

5VIE Design Week 2023

Design for Good

Milan Design Week

17 - 23 Aprile

Milan, 16 March 2023

For its **tenth edition**, 5VIE Design Week - the diffused event dedicated to artistic and collectible design, high craftsmanship and the contamination of design with the fields of art and creativity in the broadest sense - returns to the district of Milan's historical centre, in the area between Corso Magenta, Sant'Ambrogio and Le Colonne di San Lorenzo.

This year's title, Design for Good, is intended as an invitation to look at design as a tool for creating and cultivating deep human connections, with a focus on sustainability rooted in mutual care. International curators, artists and designers have been called upon to confront this theme through a series of installations produced by 5VIE, which run alongside the exhibitions of independent studios, companies and designers in the district.

Design for Good

This year's exhibitions and installations produced by 5VIE address themes such as **spirituality, the connection with nature, the relationship with one's historical roots, the drama of incommunicability and the notion of connection**. Faced with the complexities of the present and the challenges of the future, the intention of 5VIE is to emphasise how the strength of design lies in the poetic connection between the aesthetic dimension - in what is beautiful - with that of ethics - in what is good. Through **aisthesis then, feeling with the senses and with the heart**, design becomes a language capable of connecting human beings beyond all borders and diversity and it turns into a tool for constructing values.

With this title, we want to draw attention to the need to **rediscover a fundamentally human dimension**, which contrasts disengagement with total commitment, total dedication to the other, restoring relationships and rediscovering the natural exchange between human beings.

con il contributo di:



2023 edition:



Can this sense of sharing help us rediscover humanity, even where it seems lost due to global upheavals? Can design tap into an intimate and universal good?

Can design *be caring*? It is not the conviction of having the answer, but the urgency of asking the question, that directed our research.

Care is a resistant and tenacious word, used in the same sense as twenty-four centuries ago, and compared to other easier or more tenuous words it expresses the capacity for **vigilant and constant dedication**.

Current events pose contingent challenges and the task of design is not to remain indifferent, translating urgency into opportunity. In a time of rapid transitions the need to find effective, pragmatic and quick answers can make one lose a real sense of direction. In confronting innovation and sustainability, we believe it is essential for design to take time to re-connect, to produce **new, just and good design modes**.

“Design for Good” is a play on words: a wish that **design is “for real”**, and above all, that **it is oriented towards a common good**.

5VIE productions

5VIE is not only a design district, but also a **cultural producer**. The productions represent moments of reflection on the state of the art of the discipline, in which artists, designers and curators are asked to deepen an aspect of the theme established at the time. This year 5VIE presents **six productions in collaboration with international creatives**, confirming already established partnerships and inaugurating new ones.

A Future for the Past

a project by **on·entropy** curated by **Maria Cristina Didero**

5VIE Headquarters - Via Cesare Correnti, 14

The exhibition is a tribute to the precious heritage of the marble of Tinos and the evolution of the typical craftsmanship of this Greek island, reflected in the changes in society over the years. The Greek duo on·entropy tells this intimate story, intertwined with that of their family life, through the **metaphor of the Temple**, which historically has been the place where artists and craftsmen have expressed themselves, and which has preserved countless artistic artefacts over the centuries. In a sensorial setting of lights, shadows, incense smells and relics, a **'cabinet de curiosité'** tells the **story of the marble of Tinos** through objects, historical photos and videos, developing the centre-piece of the installation around a sculptural marble table-altar. An act of recovery of the past, in its formal heritage and technical knowledge, which projects it into the present and the future.

con il contributo di:



2023 edition:



Chronic Pain Orchestra

a project by **Johannes Willi**

5VIE Headquarters - Via Cesare Correnti, 14

Swiss artist Johannes Willi presents his project Chronic Pain Orchestra for the first time in Italy. It is an **installation work** that invites the viewer to confront the corporeal dimension of relationships, **the urgency to communicate and the ability of art to transform pain into beauty**. The work emerged from a period of residency in close contact with patients suffering from chronic pain, and from reflections on the role of the verbalisation of pain in the healing process. With his work, **Willi gives form to a language of the incommunicable, through a set of percussive sculptures** that speak for the patients, that tell in a universal language what words alone cannot say.

The performative action is an integral and fundamental part of the work: **visitors are invited to interact with the sculptures**, completing and finishing them with their touch, thus collectively contributing to the creation of a shared orchestra.

