

Press Release

## 6 – 12.06.2022 | 5VIE Design Week Prototyping Utopias - *Design in Transition*

*«To the scientific progress, fruit of the intelligence that explains everything and of the elegance that saves everything (defusing the fuses and smiling at the future). We prefer a radiant papery horizon crossed by the rainbow»*

*Archizoom Associati – in Domus 455 / October 1965*

The ninth edition of the 5VIE Design Week will take place under a double title: *Prototyping Utopias / Design in Transition*. *A map of the world that does not contemplate utopia is not even worthy of a glance*, wrote Oscar Wilde. This is why it is crucial to identify the possible locations of this *non-place* we must asymptotically tend to, in the conviction that, today more than ever, it is necessary to **define perspectives of meaning and collective visions** for the construction of a common future. A utopia that is also the matrix of a message of peace and collaboration, beyond any border and any nationalism, creed or orientation, under the sign of creativity and solidarity.

*"An innovative project, the result of a vision that is particularly attentive to the changes affecting the current historical moment, but at the same time far-sighted and visionary. Thanks to this environment, in which creative flair, sharing and plan-making find fertile ground, design will be the undisputed protagonist, becoming the means through which to rethink a 'new future', which starts precisely from the interconnection of the various disciplines and excellences of our territory. Social innovation, sustainability, digitalisation and valorisation of the product will be the fundamental elements of a project that aims to propose forward-looking models of an always more avant-garde design."*  
[Councillor for Tourism, Territorial Marketing and Fashion, Regione Lombardia].

The city becomes thus a laboratory where it is possible to prototype utopias and to stage evolutionary hypotheses: 5VIE takes this opportunity to tell its full story, not only as a design district, but also as a **community of interests**, active all throughout the year.

It is design in transition, an experimental project by 5VIE, which has its core in the building of SIAM, a historical institution dedicated to arts and crafts, and then expands to the collective



dimension of the neighbourhood, in an attempt to co-design a more sustainable future through design. It is an interdisciplinary laboratory, aimed at realizing hybridizations between the areas of design, art, fashion and crafts, basing on the needs of the current transition.

The theme will be declined along different yet interconnected lines: the guest exhibitions and the 5VIE productions; the partner projects; the territory and its actors; and finally, the **dedication** that every year we entitle to a designer or architect, who established itself as an interpreter of excellence, which this year goes to the radical collective **Archizoom Associati**.

The involvement of Poltronova was a natural consequence of this choice. Poltronova is a company that was able to give substance to Archizoom's visions between the 1960s and 1970s, thanks to the entrepreneurial courage of Sergio Cammilli and the enlightened artistic direction of Ettore Sottsass.

👉 At the 5VIE Headquarter, in via Cesare Correnti 14, the **Centro Studi Poltronova** presents a focus on Archizoom's work, setting up a reading corner where you can consult two volumes of the series *Le Monografie di Poltronova*, *Superonda: Archizoom Associati* and the last issue *Mies + Sanremo: Archizoom Associati*. You can relax while reading through books, while sitting on the historic *Superonda chair* by Archizoom Associati, in its new *Farfalla* version for indoor and outdoor use.

📍 5VIE Headquarters - via Cesare Correnti, 14

## THE EXHIBITIONS

From 2014, 5VIE has been producing exhibitions and installations that bring out the cultural aspects of design practice. In particular, this year it will present two different projects:

👉 *Woven Whispers* by **Richard Yasmine**, an installation that represents our social system on a small scale, highlighting the physical and at the same time psychological roots of a society and its infrastructures. A monumental monolithic pillar that imitates Ancient History buildings, and precisely the tower of Babel. At the same time, the pillar is also a symbol of communication, solidarity, union and harmony among human beings.

The installation, which accompanies and contextualizes the Lebanese designer's latest furniture collection, is entirely hand-made.

It is a praise to craftsmanship furthermore a proclamation to preserve our vanishing cultural heritage, while exploring the relationship between the East and West.

📍 5VIE Headquarters - via Cesare Correnti, 14

👉 *little monsters / scary beasts* by **colrizom** stages the synergy between design, enterprise, and craftsmanship, paving a way for new creative developments that are truly sustainable, in a process of empowerment of local communities through the enhancement of their traditions and culture.

