

## TORTONA ROCKS #7

presents

### MATERIA New perspectives in design

Press Release  
MILANO DESIGN WEEK  
June 6th-12th 2022

**Reconstructing visions, processes and forms: the seventh edition of Tortona Rocks is an exploration of ongoing experimentation, starting with materials.**

**Tortona Rocks, set against the backdrop of the Tortona district's post-industrial heritage, spotlights the most innovative design, in a semantic dialogue between the past and new design directions.**

**There are over 20 international exhibits celebrating design in the district that gave rise to 'Fuorisalone' and more than 50 designers who are marking a new era in design.**

Recent years have featured an unprecedented systemic upheaval, a shockwave that has spread indiscriminately from the scientific to the creative sector, disrupting the usual cultural paradigms - which are long in the process of being overhauled - and releasing **material**.

We are now navigating this primordial state where we are trying to trigger new processes of molecular aggregation 'in response to the lack of answers' that modern society needs to address.

And it is exactly in this plasma of elements, in this nebula of thought





particles that the atoms of new insights are reformed and black holes still to be explored are probed to broaden the frontiers of design, which need new orbits to travel, now more than ever.

**MATERIAL** heralds a return to the origins, as a starting point for rebuilding visions, processes and forms in a historical moment in which many principles of modernist orthodoxy are shattered, including the saga of economic growth at any cost, in favour of a cultural change that makes disciplinary interference a new dogma of doing.

This mental shift is reshaping new design methods and defining a new language in which **transformation, experimentation, waste, reuse, circularity and sustainability** are the cornerstones of the 4.0 expressive code.

The way forward is to give new life to material, by assuming that what exists is a resource, offering alternatives to out-dated production methods.

In this way design becomes almost an alchemic activity **that focuses on the materials instead of the object, on the process instead of the form**, all in the name of the most avant-garde experimentation.

**Today, design is material.** This means that every single object acquires a symbolic meaning as well as a formal one, and that the quality of the product, the creative act in making it, and its heritage are important values to be communicated, as well as its mere use.

Once again this year Tortona Rocks offers a critical analysis of the major contemporary issues that are shaping design, starting with ecology, which is no longer a rhetorical theme but an urgent need that is altering the parameters of coexistence. **Materials** have therefore become an **area of unprecedented experimentation, combined with increasingly futuristic technology and integrated research between disciplines.**



The Tortona Rocks programme of events and projects takes place in the Tortona district between **Opificio 31**, **via Tortona**, **via Savona** and **via Bergognone**, confirming its status as the area's avant-garde, research-based design hub, setting the most innovative design against the backdrop of post-industrial heritage and creating a semantic interplay between the past and new design perspectives.

**The highlight of the 2022 Milan Design week is the IQOS installation**, a temporary monumental work that continues the evolutionary path blending art and technology that the company has followed in recent years. In this edition Philip Morris Italia looks to the future and to sustainability once again, confirming its presence with a space dedicated to all members of the IQOS community and open to interested visitors while the installation venue, Opificio 31, remains a place of a thousand possibilities, not only a design crossroads but a project in itself.

Milano Space Makers, the organisers of the exhibition programme, will also offer an idea rooted in ecology that rethinks waste materials as assets with multiple opportunities for reuse. This year the Tortona Rocks exhibition district will feature an innovative pilot project for managing the event's waste and upcycling waste from its set-up, producing a virtuous cycle of transformation.

**Opificio 31**, a great arena for international design, will once again this year host a selection of projects where experimentation is the lowest common denominator, like **IQOS which will offer a monumental project combining art, design and innovation by the Truly Design Crew**.