Silent Hollows + #mirrors

a project by **Richard Yasmine**, art direction by **Sebastiano Deva**

5VIE Headquarters - SIAM, Via Santa Marta, 18

“Silent Hollows” is a tribute to Mother Nature, her intrinsic qualities and innate dispositions and the way she reflects the inner chaos of the human being. Richard Yasmine designs an **installation enhanced by an immersive Virtual Reality experience** that transports the viewer through the emotional landscapes of the human being, reflected as in a mirror by the landscapes of Nature. The Lebanese designer's **new collection** of mirrors is exhibited in this setting. An invitation to free the soul from attachment to matter, to let oneself fall into the depths, immersing oneself within the self.

This double thread linking the physical to the immaterial is reflected in the **innovative application of artificial intelligence**, which will be used during the week to create **#mirrors, the first collection of NFTs** generated from biometric data connected to the artistic experience. An innovative concept linking artificial intelligence and biometric data, web3 and the art experience.

Human Mandala

a project by **Sara Ricciardi**

5VIE Headquarters - SIAM, Via Santa Marta, 18

The installation “Human Mandala” is a **celebration of the interconnectedness of human beings**. The exhibition presents a series of real human bodies arranged in a circular mandala formation, with each individual naked and vulnerable, but connected to the others through a network of root-like structures like a mycelial organism. The bodies are arranged to create a sense of symmetry and balance, with each individual contributing to the beauty and harmony of the work.

The installation invites viewers to contemplate the ways in which **we are all connected to each other** and how the world is connected with us. Moving around the installation, the

con il contributo di:



2023 edition:



audience is able to see bodies from different angles, revealing new connections and patterns. Like a giant flower that keeps blooming and expanding. Together we create a powerful Mandala - with a sacred geometry that we keep repeating and repeating and repeating and repeating, ... - where a **mystical Dolby surround sound** coming from thirteen circular loudspeakers will immerse us in this feeling of connection between bodies, voices, between us.

Love Letters

a project curated by **Anna Carnick** per **Anava Projects**

“Love Letters” is an intimate exhibition presenting never-before-seen pieces, conceived by their creators as an expression of gratitude to people who have been significant to them. The works have a strong autobiographical component, all in different materials and techniques, celebrating the virtuosity and personal stories of the designers, but also serving to remind us of the impact we can have on each other. Today in particular, at a time of global upheaval, Love Letters highlights **the role of kindness, vulnerability and creativity** both in building communities and as a form of resistance to division and fear. The exhibition features an exceptional roster of international rising stars of design: **Agustina Bottoni** (Buenos Aires, Milan), **Eve de Haan** (London), **Ibiyanε** (Martinique), **Ahryun Lee** (Essenbach), **Xanthe Somers** (London) and **Maryam Turkey** (New York).

Prendete e Mangiate

a group exhibition curated by **Sara Bologna**

5VIE Headquarters - SIAM, Via Santa Marta, 18

“Prendete e Mangiate” is a collective exhibition-event dedicated to the table: a place for exchange and sharing, for building senses and identities and for negotiation between ourselves and others. Around a long table set with art and design objects, visitors are invited **to exchange food and words, nourishment for body and mind.**

The works of international artists, craftsmen and designers are on display: **1220° ceramics** (Lior Shachar), **Adam Knoche**, **Ana Villegas**, **Anna Karountzou**, **Astrid Luglio**, **Beatrice Carolina Gambato**, **Casa Remedios** (Serena Cancellier and Mercedes Salazar), **Charline Ronzon-Jaricot**, **Chris Fusaro**, **Cote Garcia**, **DecorAzione by Angela Florio**, **Haley Bates**, **Hana Karim**, **Kristin Burgham**, **LAM Ceramica**, **Miranda Keyes**, **The Art Flower Maker** (Marcella Trimarchi), **Yaara Rabinovitch**, **Aintdsgn**, **CATTO design Studio**, **Anubha Sood**, **Sun Hee Moon**, **Alexandr Kirkeby**, **DBO Home**.

Around the long table **performative interventions and talks** will alternate over the course of the week relating design in a shared symposium *in progress* with the performing arts, poetry, cuisine.

Partnership

Arts&Crafts&Design at Palazzo Litta

a project of **Fondazione Cologni dei Mestieri d'Arte**

Palazzo Litta, Corso Magenta 24

High craftsmanship and creativity return to enhance the monumental spaces of Palazzo Litta, as part of Fondazione Cologni's "Arts & Crafts & Design at Palazzo Litta" format, which this year presents five exhibitions dedicated to the dialogue between know-how and design thinking. The artist and master **Gianluca Pacchioni** presents a site-specific sculpture in the spaces of the Richini courtyard; the designer **Sara Ricciardi** signs Primavera: craftsmanship and poetic design; Michelangelo Foundation, Fondazione Cologni and Living Corriere della Sera propose **the seventh edition of "Doppia Firma"**: 24 pairs of artisans and designers from all over the world, expressing the value of creative dialogue; **Bonacina 1889** with its new collection of furnishing items in woven natural fibres, created in collaboration with famous designers; finally, **Creative Academy**, the international design school of the Richemont group, under the curatorship of Eligo Studio celebrates a tribute to "constellations", through the works born from the collaboration between 20 students and the Lodi master ceramist **Tonino Negri**.

