



MILANO 2
DESIGN 0
WEEK 1
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Milan Design Week 2018: the 'Fuorisalone'

- April 2018 Milan Design Week was estimated to be attended by more than 300,000 design, art and industry professionals from around the world.
- Top brands in art, product, industry and retail exhibited and partnered with artists to display innovation, and in some cases, retrospects towards historic design.

Studiosmama

- Studiosmama shook up urban planning with a micro-city in the heart of Milan
- London architect Studiosmama has taken on the Mini Living challenge by empowering occupants to become designers. 'Built by All' proposes a creative process for encouraging an open dialogue between architect and resident so that the building can best respond to the needs of its occupants.

Studiomama

- Exhibited in Milan for Salone del Mobile, 'Built by All' marks the fifth chapter in the ideas project initiated by the car marque, and it is possibly the most rational proposal so far.
- Mini Living investigates how a new approach to design can improve city living and, in the process, examine how Mini can evolve from being simply a car brand. The final chapter is a fully-functioning dynamic live/work/play space that will open this time next year in Shanghai.



Hermes

- Hermès Maison collection launches during Salone del Mobile are always impressive and have, in recent years, become distinctly architectural under the artistic directorship of Charlotte Macaux Perelman and Alexis Fabry. There was the memorable Michele de Lucchi lighting takeover of Palazzo Serbelloni in 2014, followed in 2016 with the incredible Brutalist earthen brick pavilion by Mexican architect Mauricio Rocha at Teatro Vetra.

Hermes

- This year sees the French luxury house in a more poetic mood, with a softly colored grid of glossy hues in the form of 150,000 tiles created by specialists Mosaic del Sur and imported from Morocco, providing the backdrop to their new accessories, textiles and wallpapers. The overarching theme is color with exteriors and interiors tiled in two different shades; inside each one geometric blocks, chunky shelves, stairs, hooks and display stands exhibit the new pieces.



Audi

- Particularly relevant this year was the presence the MAD project for Audi City Lab that focuses on the theme of intuition, reconfiguring not only a physical, but also an ideal space.
- The visitor is cast into a futuristic environment, lit up by the reflections of a ring of light on a pond, symbolically representing the fifth of the four Audi rings (and its values), which virtually provides the link to the vision.

Audi

- The coexistence of a circular ring (an element of absolute perfection and part of the Audi logo itself) as opposed to the inscribing square (the courtyard of the 16th century building in Corso Venezia 11, a place of contention and growth ever since) is in fact a symbol of the constant search for perfection, which is never to be attained (the ring is suspended) and which is itself paving the road to progress



Ikea

- What did Ikea, the most beloved Nordic brand, reserve for us at the Milan Design Week 2018? Ikea entered the city in the marvelous setting of the cloister of the Ca 'Grande of the State University with the exhibition *Alla scoperta dell'infinito* (Discovering the Infinite). The inspiration for this installation came from Ikea's 2018 motto "We are meant to change" and it focused on the concept of a home in the making.

Ikea

- The project was curated by architect Lorenzo Damiani and takes the form of a small house with a handle on the roof, a small transportable house designed to meet the needs of everyone and our contemporary lives. It is characterized by a wood structure with a natural finish. The peculiarity resides in the interiors where the surfaces are covered with modular IKEA components arranged in a heterogeneous way to create a single composition where the single element fades into the whole.

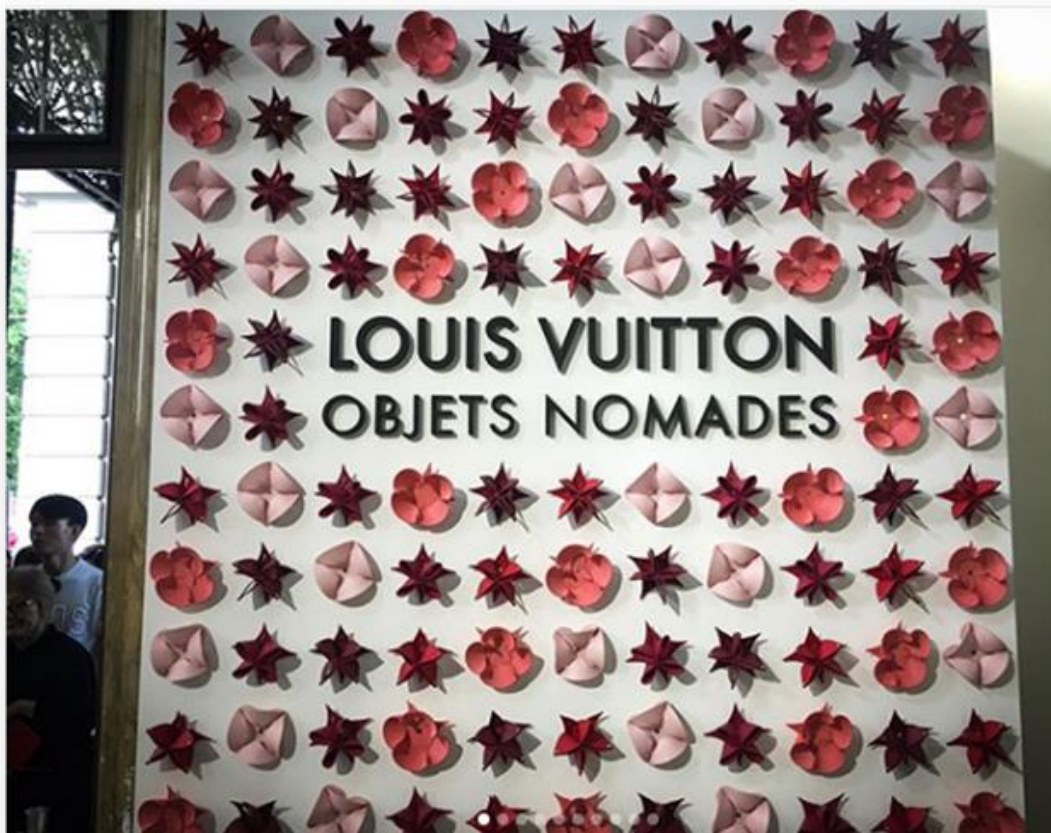
Ikea



Louis Vuitton

- Following a tradition established since 2012, Louis Vuitton becomes the protagonist of the spaces of Palazzo Bocconi with the installation *Objets Nomades*. The 2018 edition of *Fuorisalone* sees the introduction of two new creations, *Diamond Mirror* by Marcel Wanders and *Ribbon Dance*, created by Andre Fu. Moreover, the spaces also host the first collection of small innovative objects for the home, created by designers such as Humberto and Fernando Campana, Atelier Oï, Patricia Urquiola and Marcel Wanders.

Louis Vuitton



Dassault Systems

- This year at Milan Design Week, Dassault Systèmes collaborated with some of the worlds most renowned design studios as part of Design in the Age of Experience, an event that demonstrates how technology and design can combine to create sustainable solutions to issues affecting our urban environments. The 3D software company has partnered with Kengo Kuma and Associates to create "Breath/ng", an installation that addresses climate change through the use of cutting-edge material that actively reduces air pollution.

Dassault Systems

- Dassault Systèmes and Kengo Kuma presented Breath/ng at Milan Design Week, an installation that actively reduces air pollution.
- Visitors to Design in the Age of Experience experienced a blend of spectacle, story-telling and technology in innovation. Each day, through a series of talks and events by thought leaders from the world of design, Dassault Systèmes will explore the ways in which we can live sustainably in our world

Dassault Systems



Rinascence

- Rinascence and Fuorisalone joined forces for two special projects created by artist Vajiko Chachkhiani.
- The first, named Under the Midday Sun, was hosted within the window displays to the store overlooking Piazza Duomo featuring 8 prototypes of artworks depicting a man harvesting cotton, horse muscles and a tiger. The works were all incomplete and are surrounded by bushes, trees and wind to recall the impact of nature on men, animals and, more widely, living beings.
- The second project, Cotton Candy, consists in a movie telling the interior conflict of a woman who retraces her personal life and her fears during a circus show.

Rinascence

