

# POLITECNICO DI MILANO @ FUORISALONE 2013

## DESIGN EXHIBITIONS

### › ALCANTARA JEWELRY DESIGN

50 ornaments and accessories using Alcantara, combining the characteristics of the material with the principles of Italian design.

WHEN: till 2 June (9-20)

WHERE: Design School, via Durando 10

### › FOCUS ON ABET LAMINATI

Samples of materials, photographs and technical applications chosen from the vast production of the historical company ABET LAMINATI historical promoter of the industry/design relationship

WHEN: 25 March 24 April (10-18) Tuesday-Friday

WHERE: POLIteca, Campus Bovisa, Via Durando 10

### › POLIMI DESIGN SCHOOL @SALONE SATELLITE

For the 150° anniversary the Politecnico has invited Beppe Finessi and Migliore architects to show the foundation of the school of Design

WHEN : 9-14 April (9.30 - 18.30)

WHERE: Salone Satellite - Fiera Milano Rho

### › THE CITY OF THE FUTURE: NEW CONCEPTS FOR WELLNESS

A journey through emerging cities: Tokyo, Shanghai, New Delhi, Abu Dhabi, Sao Paulo... to show how the Italian excellence can draw further strength to develop innovative concepts on wellness. (the best design projects designed by the participants to "Licensing for luxury goods" course at POLI.design)

WHEN: 9-14 April (16-22), OPENING: 10 April 6PM

WHERE: Showroom Newform - Via Fiori Oscuri, 3

### › TANGO EXHIBITION

The TANGO exhibition promotes sustainability, social inclusion, intergenerational dialogue, proposing Services for Milan, throughout interactive audiovisuals. Representing the participatory design process of the TANGO project (Culture Programme) led with several partners in Europe (Aalto, Nantes)

WHEN: 9-14 April (11.00-20.30) OPENING: 10 April | 18  
WHERE: Spazio T10 | via Tortona 10 | Milano

### › A DESIGNER A DAY - 2ND EDITION

The famous saying «an apple a day...» becomes «a designer/project a day»: La Trentina, a producer and marketer of apples, in collaboration with DesignHUB and under the scientific supervision of POLI.design, aims to support and promote young designers by providing space for their creativity.

WHEN: 9-14 April (10-21)

WHERE: Via Tortona 31

### › LEARN TO DO BY DESIGN MODELS

5 minutes video presentation loop, which tells the process of realization of study models and prototypes designed to improve and deepen the process of design.

WHEN: 9-14 April

WHERE: Design School, via Durando 10

### › AUTENTICO CONTEMPORANEO

Autentico contemporaneo is an applied research project funded by the Polytechnic of Milan for the testing of a design driven model of "activation" of the cultural heritage of skilled and artistic craftsmanship in Milan towards Expo 2015.

WHEN: 9-14 April

WHERE: Via Granelli 1, Sesto San Giovanni

## DESIGN ACTIVITIES

### › IL SABATO DELLA BOVISA

The spaces of the campus Durando open to Bovisa: activities to understand, observe and to enjoy a public university with the collaboration of students and local associations. Developed by POLIMI DESIS Lab.

WHEN: 13 April (10-18)

WHERE: Design School, via Durando 10

### › MOLESKINABLE

With the collaboration of the architect Jacopo Pavesi students of the School of Design at the Politecnico di Milano document the Salone del Mobile and the city design scene through their Moleskine. The projects will be exhibited in May at the University in an exhibition.

WHEN: 8-14 April and May

WHERE: Design School, via Durando 10

### › CITTADINI CREATIVI

Come to experiment the laboratory of participatory design "Cittadini Creativi" in the Agorà of Cascina Cuccagna, within the exhibition Good Design 2013, showing service design activities done with and for the neighbourhood. Everyone can become "designer of his daily life", at least for an afternoon, having fun. Curated by Daniela Selloni, Ph.D. candidate in Design at the Politecnico di Milano.