FROM the SILENCE | DAL SILENZIO

a project of **T12 Lab e Laboratorio Silenzio**

in collaboration with **Fondazione Istituto Buon Pastore**

Via San Vittore 29

FROM the SILENCE is a **social design** project that is initiated by involving a community of adolescents, both internal to the Foundation and external - both hearing and deaf - in order to raise awareness of the condition of deafness. **An exhibition and performance actions** will be realised in the spaces of the Fondazione Istituto Buon Pastore, proposing the non-verbal as a primary form of communication, applying it to create **inclusive artistic experiences**. The design object becomes the device that allows us to develop other forms of relationships with the world, with nature, with ourselves, opening our imagination, taking us into the **dimension of shared silence**, of a more intense perception of the people and objects that surround us. Visitors to the exhibition will be able to become an active part of the collective performances, created by Laboratorio Silenzio, which will carry out **performative actions** from the city to the spaces of the Fondazione Istituto Buon Pastore, introducing the public to this unique historical place in the centre of Milan.

ill at ease - design and digital art on wheels

a project curated by **Caterina Taurelli Salimbeni e Luisa Ausenda**

Piazza Tomasi di Lampedusa

"ill at ease" is an itinerant happening combining design furniture and digital art according to an experimental approach, in which the public is invited to interact with the physical and virtual creations of some of the most acclaimed names in the field: **Ron Arad** (Israel), **Hermine Bourdin** (France/Czechoslovakia), **Khaled El Mays** (Lebanon) and **Six N. Five** (Argentina). Each of them will star in one of the happening's stages, producing a podcast

con il contributo di:



2023 edition:



every day from 18 to 23 April in a recording station set up on site. The **extravagant "ill at ease" living room**, created in the open air with iconic pieces by the artists involved, is flanked by a **high-tech van**, which projects works onto the surrounding architecture and it houses an immersive room inside. The "ill at ease" lounge - "restless at ease" - will temporarily settle in a Milanese square or courtyard offering a unique, accessible and often unexpected experience not only for the visitors of the Milan Design Week but also for the city. **The journey of 'ill at ease' will be inaugurated at 5VIE, in the splendid Piazza Tomasi di Lampedusa, on the 18th of April.**

L'Appartamento

a project by **Artemest**

5VIE Headquarters, Via Cesare Correnti 14

Artemest presents The Apartment: an elegant 1930s residence located in a historic Milanese palazzo in the heart of the 5VIE district. Curated by **six prestigious international interior design studios**, the flat will narrate different creative visions that dialogue with each other. The various rooms of the house will each be furnished by a different interior designer using exclusively furnishings, accessories, lighting and art created by a selection of Italian craftsmen, brands and artists who collaborate with Artemest. Artemest invites you to discover the world of fine Italian craftsmanship through the creative eyes of **Anne-Sophie Pailleret, Kingston Lafferty Design, MONMILO Design, Nina Magon, Styled Habitat and T.ZED Architects.**

DOPO?

via Carlo Boncompagni 51/10

5VIE inaugurates for Milan Design Week the collaboration with DOPO?, a recently opened cultural centre in the Corvetto district, to underline the importance of **the dialogue between the centre and the suburbs**. DOPO? therefore presents - in collaboration with 5VIE - an exhibition dedicated to **Italian collectible design**. The exhibition functions as **an embassy of the district in the Corvetto zone** and it will be organised in one of the spaces soon to be opened within its cultural centre. Unpublished works of functional art, self-produced or handcrafted unique pieces will be on show, with the participation of **Tellurico, Millim Studio, TIP studio, Stefania Ruggiero, Standard 404, Scattered Disk Objects and Simone Fanciullacci.**

Design Pride

by **Seletti**

Piazza Castello > Piazza Affari

Seletti, the world famous Italian design brand known for its playful and engaging identity, once again this year invites the visitors of Milan Design Week 2023 **to celebrate creativity and talent** in its various expressions by joining the Design Pride on **Wednesday 19 April**, the now famous "most pop party of the week". Like every year, the meeting point for the street parade will be at **Piazza Castello (on the corner of Via Minghetti)** at **18:00**: the parade will cross the city centre with carts, performances and music until it reaches Piazza Affari for the **unmissable party under the iconic L.O.V.E. sculpture** by Maurizio Cattelan.

con il contributo di:



2023 edition:



the district

Like every year, the 5VIE agenda includes exhibitions and installations by international designers and companies. In line with the area's DNA, the programme is a journey through the most creative expressions of design, with forays into high craftsmanship and art, discovering the hidden courtyards and medieval streets, Roman ruins and sumptuous palaces that form the core of the 5VIE district.

