

Who's Who

Milan Design Week 2018

Limelight



Claudio Luti

The Milanese businessman Claudio Luti was born in 1946. He has been the president of the Salone del Mobile since 2017 (also from 2012 to 2014). After a ten-year period as an art director at Versace, he acquired Kartell in 1988. As its president, he turned the brand into a global icon thanks to products by Philippe Starck, Vico Magistretti, Ron Arad and Antonio Citterio.



Stefano Boeri

Born in Milan in 1956, Boeri became the president of the Triennale di Milano in 2018. He studied architecture at the Milan Polytechnic, where he now teaches urban planning. He has a doctorate in territorial planning from the Iuav University in Venice. Boeri has designed buildings and outdoor spaces all over the world, the most known of which is the Bosco Verticale apartment high-rise in Milan (2014).



Cristina Tajani

Puglian by birth, Milanese since 1997, Tajani took a degree in economic and social sciences at the Bocconi. She has a doctorate in occupational sciences from the University of Milan. As a member of the City Council under Mayor Giuseppe Sala, she is the councillor for labour policies, manufacturing, commerce and human resources, a position she also held under the former mayor, Giuliano Pisapia. One of her portfolios is design.



Carlo Ratti

Born in Turin in 1971, Ratti is an architect, engineer and the principal of Carlo Ratti Associati in Turin. He teaches at the Massachusetts Institute of Technology. He was a curator of the Future Food district at the 2015 World Expo in Milan. With Patrick Blanc, he designed the installation Quattro Stagioni on Piazzetta Reale for the 2018 Milan Furniture Fair.

Spotlight



Piero De Leo

Born in Trebisacce, Calabria 31 years ago, De Leo studied bookkeeping, but when he was looking for a job, he was selected by the Milanese transport company ATM to become a subway driver on Line 1 in 2006. Much committed to his job, he rises to the great responsibility it entails, but he misses the sea. He sees the Furniture Fair as Milan's big moment, so it's only right that Lines 1, 2 and 3 lengthen their service hours from midnight to two in the morning.



Alessandro Pagani

He's 31 and has been a taxi driver for 6 years now. Like his colleagues, Pagani is excitedly anticipating the Furniture Fair because it is the busiest time of the year, especially thanks to all the Fuorisalone events that take place around the city. "On the average, clients are much friendlier and more easy-going than during fashion week. Too bad there's so much traffic. Drunks out at night are in the gazillions."



Gabriele Caria

He supervises the Lambrate neighbourhood, making sure that trash is collected and streets are swept. Caria works for the Azienda Milanese Servizi Ambientali, the city sanitation department. "During the Furniture Fair, sanitation services are continuous. Garbage cans are emptied more frequently than usual." The exhibitors are very well mannered, he says, a bit unlike the visitors. "My pet peeve? Electric-power units used as picnic tables that the picnickers do not bother to clear."



Antonio Lembo

He hails from Puglia and is 54. On board of his Moto Grill Guzzi, Lembo cooks *bombette di Cisternino*, a Puglian specialty consisting of provola-stuffed rolls of sliced pork (*capocollo*). "I used to be a starving artisan. Five years ago I invented myself a new job. Thanks to a friend's loan, I was able to buy a Moto Guzzi Ercole. I gave it my all. And here I am." He's stationed at Area Din in the Lambrate Design District.



Paolo Tarsia Incuria

During the last Furniture Fair, Incuria worked in the Isola area of Milan delivering all kinds of food, especially for picnics on rooftops, he remembers. If anything is popular during the Salone days, he says, it's sushi. The days of the fair are a frenzy, "but I'm so in love with biking, I don't know if a degree in chemical engineering is ever going to help me find a better job than this."

Where's Where



Superstudio Più

The heart of the most heterogeneous design district is Superstudio Più on Via Tortona, the hub of fashion, design and events with cultural and commercial content. The husband-and-wife team Gisella Borioli and Flavio Lucchini set up the complex in 1990 as a new and different branch of their photo-studios and image-factory on Via Forcella, the next street over, which they founded in 1983 (now Superstudio 13). www.superdesignshow.com



Brera Design District

Every year, Milan's most elegant night-time quarter is transformed into a creativity-packed spectacle by Paolo Casati and Cristian Confalonieri of Studiolo. For years they have been staging events that blend design with culture, placing an accent on the neighbourhood's crafts tradition.

www.breradesigndistrict.it



Isola Design District

Gabriele Cavallaro and Enrico Leonardo are the two young men behind this design area located in the shadow of the Bosco Verticale and other skyscrapers on Piazza Gae Aulenti. For the second year, their organisation includes typical old Milanese courtyards and craft ateliers to provide a route where tradition and experimentation go hand in hand.

www.isoladesigndistrict.com



5Vie

Concentrated around Piazza Cordusio and the basilica of Sant'Ambrogio, this district is organised by the non-profit association 5Vie Art+Design with the aim of reviving the city centre by marrying traditional crafts to the creativity of contemporary design.