WHEN: 10 April (16-19)

WHERE: Via Cuccagna 2/4, ang. Via Muratori

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## DESIGN TALKS

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### › 1ST DESIGN SUMMIT

The 1<sup>st</sup> DESIGN SUMMIT will analyze, together with important national and international guests, political, economic and cultural issues that represent the possible access and success keys to the countries of BRIC with particular emphasis on Brazil, India and China.

WHEN: 8 April (9.30-12.30)  
atcasa.corriere.it/Speciali/salone-del-mobile/press-room/

### › PRESENTATION OF THE COURSES ON DESIGN EXPERIENCE

Introducing the courses of Higher Education "Design Experience" in Italian and Russian dedicated to the evolution of the scenarios and new spaces for entertainment, retail, hospitality, catering, outdoor and temporary shop.

WHEN: 9 April (11.15-12.45)  
WHERE: Teatro Agorà - Triennale, Viale Alemagna, 6

### › ASSOGIOCATOLI & POLI.DESIGN

Presentation of Designfortoys, first online and offline platform about toys and games, of the ToysDesignLibrary, and 2nd edition "Toy Design" specializing course.

WHEN: 12 April (6 PM)  
WHERE: Design Library, Via Savona 11

## WE RECOMMEND

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### › SACEA RECHARGING ZONE

Where do you recharge this year? A sitting area, coffee tables, bleachers and seats inflatable. For guests sockets, computer and free WiFi to recharge energy, ideas ... their technological devices. Under the patronage of POLI.design.

WHEN: 9-14 April (10-20) OPENING: 12 April (19-22)  
WHERE: Via Solferino 17

### › ATTO DI FEDE 13 "LAST SUPPER" CHAIRS

Looking "beyond" that scene so many times, we try to guess and outline the 13 chairs that welcomed Jesus and the Apostles. 13 designers were asked to give their own interpretation that will be produced by Lissone and Brianza.

WHEN: 9-14 April (10- 21)  
WHERE: Frigoriferi Milanesi, via Piranesi 10

### › ITINERARI DI UGO LA PIETRA

Ugo La Pietra, through its "Active Routes" retrieves the surrealists's theories and develops theorizing and visualizing the behavior of the individual in urban and suburban routes.

WHEN: till 17 May (M-F 10-13/15-19)  
Opens: 11 April 18-21  
WHERE: Via Carlo Farini 2, Porta Volta

### › (IN)VISIBLE DESIGN | 100 STORIES

In a world over-populated by signs, products, images, experiences still exists a threshold of the invisible? The exhibition (In) visible Design explores new scenarios through 26 projects by designers and artists, By Logotel Scientific Director Susanna Legrenzi and Stefano Maffei

WHEN: 9-14 April  
WHERE: Spazio Logotel, via Ventura 15

### › MAGIC MOMENTS, INSIDE

Innovative prototypes and works of design, architecture, photography, video produced at Burg Giebichenstein Kunsthochschule Halle and ALADlabs, Politecnico di Milano.

WHEN: 9-14 April (9-21)  
WHERE: Galleria Via Farini - Via Carlo Farini 35

### › SARPI BRIDGE ORIENTAL DESIGN WEEK

An invitation for young oriental designers to participate in a selection of projects to be presented at the ORIENTAL DESIGN WEEK Initiative promoted by Sabrina Musky and Barbara Del Curto ADI\_Atelier through Innovation. [www.orientaldesignweek.it](http://www.orientaldesignweek.it)

WHEN: 9-14 April  
WHERE: Via Paolo Sarpi

### › BLA BLA. DISCUSSIONE VIRTUALE

Installation-exhibition on the theme of designing and planning by Luca Scacchetti, architect and professor in Interior Design.

WHEN: 9-14 April  
WHERE: Officine Creative Ansaldo - Via Tortona, 34

### › OPEN DESIGN

After Zero Design Festival, Open Design continues during the design week both online and on Zero Magazine, ending with a big closing party showing the results of the Red Bull Design workshop with POLI.Design.

WHEN: 1 March - 14 April  
WHERE: Via P. da Cannobbio 5