

# %D 100% original design

una mostra curata da  
ELLE DECOR

**Palazzo Reale  
Milano  
7→27.04.2014**

## AN ICON FOR WE

Elle Decor Italia has been tasked with choosing the icon-object for WE-Women for Expo. The monthly magazine run by Livia Peraldo Matton is launching the contest: the product must be able to be manufactured anywhere in the World.

Milan, April 2014. Elle Decor Italia has been chosen by Expo Milano 2015 to select, by means of a contest the icon-object which best expresses the values of WE - Women for Expo. This will be a small icon, rich in meaning, which can be worn by way of an expression of the wearer's commitment to the message of Feeding the Planet. Energy for life.

This monthly publication from Hearst Magazines Italia has transformed this request into a contest which has been flagged as one of the most hotly anticipated by the creative community, precisely because Elle Decor Italia is part of a network of 25 publications around the world and is capable of engineering thousands of high-quality contacts, which will be further extended via the upcoming Salone del Mobile furniture show which sees the magazine as one of the key players in the Design Week.

The contest is open to the entire creative community: men and women, professionals and students who have experience in the realms of design, architecture or graphics.

Their entries must reflect the spirit and values of WE, by ensuring that women share and discuss matters of nutrition and the sustainability of the planet and design an object which can be worn (irrespectively by a man or a woman), which has a recognisable identity and which can be manufactured anywhere in the world including independently.

The launch of the contest took place during Milan Design Week inside the exhibition under the auspices of Elle Decor Italia with the title 100% Original Design which opens in the Palazzo Reale from 7th until 27th April and concurrently at the Salone Internazionale del Mobile international furniture show and the Salone Satellite show (from 8th to 13th April).

To decide on the winning project there will be an international jury composed of professionals from the worlds of design, communications, culture and food who will



Milano

Una mostra

PALAZZO REALE

ELLE DECOR

HEARST magazines Italia

2015  
MILANO 2015  
1 MAGGIO - 31 OTTOBRE

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become WE Ambassadors.

Expo Milano 2015 will produce the first generation of the icon-object, then everyone in the world will be able to produce their own version, based on a pattern which can be downloaded from the Internet, as a testimony to their own commitment to a project of world-wide significance.

The contest opens by offering its best wishes that the icon-object for WE-Women for Expo becomes an object that can be worn with pride by an ever-increasing number of people, both women and men, as a testimony to their undertaking to look after the planet.



WE is a project by Expo Milano 2015 launched in collaboration with the Ministry of Foreign Affairs and Fondazione Arnoldo e Alberto Mondadori. WE talks about food and nourishment and does so by focusing on the women's culture and its history, traditions and sensibilities.

WE will involve artists, writers and representatives of institutions and non-governmental organisations from all the participating countries in Expo Milano 2015, with the objective of creating collective works of art, cultural projects and shared initiatives focusing on the culture of food, hospitality and mutual awareness.

ELLE DECOR ITALIA AND ELLEDECOR.IT

Elle Decor Italia, the international magazine about home furnishings and design led by Livia Peraldo Matton, represents an international reference point from which to appreciate the latest trends and find details of how lifestyles are evolving. It is one of the 25 publications by Elle Decoration, the largest international periodical press network dedicated to interior design.