The founders are Aline Radice Fossati, Ernesta Del Conegliano, Alessia del Corona Borgia and Emanuele Tassarolo. www.5vie.it



Area Porta Romana

This year's newborn design district is curated by the Area Porta Romana agency run by Carlo Maria Settembrini Sparavieri, Luca Baroni, Benedetta Viganò, Edoardo Paschetta and Francesca Somaini, five friends united by their wish to foster the creativity that has always been inherent in these parts – one of Milan's most Milanese neighbourhoods. areaportaromana.com



Ventura Projects

Closed after eight editions, Ventura Lambrate is now making way for the first Ventura Future event, located around the Polytechnic. This year marks the second instalment for Ventura Centrale, gravitating around central station and organised by Margriet Vollenberg, who runs the Dutch agency Organisation in Design. Her Italian project manager is Fulvia Ramogida. www.venturaprojects.com



Porta Venezia in Design

One woman is in charge of this event, currently in its sixth year, held in a district with a high number of eateries and Liberty-style buildings. Nicoletta Murialdo is a communication specialist from Milan with a passion for design and a past as the press office manager of Zona Tortona. www.portaveneziaindesign.com



Lambrate Design District

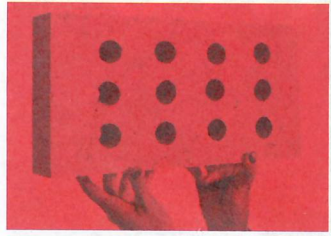
Lambrate District Design (the successor of Ventura Projects) is run by Prodes Italia, a company founded by the designer Enzo Carbone, who works around the world in the fields of design, art, marketing, brand identity and corporate identity. This year's aim is to foster emerging young designers and replicate last year's number of visitors. www.lambratedesigndistrict.com



Zona Santambrogio Design District

The idea of a district extending from Piazza Sant'Ambrogio to Castello Sforzesco and Parco Sempione originated in 2013, ideated by Re.rurban Studio, a communication and design agency founded four years earlier by Paola Tierri, Diego Longoni and Paolo Liaci. The specialty of Zona Santambrogio is hybrid events that graft design onto the cultural and artistic fabric of the city. zonasantambrogio.com

New materials
A paper brick
from China



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Designed by Li Xiao-Ming, it is eco-sustainable, load-bearing and waterproof

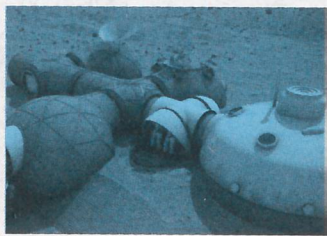
Healthcare
Body-protecting
technology



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Humaneness, warmth and considered design is missing in this field, says Yves Béhar

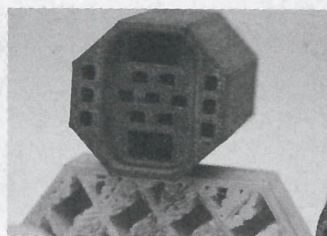
Aerospace
Design for
extreme places



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The possibilities and limits of aerospace design according to Barbara Imhof

Food
The designer's
potential



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Martí Guixé: I treat food like any other object – I am and remain a designer

Stop sneak peeks/
Stop digital rumours/
Only reporters' news/
Only pertinent
information/
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Milan Design Week 2018

Design is the real engine of our era

by WALTER MARIOTTI

What is design? Tough question. It's hard to reduce to a single meaning a word that comprises a project and its intention. Whatever design is, it implies thinking that everything depends on the intention with which it is done, for only intention is able to fool nature.

This brings us to what design's essence is: substituting the natural with the artificial, with help from technology.

This includes building machines to solve problems that we often do not have, machines that bring out the hidden god in us. Vilém Flusser, a strange Czech philosopher who went to live in Brazil, said as much many years ago. He died in a stupid car accident while visiting his native city of Prague. Today, everybody is convinced; it is clear that design is the real engine of our era; it represents the ultimate ideology, precisely at a time when ideologies seem to have vanished.

Being celebrated this week by thousands of people who come to Milan from all over the world, design includes the process by which we decide how to gather and utilise the data of people who use objects. An impressively huge mass of data is guiding design and the market.

The designer's task in this context is difficult. She must maintain her identity through proposals that intersect her vision with the user's vision.

On one hand, the user offers useful indications on how to improve products based on how he uses them.

On the other, he might be a rather conformist user. Among the designer's duties, there are: giving sense to objects, proposing a way of looking at the infinite things that surround us, and imagining what will be. This is the week of the Milan Furniture Fair, our second nature, during which creatives and industries propose a more handsome and useful world.

To applaud this world, this typical aspiration of Homo sapiens, which for Stanley Kubrick began with a mysterious shiny monolith and for Homer with the Trojan horse, Domus has created a new medium, the one in your hands.

DomusPaper tells the future in ten words, relying on design and the Domus capacity

