

A Designer A Day - La Trentina

Gommista
Opificio 31 | via Tortona 31
www.latrentina.it
press office:
s.tagliento@inevidence.it



La Trentina, in collaboration with DesignHUB and POLI.design, again undertakes this year to support and promote young designers (strictly under 35s), allowing them to play a leading role for a day in “A designer A day”. In this second edition, the young designers will be required to combine the major themes of “homemade” and “sustainable living”.

ALBA

**Alba Plus
Experience**

Spazio K
via Tortona 16
www.albaplus.com
press office:
alice.babolin@gmail.com



Experience is a project born to innovate. Through such insight, CEO Franco Ceccato, design and innovation specialist Mario Di Filippo and Architect/ Designer Paolo Zanotto have pinpointed Experience, the Alba Plus project which stems from a simple principle: the idea that every single component must contribute fully to the final value of the product. Experience is therefore a system with a heart which has the capacity to create infinite solutions in furnishing and, starting from seating, boasts the ambition to find other applications in living environments.

**Anatomia
del Design**

**Anatomia del Design
Anatomia del Design Exhibition
& Temporary Design Shop**

Ponti
Opificio 31 | via Tortona 31
www.anatomiadeldesign.com
press office:
valentina@modietoni.it
opening party: 8/4 h 17-21



Anatomia del Design: a multi-sensory exhibition path of international companies and designers. Careful research by our art director led to the selection of the best products and brands of the new trends in international design. Anatomia del Design is not just an exhibition but also a Temporary Design Shop.



Arocca
The Lodge Living
 Decor Savona
 via Savona 45
 www.arocca.com
 www.thelodgeliving.com
press office:
 info@arocca.com
 party: 9/4 h 17
prosecco press moment



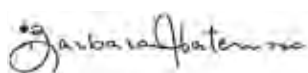
The Lodge Living is a unique shop-concept consisting of dining & lounge furniture and accessories which breathes purity and authenticity. Contemporary knowledge and expertise helped Arocca to translate the fundamental idea for "The Lodge Living" into a sustainable and commercial concept. A motivated, service-minded team designs, develops and produces furniture concepts with the best quality and comfort at a competitive price. Discover Dutch design made with passion.



Asus
Authentic Beauty
 Arsenale
 Opificio 31 | via Tortona 31
 www.asus.com/authenticbeauty
press office:
 info@asus.com
 jacopo_tortora@asus.com
 party: 12/4 h 20-24
(su invito/by invitation)
 press preview: 8/4 h 16-21



In a completely new technological and emotional dimension, visitors will touch the latest from ASUS, where elegance clothes the most advanced technology. The project is inspired by the concept of beauty, which is revealed in all its strength and expressive ability, emblem of the functional and design research that are once more confirmed as distinctive elements of ASUS products, all with the final aim of making the digital life of users fuller and more satisfying.



Barbara Abaterusso Design
(Design in progress)
 Showroom 31 (area A2)
 Opificio 31 | via Tortona 31
 www.barbaraabaterusso.it
press office:
 press@dangiocomunicazione.it



Barbara Abaterusso's interior design items recall a feminine and past world, but up-to-dated in their elegance of lines, colours and materials matching. Woolen and cotton yarns are combined with iron and bronze in unexpected embroideries for creative furnishing and artistic works.



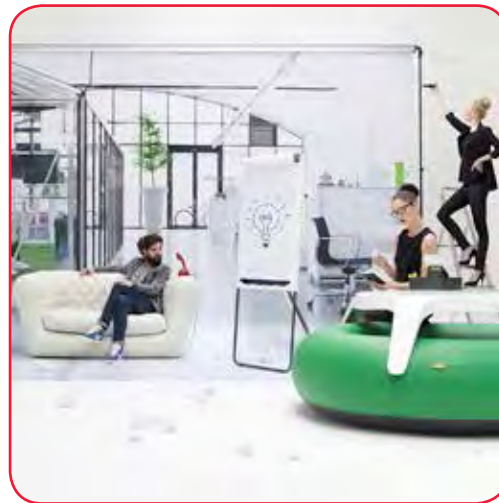
Blofield Air Design

DoNuts

Zanon (Blofield Basecamp)
Opificio 31 | via Tortona 31
www.blofield.com

press office:

cathelyne@blofield.com
press event: 8/4 h 15
meet the designers: Jeroen Van De Kant & Dirk Wynants



Blofield Air Design, known for its Big Blo collection (of inflatable Chesterfield sofas) now launches DoNuts, a surprising combination of a table and donut-shaped seat. The DoNuts come in many colours, patterns and weatherproof fabrics, making them suitable for both interior and outdoor use.



