



BRERA DESIGN DISTRICT

Brera Design Week 2022

June 6-12

“Designing the Present, Choosing the Future.”

Starting from the present to shape an idea of the future that can create a new balance between man and nature. After two years, characterized by the pandemic and currently by the geopolitical uncertainty, the 2022 edition of **Brera Design Week** staged from June 6th to June 12th collects the challenges of contemporaneity and promotes the theme “Between Space and Time” proposed by Fuorisalone.it, declining it in “**Designing the Present, Choosing the future**”.

Gathering and interpreting the needs of the present is the starting point for facing the challenges of tomorrow. The 2022 edition of the event, including exhibitions, installations, new products revealed in the streets and showrooms of the city, arises from these needs. Design is a useful tool to cope with the critical issues of today, to give shape to ideas and creative solutions that can bring value to our lives.

Starting from these premises, during the June edition we will talk about wellness and improvement of quality of life, product innovation, research and development of new materials, passing through digital development, between online experience and retail, but also about NFT, more and more relevant also in the design world. All this in a continuously evolving market scenario, which seeks to be more and more sustainable to meet tomorrow’s challenges, intercepting changes as soon as they present themselves.

The desire be able to attend the Design Week in-person again is widespread: Brera Design Week 2022 will host over 160 events with proposals signed by internationally renowned designers. In addition, there will be exhibitions in temporary locations, which for a week will enliven the historic district of Brera, presenting the design community with innovative ideas with low environmental impact.

The project is signed by **Studiolabo**, agency and creative studio formed by a team of professionals specialized in communication design, from digital marketing to concept and graphic design, from web design to strategic design.

Main sponsors of the 2022 edition are Porsche, which presents the event “**The Art of Dreams**” through the work of the floral artist **Ruby Barber** in the spaces of Palazzo Clerici, and **Valcucine**, with the project “**Sustainability beyond Space and Time**” which includes a series of appointments to state the company’s constant commitment to sustainable production.

Rado, reconfirms itself as official timekeeper of the Design Week, marking the time of design and events, sponsoring the platform Fuorisalone.it and Brera Design District.

Brera Design Week: Appointments and Protagonists of the District

Among the national and international brands that have chosen Brera Design District as the stage for their event we point out: A&B Living (% Galleria Ponte Rosso - Via Brera, 2); **Alta Cucine** (% Galleria Tempesta - Foro Buonaparte, 68); **Artemest** (% Piazza San Marco, Giardino Roberto Sanesi); **Artwork Italian Heritage by Kerasan** (% Piazza and Cloister of the Church of San Marco - Piazza and Via San Marco, 2); **BBB Italia** (% HUS Milano - Via San Fermo, 17); **BCD - Barcelona Centre de Disseny** (% Square Garden - Via Madonnina, 12); **Boito Sarno Architects**

