How to reach **Ventura Lambrate**

By public transport

Ventura Lambrate can be reached easily by taking the green metroline and getting out at the Lambrate metro station. From Porta Genova (Zona Tortona) to Lambrate (Ventura Lambrate) takes about 15 minutes by metro.

Metro Lambrate

MM2 Green Line, exit Lambrate FS

Tram line 33

from Repubblica to Rimembranze di Lambrate

Tram line 23

from Duomo (piazza Fontana) to Rimembranze di Lambrate

Milano City map



Welcome

11/17 April

Press Preview:

Monday April 11, 15:00 - 20:00

Ventura Lambrate Opening Night:

Wednesday April 13, 19:00 – 23:00

General Opening Hours:

Tuesday April 12 – Sunday April 17, 10:00 - 20:00

Fruit of the Forest party:

Wednesday April 13th 2011 at 22:30



Number zero of a new free magazine published for iPad and digital media goes live.

Dj set by Marco Samoré, special guest dj Balli.

www.fruitoftheforestmagazine.com

Lambretto Art Project hosts Public Camping by esterni for Public Design Festival

www.publicdesignfestival.org



www.organisationindesign.com www.venturalambrate.com via Ventura 5

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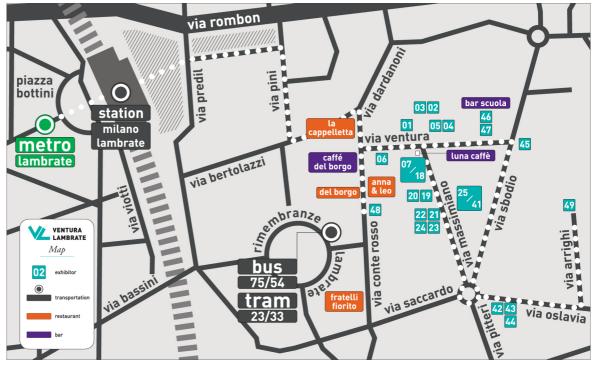
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www.overlite.it



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THE MULTIMEDIA

COMMUNICATION SYSTEM FOR DESIGN

INTERIORS













Salone del Mobile 2011

The new design district



CASTOR DESIGN

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BOMBAY SAPPHIRE

ombay Sapphire Design Bar

03 During the 250th anniversary of Duning the 250th animetersary of its recipe, the Bombay Sapphire premium gin is going to be the special guest of the Milan Design Week in Ventura Lambrate. The Bombay Sapphire Design Bar (Via Ventura 5) is the ideal meeting point for a crowd of design-lovers, who come here for the numerous events.

http://design.bombaysapphire.it

STUDIO DRIFT. STUDIO DRIFT, STUDIO MOLEN, SEBASTIAN BRAJKOVIC and STUDIO ERIC KLARENBEEK

FOO - Flight of Objects Movement and modularity

Movement and modularity in design showing: Studio Drift with Philipht - an interactive flock of lights and Fragile Future III - latest works. Studio Molen with Ctrylights: "Anamorphosis - Bronze Chandeler and The Molenkitchen - Ontouor Outdoor Mobile Kirchen. Schastian Brajkovic with Lathe Chairs. Sebastian Brajkovic with Lathe Chairs. Studio Erik Klarenbeek with Lucid Dreams and new work. www.molenkitchen.com. www.molenkitchen.com. www.sebastianfeylewic.com. www.ericklarenbeek.com

JAWBONE with YVES RÉHAR his creative agency FUSEPROJECT and DEZEEN

An audio experiment developed in partnership with Yees Behar and Fuseproject, Jawbone and Dezeen around the idea of liberating and unleashing sound. Using Jawbone's bold new JAMBOX wireless speakers as building blocks, JamScape will be an aural environment utilizing the product's punchy audio to create a unique social experience. www.jawbone.com, www.fuseproject.com,

06

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The scrap that turns into a new resource is the concept of environmental sustainability of Refile event, coming from an Egle Borgia's and Iskra Sguera's idea. Coloured threads will involve the strategies of the strategies and the strategies when the strategies are strategies and the strategies are strategies as the strategies as the strategies are strategies as icea. Cotoured threads will involve visitors on interactive experiences with designers' and students' projects selected for their innovative value and materials respectful of environment. http://refileblog.wordpress.com/

PLUSDESIGN

EDIZIONI 2011

Plusdesign, the permanent contemporary design gallery in Ventura Lambrate, presents 'Edizioni 2011'. Featuring works by: Emmanuel Babled, Sam Baron, Lorenzo Damiani, Alice Guareschi, Julia Lohmann, Jens Praet, Nico Vascellari, Luca Vitone.