BlackBerry

Zanon
Opificio 31 | via Tortona 31
www.blackberry.it

press office:

leonardo.valente@edelman.com

A global leader in wireless innovation, BlackBerry® revolutionized the mobile industry when it was introduced in 1999. Today, BlackBerry aims to inspire the success of our millions of customers around the world by continuously pushing the boundaries of mobile experiences. Founded in 1984 and based in Waterloo, Ontario, BlackBerry operates offices in North America, Europe, Asia Pacific and Latin America. BlackBerry is listed on the NASDAQ Stock Market (NASDAQ: BBRY) and the Toronto Stock Exchange (TSX: BB).



California Bakery
The first American Bakery in Milan

Officina 1
Opificio 31 | via Tortona 31
www.californiabakery.it

press office:

myriam@californiabakery.it
alessio@californiabakery.it



A sweet corner of America, California Bakery opened in Milan, in 1996. It was a tiny and cozy boutique, still it gave much room to a huge passion. From our first shop, the good smell of freshly baked goods has won the love of many clients and friends. Some of them live in Milan, while others come from other cities just to find that sweet spot of America, in our seven beloved locations.

CasaBio

Casabio City

Green Stage
via Savona 33
www.casabioclimatica.it

press office:

michela@chocolatpubblicita.it
party: 9/4 Forest Party (su invito)-
10/04 h 17 5 o'clock Tea - 10/04 h
20 L'eccellenza dei sapori semplici-
11/04 h 19.30 Il buon cibo e
l'emozione dell'armonia - 12/04 h
19.30 Alla riscoperta del gusto della
tradizione - 13/04 h 10 Natural
Breakfast - 13/04 h 19.30 Aperitivo
bio - 14/04 Eat & Re-use



CasaBio is as a body of ideas and projects dedicated to the "green living", it's a philosophy of living, a container of ideas and initiatives on certified quality and energy efficiency. CasaBio is a network that gives rise to a system group of italian companies (more than 30 partners from communication to design) that have embraced the philosophy of environmental sustainability: Chocolat Pubblicità, Studio Logrand Design and Studio Pixel.

CLEAF
thermo structured surface

Cleaf

Natural Inspiration

Drogheria
via Tortona 19
www.cleaf.it

press office:

paola@oikosassociati.com
party: 11/4 h 19-22



Cleaf, a long-standing leader in the production of surfaces for interior design, openly faces nature to identify textures and deep-seated details and turn them into enticing and innovative contemporary surfaces. The result is an ever surprising sensory itinerary along the interplay of nuances, perfumes and touch.

cocontemporary
MOOD

Coontemporarymood
(Design in progress)

Showroom 31
Opificio 31 | via Tortona 31
www.coontemporarymood.com

press office:

ufficiostampa@oon.it



After the debut edition of february, the return of coontemporarymood, the temporary art gallery dedicated to the fashion, art and design production of young artists and stylists. A selection of innovative and engaging objects, clothing and accessories, many of them presented for the first time, fruit of the creativity of new italian and international talents, available for purchase.

Creative Space Serbia

**Creative Space Serbia
Yurope - The 3rd domestic
landscape**

Officina31
Opificio 31 | via Tortona 31
www.creativespaceserbia.com
press office:
info@silviarizzicomunicazione.com



A new leap forward in research by Creative Space Serbia, a project promoted by the government agency SIEPA (Serbia Investment and Export Promotion Agency), which is attending Milano Design Week for the third time.

DESIGN IN PROGRESS

Design in progress

Showroom 31
Opificio 31 | via Tortona 31

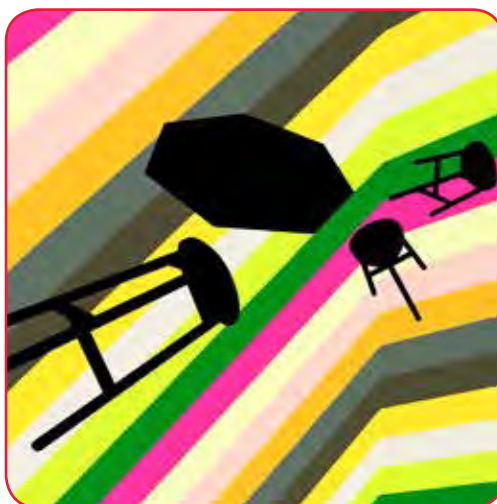
Barbara Abaterusso Design
Coontemporarymood
CromARTica
Cromas
ELunapiena
Francesco Raimondi
Tomoko Tokuda
Liorichdesign
Livia Romilde Vaccaro (Shineup)
NS Design di Niccolò Spirito

New setting for the 2nd edition, new selection of talents, same multifaceted and international angle: from the industrial and rough atmosphere of the first venue to the sophisticated total white of the Showroom 31 (Opificio 31), the recipe doesn't change: 10 young brands, a consistent blend of styles and products ranging from high end handicrafts to small-scale industrial furniture, lighting, jewels, accessories. Design in progress presents: Barbara Abaterusso Design, Coontemporarymood, CromARTica, Cromas, ELunapiena, Francesco Raimondi, Tomoko Tokuda, Liorichdesign, Livia Romilde Vaccaro (Shineup), NS Design di Niccolò Spirito.

