

Tortona ROCKS



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TORTONA ROCKS #6

present

THE DESIGN AHEAD

Press Release

MILAN DESIGN WEEK 2021

September 4th - 10th, 2021

An eye to the future: the world of design maps out the world of tomorrow, presenting new visions, cutting-edge technology and sustainable solutions.

The sixth Tortona Rocks event: a project that tells the story of the birthplace of the Fuorisalone design show.

Among the latest innovations is “Opificio 31. Agorà della Milano Design Week”, an in-depth analysis of the key players and creative themes that have been presented at this iconic design location for the past twenty years.

After a year of extreme experimentation, digital acceleration and the subsequent search for new ways to replace the physical exhibition experience, design returns to Milan, reopening its public spaces; a place of new frontiers just waiting to be discovered.

In fact, more than ever before, the city is echoing with open questions on the way we live and inhabit the world; urgent questions where an answer can only be found in the collective reformulation of a more organic and multi-disciplinary approach to the way we live.

This scenario lays a fertile terrain for exploring new ideas and experimenting



new strategies; a dialogue that involves the entire urban fabric, public spaces, mobility, production systems, and a reduction in environmental impact that forces us to rethink not only our habitat but also the way in which we relate with ourselves.

In this sense, the Tortona district can be considered an authentic, on-going case study: a constant outpost of change, where design acts as a catalyst for the transformations that sweep over it, changing the DNA of the neighbourhood, transforming it from a public district and industrial pole to a creative system, a production district to an experimental laboratory. Even today, the shock wave of this big bang can still be felt and design, after giving life to an irreversible hybridisation of forms and content, returns once more with alternative approaches that respond to these new challenges, providing us with a snapshot of both the design of today and the future.

Tortona Rocks #6 reaffirms itself as a leading-edge antennae of design that brings together and tells the story of the zeitgeist with **THE DESIGN AHEAD**, a selection of international exhibits and companies that offer a broad-ranging interpretation of a design world that looks to the future, with a vision of the convergence and fusion of multiple disciplines.

To mark the event, this year Tortona Rocks present a video/editorial project, created by **Milano Space Makers** and **Studio Spucches**, called **“OPIFICIO 31. Agorà della Milano Design Week”**. A series of four short documentaries and interviews that celebrate design in one of its most symbolic locations: the heart of the Tortona and Fuorisalone district, tracing the history of the designers and companies that have been involved in the event over the years.

Like a modern **agora**, Opificio 31 is undoubtedly a place for exchange, a crossroads of experience and active participation; a convergence point of a global creative course, resulting in a visionary and eclectic melting pot of ideas and proposals. This storytelling project explores various themes, allowing us to investigate the dynamics behind the new design paradigms and get to know the protagonists.

In the **trailer**, available on Tortona Rocks TV and Fuorisalone TV, we meet **our first narrator, art critic Nicolas Ballario**, the face of Sky Arte and the voice of Rai Radio Uno.

Many other guests from the world of design and creativity will also be taking part in this incredible **“OPIFICIO 31. Agorà della Milano Design Week”** line up.

Once more, this enormous post-industrial **Opificio 31** complex will become the beating heart of the Tortona district, posing itself as a catalyst for international creativity and design projects, including **Vestre**, a Norwegian leader in the production of sustainable furniture for urban spaces; **Belgium is Design** a collective that promotes the countries upcoming creative talent,



the **IQOS CLUB** of **Philip Morris Italia**, a path between art and technology, and the multimedia video installation by the artist **Felice Limosani**, the public art project by Polish artist **Iza Rutkowska**, **Silk-FAW Automotive** with a new car concept created between America, China and Italy; **Softicated** from Switzerland; the French brand **Chaises Nicolle** with a new collection designed by **Paola Navone**; **Archiproducts Milano**, the Milanese spin-off of the digital giant; **RAN**'s sustainable outdoor furniture; the collection of decorative marble elements of the Spanish brand **Meddel**; the outdoor project of Polish brand **Planika**; the food design of **FelixLo Basso**, and the avant-garde technology of **PHYD Hub**.