The Brera Academy of Fine Arts

On the Edge: on the limit of matter, space and thought

Alik Cavaliere Cultural Centre, Via E. de Amicis 17

The collaboration between the Brera Academy of Fine Arts and the Alik Cavaliere Cultural Centre continues. Selected students from the two-year specialisation course in Product Design, coordinated by lecturers Elena Croci and Elisabetta Gonzo, will present their projects reflecting on the theme of the LIMIT.

Alberto Levi Gallery: Across the Board by Jan Kath

Relations & Paths | Horizons by Clara Bona

Via San Maurizio 24

Alberto Levi Gallery presents three collections of carpets created in collaboration with Clara Bona, an architect and interior designer who has ventured into carpet design for the first time. The gallery also presents a selection of the most significant textile artworks from the latest collections of Jan Kath, perhaps the most famous carpet designer in the world. There will be an exclusive insight into the world of contemporary carpet design and a chance to meet designer Jan Kath during the opening night on Wednesday 19 April from 18:00.

Archilab studio

Fata reflexion + I MUST SLEEP, PLEASE!

MAAB gallery, Via Nerino 3

MAAB Gallery hosts the work of Archilab studio, with a collection of lamps against the backdrop of Susanne Kutter's exhibition: I MUST SLEEP, PLEASE! All the models on display are unique and numbered, made to order and produced by the studio's craftsmen with specific creative skills.

Annabel Karim Kassar

presents: Le Salon d'Annabel

Galleria Gilda, Via san Maurizio 14

French-Lebanese architect and designer Annabel Karim Kassar will take up residence in the 5VIE Design Week on the occasion of the Milan Furniture Fair, combining Middle Eastern influences with her distinctive handling of textures and patterns to create a colourful bespoke furniture, lighting and design salon. Within Kassar's universe at 5VIE visitors will find

hand-painted wallpapers incorporating the designer's artistic imprint, bold acrylic trays, fabric upholstered lighting and an extravagant collection of vinyl cushions among other works.

Arakawa &Co.

presents: **Less, Light, Local** - The NORI Project

Almach Art Gallery - Via Gaudenzio Ferrari 3

An exploration of the future of algae through Arakawa Grip technology. Arakawa &Co. Ltd is a Japanese company based in Tokyo and founded in 1973 specialising in hooks. It established itself with the launch of the revolutionary locking mechanism 'Arakawa Grip', a long and hollow suspension device for shop displays, living and work spaces, parapets and avant-garde systems for hanging pictures in galleries and art museums.

ARC studio Perlini

presents: **My Fun**

Piazza Cordusio

A project that brings the game of marbles to Milan Design Week: design professionals, tourists and families will be able to challenge each other a stone's throw from the Duomo. The track? It is not sand, but Lapitec. One touch after another until you cross the finish line, crossing bridges, tunnels, parabolics and obstacles. Everyone has played marbles at least once!

Artespressione Gallery

Noio / 25 plates with 25 texts by Alessandro Guerriero

presented by Paula Nora Seegy and curated by Matteo Pacini

Artespressione Gallery, Via della Palla 3

Noio is a cycle of 25 hand-painted plates representing a sort of map of the self, through a series of portraits of what Guerriero himself defines as his "founding myths", whether really encountered or imagined, which constitute the "substratum from which his way of thinking, doing and designing is born".

Bhumi Ceramiche

ARCHETIPI, from Poseidonia to Paestum

piazza Borromeo 1

The project "ARCHETIPI, from Poseidonia to Paestum: research into contemporary artefacts" stems from the idea of enhancing the formal technical heritage present in the area through the creation of a series of porcelain objects inspired by the 5th-century artefacts in the Paestum Archaeological Park Museum. A collection born from an intuition of Aniello Rega and Nello Antonio Valentino - founders as well as ceramists and designers of the company Bhumi Ceramica - and from the collaboration with young designers from Campania: Giuseppe Valentino, Raffaele Calvino and the 400 GON.

Bitossi in collaboration with Pangea

presents: **Il Frutto della Passione**

Bitossi Home, via Santa Marta 19

An installation that presents the essence of the two brands Pangea and Bitossi, of sharing joy, dreams and poetry, through an eclectic mix of symbols and messages. An exclusive line featuring emblematic motifs that recall the spirit of craftsmanship in which different inspirations converge.

