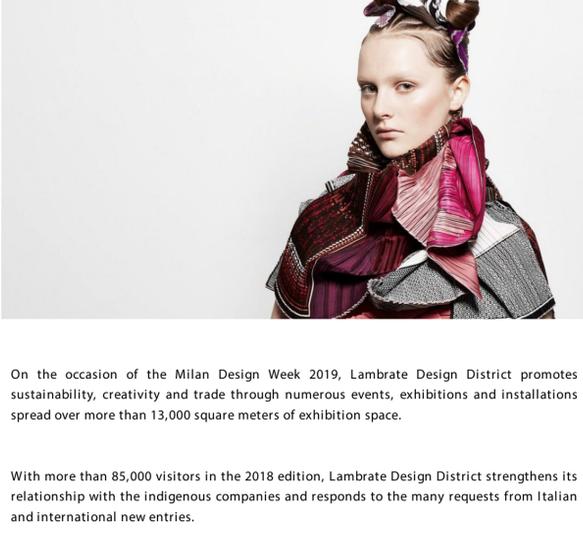


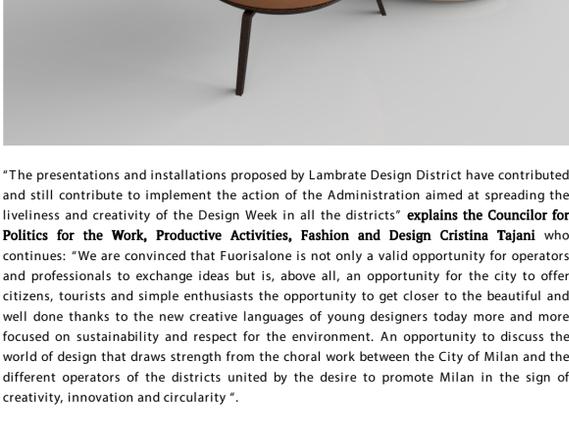
ATELIERUL

Lambrate Design District promotes sustainability, creativity and trade

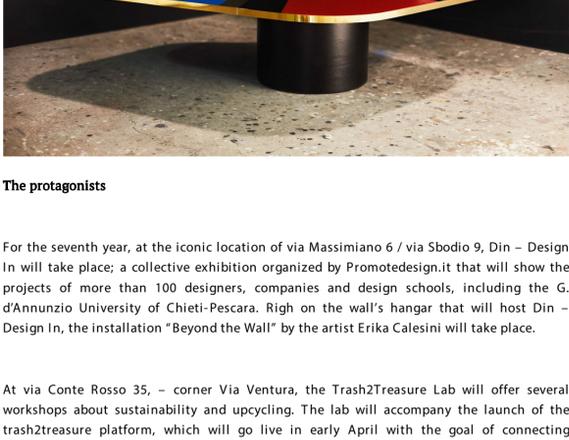


On the occasion of the Milan Design Week 2019, Lambrate Design District promotes sustainability, creativity and trade through numerous events, exhibitions and installations spread over more than 13,000 square meters of exhibition space.

With more than 85,000 visitors in the 2018 edition, Lambrate Design District strengthens its relationship with the indigenous companies and responds to the many requests from Italian and international new entries.



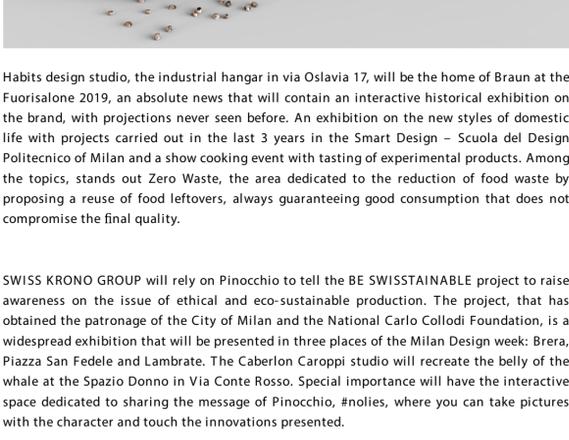
"The presentations and installations proposed by Lambrate Design District have contributed and still contribute to implement the action of the Administration aimed at spreading the liveliness and creativity of the Design Week in all the districts" explains the **Councilor for Politics for the Work, Productive Activities, Fashion and Design Cristina Tajani** who continues: "We are convinced that Fuorisalone is not only a valid opportunity for operators and professionals to exchange ideas but is, above all, an opportunity for the city to offer citizens, tourists and simple enthusiasts the opportunity to get closer to the beautiful and well done thanks to the new creative languages of young designers today more and more focused on sustainability and respect for the environment. An opportunity to discuss the world of design that draws strength from the choral work between the City of Milan and the different operators of the districts united by the desire to promote Milan in the sign of creativity, innovation and circularity".