From King's Cross to Times Square, **Vestre** is a brilliant example of a sustainable Norwegian company that has achieved worldwide acclaim for its street furniture and, for the second time running, the company will be presenting the project **Natural Integration** an installation by Note Design Studio. Visitors will be welcomed into an immersive experience that aims to bring the beauty of nature to the urban heart of Zona Tortona. It is a sustainable path made only with recyclable materials, including the 596 porotherm bricks that make up the internal walls, which encloses a lush garden. On display will be the **Habitats** collection, an experimental family of outdoor furniture and other smaller pieces designed to integrate seamlessly with the nature around them. Throughout its seventy years history, the company's focus has been on respect for the environment and natural resources, company values that have remained unchanged to the present day, also thanks to third generation owner **Jan Christian Vestre**, who created **The Plus** in 2020, an innovative, 100% sustainable factory, planned and designed in collaboration with **BIG**.

For the past ten years, **Belgium is Design** has been promoting young Belgian design talents from all over the world.

The New Belgians - Salone Satellite extra muros exhibition can be viewed in Opificio 31, where there will also be a number of projects that should have been presented at the Milanese Salone Satellite show twice over the past sixteen months.

From furniture to lighting design, storage solutions and much more, the objects on show provide a variegated window into different design approaches, presenting an interesting repertoire of innovative ideas. Selected in 2021, Lias (Elias van Orshaegen), De Angelis Design, Fractall (Arne Desmet) and Studio PART will be making their debut in Milan, as well as Daan De Wit Design Studio, who was selected in 2020. Alongside these exhibitors will also be Olivier Vitry for Claisse Architectures, whose projects attracted attention during their debut show at the Salone Satellite event in 2019.

The exhibition inserts itself into a much broader promotional initiative that includes the film **The object becomes**, which will be presented at Cinema Anteo during Milan Design Week, and Belgian Design Map, a digital guide

dedicated to all the Belgian initiatives in Milan at design week, with Opificio31 being the main headquarters of all the Belgium-based designers presented in Milan.

Philip Morris Italia presents **IQOS CLUB**, a space at **Opificio 31** dedicated to all members of the IQOS community and open to all interested adult smoking visitors, where an **immersive setting** will be present in which converge elements of design and technology.

In the same space it will also be possible to appreciate and taste the "culinary works" prepared by the starred Chef Felice Lo Basso of the Felix Lo Basso Home & Restaurant in Milan.

Furthermore, a few meters from the space, members of the IQOS community and interested adult smoking visitors will be able to visit "**Lunae Lumen**", the multimedia video installation **by the artist Felice Limosani**, one of the most important contemporary exponents of visual art and its emerging forms. of expression. An evocative and dreamy work narrated by **Beatrice Venezi**, one of the youngest orchestra conductors in Europe who for the occasion performed an unprecedented version of Debussy's Clair de Lune, between classical music and electronic glitch.

The central area of Opificio 31 will be home to the temporary public art installation by the Polish artist **Iza Rutkowska** to denounce the negative messages that are often found in public spaces.

Equestrian statue questions the art that connotes squares and public areas with statues depicting commanders and soldiers on their horses and the message of conquest associated with them. The installation interrupts and subverts this practice by presenting a gigantic toy horse, without a rider, on which children and adults can climb.

Previously exhibited in front of the statue of the Espartero Monument in Spain, Equestrian statue is now part of an itinerant project that has countries with a colonial history as stages. On 9 September it will also be possible to participate in the workshop that the artist will hold in Opificio 31, where participants will be able to download a paper model of the horse and print it at home, paste it and then photograph it in front of oppressive equestrian statues existing near their homes.