**The German Design Council** presents a selection of winning projects from the international **ein&zwanzig** competition featuring alternative production techniques and new sustainable materials. **The Centre for Creativity Slovenia (CzK)** will showcase a group of designers who offer a critique of current economic and social systems and a different



perspective on production. **Stilnovo's** iconic products will be the focus of the surprising concept **Stilnovo Original Lounge** while tomorrow's living will also show-cased by **Archiproducts Milano** with **Future Habit(at)**. **Connective Nature by Finsa** reflects on people's relationship with nature and the role of public spaces as social connectors, while Vento by the **Consorzio Prosciutto San Daniele** will take visitors on an experiential journey highlighting the role of nature and primordial elements in the area that is home to an excellent product like San Daniele Prosciutto. **Preciosa Lighting** will bring rhythm to design week through crystal lights and music, the elements of the **Composition in Crystal** installation and **Peter Ott** will show how professional photography can be transformed into a new graphic style, a balance between art and interior design. **CASA**, the Belgian chain of furniture stores will launch its new summer collection. **ISIA Firenze** will present a project showcasing antifragile design, and **Boero**, a long-established paint company, will offer a new colour palette in a display designed by the IED.

In the **IQOS** space inside Opificio 31 from 7th-12th June users and adult smokers can see the Italian preview of the new limited edition IQOS 3 Duo We Edition dedicated to the IQOS Community and inspired by the various viewpoints of over 2 million people in Italy who have stopped smoking and are now IQOS users. Opposite the IQOS space **the dialogue between art, design and sustainability is embodied in an immersive anamorphic work by the Truly Design Crew**, made on a structure with an **Airlite** coating, whose high-tech composition reduces air pollutants. **The work shows the link between art and innovation, combining sustainability and progress in its design.** It is a work that looks to the future, paying tribute to the various points of view of every single member of the IQOS community, expressed through anamorphism. The installation is made up of different surfaces, each one of which helps to create a large image, just like a community made up of countless people, each one of whom is unique and has a story to tell. The project aims to foster a dialogue on the positive impact that progress can have on individuals and communities.



There are 21 winners of the international **ein&zwanzig** competition for young designers organised by the **German Design Council**, where recycling, upcycling and re-design emerge as contemporary design themes. The finalist designs feature new layouts for living spaces, flexible spatial concepts and an increasing sense of responsibility for sustainable action, expressed through alternative production methods.

The staggering range of works on show includes modular systems, seating and office furniture, multifunctional objects, lighting design, everyday objects and textile design.

The common thread running through the projects is experimenting with materials - from recycled banana fibres to natural rubber, glass, jute and black granite. CO2-binding carbon fibres become environmentally friendly plant pots, while cellulose-based wood fibre is used to create multi-dimensional textile objects.

The 2022 awards ceremony will take place live in Milano. Award-winners include **Felix Landwehr** for Apio, **Isabella Braunreuther** for A Softer Wood, **Lucie Ponard** for Layers of Time and many other contributors who have created an extremely innovative repertoire.

**New Times (Made In Slovenia)** is the theme of the exhibition organised by the **Centre for Creativity Slovenia (Czk)** which features twenty-two products awarded the Made in Slovenia trademark of excellence.

The exhibition is a series of projects that break with established social mores and offer a critique of current economic and social systems, together with a new perspective on production.

Some examples include **Pattern Generator** by **Kobeiagi Kilims**, which involves carpet buyers in manual production through computer-controlled co-creation of the final product.

Young artist **Maruša Mazej** looks at disposable objects in **Fragile Bodies**, while **Lučka Berlot** and **Ági Göb** have recovered pieces of plastic collected by the sea and frozen them into a semi-transparent composite material that recalls colourful terrazzo.

The exhibition is organised in partnership with the **Centre for**



**Creativity/MAO**, the **Ministry of Foreign Affairs**, the **Ministry of the Arts of the Republic of Slovenia** and the **Embassy of the Republic of Slovenia in Italy**.

As part of Fuorisalone 2022, iconic **Stilnovo** products will be the focus of a brand-new installation with a surprising concept: **Stilnovo Original Lounge** is a real lounge area, where graphics, activities and products reflect the brand's philosophy in bright colours, timeless shapes and playful moments.