📍 5VIE Headquarters - via Cesare Correnti, 14



👉 With **Athens Design Forum**, 5VIE presents *ROUTE-IN*, a site-specific installation installation by Tbilisi-based **Rooms Studio**. *ROUTE-IN* is a progression of Rooms Studio's research into public space as a central axis of society. Athens Design Forum advocates for design principles that amplify narratives interwoven with heritage and migration patterns. This collaboration crystallizes how the designers' transformation of architectural prototypes creates a lasting dialogue between time, migration, and space.

📍 5VIE Headquarters – SIAM, via Santa Marta, 18

👉 For the third year, 5VIE will also curate two group exhibitions: **Surfing the Surface I and II**. The title hints at that surface movement, a symptom of an underlying need to renovate design practice, which involves the surfaces of objects to convey deeper instances and meanings.

In the Galleria Benefattori: **Ahu** presents *Modern Heirlooms*, a young studio based in London and Istanbul that designs collectible pieces produced by master craftsmen in Istanbul; **The Empty Dinner** presents *Absence Stool*, a work inspired by the sense of loss that comes with the separation from a loved one; **Tom Fereday** presents *Port Light*, a celebration of the properties of crystal glass in the form of a refined collection of lamps, in collaboration with the Australian company Rakumba Lighting; **TU BI**, a project of ceramic sculptures by Ivan Tafuro, inspired by the elements and urban decorations of the city of Milan.

Inside the FabLab spaces: **Alexandre Labruyère** with the *Pétiole* collection; **Elham Nejati's** marble sculptural objects; **Giulia Archimede's** *Amala and Rebirth* lamps; **Moure / Studio** presenting two collectible pieces, the *Silvia table* and the *Hughes stool*; **Luciana Teixeira** with *Raiz da Trama*, a selection of lamps and furniture designed for **Supapo Criativo**, and handmade by Brazilian artisans; **Zarolat** with the limited edition *Luna Chair*.

📍 5VIE Headquarters – SIAM, via Santa Marta, 18

👉 **Design in Transition: towards a community-based future** is an exhibition-event curated by 5VIE, which aims to showcase tools and strategies for defining possible paths of sustainable development, from both an ethical and aesthetic point of view. Three innovative projects will be presented, linked by their experimental approach to the construction of new social models through the tools of design: *Allegory G\_B* by **Sebastiano Deva**, in collaboration with Aptripper srl, Innereo, IrrationalTheory - a collection of NFTs derived from biometric fingerprints measured by an Artificial Intelligence process, and based on **Ambrogio Lorenzetti's masterpiece The Allegory of Good and Bad Government**, *Warka Village* by architect **Arturo Vittori**, an example of collaboration with communities in Cameroon to build from local resources while respecting cultural specificities as well as nature; and the project *Binari, Kaleidoscopi Metropolitani* by **Forum Cooperazione e Tecnologia**. On **9 June** at 16.00, this will be the setting for a public meeting and debate with the protagonists of the exhibition.

📍 5VIE Headquarters – SIAM, via Santa Marta, 18

👉 5VIE continues its collaboration with **HoperAperta**, which this year proposes a theme - *La Superficie Assoluta (The Absolute Surface)* - inspired by the work of the French philosopher Raymond Ruyer. The project will have a double exhibition venue (at the terrace of the Hotel Ariston



and at the Banner space in Via Sant'Andrea). Hoperaperta gets architects, designers and artists in dialogue with Italian furniture companies, in the creation of works of art-design. In particular, a collection of 13 unique pieces vases will be exposed at the Hotel Ariston, all signed by Alessio Bertalot & Pointillistico (sound installation), Analogia Project, Cristina Fiorenza, Ivan Forcadell with Juan Salvado, Irene Nordli, Anne-Sophie Oberkrome, Matteo Pellegrino, Rudy Ricciotti, Zanellato/Bortotto.