(% Solferino11 - Via Solferino,11); **Brunner** (% Palermo21 - Via Palermo, 21); **Christopher Boots & Lost Profile** (% **Vic. Lost Profile** (% Il Vicolo galleria d'arte - Via Maroncelli, 2); **ClassiCon** (% Antonio Colombo Arte Contemporanea - Via Solferino, 44); **ConectArt - Guardrail by Ale Jordão** (% Public space - Corso Garibaldi, 86); **COR** (% Circo Solferino - Via Solferino, 11); **Cristina Celestino - FLORILEGIO** (% Fioraio Radaelli - Via Manzoni, 16); **CUPRA** (% Corso Como, 1 - Piazza XXV Aprile); **D'SIGN** (% D'SIGN - Via solferino, 37); **Deesup** (% Casa Canvas - Via Solferino, 42); **DCWéditions & MODELEC** (% Raw - Via Palermo, 1); **DOT & ABLE TO: San Marco - Brera** (% Piazza and Cloister of the Church of San Marco - Piazza and Via San Marco, 2); **duepuntootto** (% Baldessari e Baldessari architetti e designers - Via Pontaccio 19); **Ecal** (% Orso 16 - Via dell'Orso, 16); **Effeitalia** (% Istituto Lombardo - Via Borgonuovo, 25 | Via Fiori Oscuri, 4); **Fantini Mosaici** (% Lami Fiori - Piazza S. Marco, 8); **Fenix Temporary** (% Casa Brera - Via Formentini, 10); **Filippi 1971 / VittEr** (% San Smpliciano Space - San Smpliciano, 6); Fornace Brioni (% Fornace Brioni - Via Statuto 18); **Fundermax** (% Immobili Ovest di Milano - Via Solferino 24); **Gigacer** (% Metroquality - Via Solferino, 24); **Grand Seiko** (% Made4Art - Via Ciovasso, 17); **Green Wise Italy Temporary** (% Atelier Natsuko Toyofuku - Corso Como, 9); **Home Italia** (% Fondazione dell'Ordine degli Architetti - Via Solferino 19); **House of Switzerland** (% Casa degli artisti - Via Tommaso da Cazzaniga, corner, Corso Garibaldi, 89/A); **IAAD Istituto d'Arte Applicata e Design | Accademia Italiana** (% Locanda alla Mano - Piazza Cannone); **INTERNI DESIGN RE-GENERATION** (% Orto Botanico di Brera - Via Fratelli Gabba, 10/Via Brera, 28); **IRTHI** (% Cambi Casa d'Aste - Via San Marco, 22); **Jung** (% Cavalleri Spazio Danza - Via Palermo, 1); **Kaldewei** (% Bruno Bordese Store - Via Maroncelli, 2); **KCDF - Korea Craft and Design Foundation** (% Fondazione Feltrinelli - Viale Pasubio, 5); **Lambretta** (% Cloister of San Smpliciano - Via Paolo VI, 6 / Via Cavalieri del Santo Sepolcro, 3); **Land** (% Land - Via Varese, 12); **Lee Broom** (% BlindArte - Via Palermo, 11); **Lund University** (% Antichità di Nobili A. & C. - Via Marsala, 4); **Masiero** (% Statuto16 - Via Statuto 16); **Montbook** (% Palermo18 - Via Palermo, 18); **Norwegian Presence** (% Galleria Milano - Via Turati 14/via Manin 13); **Oechsler** (% Temporary in Solferino - Via Solferino ang. Castelfidardo, 2); **Offina Alviti** (% Restarting Mood - Vicolo Giardino); **Padiglione Brera Milano** (% Cloister of San Smpliciano - Via Paolo VI, 6 / Via Cavalieri del Santo Sepolcro, 3); **Paneco** (% Amyd Arte Spazio - Via Lovanio, 6); **Perlini** (% Container Garibaldi 99 - Corso Garibaldi, 99); **PopArtStudio** (% Robertaebasta - Via Solferino fronte civ.3); Posca (% Temporary Solferino - Via Solferino fronte civ.3.); **Posca** (% Urzi Vintage Store - Via Ciovasso, 6); **Porsche** (% Palazzo Clerici - Via Clerici, 5); **Provasi** (% P19 - Via Palermo, 19/A); **Quick Lighting** (% Cernaia7 - Via Cernaia, 7); **Roseto Design** (% Roseto Design Square - Corso Garibaldi, 95); **Rubinetterie Treemme** (% Interno 18 - via Solferino, 18); **Saint Louis temporary** (% Chiostrò della Chiesa Santa Maria del Carmine - Piazza del Carmine, 2); Schönbuch (% Schönbuch - Via Brera, 2); **Sio Design** (% Loc 56 - Via solferino, 56); **Somaschini** (% Dainelli Studio - Via Fatebenefratelli, 4); **Stark** (% Acquario Civico - V.le Gadio, 2); **Studio Linda Martins** (% Marsala2 - Via Marsala, 2); **Studio Luca Guadagnino** (% Spazio RT - Via Fatebenefratelli, 34); **Surteco** (% Robertaebasta Formentini Gallery - Via Formentini 4/6); **Takara Belmont & Tony&Guy** (% Tony&Guy - Via Fiori Chiari, 34); **Targetti** (% Galleria il Castello - Via Brera, 16); **Uniform** (% Understate - Viale Crispi, 5/B); **USM** (% Rossignoli - Corso Garibaldi, 71); **Vanghent** (% Spazio Caraceni - Via Fatebenefratelli, 16); **Varaschin** (% Istituto Lombardo - Via Borgonuovo 25 | Via Fiori Oscuri 4); **VIBIA** (% Hi-Lite - Via Brera, 30); **Walter Knoll** (% Rimessa dei Fiori - Via San Carpofofo, 9); **Whirlpool** (% Brera Site - Via delle Erbe, 2).