DUMOFFICE

**Dum
Stars on stripes**

Torneria
via Tortona 32
www.dumoffice.com/dum.html
press office:
press@dumoffice.com
party: 11/4 h 19-22
(su invito/by invitation)



Dutch design label DUM is showing their latest designs on an enormous carpet system by well known Dutch artist Fransje Killaars. Fransje Killaars designed this striped carpet solely for the DUM collection.

DUM's new designs, such as the pleated Chiton lamps, Beech stools and Wagner lounge chair, will be shown in black to contrast the dazzling colors of the carpet.

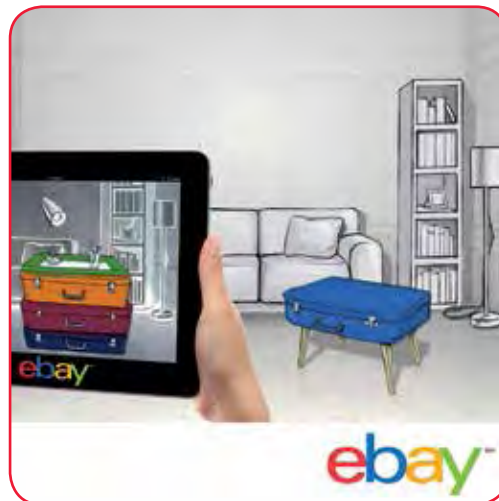


Durex Italia
Durex - Play Design!
 Middle
 via Tortona 12
 www.durex.it
press office:
 e.alessandro@dandp.it
 party: 9/4 h 22-24
 (su invito/by invitation)

During Milano Design Week, Durex opens its Temporary Store: from the 9th to the 14th of April, via Tortona 12 guests the exposition of all Durex products. Particular attention on the vibrators line, exclusively designed by the famous design brand Lelo. And the fun will start with the exclusive opening party + DJ set.



eBay
eBay Living
 Spazio G
 Opificio 31 | via Tortona 31
 www.ebay.it
press office:
 federica.ciocia@noesis.net
 cristina.gavirati@noesis.net



eBay presents eBay Living, an exhibition to discover the infinite personalities of objects in a total white route. Furnishings are brought to life three times: in the first room we are able to see them in their original function, in the second they turn into a new shape, in the third they come to life, thanks to augmented reality.

EQ+
EQ+ says hello!
 Torneria
 via Tortona 32
 www.eqplus.nl
press office:
 info@eqplus.nl
 party: 11/4 h 19-22



eQ+; a label with emotional intelligence. This by satisfying the demand for beautiful, functional furniture and using innovative and sustainable materials. Together with a wide range of talented designers we create a collection that embodies our vision which appeals to companies and institutions. After 100% design, the Dutch Design Week, eQ+ "says hello" to Milan!

founded

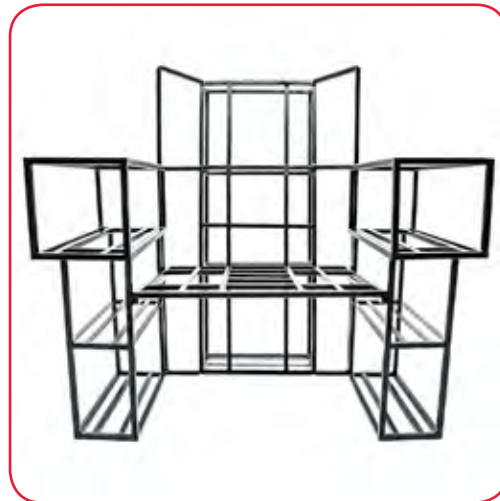
Founded
Manhattan Steel Storage
 Little
 Opificio 31 | via Tortona 31
 www.founded.nl
press office:
 found@founded.nl
 opening drink: 9/4 h 17



Founded is a young brand from the Netherlands, founded by Richard Schipper and Dick Hillen. Founded brings a small collection of furniture, using materials like steel and saddle leather in a style that could be described as “warm minimalism”. Founded products are sold through a network of selected retailers.