www.plusdesigngallery.com

EMMANUEL BABLED

The designer, who has been able to give the Murano glass a more sexy and playfull appeal, will present recent work in limited editions. Babled continues elaborate his futuristic vision based on specific local traditions, extending his activity from glass objects to textile, marble, plexiglass and ceramics.

www.babled.net, wwww.metea.ii

www.theapartment.uk.com

09

LAIKINGLAND

Laikingland investigates FUNction; Tord Laikingland investigates FUNction; To Boontje's doorbell performs a cacophon of sound and movement, a clock by AtelierNL invites the viewer to tell their Atelier Ted Noten's jewelry box houses a robot arm that protects and presents a magical ring.

www.laikingland.co.uk

AHREND

Recent graduate Yuya Ushida and known designer Ineke Hans each show a collection where taking space and new materials played a role. Ingenious solutions, environmental care and innovation are important for mass production to both Ahrend and the designers.

www.ahrend.com

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WELTEVREE

11

Weltevree sells worldwide products from leading designers at which during the design process the experience of these products is preconceived. 'a worldwide local...' will present a range of products during the Salone del Mobile which strengthens the

opportunities and possibilities of the current collection.

unum meltevree ni

THE DUTCH STANDARD

Back to square one...anything but : The collaboration between emotion and aesthetics taking wood beyond its physical limits. From a cubic way of thinking into a spherical one. Presenti 'Gice' and 'Moon', high-end bespoke creations, our concept of 'sculpture versus seating'.

www.thedutchstandard.com

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GALLERY CAROLINE VAN HOEK

A project aimed at fostering new narios for jewelry art to arouse interest

scenarios for Jeweiry art to arouse interest around its practice.

By exploring domestic objects and materials from a jewelry perspective, concepts of home, familiarity and value are unavoidably dealt with. Doorhandles with intrinsic jewelry qualities, are presented.

VAN EIJK & VAN DER LUBBE

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ng M-furniture foi The M-collection was developed for

The M-collection was developed for the redesign of the Muziekgebow Eindhoven concert hall, one of the largest projects carried out by the duo to date. They created a total experience based on the concept of "from façade to cuff link", including various seats, carpeting, dishes and clothing, Many of the pieces are now produced by furniture manufacturer Lensvelt.

www.ons-adres.nl

ARTBOOK MILANO

16

International bookshop specialised in contemporary art and design books

DANISH CRAFTS

NDCRAFT11 14 world-class craftspeople and 12 brand ew creations, Ceramics, glass, textile furniture and a drawing machine. The best of modern Danish craft and design. This is back to basics, it's quality function and an emphasis on materials It is the essence of Danish craft and design and the substance of

Danish Crafts' exhibition www.danishcrafts.org



ARCHITECTURAL

18

FLORIS HOVERS

DIALLO DESIGN

Standardised Craft' is a branching of his

main stream 'Industrial craft' work area

provides a theme within an area which he uses standardized

measurements and sometimes even this industrial colours of the materials.

You could say he restricts himself, within these frames he again determined the forms and proportions.

www.florishovers.com

At his first time at Salone del Mobile di Milano, DIALLO DESIGN exhibits

in 4 different locations a series of contemporary design pieces: ethnic is just a tag and beauty doesn't need it.

Africa is the origin and world famous designer Cheick Diallo from Mali, plays

www.diallo-design.info

PeLi created a series of 3D printed door handles by laser scanning existing handles and exploiting the errors of the scan-file. A scanner is only a human, in other words: machines are not as perfect as we see them. The 'A Machine's perception' door handles were 3D printed in read by in wastalitie.

perception' door mana... in steel by i.materialise. www.pelidesign.com

40 years of exclusive, handcrafted, chic, sleek design by Peter Ghyczy.
The Dutch based design house Ghyczy.
The garden 1971, famous for the garden egg chair, introduces new design supporting young upcoming designers.

www.gardeneggchair.co

www.gardeneggchair.co

POSTFOSSIL is a collective of designers with the aim of creating objects for living in the context of dwindling resources and the post-fossil age. This year the designers welcome you to the exhibition "Trattorial Utopia" in Ventura Lambrate. Postfossilo design space and objects within to encourage questions and discussions.

POSTFOSSIL

with shapes to promote traditional knowledge.