📍 *Hotel Ariston, Largo Carrobbio*

👉 In the precious setting of Palazzo Litta, Michelangelo Foundation for Creativity and Craftsmanship presents **Doppia Firma**. Through dialogues between design and high craftsmanship, this project from Fondazione Cologni dei Mestieri d'Arte puts on display a unique collection, fruit of a creative exchange between a designer/artist and an artisan, or a manufacturer of excellence: works that stem from a cross-fertilization between the culture of design and a know-how that is an authentic expression of its region of origin.

📍 *Palazzo Litta*

👉 **Masterly – The Dutch in Milano**, the event dedicated to Dutch design, craftsmanship and art, celebrates its Sixth Edition. Nicole Uniquole, creator and curator of the event, returns to Milan to present the selected participants: designers, architects, artists, artisans, schools and companies.

📍 *Palazzo Turati*

👉 The journey through the latest trends in international design continues through different exhibitions and installations in the locations of the district:

the experiments of the students of the **Academy of Fine Arts of Brera**, with the exhibition *MUTAZIONI - Projects and ideas about present* in collaboration with Vaia. 📍 *Centro Artistico Alik Cavaliere*; **Andrea Vásquez Medina and Iris Roth** with an installation that presents the Courtyard Series collection 📍 *Via Saffi, 11*; **ARSBE** architecture studio by Luisa Grasso, with the project *Memorie* 📍 *Circus Concept Store*; **BorromeodeSilva** for Nardone Automotive, will present during a special event *restomod Porsche 928* 📍 *piazza Borromeo*; **Co-Creando**, a collective brand, an innovative and international network of designers, artisans and makers, will present *1001 Nights Table* 📍 *Barbers & Bourbon*; **Coincidence**, a group exhibition with works by Natalia Criado, NIVA Design, Augustina Bottoni, Marco Guazzini 📍 *Intermezzo II, via Lanzzone 11*; **Gabriel Scott** celebrates its 10th anniversary with the project *Floating Ideas* 📍 *Spazio BIG Santa Marta*; the new collection of lighting and furniture of **Garnier et Linker** 📍 *5 VIE Headquarters – SIAM*; **Italamp** presents *On Stage - La* by **Camilla Bellini** 📍 *Studio Deco*; **Leonardo Pagliuzzi** with the chairs collection *Nuvole* 📍 *Fimelato*; **Maison Matisse**, the French design brand founded by Henri Matisse's family presents the new lights collection *Fold*, created by **Formafantasma** 📍 *Via Santa Marta, 21*; Curious Boy presents a furniture collection, lighting and wall paper designed by **Markus Benesch**: this Family of thoughtful provocations hide and reveal their own truth through the

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designer's signature use of camouflage and illusion. According to Benesch it's time to *show your colours*, in every sense of the meaning. 📍 **5VIE Headquarters, via Cesare Correnti 14**; the curators Anava Projects have invited the talented designers from the new Berlin women's collective **MATTER of COURSE**, who have created an installation that encourages to explore oneself in relation to others: *ICH UND DU*, composed of glass, wood, clay, textile, metal and water objects. The result is an installation that shows the space between us- the connections that keep us together. 📍 **5VIE Headquarters, via Cesare Correnti 14**; **Palmalisa Zantedeschi** presents *Tiepolo*, a screen panel revisited in a contemporary key with the use of stone and silk 📍 **Gilda Contemporary Art**; **Ponzio + NCS Colour Centre Italia** present *Codice subacqueo - Le forme dell'estruso ridisegnano e colorano i fondali marini* 📍 **Ponzio showroom**; the German editor **pulpo** debuts at the Milano Design Week with *pulpo L.O.V.E BANK* 📍 **Piazza Affari**; **RADAR INTERIOR** 📍 **Raw & Co.**; **Rou Materiaal** presents *AIUla*, a new collection inspired by the homonymous Saudi archeological site 📍 **Lo Studio**; **Studio Corkinho** with **MATERIATECA**, will present the arts of the of the burnt cork, stone and clay, all natural elements that want to contemplate the beauty of Mother Earth 📍 **Gilda Contemporary Art**; **George Geara**, Libanese designer, will present *H O P E*, from its last *Amalgam Collection* 📍 **5VIE Headquarters, via Cesare Correnti 14**; **Stoneltaliana** with the event "*Cosmolite®. Per aspera ad astra*" presso il temporary showroom 📍 **via degli Arcimboldi, 5** the Japanese studio **TAKT PROJECT** will create an installation that, like an *Ikebana*, will fill the church of San Bernardino with fabric objects 📍 **San Bernardino alle Monache**; **TTT – The Tokyo Toilet** exhibition, installation and re-design of the Duomo metro station public toilets: a new concept of public toilet combining Japanese design and hospitality through the art of photographer Daido Moriyama 📍 **MM Duomo / Triennale / Uniqlo store** **Viola Lanari** will set up a minimal but baroque space in the exhibition *Old Passion Store* 📍 **P.zza S. Maria Beltrade/ang. via delle Asole**; **Le FRENCH DESIGN** will present a selection of contemporary French design in *Voyage en Intérieur - Le French Art de Vivre* 📍 **Institut Français**; **Volker Haug Studio** presents *Und Messing*, a new series of lighting exploring various expressions of brass 📍 **Cornici Design, via S. Maurilio 18**.