FRANCESCO RAIMONDI

Francesco Raimondi
Frames Collection
(Design in progress)
 Showroom 31
 Opificio 31 | via Tortona 31
 www.efferredesign.com
press office:
 if_arte@libero.it



With a fusion between architecture and design, Francesco Raimondi wants to interact with notion and offer a frame for all environments. His new work “Frames Collection” starts with a metropolitan design linked to the everyday life problems and becomes manufactures multi-functional pieces that put the viewer in the spotlight, giving him the opportunity to create his own imaginary outline.

FROM YUHANG

From Yuhang
by Pinwu Design Studio
 Ex scuola di inglese
 via Tortona 32
 www.fromyuhang.com
 www.pinwu.net
press office:
 pinwu.cj@gmail.com



From Yuhang, the fusion of Chinese traditional craft with contemporary design. PINWU design studio spent 4 years of extensive research on yuhang’s traditional materials. The 10 exhibited works are focused on Bamboo, Silk Floss, Porcelain and Paper.



Geke Lensink
The Throne and More
 Torneria
 via Tortona 32
 www.gekelensink.nl
press office:
 info@gekelensink.nl
 party: 11/4 h 19-22
 (su invito/by invitation)



The exhibition in Milan shows an overview of the designs of Geke Lensink. In addition to an expansion of the limited edition collection Forward to Basic, two new objects have been added. Also several new designs in commission for eQ+ will be shown.



Great Masters of Time
MB&F and Urwerk
Watching the Future, it's Time to Design
 Loftino
 Opificio 31 | via Tortona 31
 www.gmtitalia.com
press office:
 press@gmtitalia.com



During the Design week, GMT will unveil the design living inside the watchmaking to all the fans of technique combined with visionary design. Inside the Opificio 31 in Via Tortona, GMT will set up an exhibition of Mechanical Art where MB&F's Horological Machines and URWERK's future masterpieces will be presented.



Home Spa Design 2013
Home Spa Design 2013 - Good Emotion
 Padiglione Visconti
 via Tortona 58
 www.hsdesign.it
press office:
 info@taconline.it
 party: 11/4 h 19-1
 (su invito/by invitation)



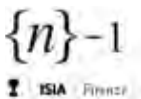
Good Emotion is the concept of Home Spa Design 2013, which aims to present the theme of the emotional design through the creativity of five architecture and Italian design. It will shape objects and furniture using materials capable of arousing strong emotions that affect everyday life. Spaces evoke the future of Italian style and design declined throughout the home environment, bathroom and well-being.



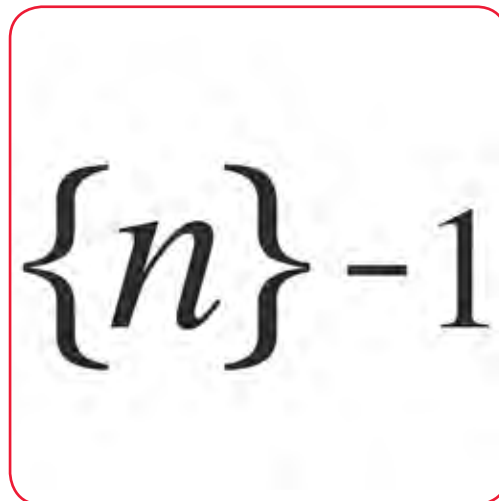
IDI Studio
Rope Me & Deserter
 Model
 via Novi ang. via Tortona 28
 www.idistudio.it
press office:
 info@idistudio.it



Rope Me is the new collection inspired by the sea made by 100% recycled wood and original marine rope that gives an hippy-chic touch to the furniture. It's available in three finishing: mixed light pastel, mixed dark pastel and mixed brown. Deserter is inspired by the army field equipment and is revived by the contrasting touch of the symbol Peace & Love. It's made in green recycled metal and canvas of the military tents or in beige metal and brown canvas; it's suitable for teenagers or for those looking for an original design.



ISIA FIRENZE
{n}-1
 Quattrocento First
 Opificio 31 | via Tortona 31
 www.ennemenouno.it
press office:
 ennemenouno@isiadesign.fi.it



{n}-1 is a collection of recombinant design projects from the Strategic Design course held by Mirko Tattarini at ISIA, based in Florence. {n}-1 proposes to show the World the ideas of its designers. Ideas that arise from reflection and research in different fields. From waste disposal to participatory design, from urban furniture to the most common everyday objects.