This year in the Brera Design District some of the most renowned names in Italian and international design: **Constance Guisset** for Tectona Paris; **Niko Koronis** for Marsotto; **Federica Biasi** for Manerba; **Carlo Ratti** for Orto Botanico di Brera; **Ruby Barber** for Porsche; **Piero Lissoni** for Atlas Concorde and RBM - More; **Diego Grandi** for Azzurra; **Camilla Fischbacher and Hadi Teherani** for Christian Fischbacher; **Andrea Parisio and Giuseppe Pezzano** for Ceramica Cielo and Italgraniti; **Beatrice Rossetti Studio** for Colefax and Fowler; **Marco Pisati** for Cristina rubinetterie; **Duccio Maria Gambi, Matteo Cibic, Analogia Project, Stefano Del Vecchio, Dam Atelier, Andre Steidl** for Delvis; **Olimpia Zagnoli and Studio Irvine** for Design Variations; **Paola Navone** for 2.8 design for dogs; **Antonio Citterio** for Flexform; **Cristina Celestino** for Fornace Brioni and Kaldewei; **Patricia Urquiola** for Jannelli&Volpi; **Michele de Lucchi, Mario Trimarchi, and Francesco Faccin** for Korean Craft Exhibition; **Snøhetta, Patrick Norguet, Vittorio Massimo, and Luca Nichetto** for Lodes; **Studio MILO** for Masiero; **Vincent Van Duysen** for Molteni&C|Dada; **Giulio Iacchetti** for Posca and Montbook; **Barber&Osgerby, Cheshire Architects, IlseCrawford&OscarPeña, Robin Day, Matthew Hilton, David Irwin, Simon James, Nazanin Kamali, Philippe Malouin, Jamie McLellan, Jasper Morrison, Patricia Perez, Tim Rundle, ccontinua+mamt, Caterina Frongia, Alexander Kirkeby and Stamuli** for Padiglione Brera Milano; **Workstudio Corporation and Hisae IGARASHI** for Paneco; **Parisotto+Formenton Architetti** for Quick Lighting; **Calvi Brambilla and Carlo Stanga** for Signature Kitchen Suite; **Sam Baron** for Tai Ping; **Janet Echelman** for

Walter Knoll; **Gustaf von Arbin** with **CARA/DAVIDE** designers for FENIX®; **Studio Fabio Fantolino** for FENIX® and Arpa; **Spagnolo&Partners** for Baglioni Hotels&Resorts and many others.

Once again this year, many names in furniture design are coming to Brera, choosing the district as a showcase for their showrooms: Ferrero Legno - Via Brera, 16; **Flexform** - Via della Moscova, 33; **Lemi** - Via Marco Formentini, 4/6; **Lodes** - Via della Moscova, 33; **Piscine Laghetto** - Spazio Brera - Via Marsala, 2; **Calligaris** - **DitreItalia** - **LucePlan** - Via della Moscova, 33; **Fendi Casa** - Via Verdi corner of Via Manzoni; **Loro Piana Interiors** - Via della Moscova, 33; **Saint Louis** - Via Pisoni, 2; **Ceramiche Ragno** - Via Marco Polo, 9.

The permanent showrooms that have joined Brera Design Week are:

Agape 12 - Via Statuto, 12; **Antoniolupi** - Via Tenaglia /ang Piazza lega Lombarda; **Arredo3** - Via S. Marco, 1 - opposite Via Solferino, 3; **Atlas Concorde** - Via San Marco, 12; **Azzurra** - Via Giuseppe Sacchi, 9; **Baglioni Hotels&Resorts** - Via dei Giardini, 21; **Bodyfriend Europe** - Viale Manzoni, 43; **Boffi | DePadova** - Solferino, 11; **C&C Milano** - Via Brera, 7; **Caffè Napoli** - Largo La Foppa, 1; **Casa Lago** - Via San Tomaso, 6; **Casa Mutina** - Via Cernaia, 1; **Ceadesign** - Via Brera, 9; **Cedit** - Foro Buonaparte, 14/A; **Ceramica Cielo** - Via Pontaccio 4/6; **Ceramiche Ragno** - Via Marco Polo, 9; **Ceramiche Refin** - Via Melone, 2; **Christian Fischbacher** - Via Carmine, 9; **Colefax and Fowler** - Via Palermo, 8; **Cristina Rubinetterie** - Via Pontaccio, 8/10; **Dedar** - Via Fiori Chiari, 18; **Delvis** - Via Marco Minghetti, 8; **Dieffebi** - Via Milazzo, 8; **Effeti Cucine** - Corso Garibaldi, 50; **Elite Beds** - Via Marco Formentini 14; **Febal** - Via Fatebenefratelli, 18; **Fenix Scenario** - Via Quintino Sella, 1; **Ferrero Legno** - Via Brera, 16; **Fiemme 3000** - Via Lanza, 4; **Flexform** - Via della Moscova, 33; **Florim** - Foro Buonaparte, 14; **Franke** - Via Pontaccio, 18; **Glamora** - Via Solferino, 27; **Green Wise Italy Showroom** - Via Palermo, 5; **H+O** - Via Solferino, 11; **Henrytimi** - Foro Buonaparte, 52; **iGuzzini** - Via Brera, 5; **Insula delle Rose** - Via Goito, 3; **Italgraniti** - Via Statuto, 21; **JVStore** - Corso Garibaldi, 81; **JVStudio** - Via Statuto, 21; **Kerakoll** - Via Solferino, 16; **Kiton** - Via Fiori Chiari, 32; **La Boutique** - Via Gastone Pisoni, 6; **Lago Contract Lab** - Via Brera, 30; **Lemi** - Via Marco Formentini, 4/6; **Lodes** - Via della Moscova, 33; **Londonart** - Piazza San Marco, 4; **Lualdi** - Foro Buonaparte, 74; **Magis** - Corso Garibaldi, 77; **Manerba** - Piazza San Simeone; **Marsotto** - Largo Treves, 2; **Menu** - Via Statuto, 8; **MetroQuality** - Via Solferino, 24; **Mirage Project** - Via Marsala, 7; **Misani** - Via Cusani, 9; **Molteni&C | Dada** - Via Solferino ang. Via Pontaccio; **Officine Universelle Buly 1803** - Via Brera, 2; **Otto** - Foro Buonaparte, 69; **Pianca&Partners** - Via Porta Tenaglia, 7N3; **Pierre Frey** - Via Fatebenefratelli, 3; **Piscine Laghetto** - Via Marsala, 2; **Porcelanosa** - Piazza Castello, 19; **RBM - MORE** - Via Solferino, 15; **Saint Louis** - Via Pisoni, 2; **Signature Kitchen Suite** - Via Alessandro Manzoni, 47; **Snaidero** - Piazza S. Marco, 1; Spaghetti Wall, 1; **Dada** - Via Solferino, 2; **Molteni&C | Dada** - Via Solferino ang. Marco, 1; **Spaghetti Wall, Staygreen, Zava** - Via Pontaccio, 19; **Society Limonta** - Via Palermo, 1; **Solferino Lab** - Via Solferino, 36; **Tai Ping** - Piazza San Simeone; **Tectona Paris** - Via della Moscova, 47/A; **Timothy Oulton by Nomad Selection** - Via Pontaccio, 19; **Valcucine** - Corso Garibaldi, 99; **Veneta Cucine** - Foro Buonaparte corner Via Quintino Sella; **Vescom** - Foro Buonaparte, 44A; **Visionnaire** - Piazza Cavour, 3; **Vmaison Boutique Hotel** - Via Tommaso da Cazzaniga, 4; **YC Milano Boutique** - Via Fiori Chiari, 12; **Zimmer & Rohde** - Via Fatebenefratelli, 13

Special Projects and Cultural Events

Porsche – “The Art of Dreams”

Porsche goes on display for the first time at Milan Design Week with an immersive installation that is part of its new art initiative “The Art of Dreams.” Through the work of floral artist **Ruby Barber**, **Porsche aims to explore the relationship between nature and technology with an immersive, dreamlike installation at Palazzo Clerici.**

Ruby Barber has created an uplifting sculptural artwork that combines the fragility of flowers with a technological perspective in the 21st century. Fascinating even in its resting state, the installation comes to life through choreographed performances. An intense creative process saw Barber collaborate with flight engineers and numerous drone pilots in the creation of an “innovative” art experience.