PELIDESIGN

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www.postfossil.ch

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SIMONE MICHELI TANTO BELLI DA ESSERE MANGIATI,

and food experience by Simone Micl

In the new Simone Micheli architectural studio, will be realized the new exhibition "tanto belli da essere mangiati": an extremely evocative place characterized by pure chromaticism, by easy-complicated geometries, by futuristic ensembles, by changeable sounds, where visitors could look and taste the new products designed by dynamic creator.

www.imonemicheli.co udio, will be realized the n

the MAD of NEW YORK **PROJECTS**



Waiting for...GLASSTRESS 2011

Glasstress 2011 is a contemporary art and design exhibition which stands for the uniqueness of its glass artworks. Presented by the Museum of Contemporary Arts and Design (MAD) of New York, in collaboration with Venice Projects, Glasstress 2011 is a collateral event of the 54th Venice Biennale June 4th > November 27th, 2011.

www.veniceprojects.com, www.berengo.com, www.glasstress.org

EDITION OF A

20 edrita, Zaven and Matteo Z

with o artisan

Can crafismanship go together with
design? This exhibition approaches a
new answer to the age-old question,
introducing a limited edition of pieces by
is international designers, made together
with six Italian artisans. Craft traditions
and materials, care of high-quality
finishings and attention to details draw new impulses upon innovative design unum editionafsiv con

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GALLERY JUDY STRATEN DIEDERIK SCHNEEMANN

Gallery Judy Straten on Location
Gallery: Art + Design + Fashion =
Creative Mind.
Ar Autofficina the gallery will present
Chans 'SheLLF, Dijkstras' 'Molluse' and
Smelkis' 'Kaarsecht Chandeliers'. A mix
of emotion, shape & technique. 'A Flip
Flop Story' by Diederik Schneemann is
a collection sustainable design objects in
which the eventful travel tales of worn
Flip Flops are captured. Flip Flops are captured.

www.galeriejudyss

www.studioschneemann.com

DE VORM & STUDIO LAURENS VAN WIERINGEN

22

De Vorm presents new, yet classic, eco-friendly and refined designs by Sebastian Herkner. Benjamin Hubert and Jorre van Ast – three talented young designers awarded with prestigious design prices. Laurens van Wefringen presents his most recent furniture and products designed for private clients and production labels. www.devorm.n. www.laurenwanteiringen.n

DESIGNLABEL VIJ5



together with MIEKE MEIJER

This year Vij5 presents a special collaboration with Mieke Meijer, who invented a solution to upcycle who invented a solution to upcycle old newspapers into a new material: NewspaperWood. Bij5 and Mieke are currently developin the material together and invited a group of talented young Dutch designers to experiment with NewspaperWood for a first product

www.vii5.com

STUDIO ROEL HUISMAN

IF THIS IS NOW, I AM HERE

Studio Roel Huisman presents interior concepts for the home and workplace. Crafted pieces to inspire the industry. If THIS IS NOW, I AM HERE, designed to provide an intermission in space and time, a place to connect, a moment to reflect. Shades for shelter, a stool for congregation, a canteen for survival, a rocker for revelation.

www.roelhuisman.n

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CENTRAL SAINT MARTINS COLLEGE OF ART AND DESIGN

TEXTILE FUTURES

Showcasing 13 students from the Textile Futures Masters programme at Central Saint Martins College of Art & Design, London. Exploring key contextual questions to interrogate, critique and propose new design concepts, we aim to engage with the challenges of designing for the 21st centure. proposed engage with the chancings for the 21st century.

www.textilefutures.co.uk

COLORS TOKYO

Benjamin Hubert
Colors Tokyo present a range of
technology luggage designed by
Benjamin Hubert, the award winning
young British designer. The laptop
bags, cases and sleeves focus on the
manipulation of surface materials
and textures, resulting in a
expressive and tactile fashic
collection.

www.colornoleyo.

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KUNSTHOCHSCHULE KASSEL

kassekcollection is a selection of excellent objects created at the Department of Furniture and Exhibition Design at KHS Kassel. After its initial presentation in Milan, it will be displayed permanently at Haus Liane in Kassel. Latedy developed thoughts and works will be shown and put up for discussion.

www.kassekollection.de

www.kassekollection.de

UNPOLISHED

The comprehensive presentation of Polish contemporary design. With the achievements of 16 Polish designers and designer groups. The majority of them belong to the 30-something group of Polish designers, most of them not only design but also produce and promote their own work.

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STUDIO DAVE KEUNE

Studio Dave Keune presents 'Standard Primitives', a new collection of modular furniture-objects that consists of different bright and pure, interchangeable elements. The objects don't prescribe how things 'should be' but allow for a plural and personal 'could be' by enabling the user to change parts. www.dawbeune.com

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ACADEMY FINE ARTS MAASTRICHT

ke YOU dri

We make 100 or earn...

