



Tortona Design Week 2013 by Tortona Locations

Milan, 29th April 2013 – Multi-cultural and multi-coloured, rich in conceptual content, innovation in the broadest sense, creativity, and a certain ingenuity that has surfaced thanks to the particular economic situation. This is Tortona Design Week 2013 by Tortona Locations.

With its widespread network of large and small exhibition spaces, Tortona Locations will trace out the ultimate itinerary among nations and continents, industrial and artisan businesses, and famous brands and start-up projects, all the while presenting an extremely diverse and interesting creative landscape. It aims to create situations that favour the exchange of ideas and energy, to find spaces for an unobstructed debate and to develop synergies that open up farsighted perspectives.

As is tradition, the hub of the events will be at Opificio 31, the spacious courtyard of via Tortona 31. This 'circuit inside the circuit' includes small buildings and quaint warehouses hosting exhibitions as well as cross-sectoral and innovative events. These foster exhibitor interaction and capture the attention of visitors.

Let's take a deeper look at all the Tortona Locations events for Tortona Design Week 2013, organized by theme into a virtual itinerary.

Internationality

The itinerary Tortona Locations has prepared in the area between via Stendhal, via Savona and via Tortona allocates more space than ever to collective exhibitions from countries around the world taking on the challenge of exhibiting on the Milanese stage with enthusiasm and a fresh outlook.

An example is the **Singapore Furniture Industries Council**, scheduled to present "Singapore Lah! The Design Showcase" for the first time ever in Milan. The showcase includes 61 pieces of furniture designed by seven of the youngest and most award-winning design studios on the Asian island. These inventions have a strong personality, are made from innovative eco-friendly materials, and focus on commercialization through licensing. The **Rio+Design** exhibition is also anchored in this principal. Organized by the Rio de Janeiro State Government in partnership with Sebrae/RJ, it is full of creative vigour and Carioca energy.

Research by **Creative Space Serbia** – a project sponsored by the government agency SIEPA (Serbia Investment and Export Promotion Agency) – will also take a step forward, appearing for the third time at Milan Design Week with "Europe – The 3rd Domestic Landscape".

Malaysia Pride brings us "The Best Companies from Malaysia" – businesses selected for their production processes, respect for nature and commitment to original design. Finnish creativity, influenced by the cold weather and by the primitive landscapes, will go on stage with **Kiela – Design from Lapland**, portraying tradition and avantgarde technologies and symbolizing our direct contact with nature.



From the Netherlands with Fervour

Like every year, the Netherlands will again uphold its supremacy in terms of its attendance and variety of offerings. Focusing chiefly on the authentic artisan context of lathes and turning workshops, the Dutch exhibitors can be split into new and very welcome returning participants.

DUM will be debuting at Milan Design Week with Stars on Stripes. This event will show off its latest (strictly black) projects on an enormous carpet system designed by the well-known textile artist Fransje Killaars.

EQ+ also "Says Hello!" In Milan for the first time, they will be presenting beautiful and functional furniture made using innovative and sustainable materials. Their new collection brings together a wide range of talented designers, including at the top **Jesse Visser**, who will present an interesting array of independent and commissioned works, and **Geke Lensink**.

Founded – a young brand created by Richard Schipper and Dick Hillen – is to present Manhattan Steel Storage, a small collection of furniture made by combining particular materials like leather and steel.

New Duivendrecht will be returning again to present a surprising follow-up to its first collection, comprised of five new pieces. It will continue its partnership with **Studio Frederik Roijé** (also on stage with Smoke), who have designed a new stackable chair and table for the company.

The returning Dutch design brand **Prooff** will also be among the most interesting appearances, with its Proofflab, experiments, seminars, analysis, projects and visions related to workspaces. From this vantage point comes the new workstation project created by the studio Makkink&Bey and a ProoffHouse set up for the occasion. Together with Prooff, the honoured architectural firm **UNStudio** will be presenting its "best of" interior and furniture designs in an interactive and changing installation.