It is a journey through the world of Stilnovo, accompanied by unique design objects. The centrepiece of the Stilnovo Original Lounge exhibition concept, the **Original for the Originals** philosophy re-launches the historic Milanese brand by emphasising the irreverent, playful, surprising and meaningful relationship between object and subject, highlighted through the use of very bold shades and contrasting colour combinations. Visitors will be welcomed on a journey through the Stilnovo universe, peppered with unique and timeless design objects. The most iconic products on display will be **SALISCENDI** by Achille and Pier Giacomo Castiglioni (1957), **MINIBOX** by Gae Aulenti - Piero Castiglioni (1981), **GALASSIA** by Stilnovo (1959), **MEGAFONO** by Stilnovo (1958), **VALIGIA** by Ettore Sottsass (1977), **TOPO** by Joe Colombo (1970), **SPUTNIK** by Stilnovo (1970), **GRAVITA** by Antonio Macchi Cassia (1969), **CAMPANA** by Stilnovo (1969) and **TREPIU'** by Gae Aulenti - Livio Castiglioni, 1972.

**Archiproducts Milano**, the dynamic and versatile multipurpose space at via Tortona 31, in the heart of the Design District, offers a new chapter of the **"Future Habit(at)"** concept. Technology, spaces, experiences, the relationship between objects and people were the key words of the exhibition that featured in **Archiproducts Milano Design Experience** in 2021. These are now enhanced by new forms and solutions, in a new project designed and created this year in partnership with **Studio Salaris**.

Over 100 brands have been chosen from all over the world, including **Bticino**, **Samsung**, **Natuzzi**, **Buzzispace**, **Vistosi**, **Florim** and **Desalto**. Their products and visions of future living will once again transform the



Showroom's 15 spaces, offering a unique experience of materials, colours and hybrid elements of aggregation, in which functions, practices, solutions and spaces continuously merge and blend, also thanks to phygital, calm, sustainable, dematerialised technology. Because future living is an open question that is still looking for answers.

**FINSA**, a Spanish company founded in 1937 and famous for its innovative use of wood, will return to Milano Design Week with **CONNECTIVE NATURE by FINSA**, an exhibition that encourages a sensory and interactive reflection on the role of people in society and their relationship with nature.

The concept for the exhibition has been developed in partnership with architect Izaskun Chinchilla and his studio, famous for inclusive urban planning focusing on people when designing public spaces.

CONNECTIVE NATURE by FINSA offers a journey with eight sensory experiences in which the design themes are wood and the forest. The first is a chair with a special back designed like a nest, where you can listen to birdsong as therapy to combat emotional issues. The last is an experience that culminates in a moment of community connection where visitors are invited to share a pleasant memory at a round table. This final touch honours the essence of shared memories as unifying elements of communities.

The **Consorzio Prosciutto San Daniele** offers an immersive project named **VENTO**, an experiential journey through natural and primordial elements that influence the area of San Daniele del Friuli to make San Daniele Prosciutto a product of excellence.

It is a multisensory journey that transports visitors to the bed of the Tagliamento River: a walkway over the water, the scents of the surrounding nature, winds, humidity and 360° projections - each element contributes to representing the magic that happens every day in the area where sea and mountain winds come together to form a microclimate that is vital for creating this product.



The first part is a symbolic journey through wind and weather, while the second part is the culmination of the tasting experience, under the guidance of expert prosciutto slicers.

**Preciosa Lighting** will offer a real crystal symphony as part of the **Composition in Crystal installation**.

The installation, by Preciosa's creative directors Michael Vasku and Andreas Klug, represents the perfect harmony between art and design, enhanced by light and sound. During the event, visitors will be invited to interact with the installation and create their own crystal symphony.

This large-scale work of art by Preciosa Lighting features rings on the outside that resemble sound waves and, on the inside, a heart divided into three sections in which visitors can play music. All the sounds will be translated into light effects that will spread through the external elements surrounding the visitors.

Composition in Crystal is inspired by one of Preciosa Lighting's exclusive products, **Crystal Spin**, which will debut at design week. It has an organic design that moves in space through forms and sparkles, thanks to its cylindrical crystal components.

**Peter Ott**, an interior design start-up from Turin will take part in Fuorisalone in Milan for the first time, showcasing images that decorate, and transforming professional photography into a new graphic style, in a blend of art and interior design.

Peter Ott will share his images created to furnish, with a special focus on the new collection that celebrates the fragility of cities, including Venice.

The collections are produced in the best Italian workshops, printed on fine art paper and include an even more decorative wallpaper version. The public will be part of a creative project producing evocative works that bring personality to spaces.

**CASA**, the furniture store chain that began in Belgium in 1975 and present in Italy since 2008, will make visitors to Fuorisalone dream of summer.





The **Cosy Summer a Home with CASA** installation will stimulate the viewer's imagination and creativity. The central theme is being on holiday in your own home, with the belief that, thanks to some well-chosen elements, you can feel like you're travelling even under your own roof. There are lots of suggestions for a 0km holiday from the HANNA series, for the perfect outdoor lounge set or the PANTAL lounge set, which recreates the atmosphere of a cocktail party on Ibiza. There is also the essential BASIEL table in recycled teak and the customisable FRIDA and FRAY chairs.

**ISIA Firenze** presents its **Design Antifragile** project, with concepts and installations by **Mirko Tattarini** and a repertoire of designs developed by students on the **Strategic Design course**.

Antifragility is the true opposite of the concept of fragility. It denotes a system that should mutate and improve when faced with external stressors, not by protecting itself but by adapting.

An antifragile system embraces sudden change, uncertainty and positively welcomes risk. This is the critical premise that forms the basis of the research.

Various kinds of objects will be on display that fall either directly or indirectly into the following:

**HACKED OBJECTS/SYSTEMS** - whose primary function is changed or increased through technology and/or design - **READY-MADE OBJECTS/SYSTEMS** - whose components are commercially available without setting up a new production chain - **UPCYCLED OBJECTS/SYSTEMS** - which acquire more value in a 'second life' thanks to design.

The objects on display will form the partial - and arbitrary - synthesis of a home environment, inhabited by pairs of vaguely symbiotic objects (tables + lighting), made with hybrid manufacturing processes (classic + additive). During Design Week there will also be a publishing project combined with the objects on display by the **Media Writing Course**.

As part of Milano Design Week 2022 Boero, an architectural reference point for colour, will host "**24 Hours with Boero**", an installation



curated by Noroo Milan Design Studio in the Loftino space at Officina 31. The installation will interpret the trend book created by Boero in partnership with IED and will involve choosing 48 colours organised according to 6 different moments of the day, to full embody the potential of colour and ensure freedom of expression. It is a project that stems from "1831 - Il Colore Italiano": a complete new functional and agile colour system that offers maximum flexibility and personality in interior design through the use of colour.

The exhibition continues in **Via Tortona 5** with **Bud Brand**, a project dedicated to young Japanese creatives. This is a wide-ranging group exhibition where Japanese design is captured in its most irreverent and playful forms. A new wave of Japanese design is ready to spread around the world and in a sort of extended workshop in Milan, it is about to blossom and amaze us!

In **via Savona 35** the focus will be on **THE PLAYFUL LIVING** which presents **A Casa Ovunque** in partnership with the **Sfera MediaGroup**. This hybrid event combines digital and physical experiences.

There will be six spaces devoted to a new concept of living in co Temporary Home, an inclusive, intergenerational co-living space; **Multiconcept Store**, a retail space promoting experiential shopping; **Hybrid Space**, a design and ideas exchange hub; **Open Square**, a dynamic social space; **Food and Drink**, a sensory bistro; and **Street and Welcome** a lounge area dedicated to wellbeing and sustainability. Six spaces that let the visitor observe, find inspiration and solutions for the need to "feeling good".

The exhibition circuit continues in via **Bergognone 26** where **Vanity Fair Italia**, the Condé Nast Italia magazine, confirms its link with sustainability and features in Design Week once again with a large-scale public event: the **Vanity Fair Social Garden**. This is an urban oasis of relaxation where visitors can discover highlights linked to Fuori Salone.



There will also be new products and new stories, which are an essential part of the magazine. It will be an experiential space enlivened by a rich programme of activities to actively involve those present, with meetings, talks, interviews, masterclasses and entertainment.