Ideas initially conceived for the virtual world of renderings and animations have been transposed into physical reality, creating new points of view and generating surreal sensations for observers. The installation connects with Porsche's pioneering spirit, while at the same time posing subtle questions about the role of technology, its contribution and its relationship to nature. In addition to the programming of exclusive events, it will be possible to discover in the garden of the second courtyard of **Palazzo Clerici a temporary bar** that will allow visitors to enjoy a moment of relax, tasting a



coffee with friends. Every morning it will be possible to sign up and participate in **yoga and meditation sessions**, realized in collaboration with Ciaomondo.

Porsche, % Palazzo Clerici, Via Clerici, 5, Milan

Valcucine and LEED mapping, the present and the future of sustainability in architecture.

Valcucine presents "**Sustainability Beyond Space and Time**", a series of appointments to confirm the constant commitment of the company that for more than 40 years has been promoting sustainable production. The project includes the introduction of the new **LEED v4.1 mapping** through a path that rereads the history of the company through the lens of the Sustainable Development Goals - SDGs - defined by the United Nations as a strategy "to achieve a better and more sustainable future for all".

In its showroom in Milano Brera, Valcucine will present the **exhibition LE3DERS, curated by Archivibe, showing architectural models of some of the most famous international architectural firms, in 3D version and displayed through an Augmented Reality experience** to be lived through Instagram filters. In addition, Valcucine presents the new exhibition path and the new products with the relative LEED v4.1 credits of the mapping realized with the support of GREENMAP, Habitech's program for industry.

Valcucine, Corso Garibaldi, 99, Milan

Baglioni Hotels & Resorts – "IN-BETWEEN. Between Art and Design".

Casa Baglioni, the new Milanese hotel of the Baglioni Collection that will be opened in the Brera district by the end of the year, a project signed by the architecture firm **Spagnulo & Partners**, opens the doors of its building site during the days of the Milan Design Week, transforming itself into the exclusive stage of the art exhibition "IN-BETWEEN. Between Art and Design."

The exhibition, curated by Spagnulo & Partners, describes the delicate relationship between art and design, which is also the conceptual matrix of the project for the new hotel Casa Baglioni. On display are works by three great international artists, **Agostino Bonalumi, Anne Imhof and Giulio Paolini, from the Stefano Cecchi Trust Collection - Fondo per l'Arte, a collection created by the entrepreneur Stefano Cecchi with the curatorship of Iole Pellion di Persano.** The exhibition endorses the idea of the interior design project confronting the work of art, indicating this dialogue as a method to discover new ways of communication.

A process that leads to a vision of integrated space in which art, design and architecture touch each other and, together, generate a universe of new signs. With this event Baglioni Hotels & Resorts and Spagnulo & Partners declare to fully embrace this creative process, proposed as a conceptual prelude to the key themes of the future Baglioni House, inspired by the great artistic experience of the avant-garde of Milan in the '60s.

Casa Baglioni, Via dei Giardini, 21, Milan

Momentum: interactive installation conceived in the spaces of the Acquario Civico di Milano, dedicated to the theme of Fuorisalone and signed by Stark, a leading company in the production of multimedia installations and interactive experiences.

Stark takes the opportunity presented by the theme of Fuorisalone 2022, questioning itself through a visual and experiential installation on the system time-space/environment. **The relationship between scientific time and perceived time is represented in an interactive space that invites us to reflect on the actions performed by each of us. A shared experience told by light and sounds. The work brings together two visions of time, scientific time and the time of human life, perceived time.**

In the last two years, spatial and temporal perceptions have changed drastically and the experience of one's present, past and future has been stretched and confused, with a progressive loss of reference points, becoming more uncertain. This indeterminacy that characterizes the new everyday life is accompanied by environmental and climatic changes. These are often minimized and neglected because they are perceived as slower and more gradual than the real speed with which changes occur and they are unpredictable. The work will allow people to live a shared experience told by light and sound, in which they will be able to mix the relationship between the marked time, which inexorably advances, and the perceived time, upon which it is possible to act. A chaotic scenario, where you can perceive the consequence of each



action, where movements are amplified and exasperated, juxtaposed to a regular and constant scenario, where drops of light are repeated an indefinite number of times and each instant is separated from the other.

The drops, adding up, form the time of science, a time on which it is not possible to intervene. The work thus invites us to reflect on the actions performed by each one of us, which relate to space and, realize how interfering with it, one transforms it. Hence, it is still possible to create, despite the inexorable passing of time.