Casa Ornella: Dove Abita il Design

a project by **Maria vittoria Paggini**

Conca del Naviglio 10

Casa Ornella opens its doors during Milan Design Week to allow visitors to immerse themselves in an eclectic world where a chromatic rhythm dictates the rules. Casa Ornella reflects the creative vision of Maria Vittoria Paggini, who desecrates the conventional stylistic features of both the private home and the exhibition space. The result is a place to live and share with designers, artists, stylists and free thinkers who love to experiment, invent and create what is new, in a stratification of different inspirations and languages.

Constance Guisset

presents: **Surprise Party!**

a project for the **Institut Français Milano**

Palazzo delle Stelline, Corso Magenta 63

Constance Guisset presents her surprise party. Visitors of Milan Design Week will discover the designer's creations in a festive and evanescent setting, as in a performance. Through a play of coloured lights the objects will be revealed in an unexpected way, uncovering their different silhouettes and materials. The installation will be an invitation to embark on a spectacular journey, to venture into a colourful fog and take time for contemplation.

Davide Groppi

presents: **Vis à Vis**

Davide Groppi Spazio Esperienze Milano, Via Medici 13

dieciottantanove

presents: **Elements – quattro elementi + 1**

Galleria IDEA4MI, Via Lanzzone 23

An immersive journey among graphics recalling the four elements: Water, Fire, Earth and Air to which a fifth is added, Green: the unifier of the Natural World in its totality as metaphor of life and continuous evolution. The graphic sign originates from a reference to the world of classical architecture, the design of an Ionic capital, deconstructed and then reassembled: this original matrix then gave way to the subsequent graphisms. Five iconic signs, each linked to one of the four elements, plus one: hence the name of the collection.

Elias Van Orshaegen & Daan de Wit

Gilda Gallery, via san Maurilio 14

Belgian designers Elias Van Orshaegen and Daan De Wit present themselves for Milan Design Week with a collective exhibition. Both are driven by a passion for experimentation and exploration and they believe that design is a means of expression and communication. A shared vision to create work that is both aesthetic and narrative. Both attracted by different materials, techniques and approaches, they set up a dialogue between their personal visions.

Ethimo in collaboration with Mantero 1902

presents: **Blooming stories**

Showroom Ethimo, Corso Magenta ang. Via Brisa

A story of nature and design narrated in an outdoor setting in which furnishing elements dialogue with the blossoming of peonies. Ethimo, recounting its origins and its link with the world of the garden, will present Mantero 1902, a brand of the historic company from Como whose textile archives are rich in botanical floral themes.

Giopato&Coombes

presents: **18 Pockets**

Giopato&Coombes showroom, Via San Maurilio 19

An immersive exhibition offering a journey through six years of research. Inspired by the poem "Il Cosario" - which tells how valuable objects collected over the years are timeless emotional activators - the Italian-British designers' pocket of memories is imagined as an immersive wunderkammer in which the brand's iconic elements flow into the exhibition space. In this choral experiment in light, we recognise components from previous collections in fascinating new combinations.

Giovanni Hänninen photography

presents: **Landscape and Architecture**

5VIE Headquarters - SIAM, via Santa Marta 18

Giovanni Hänninen's photography studio, located in the splendid 19th-century setting of the SIAM building, presents his architecture and landscape works ranging from theatres, grand or derelict structures and monumental natural panoramas.

Haute Material showroom

presents: **Percezioni**

piazza Tomasi da Lampedusa

A journey to discover the world of Haute Material through the theme of perception. This year the interaction with spaces, materials and their forms will be made possible through different points of view, investigating the themes of perspective and anamorphosis.

HyperLab

presents: **SOLOS: due mondi in dialogo**

via della Chiusa angolo Piazza Salvatore Quasimodo

An immersive experience exploring the relationship between physical and digital art. For the occasion HyperLab, a digital content production studio, has invited painter Gabriele La Teana (Scandiano, 1990) and sculptor Filippo Salerni (Milan, 1985), confronting a series of pictorial and sculptural works with their digital reinterpretations. The common thread is the dualism between the physical and digital worlds.

Irthi Contemporary Crafts Council

presents: **Recipes for the Future: A Cross-Cultural Alchemy**

a project curated by cura **Mr. Lawrence**.

5VIE Headquarters - Via Cesare Correnti 14

This exhibition is the first step in Irthi's research into the idea of the recipe as a design concept from which emerges an incessant cultural dialogue between East and West and between craftsmanship and contemporary aesthetics. Recipes have been used as alchemical formulas for processing ingredients from the realm of construction and food. Design can be a significant driver in raising awareness on craft preservation, while also focusing on local issues such as cultural heritage, cultural identity, and sustainability. Students delved into a series of urban mappings of various environments in the UAE, uncovering indigenous materials, local architecture methods and local crafts to create recipes for construction. Two more protagonists of contemporary design, **Studiopepe and the creative duo Casalinghe di Tokyo**, participate the exhibition by exploring the culture and gastronomic heritage of these territories.