👉 The exhibitions will also continue in **digital**, thanks to the platform that 5VIE developed and expanded in the last two years. Participants will include **Athens Design Forum x Les Ateliers Courbet** who will present *CHTHONIC* di **Peter Speliopoulos**; **Giacimenti Urbani** with a focus on the strategies for sustainable re-use of materials; the architectural vision of **Progettazione Aurea**; **Reiecta**, which will present the new project *Teatro*, born from the recovery of abandoned marble after the restoration of a theatre; **Samuel Dos Santos** who will present *Posture* floor and table lights; the social design projects of **T12 Lab**.



## THE PARTNERS

This year, 5VIE will realize special projects that activate virtuous synergies between different areas of applied creativity, in accordance with the "network" approach that distinguishes the association.

✎ The world of food meets the world of design and craftsmanship in **Eleit.it**, the business project that enhances the culture of the territory. For 5VIE, Eleit will propose a Design & Taste Experience, moments of tasting, through two objects that narrate two icons of Italian food: Famiglia Oliva for oil tasting and Pyxis for buffalo mozzarella tasting.

✎ 5VIE collaborates with **Astrid Luglio**, Product Designer, and **Erbert**, to tell about territoriality and sustainability starting from daily food. Erbert is a concept store in Milan that promotes the quality and simplicity of healthy eating. For this Design Week, the two worlds dialogue in a brand new installation in the new store of 5VIE, which visually describes the encounter between food and design by mixing a new collection of products by the designer, with the raw material of the concept store. A short circuit between fruit, vegetables and design in which, as in the work of G.Arcimboldo, sculptural objects happily coexist as *Custodi dell'Orto*.

📍 *Erbert, Piazza Quasimodo, 2*

✎ Finally, as part of the design in transition project, 5VIE is pleased to announce the partnership with **Phoresta Onlus**: with the aim of making the Headquarter of SIAM green and sustainable, the carbon footprint of this event venue will be calculated and compensated through the planting of an equivalent amount of trees.



## THE TERRITORY

The 5VIE district represents, in the panorama of Milan Design Week, an ecosystem in which business and leisure, aesthetic research and "experience" related to shopping and food & drink, coexist and dialogue in the historic center of Milan.

👉 Territorial and digital accessibility develop in parallel: this year, the 5vie.it platform will be enriched by **360° reconstructions** of the main exhibitions' spaces, thanks to the partnership with the **Appripper - travel guide**.

👉 *Metropolitan Jungle* is a project of **DecorAzione** by Angela Florio, that involves the network of artisans and workshops of the district, in particular: Alberto Levi (Alberto Levi Gallery), Angela Florio (DecorAzione), Beatrice Corradi dell'Acqua, Benedetta Barzanò (Benbar Atelier), Fabiana and Daniela Bassani (Sartoria Bassani), Laura Menegotto (Laboratorio Restauro Opere d'Arte Laura Menegotto), Ludovica Cattaneo (Capovolta, Tailor Made books), Maura Coscia, Monica Gorini, Paola and Mauro Merzaghi (Gioielleria Merzaghi 1870).