Design in Progress

Inside Opificio 31, in Showroom 31, "**Design in Progress**" will introduce 10 young brands with a coherent mix of styles and products ranging from learned crafts to small industrial production furniture, lamps, jewellery and accessories.

"Frames collection" by **Francesco Raimondi** conveys a striking blend of architecture and design while **Barbara Abaterusso's** design creations speak an antique feminine language in which threads of wool and cotton are wedded with iron and bronze in an audacious union of apparent contrast. Furniture built by **Livia Romilde Vaccaro (Shineup)** as true artwork provides added value in its hand-painted images lacquered with super-glossy resin, in its coloured strass, and in its sparkling Swarovski crystals. **NS Design di Niccolò Spirito** will present home-made artisan objects in which materials prescribe appearance and humble salvaged objects rule. Carpenter's clamps take on a leading role.

New Talent

The Tortona area has always hosted international design platforms that throughout the years have proven to be true talent scouts. **VIA**, a major talent scout and trend finder from France, will take part again this year. As one of the most loyal attendees of the Tortona Design Week, VIA has long promoted innovation in the field of furniture design. **Tutto Bene** will also return to Opificio 31 to celebrate its tenth anniversary



with 26 new talents and some of today's most famous international designers, whose careers started right here. La Trentina, in collaboration with DesignHUB and POLI.design, will again support and promote young designers under the age of 35 this year. Its initiative “**A Designer a Day**” will provide an itinerary among the “homemade” and “sustainable living”.

Retail & Shop

Ranking halfway between “Exhibition & Temporary Design Shop”, or better, able to incorporate one and the other into a single event, **Anatomia del design** will offer a multi-sensory journey among international companies and designers, representing the top example of markedly innovative design shopping. Other important reflections tied to changes in the retail world: on one hand shopping destinations are evolving to become more and more sophisticated projects, as in the case of **Scalo Milano**. On the other hand, futuristic technologies and virtual platforms are being used to revolutionize the producer-consumer relationship. **eBay** is certainly the most resounding example. The new edition of **Coontemporarymood** taps into this new context. The temporary gallery will host young creative talents in the fields of art, fashion and design, and will provide six days of creative contamination made up of exhibitions, events, workshops and a space in which a careful selection of artworks, objects, clothing and accessories will be available for purchase.

Furnishing, illumination, decoration!

“Experience” is a project created for innovation by **Alba Plus**. It arose from the idea that every individual component should contribute fully to the value of a product as a whole. Lodge Living by **Arocca** is an original concept shop that sells furniture and accessories for dining and living rooms. It emanates purity and authenticity in a commercial concept developed in the name of sustainability – including economic sustainability – and comfort.

To give the right touch of lighting, **It's About RoMi** will present the latest additions to its Citylights collection: Stockholm, an eco-friendly hanging lamp made from 100% biodegradable materials, and the showy three-meter high Milano XL.

Cleaf, a company with a history in the manufacture of surfaces applied to the world of interior design, has gathered together its textures and most heartfelt details through an open exchange with nature, translating them into new and exciting contemporary surfaces in “Natural Inspiration”. The result is an impressive sensory journey, played out among nuances, fragrances and tactile perceptions.

In parallel **Microfloor® cement design**, a leading company in the production of innovative cement-based materials for continuous floor and wall surfaces, is launching its new collection of furnishing elements as part of the project “Microcemento Microfloor® Meets Design”, arising from the creative ideas of Matteo Pellicciari and Andrea Fabiana Tosi.

Fine Design

With the goal of offering top-level furniture for interiors and outdoors, the new collections by **Lobster's Day** (Andrea Fagioli, Quarantine and Anti-C, all designed by Albert Garcia) blend the elegance of great classics with clear references to 1950s design. They masterfully combine industrial processes and technological materials with artisan skill and manual workmanship. The same boldness and harmony can be



observed in the exhibition “From Yuhang”, curated by **Pinwu Design Studio**. Here, ancient Chinese arts and contemporary design are brought together using traditional materials from Yuhang: bamboo, silk, porcelain and paper.

