

# where MILAN CITY GUIDE

## Milan Design Week 2019: the Fuorisalone

written by [Giulia Minero](#) | 8 April 2019

An installation at Lambrate Design District

Date  
8 Apr, 2019 - 14 Apr, 2019

Categories  
**Art** **Design** **Exhibitions**

Time

See description

Location  
**Different locations in Milano**

### About Fuorisalone

Following a now well-established trend, the annual appointment with Fuorisalone returns to Milan for a week full of events, presentations and special projects. "Fuorisalone" is the most important event in the world related to the topic of design. The term is used to define the events and exhibitions that animate the entire city of Milan during the weeklong "Salone del Mobile" happening in April.

The "Salone del Mobile" and "Fuorisalone" define Milan's Design Week, premiering the latest trends for the forthcoming year and heralding a tidal wave of events, exhibitions and presentations. During the Fuorisalone, many locations usually feature longer opening hours. Moreover, during Milan Design Week many important brands located in the design districts introduce their new collections and host special events with live music and entertainment for a totally unmissable extravaganza.

Although the events are usually scattered throughout the city, the Fuorisalone recognises a series of main districts, usually distinguished by the endorsement of Milan's Municipality.

>> [Check the must-visit design districts in Milan](#)

>> Learn more about [must-visit design districts](#)

>> Check all cultural insights on [Milan Design Week](#)

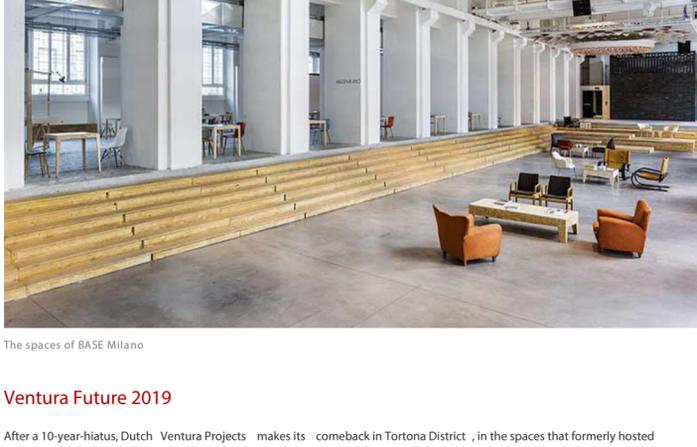
External links: [www.fuorisalone.it](http://www.fuorisalone.it)

### Innovation for the 2019 edition

It has been announced that for the 2019 edition of the Fuorisalone, Ventura Projects and Grandi Stazioni have joined forces to devote the spaces of Magazzini Raccordati, within the Centrale District, to the world of fashion. This means, a whole year featuring fashion parades, exhibitions, cultural events and shootings.

After a 10-year hiatus, Dutch Ventura Projects makes its comeback in Tortona District, in the spaces that formerly hosted the Ansaldo workshops, now known as BASE Milano. The activities by Ventura Projects are set to span over an overall surface of 3,500 sq.m over two storeys.

Automotive company Lexus makes its comeback to the Supertudio Più event in Tortona 27 with the Lexus Design Event and an installation by Japanese design Studio Rhizomatiks. Here, through lights, haptic devices and transparent screens, technology and design interact to make customers enjoy a fully customised travel experience. Moreover, the exhibition site (open from 9 to 14 April, from 10am to 9pm) also displays the works of the 6 winners of the Lexus Design Awards 2019, based on the concept of "Design for a Better Tomorrow".



The spaces of BASE Milano

### Ventura Future 2019

After a 10-year hiatus, Dutch Ventura Projects makes its comeback in Tortona District, in the spaces that formerly hosted the Ansaldo workshops, now known as BASE Milano. Here, Ventura Centrale's pioneering sister – Ventura Future – now on its second edition, takes centre stage on an overall surface of 3,700 sq.m over two storeys. Among the featured events, guests can get to meet Isabelle Sanchez Jacques, a young Mexican-American artist, who invites the public to try homemade Mexican dishes while listening to anecdotal stories from migrant workers; moreover scents and personal fragrances which can evoke deep memories, is another featured cluster, visible in the two projects SOM tales of perfume and The collection Collection, by Diederik Schneemann.

Another focus is given to bio-design with the project "Future (H)earth: 7 Dutch Design visions for livable earth", showing the latest developments in bio and conscious design. The spaces of Ventura Future also serve as the backdrop to the visualise the presentation "A home is a home is a home", featuring the participation of important design schools in Europe and analysing the relationships between personal objects and the different ideas of home.

Please note that access is subject to a 5 euro fee. Tickets are available online from 25 February 2019.

>> [Find additional information on BASE's website](#)



One of the projects at Ventura Centrale 2019 - Aria, Come to Light by Luca Moreni, Roberto De Zorzi, photo credits Ivela spa

### Ventura Centrale 2019

Now on its third consecutive edition, Ventura Centrale has announced that its exhibition spaces are now expanding from nine to fifteen vaults at the Magazzini Raccordati. Among the great comebacks, guests can admire projects by AGC Inc. displaying a specific focus on the future of materials. For the upcoming edition, AGC Inc. is collaborating with Keita Suzuki, a Japanese designer known for seeking harmony between tradition and innovation with the use of technologically-advanced materials that trigger all senses. Ventura Centrale is also home to the interdisciplinary design firm Rapt Studio, whose work focuses on the intersection of spatial experience, brand expression, and cultural connection. Moreover, thanks to the collaboration with the sliding doors company Sky-Frame, designer Stephan Huerlemann makes his comeback with an interactive installation aiming to create feelings of positivity amongst visitors by telling an unexpected story about the sky and orbiting around the earth.