Jewellery & Product Design of The Academy Fine Arts
Maastricht presents a selection of works from their current students and Alumni of the last 5 years. This theme focuses on the interaction between the Designer and the Consumer. The Designer as more than just a Conceptual 'Artist', but also as the builder and contractor.

www.abhmaastrich.nl

BEZALEL ACADEMY FOR ART AND DESIGN IERUSAI EM

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Thinking Hands
BA and MA student projects from the
Bezalel Academy, a world-renowned
design cardemy. Thinking Hands'
expresses the hought process that takes
place in the space between the hand and
the brain: thinking by doing, which
opposes classic methodologies of preplanning, as the result of Bezales' Isla
approach, which exposes a collection
of experimental original, and
unusual projects.

www.mdes.org.il.

unusuai projects. www.mdes.org.il, www.bezalel.ac.il, http://sites.google. com/site/thinkinghands2011/

ACADEMY OF ARTS. ARCHITECTURE AND DESIGN IN PRAGUE

ct of Desi

The theme of the exhibited works by the AAAD students for this year's fair is the object of desire. The aim is to give the installation the atmosphere of abstract landscapes full of fairy tales, dreams, search, play with meanings, benchmarks and everything else that takes place inside the building on the banks of the Vltava River in Prague every day...

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THE OTHER HEMISPHERE

We are there, You are here. So now we are here. This exhibition is the simultaneous fact of there and here. Each product adapts a position (there or here) describing how we express and see ourselves, acknowledging incorporating the otherness that is part of us. Australians living with Otherness.

Australians living with Otherness.

MARCEL SIGEL

Presenting new prototypes considered functionally, aesthetically, and technologically simple, yet expressive and emotionally complex. Utilizing established manufacturing techniques the pieces give new expression to fami

the pieces give new expression to familiar materials and methods.

www.marcelsigel.com

http://designproductscollection.rca.ac.uk,

POETRY HAPPENS

The exhibition Toetry Happens' displays authentic, archetypal projects, prototypes and installations with a narrative design quality. Toetry' as a headline gives every invited designer, architect or artist the freedom of herlih personal approach and interpretation of their work related to poetry. to poetry.

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NEW TIMES, NEW HEROES

Z33 is a house for contemporary art from Belgium with a focus on contemporary (critical) design. In New Times, New Heroes, Z33 features a new open standard for Z1st century design by Thomas Lommée and connects through this project with other designers and organisations (REcentre, ...).

www.neutimenenbernes.be, www.neutimenenbernes.be, www.r33.be, www.intrastructure.net, www.reterne be, www.dediegn.be, www.dediegn.plafformlimburg.be

MILANO 2011 Designersblock Milano 2011

Designersblock's 11th Milan Exhibition Designersblock's 11th Milan Exhibition presents new work from over 100 designers from UK, Netherlands, Iraly, Germany, Serbia, Montenegro, Bosnia, Macedonia, Croatia, Korea, Canada, Japan, Belgium, Denmark, Portugal, Finland.

www.verydesignersblock.com

CARWAN GALLERY

contemporary design in the Middle East. Carwan operates as a platform highlighting design from various cultures through international exhibitions in pop-up locations. In Milan, Carwan will feature seven projects from designers who all share a unique approach to design craftsmanship.

www.carwangallery.com

PROMISEDESIGN -NEW DESIGN

46

ign 2011

designers selected by the curators Vanni Pasca and Ely Rozenberg. The aim of the exhibition is to map the different design trends in Israel. Experimental design, self-production, production in small series with an accent on creation of industrial products in the manner of

SUBALTERNO 1

48

Damiani, Delvecchio, Porte, Giantii, Magnani, Palmeri, Ragni and Ulian. Pure ideas, design, research, productive experimentation. Without compromises

kasselcollection is a selection of excellent

32

Like Textile Everybody loves textile, don't they? Smart Textiles, (um)beautiful textile, Integrity and Textibel are projects ranging from innovative high tech and low tech textile design and challenge the conception of beauty. The Swedish School of Textiles offers education and research in textile design, technology, economics and fashion design. uwww.textilibogkolan.se, http://textilldesigners.se, uwww.designbystudens.com, uwww.designbystudens.com, uwww.designbystudens.com, 33 ROYAL COLLEGE of ART United Kingdom

THE SWEDISH SCHOOL

SMART TEXTILES

40

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An exhibition of work by MA Design Products students and recent graduates, and the international launch of the Design Products Collection of works for sale. The RCA is the world's most influential postgraduate university of art and design. The Design Products Department is led by Professor Tord

www.designproductsrca.com

www.poetry-happens.com

NEW TIMES, NEW HEROES

Z33 is a house for contemporary art from

DESIGNERSBLOCK 44

Designersblock. Made in London since 1998.

Based in Beirut, Carwan is the first gallery to promote emerging contemporary design in the Middle

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FROM ISRAEL

A collective exhibition of about 40 Israeli

traditional craftspeople.

www.promisedesign.org

AUTOPRODUZI ITALIANE

Subalterno1 presents the exhibition 'AUTOPRODUZIONI ITALIANE' (curated by Stefano Maffei): a selection of self-productions by Adami, Cos, Damiani, Delvecchio, Forre, Gianni, unou subalterno I com