This year **LAB23** will again astonish visitors with its installation "Essential" and the uniqueness of the products on display. These will be made even more tangible thanks to collaboration with the queen of design and architecture **Zaha Hadid** and the launch of her "Trimline".

Food&Design

Not to be missed is an interpretation of design through the sense of taste which, by nature, favours moments of encounter and exchange. **Lavazza** continues its happy historic relationship with the world of chefs and haute cuisine in collaboration with **RCS Mediagroup**. Meanwhile a very sweet little corner of America will move temporarily to the Opificio 31, thanks to the **California Bakery**, and **Whirlpool** will renew its attendance again this year by inaugurating the concept “Innovative Tradition Time to Connect”. This will be a journey through time to the past, present and future to rediscover the value of time and sharing, even with the most evolved forms of technological interconnection and the latest generation electrical appliances.

Technological Design

Large corporations in the field of IT will explore the languages that unite poetry and technology, entertainment and innovation, and sustainability and interaction with lighting design installations of great emotional impact and communicative strength. **LG Electronics Italia** will present its refined Art of Innovation in an evocative itinerary of lights, sensations and emotions. **Toshiba supporting IXI** will also bring to the stage an artistic installation by Japanese designers, based on a single light and the beauty it can produce. “Turn on Delight” is an exhibition by **Preciosa Lighting** that combines the perfected competence of artisan glassmakers, the latest technology and a new and interesting interactive dimension. In an unprecedented technological and emotional dimension, **ASUS** will present its new products with an installation inspired by the concept of beauty, the emblem of functional and design research, which again prove to be distinctive elements of the brand. Finally, **Great Masters of Time** will unveil designs from our imaginary time machines. In an exhibition on mechanical art, **MB&F** will present its Horological Machines and **Urwerk** its futuristic masterpieces. **Blackberry**, one of the global leaders of wireless innovation, closes the technological design journey.

The Theme Home: Bio & Wellness

Another historic location in the Tortona area of the Fuori Salone is the Visconti Pavilion, which this year will host the major exhibition **Home Spa Design**, pushing the concept of “Good Emotion”. Five important Italian designers and architectural studios (Fabrizio Batoni, Filippo Cannata, Marco Piva, Massimo Roj and Toti Semerano) will give shape to their ideas on sustainability by proposing furniture and objects that condition our everyday lives – an emblematic symbol of their ideas about "emotional design". Over 30 first-class companies sharing the principals of energy efficiency and certified quality will gather together on the Green Stage at **CasaBio**, a receptacle of ideas and initiatives centred around the higher concept of sustainability. This innovative format



arises from collaboration between partners belonging to the world of communication and design: Chocolat Pubblicità, Studio Logrand Design and Studio Pixel.

IDI Studio fits perfectly into the realm of sustainable homes with Rope Me, its new collection inspired by the sea and made entirely from 100% recycled wood and original marine rope, as well as its Desertes collection, inspired by equipment from army camps and made from recycled metal and canvas.

Concepts related to the world of sustainability, waste disposal and re-use are also central to the {n}-1 collection of projects, developed during the Strategic Design course held by Mirko Tattarini at the **ISIA** in Florence.

...and the City

The city is energy, speed and mobility. Comfortable, evolved and pleasurable thanks to **Mini**, which will set up its explosive installation "MINI Kapooow!" for the Tortona Design Week. Every day it will be a meeting place for design, music, cinema, technology, books, food, magazines, workshops and interviews with international guests. But the city is also a symbol of movement in the broader sense, in the dynamism of relationships and in the time casually spent together: here in the heart of Opificio 31 will be **Blofield Air Design**, with its urban-style forms, modern materials and comfort that wafts through the air.

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An alphabetical list of exhibitors with the dates of their exhibitions is available, as well as a collection of high resolution preview images.