The installation, conceived inside the Acquario Civico di Milano, in the Brera district, is also part of the Ocean Week schedule: an appointment to raise awareness of the general public on issues related to the blue economy, the protection of the seas and oceans, on virtuous behaviors related to this natural heritage.

Stark, % Acquario Civico di Milano, Viale Gadio, 2, Milan

Signature Kitchen Suite – “True to Nature - The Show is Back”

Signature Kitchen Suite wants to raise awareness of the need to **rediscover a strong link with nature, as a key element of our lives, even in the city**. The public will be involved in an immersive experience that will start in the outdoor gallery with an original illustration by **Carlo Stanga** to continue in the three floors of the **showroom, freshly restyled by Calvi Brambilla**.

The itinerary intends to tell, also through tasting, some of the production processes that guarantee excellence and respect for raw materials, which are put side by side with those technological and design solutions that, at home, preserve the quality and life cycle of food.

Signature Kitchen Suite, Via Manzoni, 47, Milan

FENIX® - “The Wall of Wonders”.

FENIX® presents **X-KIN™**, the **new wall surface designed for interior design**, in a special installation that sees the collaboration between **artist Gustaf von Arbin and designers Cara/Davide**, under the artistic direction of **Motel409** and the supervision of **Musa**. The installation tells a visual and sound story animated by the daily gestures that occur within the domestic spaces seen through the shadows reflected on the walls. The wall, which has always been a contrasting element that unites and divides, protects and shapes, is also the place where we “show” what we love, our affections, our memories, our passions, the art we want to look at, the moments that represent us.

FENIX®, % Casa Brera, Via Formentini, 10, Milan

FENIX Scenario – “De-Structura” (- De-Structures)

An installation dedicated to design freedom that gives space for creative expression. Inside **FENIX Scenario**, the architect and designer **Fabio Fantolino** starts from the material to create “capsules” of interiors. The innovative materials and surfaces **Arpa, FENIX, Homapal and X-KIN** are the cue, the structure from which multiple design ideas take shape to be released as references of contemporaneity: a meeting between innovation and experience, between harmonic composition and attention to detail.

A single color/decoration that expands within an octagonal geometry becomes a monochromatic aggregator to be crossed to discover new imageries. **Focused on the kitchen world, the architectural capsules show, stimulate and question the designer on the transformation of surfaces** into an intimate space rich in details. A project in collaboration with Musa.

FENIX Scenario, Via Quintino Sella 1, corner of Foro Buonaparte, Milan

Cristina Celestino – “Florilegio”

At **Fioraio Radaelli**, a space designed by **Guglielmo Ulrich in 1945**, **Cristina Celestino's** intervention **takes inspiration from the very nature of the space, from the dialogue between outside and inside**, interacting with the pre-existing aesthetics and establishing a fertile harmony between an idea of design and domesticated nature.

Concealing any decorative interference through the use of mirrored objects that celebrate in an ironic and at the same time magical way the “nature” of the place, we obtain a coexistence of matter and content, suggesting a new way of perceiving and using space. A tribute to nature.

Cristina Celestino, % Fioraio Radaelli, Via Manzoni, 16, Milan



Design Variations 2022

Design Variations 2022, curated by **MoscaPartners**, takes life with the talent of the artist **Olimpia Zagnoli**, author of the site-specific installation **Cariatidi Contemporanee**, which will interpret the facade of the **Circolo Filologico Milanese** with the collaboration of **3M** for the films of the surfaces.

Another talented woman, **architect Maria Laura Rossiello/Studio Irvine**, will intervene inside the building with a project of **redevelopment of the existing BAR creating a contemporary space that respects the history of the place**. A place to relax and meet during Design Week: **Il Caffè del Circolo**.

A full range of the work unites the **Circolo Filologico Milanese** with the second venue chosen for Design Variations 2022: **Palazzo Visconti in Via Cino del Duca 8**, near Piazza San Babila. Through a path that connects design and project culture to the social and architectural heritage of the city, Design Variations 2022 selects and welcomes companies, universities, institutions and creative people from all over the world.