📍 *Sartoria Bassani, via Gian Giacomo Mora 12*

👉 The stores, showrooms, galleries and workshops of the area of 5VIE will also be involved, with a programme of exhibitions that will allow to discover the latest design news, as well as the rich offer of the *5VIE experience*:

The one-off pieces by **201201.e.**; **Alberta Florence**; **Alberto Levi** gallery presents *Masterworks - Contemporary Rug Art* by **Jan Kath**; **Ambrosiana Art Gallery** with the exhibition *Nulla dies sine line*, motto and project by Valerio Adami, with an exhibition of about forty works by the artist; **Antichità Sacco Giovannino** hosts an exhibition of French glassware by the Schneider manufacture, rare and prestigious vases and centerpieces dating back to around 1920; **Archivio Nanda Vigo** offers a focus on the well-known *MOBILE CRONOTOPO*, designed in 1973 by Nanda Vigo and realized in 1974 by the famous Italian company Driade; **Arjumand's World** with its collections of textiles and home accessories inspired by the travels of the Indian princess Arjumand; the American brand **BDDW** by Tayler Hays, in its flagship store in via Santa Marta; **Benbar Atelier** by Benedetta Barzanò; **BigApple Design** with *Carta N°1* by Senzaquadro, an artistic design project that represents a hybrid between a brand and a work of art, in collaboration with WallPepper®/Group; **Bitossi Home** opens its first boutique in the heart of Milano, in via Santa Marta 19, where clients can experience the joys of Italian conviviality at the shared table; **Blue Deep** with the exhibition *VERANDA (waiting for the sun)* at the internal veranda of the store, an exhibition of unique works by Hillsideout, Dontata Verna and Studio Martinelli Venezia; **Cortesi Gallery** with the exhibition *CHIARA DYNYS. Un'Eterna Ghirlanda Brillante*; **Daide Groppi Spazio Esperienze** Milano with *One More Light*; **Deodato Arte** with the exhibition *ROMERO BRITTO: Pop Art Empire / From BRITTO Palace to Milan*; **Ethimo** in its flagship store in via Brisa, with a setting by Studio Otto & Maria Flora; **Galleria Rubin** presents *DESIGN handmade@fineart@thecity OBJECTS*; **Giovanni Hänninen Photography** opens his studio presenting *FLUX*; the Spanish brand of furniture and objects **La Nena** in its new showroom of via Santa Marta; **jrk design**, Milanese flagship store of the brands dibiesse CUCINE, Tonin CASA, Aria Lighting, Ex-B, Inkiostro Bianco and CERASA; **Lapalma** continues the dialogue with the

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creative community and the city, animating Piazza Gorani with its fresh and contemporary design, in **Lapalma for Architects**, where it presents the new proposals of the brand and its most iconic collections; the artist **Isabella Accenti** with *Timelessart*; **Gioielli Unici** presents *Mineral Faces*, a selection of pieces by the Iranian artist **Maria Rosce**; The new Milanese flagship store of **MariaVi**; **Laura Menegotto laboratorio restauro** with *Variazioni intorno al rosso lacca di garanza e al nero avorio*, with Olivia des Cressonnières jewelry and La sedia Mozzoni; the artist **Monica Gorini** will present her recent volume *Synthèse visuelle. Scomporre in frame l'attimo, il diario di una ricerca*; Caterina Visconti di Modrone from **Orientera** with *Wildchairs Collection*; **Ottica San Maurizio** with *From California with love!*, the new eco-friendly Summer collection by Garrett Leight; **Takeda Katsuya Design** presents *Timeless Innovation - 不易流行*, in collaboration with two Japanese artisanal brands; **The Cloister** presents *You and Me and Everyone We Know*, exhibition curated by **Sam Baron**, with new works by Bráulio Amado, Catarina Carreiras, Charlotte Juillard, Luis Úrculo, Omi Tahara and Tania Grace Knuckey; **Galleria l'Affiche**; **Giopato & Coombes** presents the new collection *Maehwa*, whose name refers to the cherry trees blossoming, inside the site-specific installation *Into the Bloom*; **Osanna Visconti**; **Laboratorio Paravicini** present **DIORAMA**, an installation and a photographic exhibition in which the most iconic collections of Laboratorio Paravicini become the main characters of new and metaphysical scenarios; the jewelry designer **Pia Mariani** with *Not an excuse: would you come and see my butterfly collection?*; **Pellini**, will exhibit the project *Fringe*, which explores the expressive capacity of fabric through the vision of Sanchita Ajampur, Lisa Farmer, Nuala Goodman and Colomba Leddi, textile works made with traditional and contemporary craft techniques inspired by the perfection of nature's design; **RIVIERA CREATIVE SPACE** presents *Jello* by Marco Campardo, curated by simple flair; **Telerie Spadari Milano**; **Vesto Milano** with the exhibition *Silentio: When Puglia Meets the World*; **Wait and See** showcases *Entropy & Desire*, by designer **Grace Prince**, in the gallery next to the store, and a lounge area at the back of the boutique, presenting *Streaks* by interior designer **Max Guadagno**.