JCPuniverse

presents: **META-PHYSICAL** by **Eliseo H. Zubiri**

creative direction **CTRLZACK**

Arsenale Theatre, Via Correnti Correnti 11

The Meta-Physical installation marks the expansion of the revolutionary design brand into the virtual world, through the construction of its first proprietary metaverse and the creation of furniture products in the form of NFT. A true world, or rather an immaterial universe, born from the original creative vision of **Eliseo H. Zubiri** - an Argentinean digital artist - and orchestrated by the multifaceted creative direction of **CTRLZAK Studio**. Within this universe, the brand's artefacts will not be missing: a selection of fifteen objects, transformed into NFT and animated to reveal their deeper nature.

Karpeta

presents: **Camere**

Karpeta + Texturae showroom, Via Cappuccio, 18

con il contributo di:



2023 edition:



Krazy Art Gallery

Ombre Grigie: Rue Battaglia incrocia Avenue de Maupassant
Via San Maurilio 16

In the year that marks the centenary of Maestro Dino Battaglia's birth, Ombre Grigie: Rue Battaglia incrocia Avenue de Maupassant opens. On display will be seven of the eight stories in the cycle that the Venetian author creates by masterfully re-adapting some of the narratives on the Franco-Prussian war by the French writer Guy de Maupassant.

La-Bel

brand launch

Founded by Camille De Prêtre and Jacqueline Talsky, the LA-BEL furniture collection represents the perfect marriage of Belgian and Californian design aesthetics. For their first collection, the two young designers focus on breathing new life into everyday furniture items while still bringing a piece of themselves, embracing their differences and fusing these creating something truly unique.

Laboratorio Paravicini

Via Nerino, 2

La Nena Home / La Nena Coffee

La Nena showroom, via Santa Marta 3

La Nena is a Spanish brand of unique and exclusive collections, whose key elements are innovation in design, a 100% handcrafted production and the use of natural materials. During Milan Design Week, they will launch the group's new brand: La Nena Coffee, a cafeteria that combines a passion for coffee and design by offering creative and stimulating ideas.

LAPALMA presents: Lapalma for Architects and Riviera Creative Space

via Gorani 6

LAPALMA renews its dialogue with the design community by inviting the visitors of Milan Design Week to the agora in via Gorani. At Lapalma for Architects, the company presents its collection of flexible furniture to make contemporary spaces more fluid and convivial, while at Riviera - the hub directed by Simple Flair - it continues its research by opening up to new expressions of creativity.

Lineapelle

presents: Nabucco

Spazio Lineapelle, Piazza Tomasi di Lampedusa

Innovative compared to the traditional leather boiserie, the Nabucco collection by Maurizio Molini highlights the opportunities of certain application developments of leather made in Italy. It takes shape from a palette of twenty-five nubuck colours, inspired by Renaissance and Baroque Venetian painting, with which to compose a system of leather-covered panels, conceived as a tool at the service of architects and interior designers, in a play between fashion and architecture.

con il contributo di:



2023 edition:



Lo Studio Arredi

Lo Studio, via San Maurilio 11

Beatrice Petriccione Di Vadi, architect, interior designer and, above all, queen of the most beautiful furnishing fabrics in Milan, presents at Lo Studio the brands **B-beds 1967**, **Woodnotes**, and the latest collection by the duo **ROU Materiaal** in which the sea and its continuous action of transforming matter are evoked.

Luisa Cevese Riedizioni

presents: nuove tracce by **Enrico Girotti**

Luisa Cevese Riedizioni, Via G. Brentano 2

A collection of the furniture brand lapiegaWD characterised by continuous graphic traces applied to metal rods enriched with precious finishes that generate fluid and elegant connections in space between forms and furniture. A preview of the digital platform Furnigible that connects design and NFT, created by Enrico Girotti and Enrico Penzo that will present a brand new collection of generative carpets based on NFT sources.

Madi

presents: **ATAVICO**

Lo Studio, via San Maurilio 11

Ancestral like the distant call of a new consciousness, primordial like the vitality of nature and its renewed symbolic value. The project stems from the need to rebalance the relationship between man and nature and to define design as a tool for free expression but also for a change towards sustainable design. In ATAVICO, nature regains its space and interacts with visitors between aesthetic harmonies and delicate vibrations that touch all the senses.