It's About RoMi
Citylights
 Spazio Arcon
 Opificio 31 | via Tortona 31
 www.itsaboutromi.nl
press office:
 Michiel@itsaboutromi.nl



We are very proud to present the latest additions of Citylights. Stockholm: an eco pendant made of natural materials and 100% biodegradable! Saigon: natural bamboo on the inside and clean white, night black or cloudy grey on the outside. Plywood hanging lamp Helsinki. And the eye catching giant Milano XL: three metres high from head to toe.



Jesse Visser

Torneria
via Tortona 32
www.jessevisser.com
press office:
info@jessevisser.com
Cocktail: 11/4 h 19-22
(su invito/by invitation)

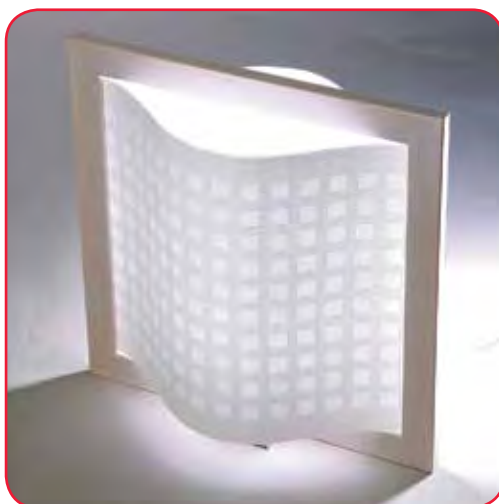


Jesse Visser presents an interesting mixture of independent work and work on commission. He will show two new lighting fixtures, will launch several variations of the chair 'Woody' and present a prototype of the steel box 'Steel Storage'. Exclusively for Milano Jesse Visser will show a golden edition of the 'Harold', a cabinet made from expanded metal. For the new dutch label eQ+ (www.eqplus.nl) Jesse Visser developed together with Geke Lensink a new furniture collection.

Kiela
Design from Lapland

Kiela - Design from Lapland

Spazio Arcon
Opificio 31 | via Tortona 31
www.wdc2012helsinki-
rovaniemi.blogspot.com
www.facebook.com/
rovaniemiwdc
press office:
pia.lillberg@rovaniemi.fi
party: 9/4 h 19



Design from Lapland, Northern Finland, draws inspiration from the extremes. The location on the Arctic Circle, the cold and the wild, the traditions and cutting edge technologies combined to the delicate relationship to the nature can be seen in the Tortona Design Week exhibition Kiela. Kiela collects together works of different design companies from Lapland, Finland.



Lab23

Essential by LAB23

Officine della Torneria
via Novi 5
www.lab23.it
press office:
maricla.cuomo@urlaaa.it
Essential party: 11/4
Trimline by Zaha Hadid
(su invito/by invitation)



Thanks to the uniqueness of the products exhibited, LAB23 will amaze the thousands of visitors of the "ESSENTIAL" installation. Two main news: the very first one is the official announcement of the collaboration with the queen of design and architecture Zaha Hadid and the launch of the new bench designed for LAB23 by Zaha Hadid Design, i.e. the first product of the "Trimline" collection. The second news regards the presentation to the public of the outdoor collection by ARIA23.

FUORISALONE DEL MOBILE 2013

Lavazza

Lavazza Experience con Rcs

Fabbrica dei Giardini
via Savona 50
www.lavazza.it

press office:

a.bianco@lavazza.it
m.brancato@lavazza.it
e.fuliobragoni@lavazza.it
party: 9-14/4 h 14-14.30 / 18-18.30
Degustazione Coffee Design
10-12/04 h 11.30 / 13/04 h 10.30
Sapere, Design e Sapore
press event: 8/4 h 18
Food&Design con RCS
11/4 h 11.30 *conf. Lavazza*



One of the central themes of the 'Fuori Salone' 2013 will be the relationship between 'Food & Design' - a circuit organised by RCS Mediagroup for lovers of good cooking developed in the showrooms of the city with the aim of creating a grand happening in which design, food and entertainment become the starts of the Milanese design week.



LG Electronics Italia

The Art of Innovation

Spazio Zegna
via Savona 56
www.lg.com/it

press office:

lg@bpress.it



LG presents its refined Art of Innovation in an evocative journey across lights and sensations, enabling visitors to enter into a world where technology turns into art.



Livia Romilde Vaccaro (Shineup)

(Design in progress)

Showroom 31
Opificio 31 | Via Tortona 31
www.liviaromildevaccaro.com

press office:

erossipress@gmail.com



Particular furniture made as true works of art, find their value added in the images hand-painted and lacquered with a gloss resin, in colored rhinestones, Swarovski sparkling and, at last, in the Oscar statues that become magically, handles for a bar closet

LOBSTER'S DAY

Lobster's day

Fiorditortona
Opificio 31 | via Tortona 31
www.lobstersday.com

press office:

lobstersday@lobstersday.com
andrew@lobstersday.com



Lobster's Day was started with the intention of offering top level furniture for inside and outside, combining industrial processes and technological materials with craftsmanship and the hand made touch. The new collections of Lobster's Day: Andrea Fagioli, Quarantine and Anti-C (all designed by Albert Garcia) combine the elegance of the classic with nods to the design of mid-twentieth century, along with technological materials and finishes, and with a selection of current colours.



Malaysia Pride

The best companies from Malaysia

Vetraio
Opificio 31 | via Tortona 31
www.mfpc.com.my

press office:

franz@italianconsulting.sg
roberta@italianconsulting.sg
cocktail: 8/4 h 18.30 - 21
su invito/by invitation)



Created by MFPC, the Malaysia Pride Quality Brand groups the best companies from Malaysia in quality, respect for the nature, and commitment to design. During this year, it will be unveiled a first sneak peek of four featured companies: Tisisit Corporation, Dynamic Furniture, Regent Furniture Export Consortium, and Tawei Furniture.



MICROFLOOR® cement design

Microcemento Microfloor® meets Design

Tortona Square
via Tortona 36
www.microfloor.it

press office:

italia@microfloor.it
party: 12/4 h 19



Microfloor® cement design, a leading company in the production of innovative cement-based materials for continuous floor and wall surfaces, is set to launch its new collection of furnishing elements as part of the project "Microcemento Microfloor® meets Design". The project has sprung from the creative ideas of Matteo Pellicciari and Andrea Fabiana Tosi and through collaboration with the successful contract companies GALü Interior and CREO Design&Consulting, which is also the curating communication agency for the event.

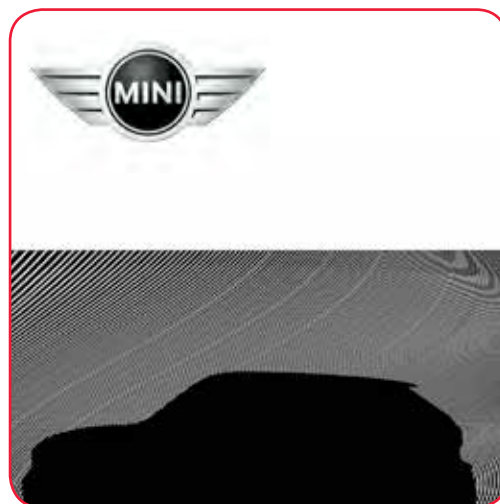
Mini

MINI Kapooow!

Complesso Autorimessa
(Mini Paceman Garage)
via Tortona 20
www.mini.it

press info:

maria.conti@bmw.it
www.press.bmwgroup.com
party: 9-14/4 h 10-11.30 Breakfast
with Mini - 10-11-13/04 h 19-21 Meet
& Greet - 12/4 h 21 Starlight Blue
Night (solo su invito / by invitation)
13-14/04 h 11 brunch
press event: 11/4 h 10.30-11



MINI introduces the new MINI Paceman, featuring a creative installation surrounded by a daily program of music, design, cinema, books, magazines, workshop, guest, food... and much more!

New Duivendrecht

Collection extension 2013

Torneria
via Tortona 32
www.newduivendrecht.com



After it's succesful start in 2012 New Duivendrecht will present an impressive extension of the first collection with 5 new items. On show will be a bar and a lounge chair based on the Hensen Chair by Kranen/Gille, a new stackable chair and table by Frederik Roijé and a revolutionary Lamp by Roderick Vos.



NS Design di Niccolò Spirito
(Design in progress)

Showroom 31
Opificio 31 | via Tortona 31
www.nsdesign.it

press office:

niccoloeugenio1@gmail.com

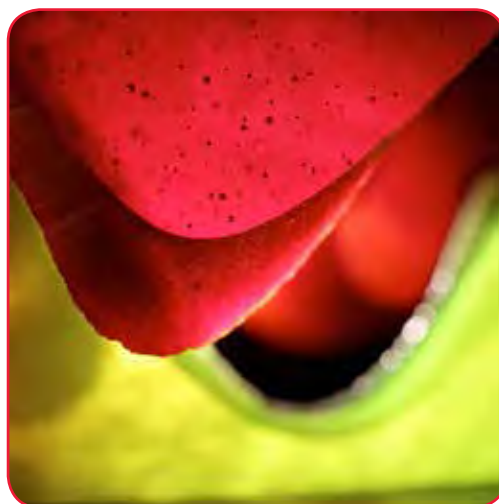


Self-produced design or hand made objects? It is not the definition that matters, but the materials that dictate the appearance. Thought to build they can become the real protagonists of the object. Hexagonal key lose their ultimate goal to tighten nuts to act as supports of a chair or a table, in the pipes there is no water streaming however you may use it as a bookshelf and fire hydrants illuminate our reading activities. The protagonists of this year are carpenter's clamps that can become as furniture design objects.



Preciosa Lighting
Turn On Delight

Officina2
Opificio 31 | via Tortona 31
www.preciosalighting.com
press office:
tana.rydlova@preciosa.com
opening lighting show:
9/4 h 20.30



The Preciosa exhibit combines the perfected skills of glass master craftsmen with the latest in technology. Two of Preciosa's top designers, Jaroslav Bejvl Jr. and Zdenek Lhotsky, joined forces to create a unique concept that draws visitors into a "game of shadows and light". What is more, the exhibit adds a new and interesting interactive dimension.

PROOFF

Prooff

Emporio
Opificio 31 | via Tortona 31
www.prooff.com
press office:
press@prooff.com
antoINETTE@prooff.com
party: 10/4
Debate by Connecting the Dots
(su invito/by invitation)

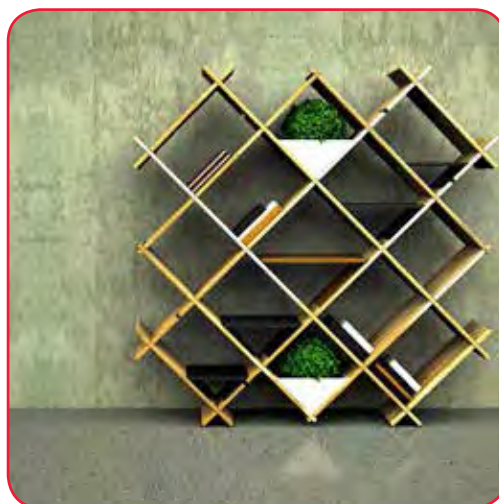


Design furniture brand PROOFF to launch new products and PROOFFlab to present new ideas. During the TDW a PROOFFhouse will be built. Next to the newest PROOFF #006 SideSeat, new accessories and upholsteries will be exhibited and a huge premiere with PROOFFlab's work in progress being shared. PROOFFlab studies, discusses, investigates and develops potential work landscapes.



Rio+Design 2013

Spazio I
Opificio 31 | via Tortona 31
facebook.com/riomaisdesign
press office:
info@paula-acosta.com
paula.acosta09@gmail.com
party: 8/4 h 18-21
10/4 h 17-21

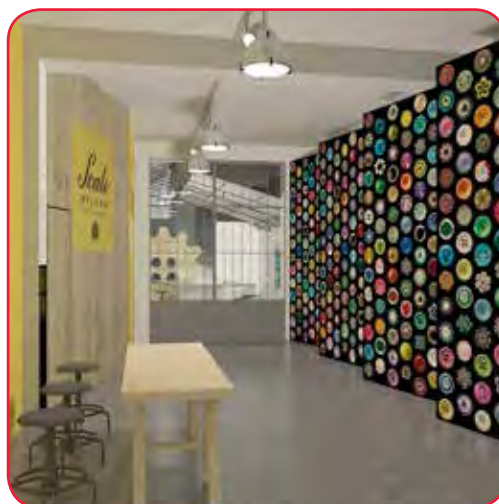


Creations with a strong personality, innovation in sustainable materials and marketing focused on licensing agreements. The exhibition Rio+Design aims at this strategic combination to capture the attention of the international market in its fifth participation at the Salone del Mobile in Milan. Organized by the Government of the State of Rio de Janeiro in partnership with Sebrae/RJ, the exhibition brings together objects designed by around 30 design studios that express the creative force of production in Rio.



Scalo Milano

Beside
via Tortona 20
www.promosbrescia.it
press office:
greta.bonsignore@publicisconsultants.it
michela.quattrocchi@publicisconsultants.it



Promos, the company specialized in the development, promotion, marketing and management of large business real estate projects, will be present at Tortona Design Week 2013 with a new project, Scalo Milano, destined to revolutionize the Italian mall scene, which will be officially presented to the press and public on March 20. At Scalo Milano the best of fashion, design and fine food and wine will meet to create a totally new business format, just minutes from downtown Milan.



Singapore Furniture Industries Council
Singapore Lah! – The Design Showcase

Carrozzeria
via Tortona 32
www.singaporefurniture.com
press office:
prundercover@gmail.com



Singapore Lah! – The Design Showcase presents the inaugural official podium featuring the finest of Singapore furniture design. For the first time, the Singapore Furniture Industries Council (SFIC) presents a collective of the island's young award-winning designers and their stellar collections to the Milan international audience. Seven design studios (Acidstudio, Creativeans, Desinere, Jarrod Lim Design, Kelvin Teo, NextOfkin Creatives, Studiorigins) have been selected by the official body of design industry in Singapore to represent the country.



Studio Frederik Roijé
Smoke

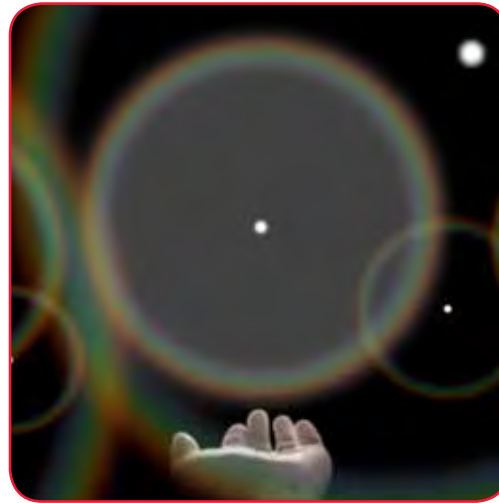
Torneria
via Tortona 32
www.roije.com
press office:
press@roije.com



Amazed by the changing habits of children's activities nowadays, Frederik Roijé designed the Little Triple Chair. Little Triple Chair emphasizes the value and enrichment of reading for children. Besides sitting, it offers a table to enable drawing and playing. The lamp illuminates the child's own small creative world. Little Triple Chair is designed for various environments like daycares and libraries. Made out of wood covered in a special Polyamide fiber coating, results in a soft huggable though durable object.

TOSHIBA
Leading Innovation >>>

Toshiba supporting IXI
Soffio
QuattrocentoMQ
Opificio 31 | via Tortona 31
www.ixisrl.com
press office:
info@ixisrl.com



Japanese designers are going to present an artistic installation on a single light and the beauty this produces, that is to say little energy which generates comfort. The scene is realized with LED lighting. Each light is a metaphor of an eco city that creates and uses its own energy, little sustainable energy.

TUTTOBENE X

Tuttobene
10 Years Tuttobene
Arsenale
Opificio 31 | via Tortona 31
www.tuttobene.nl
press office:
rosanna@tuttobene.nl
party: 12/4 h 20-24



Retro/Perspective presents Dutch up-and-coming design talents combined with innovative established designers from the former editions. Tuttobene wants to offer a wider image of design in the Netherlands. The exhibition is characterized by its ecological, social or economic vision on design and it varies from concrete lamps to felt vases, from a folded chair to a moss carpets.

UNStudio

UNStudio
"Platform Dialogues"
Emporio
Opificio 31 | via Tortona 31
www.unstudio.com
press office:
k.murphy@unstudio.com
party: 10-12/4 h 10 *Breakfast*
11/4 h 18.30-21 *Connecting Items (su invito / by invitation)*



UNStudio presents a selection of their products and interior works in an interactive setting of shifting perspectives and organises a programme of 'Platform Dialogues' throughout the week. UNStudio and furniture brand PROOFF present in the same space, illustrating a shared interest in encouraging dialogue, innovation and creative exchange.

FUORISALONE DEL MOBILE 2013

VIA
DESIGN
2013

Via Design France
Via Design 2013
Closed
Opificio 31 | via Tortona 31
www.via.fr
press office:
egrange@mcscom.fr
juin@mobilier.com
party: 9-10/4 h 17
(su invito / by invitation)



A journey in three stages - Maison & Objet (Paris, 01/2013), VIA Gallery (Paris, 02-03/2013) and Milan (04/2013) - for the exhibition "VIA Design 2013", which presents the "Aides à la création 2013" (literally "supports to creation"). Through four projects designed by the new generation of French designers funded by VIA, a partnership project and an invited foreign talent (big news of this year), the "VIA design 2013" brings together innovative prototypes in terms of materials, experimental techniques, research of new industrial processes and eco-friendly approaches.

INNOVATIVE
TRADITION
TIME TO CONNECT

Whirlpool
SHAPING THE DIFFERENCE

Whirlpool
Innovative tradition - Time to connect
Officine Savona
via Savona 35
www.whirlpool.it
press office:
silvia.cattaneo@ketchum.com



Innovative Tradition Time to Connect: a temporal journey through the past, the present and the future discovering the value of the time and the sharing also in terms of technological interconnection thanks to cutting edge domestic appliances.