Design Variations 2022, % Filologico Milanese, Via Clerici, 10 - % Palazzo Visconti, Via Cino del Duca, 8, Milan

House of Switzerland

Through the participation of institutions such as **Haute École d'Arts Appliqués (HEAD)**, **École cantonale d'art de Lausanne (ECAL)**, **ETH Zurich**, **Lucerne University of Applied Sciences and Arts (HSLU)**, the **Swiss Institute**, and private partners such as **De Sede**, **Embru**, **Lichtprojekte**, **Röthlisberger**, **Seleform**, and **Schindler Salmeron**, **House of Switzerland will be completely dedicated to world-class Swiss design and will also showcase a new generation of Swiss designers in collaboration with the Swiss Cultural Foundation Pro Helvetia**.

In addition to exhibitions and events, culinary gatherings dedicated to Switzerland.

House of Switzerland, % Casa degli Artisti, Via Tommaso da Cazzaniga, corner, Corso Garibaldi, 89/A, Milan

Korean Craft Exhibition – “Again, From The Earth's Foundation”

Italian design and Korean craftsmanship to celebrate the origin of nature, bringing attention to the **value of craftsmanship and the use of raw materials** that originate from nature itself, in this particular moment of pandemic, climatic and moral crisis. To face this challenge, three great names of Italian design have been involved, **Michele de Lucchi**, **Mario Trimarchi** and **Francesco Faccin**. Each with their own approach to design has interpreted the Korean aesthetic through works made by the three Korean master craftsmen **Gangyong Park**, **Hyungkun Lee** and **Sungja Hur**, known for their care and mastery in the use of natural raw materials.

KCDF - Korea Craft Design Foundation, % Fondazione Feltrinelli, Viale Pasubio, 5, Milan

Padiglione Brera Milano, the best design of Anglo-Saxon excellence

SCP, **CASE** and **VG&P/Isokon** from the **UK** and **Resident** from **New Zealand** - land in the **main cloister of San Simpliciano**, while in the adjacent gallery the **editions of EDIT Napoli** make their Milanese debut.

Designers involved: **Barber&Osgerby**, **Cheshire Architects**, **Ilse Crawford&Oscar Peña**, **Robin Day**, **Matthew Hilton**, **David Irwin**, **Simon James**, **Nazanin Kamali**, **Philippe Malouin**, **Jamie McLellan**, **Jasper Morrison**, **Patricia Perez**, **Tim Rundle**, **ccontinua+mamt**, **Caterina Frongia**, **Alexander Kirkeby** and **Stamuli**.

Padiglione Brera Milano, Cloister of San Simpliciano, Piazza Paolo VI - Via Cavalieri del Santo Sepolcro, 3, Milan

Visionnaire – “Nature's Jewels Box”.

Visionnaire presents **Nature's Jewel Box** collection that celebrates the regenerative power of nature compared to the radical changes in the world, investigating beauty from an unexpected perspective: the fascinating resilience of trees. The capsule celebrates the incredible adaptability of trees to thrive in changing climatic conditions and even in hostile environments. During the **Fuorisalone** the completion of Visionnaire's **NFT** project is also unveiled in **Wunderkammer**. The project has already been previewed in March in the form of 3 **NFT** “teaser” videos with drop on the marketplace **Foundation**, one of the main platforms for artists, curators and collectors in the new digital creative economy.

Visionnaire, Piazza Cavour, 3, Milan



Tai Ping – “Floræ Folium, installation by designer Sam Baron.”

Tai Ping will present for the first time in his Milan showroom, **Floræ Folium, a set design by Sam Baron**. For the event, the French designer has imagined a unique mise-en-scène by incorporating three original carpets that play on the technical limitations of the brand. Through exclusive designs, Sam Baron reinterprets the classic floral motif of the bouquet in a contemporary way, blurring the lines between floor and space, mixing sketches and carpets, classicism and visionary modernity.

Tai Ping, Piazza San Simpliciano, Milan

A doorway to the urban Moai

The Moai of Easter Island, made by Urban Solid, sculptures that represent an entire civilization are immersed in the contemporary urban context. Defaced like the walls or monuments of our cities, they acquire a new meaning also through the relationship with the “Doorway to” installations: overlapping of two-dimensional levels that generate the profile of the Milan’s city symbol, the Duomo.

Piazzetta Brera, 22 - Fiori Chiari, 1, Milan

IAAD Institute of Applied Art and Design | Italian Academy - "BRA-VERY BAR".