The protagonists

For the seventh year, at the iconic location of via Massimiano 6 / via Sbdio 9, Din – Design In will take place; a collective exhibition organized by Promotedesign.it that will show the projects of more than 100 designers, companies and design schools, including the G. d'Annunzio University of Chieti-Pescara. Right on the wall's hangar that will host Din – Design In, the installation "Beyond the Wall" by the artist Erika Calesini will take place.

At via Conte Rosso 35, – corner Via Ventura, the Trash2Treasure Lab will offer several workshops about sustainability and upcycling. The lab will accompany the launch of the trash2treasure platform, which will go live in early April with the goal of connecting industrial companies (high quality material suppliers) and designers (creative ideas) to give new life to what would be destined to remain waste. The project was born from a collaboration between Cosnova GmbH, German company providing colour cosmetics, and the design agency Age.



Habits design studio, the industrial hangar in via Oslavia 17, will be the home of Braun at the Fuorisalone 2019, an absolute news that will contain an interactive historical exhibition on the brand, with projections never seen before. An exhibition on the new styles of domestic life with projects carried out in the last 3 years in the Smart Design – Scuola del Design Politecnico di Milano and a show cooking event with tasting of experimental products. Among the topics, stands out Zero Waste, the area dedicated to the reduction of food waste by proposing a reuse of food leftovers, always guaranteeing good consumption that does not compromise the final quality.

SWISS KRONO GROUP will rely on Pinocchio to tell the BE SWISSTAINABLE project to raise awareness on the issue of ethical and eco-sustainable production. The project, that has obtained the patronage of the City of Milan and the National Carlo Collodi Foundation, is a widespread exhibition that will be presented in three places of the Milan Design week: Brera, Piazza San Fedele and Lambrate. The Caberlon Caroppi studio will recreate the belly of the whale at the Spazio Donno in Via Conte Rosso. Special importance will have the interactive space dedicated to sharing the message of Pinocchio, #nolies, where you can take pictures with the character and touch the innovations presented.

The Garage on Via Ventura, location that get the symbolic exhibitory path of the District started, will host S(WE) Design!, a cluster of Swedish designers where innovative brands will unveil a still unexplored Sweden, through product design, fashion and jewelry.



HOTEL REGENERATION social space | social life | social time, designed by Simone Micheli in collaboration with Hotel & Tourism Forum, PKF hotexperts & AboutHotel, will return, for the second year, in the venues of AvvicinaVentura 14 and will be tinged with social media. Hospitality, smart technology, and avant-garde design blend together to create a happening of great expressive and content value in which the environments that usually make up the hotel take on unexpected shapes, based on the changed needs of contemporary man and aimed at favouring the interaction, information exchange, hybridization of functions. The idea of being social, of communicating, pervades the whole space giving life to new ways of thinking and movement for the guests.

CONVENT SUITES. Renaissance 2.0 designed by **Simone Micheli**. Two charming suites designed for the Former 17th century Convent immersed in the splendid setting of the Fattoria di Maiano in Fiesole (Florence) will be presented at the Simone Micheli gallery studio in Via Ventura 6, through interactive and engaging installations that will allow the guest to immerse himself completely inside their reality.

Carimati, an historic company from the Bergamo area specialized in the contract field, in 2019 will celebrate its centenary with a special installation in Via Ventura 6, which will be carried out in collaboration with Poli.Design – Politecnico di Milano. The project will develop a hospitality environment designed to meet the expectations of an increasingly demanding and connected user.

NCS Color Center Italia will show how colour, applied to different surfaces and objects, is not influenced by the difference in materials and manufacturing processes and therefore can be applied to any project in various sectors.

Marcantonio for Scapin Collections: The historic Venetian company meets the well-known artist Marcantonio. The result is a collection made by pieces on the edge between art and design, in which craftsmanship is pushed to the limit with cutting-edge technologies at the service of sculptural solutions in which the object is able to combine tradition and contemporary concepts. Protagonists of this exhibition will be natural materials, such as wood and marble.

L & D – Lighting & Design: the historic meeting with "those of LEDs" returns, a moment of deepening for the professionals of lighting and design to plan, build and illuminate environments on a human scale and change the way of enjoy space and time. The conference includes interventions by world-renowned architects and designers and the ever-present "all for Projects" of the Codega award, the International Lighting Design Prize that annually awards the excellence of projects and products that give life to light and light to life.