Madina Visconti

Via Santa Marta 13

Maison Matisse

in collaboration with **Faye Toogood**

Studio Nerino, via Santa Marta 21

Maison Matisse has invited British artist and designer Faye Toogood to interpret the Chinese black ink on white paper artworks from Henri Matisse's book 'Dessins: Thèmes et Variations'. With the new TKTk collection, the designer pays homage to the originality and freedom expressed in Matisse's drawings. Famous for her fun and playful shapes, such as the iconic Roly Poly chair, Toogood is inspired by the purity of the artist's ink drawings, resulting in her first collaboration with Maison Matisse: a collection of furniture for the living room or bedroom that is strong and delicate at the same time.

Mami Colette Store

concept store launch

Via Santa Maria alla Porta 5

On 17 April and on the occasion of Milan Design Week Mami Colette opens, a special place in the heart of Milan. A location to meet, to shop and to refresh the soul. A cabinet de curiosités where one can lose oneself among a brocade fabric and a piece of reading gathered in one of the lounges, for a special moment with one's gaze fixed on unusual objects. Upholstery, porcelain, cushions and textiles: every object and every detail gives a sense of careful research.

Markus Benesch per Curious Boy

presents: **Alpine Rising**

5VIE Headquarters - SIAM, via Santa Marta 18

The exhibition transports visitors into a surreal world high in the mountains, exploring the needs and difficulties of our digital society through furniture, objects and space in an intuitive and playful way. The Alpine Rising collection embodies the essence of rural furniture, combining traditional elements with Markus Benesch's unique visual language: objects that promote an analogue lifestyle, creating a harmonious space that helps us reconnect with nature and ourselves. The 'Tuntschi' is a personal concept that embodies isolation, inner joy and analogue pleasures. It represents the Alpine lifestyle of our imagination, where the joy of losing something replaces the fear of losing it. 'Tuntschi' reflects our need for simplicity and the possibility of immersing ourselves in an unpretentious activity. It is about being detached from the world, creating and appreciating beauty, reducing everything to the essentials in order to foster creativity in a spacious environment.

Massimo Rigaglia

Etico & Impronta vases

Big Apple design, piazza Mentana 3

Matique

pop up shop

Via Ansperto, 7

The Matique brand adds a line of interior items to its clothing collection: colourful candlesticks, plates and tablecloths to decorate the table and turning it into a true work of art. The original Matique prints are taken from authentic 1950s designs, combined with the grace of botanical patterns.

MOS Design

presents: **Identità Tangibili**

via Santa Marta 10

MOS Design presents a collection of dynamic objects, made up of strongly identifiable and timeless elements, typical of the brand's DNA. At the heart of the production is the theme of

conviviality: tables and chairs, furnishings where matter is translated into volumes and shapes that look to the artistic avant-garde.

Mushaboom Design

Circus Concept Store, via Medici 15

Officine Saffi

Unurgent Argilla by Nina Salsotto Cassina

Officine Saffi, via Aurelio Saffi 7

an exhibition featuring Nina Salsotto Cassina's research project dedicated to the definition of a method of study and a formal vocabulary that can express the territory through the complex system of narratives stratified in its material structure. On Saturday 22 April, it will be possible to participate in a practical demonstration of ceramic modelling with the artist.

Osanna Visconti

via Santa Marta 13

Ottica San Maurilio

via San Maurilio 14

Pellini

Donatella Pellini presents: WITHIN WITHOUT by **Patrick Tuttofuoco**

Pellini, via Morigi 9

Art project on wallpaper as part of the collection Wall&decò with CARTEdition by AtemporaryStudio. A story of intertwining memories, the personal stories of Patrick Tuttofuoco and Donatella Pellini.

Ponzio Aluminium

PonzioShowroom, via Giuseppe Barellai 6

Riviera Creative Space

Via Gorani 4

Robert Stadler

OMG - GMO

a cura di **Carwan Gallery**

Via Zenale 3

Carwan Gallery to launch exclusive Robert Stadler commission during Fuorisalone 2023. Genetically modified fruit and vegetables transform into tongue-in-cheek functional objects, in an exclusive collaboration between Robert Stadler, BITOSSI Ceramiche, and Carwan Gallery.

Roham Shamekh

presents: *Beyond Earth*
via San Maurilio 22

The Israeli designer presents a new collection in the evocative setting of a hidden courtyard inspired by the solar system with paintings on small spherical objects. All the objects in this collection have a globe shape, from small tables to miniature lamps. The materials used are wood, bronze and glass with one-off painting. Each object is named after a planet in the solar system.

Sandro Gorra

presents: *Alice e l'Acqua*
BigApple Design, Piazza Mentana 3

Like a children's tale on the creative stage of BigApple Design, Sandro Gorra's work exalts the drama of water that, when it dries up, goes away. One of his giraffes captures the moment of drinking, like a parable of beauty bent on the problems, such as desertification, that man's stupidity is creating for the entire planet. With the Milanese artist's usual irony-poetry, the cloak stains slide down adding spectacle to the problem. An iconoclastic language of showing the everyday moment.