The car world, which is ever-evolving towards sustainable horizons, will be represented by **Silk-FAW Automotive**, who will be showcasing **S9**, a super-luxe hyper-car designed by **Walter de Silva**, a perfect fusion of aerodynamic functionality and classic, futuristic design. On show at Spazio 400, this immersive exhibit will give visitors the opportunity to discover the Silk FAW world, where AR technology will enable them to learn about the brand's design philosophy, their **innovative partnership with Apple, and the company's new, cutting-edge production centre in Reggio Emilia, Italy**. The exhibition trail begins with an installation designed by emerging

architecture students from the **YAcademy in Bologna**, who have worked under the guidance of architect and designer **Michele De Lucchi** and the **AMD L CIRCLE** design studio.

Softicated gives space to furniture design at Officina 1, a brand devised by **Cyril Rumpler**, a self-taught designer who has always had a passion for interiors. Pleasurably refined spaces furnished with the products from the Softicated range. In fact, **Cyril Rumpler**, has thought up elegant design objects where the essentiality of the materials, including wood, glass and steel, are worked to create impressive and voluminous forms. Meticulously constructed in Europe by local artisans, the rugs, lighting and chairs draw inspiration from the simple and harmonious curves of nature, alluding to the world of flowers, plants and animals. A display that leads the visitor on a harmonious visual journey of contemporary elegance and symmetries.

For the first time at the Milan Salone del Mobile, the French company **Chaises Nicolle**, which has been producing metal chairs and stools for over a century, will be hosted by **Studio Otto - Paola Navone**. At the same time, **Paola Navone** will also be unveiling her new and unedited outdoor armchair collection.

Future Habit(at) is the theme of the new exhibition presented by **Archiproduct Milano** in collaboration with **Studio Salaris**, which sees the participation of **60 international brands**.

Accelerated by the pandemic, the hybridisation of the home as an office environment finds its solution in interior design, defining the 'new normal' that takes shape through a different logic of space sharing, thanks to increasingly silent, dematerialised **technologies** and intimate **cocoon spaces** in communal areas.

From kitchens that become co-working tables, hybrid add-ons, wall coverings that become architectural elements and office islands for larger spaces, to digital domestic experiences and latest-generation home-automated systems, Archiproduct Milano is the **manifestation of how we could live the future, all under the banner of sustainability, aesthetics and comfort**.

Combining furniture and greenery in an eco-sustainable perspective: this is the mission of **RAN**, an Italian brand dedicated to outdoor design. The outdoor spaces, increasingly conceived as a continuation of the living areas of our homes, are the scenography of the **Stadel** collection, made with low environmental impact materials, among which iroko wood from certified African forests stands out. RAN offers a repertoire of furnishings characterized by an alpine design, inspired by the geometries of the loggias of the Aosta Valley "Walser house": a modular, definitely practical collection - to meet the needs of the outdoor environment while guaranteeing comfort and quality - characterized by strong lines but simple in volumes.

Marble, metal and crystal are the protagonists of the **Synthesis Collection** presented by **Meddel**, a Spanish company specialized in designing and crafting high-end decorative elements worked in stone. As the name suggests, we are discovering a collection that is the result of a perfect combination of materials but also of the convergence between design and raw materials. The designer **Joaquín Moll**, a lover of marble, shapes furniture similar to sculptures, unique pieces of great value characterized by a skilful workmanship that lightens the line, enhancing forms that break the stereotypes of traditional technique. On display will be a repertoire of 10 tables with linear and geometric shapes that preserve ancient material textures.

'Design with fire' is the motto of **Planika**, a leader in zero-emission, indoor ethanol and gas fires and fireplace technologies for over twenty years. For the occasion, the company presents a series of avantgarde outdoor burners, an original and extraordinary garden accessory. An eclectic range of solutions and free-standing pieces, with straight, round, square or star-shaped inserts, every Planika fireplace adds a touch of luxury and comfort, enhancing the pleasure of spending time outdoors.

There will also be a detour into **food design**. In this event, food art meets with carefully selected ingredients, where **five-star Felix Lo Basso** will take us on a journey into the flavours he proposes at his **Felix Lo Basso Home&Restaurant**. A spectacular expression of the culinary gesture, where his famous tasting menu is divided into 'acts', as if we were watching a theatrical performance.

At Loftino, the chef will welcome the public to a space where they can take time out from Design Week and taste special dishes, from lunch to the aperitif, and indulge in the tempting offers of the chef's **BOTTEGA URBANA** range which will also be on sale at the venue.

Technology makes itself at home at Opificio 31 with **PHYD Hub**, the physical extension of the digital experience, created by the start-up of the Adecco group, inspired by upskilling and reskilling in the workplace. Throughout Design Week, this pioneering space will become the home of the **Content Lounge** display by Tortona Rocks, where there will be live interviews and discussions, not only on design but also entrepreneurship and research, providing a holistic vision of the design world.

The exhibition circuit continues in Via Tortona - at the Tortona 5 space - with **Letshelter**, a startup that wants to make everyday objects extremely fun and eccentric. With an eye towards young, emerging artists, Letshelter gives free reign to creative expression in both the commercial and niche sectors, such as **home hanging solutions**. All of the products are made entirely in Italy by artisanal crafters, becoming unique and exclusive, one-off pieces.

It is widely sustained that the greatest production revolution is taking place in the cultivation sector, where technological innovation and a conscious approach to design needs to focus on the urgent issues facing our planet: climate change, diminishing resources and the frenetic growth of the world's population.

In Via Tortona 21, at the Milanese headquarters of the luxury Milan and Turin-based real estate company **Gruppo Building, Daniele Fiori - DFA Partners**, in collaboration with the Turin-based group's design studio **BP+P Boffa Petrone & partners**, will be presenting a site-specific installation called **HANG. Seeding the future**, dedicated to soil-free growing in response to the alarming scenarios facing our current times.

The name of project is poignant, playing on the dramatic situation that is unfolding (a planet condemned to a certain end if remedies are not implemented quickly), and a solution based on "hanging roots", a typical element of new, sustainable production practices.

A futuristic process that sees a convergence between design, architecture, technology and innovation, which Daniele Fiori - DFA Partners and Gruppo Building, with the support of **Agricooltur**, have also brought to the urban landscape at the Milanese residential complex **Forest in Town**, the first building to produce food for its residents, paving the way for a new type of urban configuration, introducing cultivation areas within the city itself.

During Design Week, the Via Tortona headquarters will host talks on this theme, as well as a **food design**, an event curated by **IFSE, Italian Food Style Education**, which will offer guests food and cocktails made from products that have been exclusively grown using hydroponics.

The event continues in via Savona 33 with **The Playful Home: la casa del PresenteFuturo (the home of the PresentFuture)**, a project created by the multidisciplinary **The Playful Living** team.

Here you will enter a reconstruction of a real home that is just waiting to be lived and discovered. A home designed for a couple with their three children of 1, 6 and 12 years of age, and the relationships that revolve around them, such as furniture, accessories and services. Recreated in a 200-sqm loft space with indoor and outdoor spaces, the home puts the spotlight on the virtuous relationships that help and foster the healthy development of the inhabitants. In fact, creativity, play and interaction between the family members can be stimulated by a wide variety of situations but also objects, surfaces, materials and the configuration of the very ambience in which we live. It is precisely these elements that favour an acceleration of the growth process, not only for children but also for adults. A series of workshops and meetings will provide an opportunity for a more in-depth exploration of these fascinating dynamics.

The Playful Home: La Casa del PresenteFuturo has been created in collaboration with the **CILAB** (Creative Industries Lab) of **Politecnico di Milano** and **Master Internazionale Kids & Toys by Poli.Design**, promoted on the **Fuorisalone.it** website.