Inside the A14Hub space, in Via Ventura 3, **Formidabilelambrate** is born, a recreational club for territorial redevelopment. Formidabilelambrate will be a club open to the public, a recreational and multi-purpose space with a rich calendar of internal and external events. Open from morning to evening, it will offer the neighbourhood a series of services and opportunities, aimed at stimulating the urban socio-cultural fabric of the territory.

The rooftop of via Ventura 15, an authentic icon of contemporary architecture offers the view of an exciting skyline, the use of a garden with olive trees and fruit trees as well as a swimming pool. After the success of Floristeria in 2018, this year **Panoramix**, a combination of art, design, music and food, is coming. The rooftop will be open to the public from morning until late night with an artistic program that will involve the involvement of leading artists in performance, dj-set and live music.

Sanctuary, tropic-Asian restaurant & exotic bar a few steps from the centre of Rome, will be present in Milan at Officina Costerosso with "Eco Experience", a new way of living the space in the name of an eco-conscious lifestyle, to the rediscovery of the interaction between the man and nature. Local and international designers, artisans and artists will meet the challenge of transforming an industrial space of 1000 square meters into an urban oasis where to experiment new forms of interaction / entertainment between music, food and performing arts.

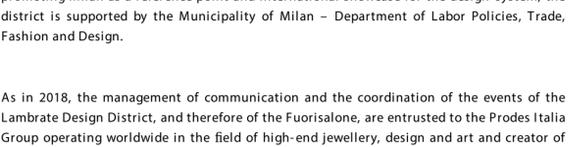
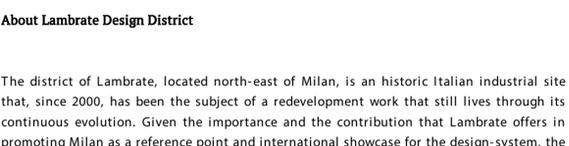
Design Ad-Ventures @ Giardino Ventura is a program of events that, for the entire duration of the Milan Design Week, will act as a frame to the Lambrate Design District exhibitions in order to nurture the comparison between young talents of new design entrepreneurship and entrepreneurs, incubators, investors, mentors, schools, universities and companies united by the desire to give an acceleration to the development of sustainable design.

Scuola Mohole, located in Via Ventura 5, on the occasion of the Fuorisalone 2019 involves its students in a real editorial, to document, with a blog full of interviews, images and videos, everything that happens in the Lambrate Design District. A report of an entire week that involves in synergy the addresses of Web and Digital Media, Graphic Design, Writing and Storytelling, Photography and Filmmaking, because the Milan Design Week can be told with every possible language. Moreover, inside the School there will be exhibitions and installations of the works of the students of Comics, 3D Animation, Graphic Design and Photography, the performances of the students of the course of Recitation and the presentation of Type & Wine, a meta-project that connects design and Italian wine culture.

Bargiornale, a reference magazine since over 40 years for professionals,, is participating for the first time in Lambrate Design District with a video installation of the best recovery interventions for disused industrial complexes and historical-cultural infrastructures for public activities exercises. The bar re-appropriates its social function and becomes the connective tissue of entire neighborhoods.

Lambrate Design District x NYCxDesign

We would like to thank the U.S. Commercial Service at the American Consulate General in Milan for facilitating the partnership agreement between Lambrate Design District and **NYCxDESIGN**, the key event catering to design taking place every May in New York City. The U.S. Commercial Service is part of the U.S. Department of Commerce. It promotes the export of U.S. goods and services and helps U.S. businesses find qualified international partners. With its global network of offices, it has the resources to attract more U.S. exhibitors. Conceived and organized by New York City Economic Development Corporation (NYCEDC), NYCxDESIGN is the utmost expression of New York design, combining culture, entertainment and education, and offering a rich program of exhibitions, installations and seminars catering to different disciplines, such as architecture, technology, graphic design, fashion, interior design, product design, and much more. NYCxDESIGN key events include ICFF, WantedDesign, Brooklyn Designs, NYCxDESIGN Awards and Design Pavilion.



About Lambrate Design District

The district of Lambrate, located north-east of Milan, is an historic Italian industrial site that, since 2000, has been the subject of a redevelopment work that still lives through its continuous evolution. Given the importance and the contribution that Lambrate offers in promoting Milan as a reference point and international showcase for the design-system, the district is supported by the Municipality of Milan – Department of Labor Policies, Trade, Fashion and Design.

As in 2018, the management of communication and the coordination of the events of the Lambrate Design District, and therefore of the Fuorisalone, are entrusted to the Prodes Italia Group operating worldwide in the field of high-end jewellery, design and art and creator of the Promotedesign.it projects, Din-Design In, Design For, Artistarjewels.com, Treened.com, Bestwinestars.com and Weating.it.