Find additional information on [www.venturaprojects.com](http://www.venturaprojects.com)

### Brera Design District

The theme of this year's edition is inspired by Bill Burnett's and Dave Evans' book "Designing Your Life: How to Build a Well-Lived, Joyful Life" and is called "Design Your Life", which is expressed in the conscious and sustainable design of one's life and choices. The core idea is based on the request towards designers to create more sustainable solutions and towards customers to behave as brave and conscious project leaders. The challenge set by this theme has been developed through 10 vertical challenges, where professional designers offer their own interpretation of sustainability. As part of the programme, guests can visit Planetario, an interior design project designed by Cristina Celestino for Besana Carpet Lab displayed at Brera Design Apartment. Other projects include: the multi-sensory experience MaterAttiva curated by Iris Ceramica Group, young architects by SOS School of Sustainability and Mario Cucinella base don the new relationships between men and nature; RobTL, the installation by Timberland and studio Gio Forma where a robot highlights the need for a sustainable production; The Pool Club, a large-size container whose interiors have been designed to be shared through social media.

Find additional information on [www.breradesigndistrict.com](http://www.breradesigndistrict.com)

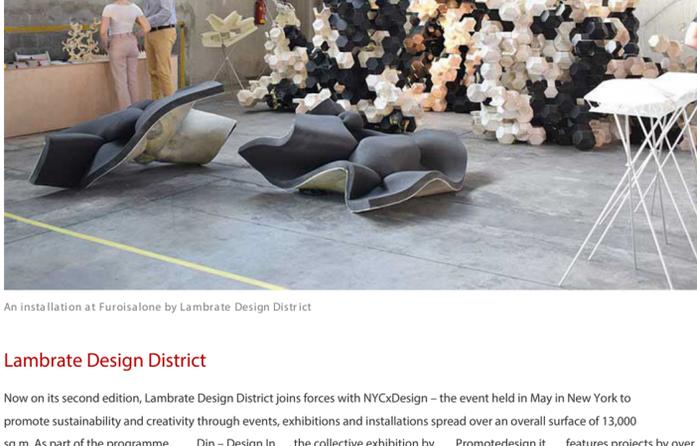


"L'Ultima Cera", Anton Alvarez, photo credits Märta Thisner

### SVIE Arte + Design

SVIE arte + design reconfirms its role of widespread design museum featuring the well-consolidated editorial projects consisting of three exhibitions and a site-specific installation, where particular attention is given on the territory and on natural resources. Among the featured projects guests can admire the exhibition "Human Code" by Roberto Sironi and curated by Annalisa Rosso, set into a parallel dimension and analysing the theme of Big Data through the use of experimentation on processes and materials. The personal exhibition "Il pesce e gli Astanti" by young Lebanese artist Carlo Massoud and curated by Maria Cristina Didero features a site-specific installation, a ceramic altarpiece aiming to create an ironic and intense reinterpretation of a clerical ritual; conversely, displaying 12 bronze unique to the exhibition "L'ultima cera" (the last wax) by Nicolas Bellavance-Lecompte and Anton Alvarez, displaying 12 bronze unique created by the artist.

Find additional information on [www.Svie.it](http://www.Svie.it)



An installation at Fuorisalone by Lambrate Design District

### Lambrate Design District

Now on its second edition, Lambrate Design District joins forces with NYCxDesign – the event held in May in New York to promote sustainability and creativity through events, exhibitions and installations spread over an overall surface of 13,000 sq.m. As part of the programme, Din – Design In, the collective exhibition by Promotedesigns.it features projects by over 100 designers and youngsters from design schools, enhanced by the installation "Beyond the Wall" by artist Erika Calesini. Other events include workshops on sustainability with the launch of the Trash2Treasure online platform to connect companies and infuse waste with a new life, the projects BE SUSTAINABLE by SWISS CHRONO GROUP whose narrator – Pinocchio – raises awareness on eco-sustainable production, as well as new projects hosted at the habits Design Studio (via Oslavia, 17) by Smart Design – Scuola del Design Politecnico di Milano whose Zero Waste project, aiming to provide new cooking methods allowing less food waste without giving up on quality.

Find additional information on [www.lambratedesigndistrict.com](http://www.lambratedesigndistrict.com)

### Romana Design District

The area spanning from the door Porta Romana to the alley of Corso Lodi is home to Romana Design District, considered a sort of yellow line where creativity runs in parallel with the underground line 3. Featuring a vast array of bars, restaurants and venues for the renowned Milanese movida, Romana District conjures up entertainment and design with a one-night-only event (on 10 April) called "Design a tutta birra" powered by beer brand Birrificio Angelo Poretti. For this year's Fuorisalone artist Andrea Bistrignano introduces its first lighting collection featuring five lamps that provide different interpretations of the concept of lighting.

Find additional information on [www.romanadesigndistrict.it](http://www.romanadesigndistrict.it)

### Design at 360 degrees

For those who are in love with design, we've rounded up a selection of the best hotels where guests can chill out, relax and even sleep immersed into design.

>> [Check our article on Design Hotels](#)

Conversely, foodies who enjoy eating out amidst design pieces or design furnishing can enjoy our guide on the top-design restaurant in town.

>> [Check our article here](#)



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Journalist based in Northern Italy, passionate traveller, photography lover and unstoppable curious of the world. From her early years cars and motorbikes strike a chord in her heart, as well as the entire world of fashion. Giulia works for Where Italia to share her passions and to promote the most unmissable events and lifestyle experiences. To make Where readers' trips a one-of-a-kind discovery.