The “BRA-VERY BAR”, through the Call to Action “Have the Bravery to Change” is proposed as a project - and as a Hub for meeting and sharing - useful to trigger a collective reflection on the urgency of a real, concrete change: using design as a strategic lever of positive social transformation. The **project has the ambition to suggest and promote a cultural paradigm shift, in which ecological sensitivity and the circularity of material transformation processes are placed at the center of a new, widespread propulsive action of total regeneration**. It is time to be brave. It is time to change - today and for the better - the world we will inhabit tomorrow.

Bra-very-bar, % Locanda alla Mano, Piazza Cannone, Milan

“Plywood for future”: Panguaneta plywood offers street furniture at Brera Design Week to imagine a sustainable future

Giving shape to values Panguaneta will take part in Brera Design Week 2022 with the project “Plywood for future” and the Pangua Panka benches: an invitation to design lovers to stop and rediscover the value of Italian poplar plywood and its short supply chain. A circular material by nature that loves the environment, the people and the territory.

Panguaneta, % Largo la Foppa - % Corso Garibaldi, 112 ang. Via Marsala, Milan

Milan Ocean Week

One Ocean Foundation, an Italian reality of international relevance for the preservation of the ocean, **launches the first edition of Milan Ocean Week**. The initiative, supported by the Prefecture and the Municipality of Milan, will take place from June 8th to June 12th and will involve the BAM - La Biblioteca degli Alberi (The Library of Trees) with a series of initiatives aimed at young people and citizens, the Acquario Civico di Milano, where on May 31st will be held the press conference in the presence of the Deputy Mayor Anna Scavuzzo, the Centrale dell'Acqua, the Museum of Natural History and Via Gesù, in the fashion district, which will become the “ocean rd.” with street furniture made of recycled plastic recovered from the sea.

More information is available at 1ocean.org.



Media Partners

For the edition of Fuorisalone 2022, Brera Design District has defined Media Partnership agreements with the most prestigious national and international design and architecture magazines with the aim of presenting and promoting projects, activities and events of the district.

Living - www.abitare.it
Archdaily - www.archdaily.com
Archiproducts - www.archiproducts.com
Architonic - www.architonic.com
Artribune - www.artribune.com
BCD-Barcelona centre de Disseny - www.bcd.es
Corriere della Sera - www.corriere.it
Designboom - www.designboom.com
Dezeen - www.dezeen.com
Domus - www.domusweb.it
Exibart - www.exibart.com
Living - www.living.corriere.it
Pambianco - www.design.pambianconews.com
STIR - www.stirworld.com
TheArtGorgeous - www.theartgorgeous.com
TA-DAAN - www.ta-daan.com

Partner Services

Discover the streets of design, with Helbiz

Helbiz is micromobility partner of Brera Design District on the occasion of Milan Design Week 2022 to offer an alternative and sustainable mobility solution.

Innovation and sustainability will meet along the streets of Milan during the Design Week 2022. In this scenario, micro-mobility represents a smart and effective solution for an event capable of involving the whole city and attracting numerous participants and visitors.

Hotspot addresses: Piazza S.Marco - corner of Via Pontaccio/Fatebenefratelli, Via Borgonuovo - corner of Via dei Giardini (Exit Metro Montenapoleone), Via Giuseppe Verdi, 5, Via Tivoli (Teatro Piccolo)

Tools for the public

An integrated system of communication tools has been designed **to help visitors find their way around the events of the Brera Design District:**

- Free **event guide and map** distributed throughout the district and at mobile info points;
- Dedicated **website and social channels** (Facebook, Instagram), reporting daily events and promoting activities;
- **Travelling Infopoints** exclusively on *cargo bikes*, designed together with **CDM - Corrieri della Madonnina**, to welcome the public of Fuorisalone by distributing the paper map of the scheduled activities;
- **Signage on the territory** divided by row flags for marking the territory and indicative totem at the entrance of each event;
- **Signage totem** at the entrance to each event.



Reference Links:

Website: www.breradesignweek.it / www.breradesigndistrict.it

Facebook official page: www.facebook.com/breradesigndistrict

Instagram: <http://instagram.com/breradesigndistrict>

Hashtag: #BreraDesignWeek #BreraDesignDistrict #BreraExperience

Illustrations for the Brera Design Week 2022 visual identity were created by Ray Oranges.

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Press kit with images, illustrations and official press releases will be downloadable from the link:

www.breradesignweek.it