## DESIGN PRIDE 2022

Finally, DESIGN PRIDE is back to invade the streets of the 5VIE district, inviting the city and the Milan Design Week community to celebrate creativity with the most pop and democratic event of the week.

On **Wednesday 8 June 2022** the whole city is invited to join the unique street parade that, like every edition, starts at 7.00 p.m. from Piazza Castello (corner of Via Minghetti) and invades the 5VIE district with street floats, performances and music, arriving in Piazza Affari for the big final party. For this fifth edition, together with **Seletti** - design brand creator of the project - the street parade will feature **Save The Duck**, a 100% animal-free clothing brand, which will participate with the **DJ set #OPENTHECAGE**. The brand raises its voice with a special live performance and a provocative set-up: the artists involved will perform inside a cage, to denounce the illegal practices and abuses that are still perpetrated against animals in various parts of the world.







5VIE Design Week 2022

**Opening hours:** *from 10:30 to 20:00 - from 6 to 12 June*

**5VIE day:** *8 June*

**5VIE Headquarters / info point:**

Via Cesare Correnti, 14  
SIAM Via Santa Marta, 18  
20123 Milan

**How to get here:** The 5VIE district can be reached by metro, at the Cordusio e Duomo stops with the M1 line, Sant'Ambrogio stop with M2 line, and Duomo e Missori with the M3 line. tram that serve the district are the number 2, 3 e 14, passing by via Torino; the 12, 16 and 27 that pass through via Orefici; the 19 that passes by Corso Magenta.

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## 5VIE

5VIE is a glocal network for creative innovation. A community of interests that creates value through the system of stakeholders around three major thematic areas: *Art and Design*, *Social Innovation*, and *Experience* related to the development of the territories.

5VIE was born in 2013 as a territorial marketing project, aimed at giving visibility and attractiveness to the homonymous area in the historic center of Milan: an area rich in history and culture, where -among the remains of imperial Rome, early Christian basilicas and Renaissance courtyards- you can still find artisan workshops of the highest level, as well as refined boutiques and art and design galleries.

5VIE's Design Weeks, focused on cross-disciplinary design practices and collectible design, have made the district to become an international benchmark in the field. Among the designers who have exhibited and collaborated with 5VIE: Anton Alvarez, Maarten Baas, Niamh Barry, Valentina Cameranesi, Luca Cippelletti, CTRLZACK, Max Lamb, Ugo La Pietra, Sabine Marcelis, Erez Nevi Pana, Jorge Penades, Raw Edges, Sara Ricciardi, Stefano Seletti, Studio Ossidiana, Roberto Sironi, Nanda Vigo.

5VIE is also committed to the research and dissemination of the best practices related to sustainability, circular economy and social innovation. Among the activities in this area, 5VIE annually produces the Forum *It's Circular* dedicated to circular economy, and the Forum *TÈC - Tourism is Culture*, launched on the occasion of Milan Design Week 2021, and dedicated to all the new forms of sustainable and cultural tourism. It also collaborates with International Institutions such as the Italian Cultural Institute in Hong Kong, with which it realized in 2020 the project *Design Made in Hong Kong*.

5VIE is a network that embraces all the major cities with a role in the world of design, innovation and art globally, passing through a Milan which is always eager to renew herself.

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