Studio IB Milano

presents: *Forme del Marmo*
Via Medici 15, first floor

Marble as a material is one of the pillars of our culture: art, architecture and history. A material with a soul. Every piece of marble is unique, just as every human being is unique. Each slab has different colours, veins and textures, just as each piece has its own soul. With this exhibition, Studio IB wants to overturn the perception of marble and how it can be used. Unique pieces, sculpted from a single block of marble.

Studio Pietrachiara

presents: *Arcadia*
5VIE Headquarters - via Cesare Correnti 14

The Arcadia project is our mythical land of union between modern working methods and local craftsmanship traditions where classic taste is always up-to-date; in an era that is moving towards digitalisation even of human relations, we want to remember how the human factor is essential.

TA-DAAN

Spazio Big Santa Marta, via Santa Marta 10

The Pool NYC

presents: *LINO TAGLIAPIETRA - Glass at full throttle*
Via Santa Maria Fulcorina 20

In conjunction with the exhibition dedicated to the work of **Lino Tagliapietra**, The Pool NYC gallery is organising four days of Conversations and Design from 18 to 21 April 2023.

con il contributo di:



2023 edition:



The Prism by Stefano Simontacchi

presents: Project Revelation 2023

Via San Vittore al Teatro 1/3

In the evocative spaces of a former bank, a project exhibition where the visitor becomes the protagonist of an experiential path that, through portals of shamanic art, guides him to a true rebirth, a prelude to the rediscovery and redefinition of the self. The physics of the soul takes shape with forms and colours to be traversed in solitude to reconnect with one's inner world.

UNIMATIC

opening new flagship store by Claesson Koivisto Rune

via Meravigli 18

Presentation of the new UNIMATIC flagship store at Via Meravigli 18, designed by the Stockholm-based architecture firm, Claesson Koivisto Rune, and executed by Monitillo Marmi. UNIMATIC is an Italian watch brand which, through continuous laboratory experimentation, combines a passion for vintage and contemporary design.

Wait and See

presents: Love Light Box by **Tatiana Brodatch**

via Santa Marta 14

con il contributo di:



2023 edition:



about 5VIE

5VIE was founded in 2013 as a territorial marketing project aimed at giving visibility and appeal to the area of the same name in the historic city centre of Milan: an area rich in history and culture, where among the vestiges of Imperial Rome, early Christian basilicas and Renaissance courtyards one can still find artisan workshops of the highest level, as well as refined boutiques and art and design galleries.

The 5VIE Design Week, focusing on cross-disciplinary design practices and collector's design, has led the district to become an international benchmark in the field. What is special about 5VIE is that it is not simply a territorial district, but also a cultural producer, which draws on the expertise of creative designers and curators to propose exhibitions with a high artistic content every year.

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, Sara Ricciardi, Rooms Studio, Roberto Sironi, Tellurico, Nanda Vigo, Richard Yasmine. 5VIE collaborates with local and international institutions such as the Italian Cultural Institute in Hong Kong, with which it realised the project Design Made in Hong Kong in 2020.

5VIE is also committed to research and dissemination of best practices related to sustainability, circular economy and social innovation. Among its activities, it has produced several editions of the forum It's Circular dedicated to the circular economy, and the forum TÈC - Tourism is Culture, launched on the occasion of Milan Design Week 2021, and dedicated to new forms of sustainable and cultural tourism.

con il contributo di:



2023 edition:



5VIE Design Week 2023

general opening hours:

17 to 23 April 2023
from 10:30 to 19:30

individual exhibition times may differ from the general opening hours, at the discretion of the exhibitors. Please refer to the website for specific information.

5VIE day: 19 April - with extended exhibition opening hours

5VIE Headquarters - info & press point

> Via Cesare Correnti, 14
> SIAM Via Santa Marta, 18
20123 Milano

how to get there:

The 5VIE district can be reached by metro via the stops of Cordusio and Duomo with the M1 line, Sant'Ambrogio with the M2 line and Duomo and Missori with the M3 line. The trams that serve the district are lines 2, 3 and 14, which pass by Via Torino; lines 12, 16 and 27 that pass by Via Orefici; line 19 that passes by Corso Magenta.

official Instagram tag:

@5vie_milano
#5VIEArtandDesign #5VIEDW2023 #DesignforGood

link to download the [COMPLETE PRESS KIT](#)
or view the presskit via the QR code:



www.5vie.it
info@5vie.it
+39 329 0878633

—

Press Office:

14 Settembre Milano - Livia Grandi
livia@14settembre.com | +39 338 298 08 48

con il contributo di:



2023 edition:

