis aimed at sustainable regeneration, which the member companies of Milano Design District are forcefully implementing", says Massimo Salamone, President of Milano Design District.

Spring, the period that includes Design Week, is the time of rebirth, reawakening, blossoming, in a natural metamorphosis that arrives each year with the alternation of the seasons. Making reference to this synergy of meanings and metaphorical ties, Milano Design District will be set up as a widespread urban garden with vivid springtime tones.

From 17 to 23 April, the companies of Milano Design District will present – for sector professionals and a wider audience of design lovers – their new collections of products, in evocative settings and new display spaces. The days will be enlivened by special installations, events and talks, involving the most outstanding names of the design community, including international designers and architects, artists and other experts. On Thursday 20 April, the streets of design will come alive with extraordinary events and hours, until 10PM, for an evening that has become an eagerly awaited tradition during the design week.

To browse through the district, a digital magazine will be available for Design Week 2023, available at the website www.milanodurinidesign.it. It is also possible to find live updates on the social network channels of @milanodurinidesign and the members, using the hashtag **#MilanoDesignDistrict**.

The member showrooms of Milano Design District (in alphabetical order):

Antolini MilanoDuomo Stoneroom, Piazza Fontana angolo Via San Clemente
Antrax It - Milano, Via San Damiano, 5
Arlinea Flagship Store Milano, Via Durini, 7
Aster Milano Duomo, Via Larga, 4
Atelier Alchymia, Via Durini, 7
Auralis Lighting - Auralis Space, Via San Damiano, 2
Axolight Showroom, Corso Monforte, 16
B&B Italia Design Studio, Via Durini, 14
Barovier&Toso, Via Durini, 5
Bross Monforte, Corso Monforte, 16
Cappellini Space Milano, Via Borgogna, 8
Cassina Milano, Via Durini, 16
Ceccotti Collezioni Flagship Store, Via Durini, 23
Cimento Showroom Milano, Via Borgogna, 7
Contract Atelier, Via Cavallotti, 15-17
Cosentino City Milano, Piazza Fontana 6
De Castelli Showroom Milano, Via Visconti di Modrone, 20
De Padova Santa Cecilia, Via Santa Cecilia, 7
Ethimo, Via Cavallotti, 8
Fast Milano, via Cesare Battisti, 1
Foscarini Spazio Monforte, Corso Monforte, 19
Gallotti&Radice Flagship Store, Via Cavallotti, 16
Interni Design Factory, Via Turati, 8
L'Arabesque Milano Cult Store, Largo Augusto, 10
Listone Giordano Arena, Via Santa Cecilia, 6
Lualdi Showroom Milano, Foro Buonaparte, 74
Luxury Living, Via Durini, 25/27
Marazzi Milano, Via Borgogna, 2
minotticucine, Via Larga, 4
Molteni&c Flagship Store, Corso Europa, 2
Natuzzi Italia, Via Durini, 24
Occhio Store Milano, Corso Monforte, 13
OmniDecor.lab, Via Cerva, 23

Porro Milano, Via Visconti di Modrone, 29
Roche Bobois, Via Cavallotti, 14
Salvioni Milano Durini, Via Durini, 3
Santambrogio|Milano, Via Sforza, 14
Scic Flagship store, Via Durini, 19
Slamp Milano Duomo, Via Larga, 2
Starpool Milano, via Durini, 27
Technogym Milano, Via Durini, 1

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