DOT
POLI.DESIGN
Design Week Milano

MILAN DESIGN WEEK 2024

MUST-SEE EXHIBITIONS & TALKS

DESIGN PRIDE 2024 1

SELETTI WITH SAINT THE DUCK AND SAMMONTANA

From Piazza Castello to Piazza Affari
April, 17th From 6pm to midnight

The DESIGN PRIDE returns to invade the streets of the TUNE of Sammontana Gelato and Saint The Duck with a parade that celebrates creativity with the most pop and democratic event of the week. For the fifth edition, together with the Italian design brand Seletti, the project's creator, the street parade takes Tune Disco A 100% animal - free clothing brand, Sempo, the hardiverchiefs of emotions, and the designers of DESIGN PRIDE.

At the end of the parade, it continues with the Gruss Party by Sammontana: the Italian ice cream company brings the cheerful and convivial vibe of summer to Piazza Affari for a big party. DESIGN PRIDE is a parade of people, a parade of people invited to join the original tribe: people in an active and participatory manner, wearing that t-shirts specially made for the participants - to share the idea of a design that goes beyond objects and that can embrace our lives in a broad sense - in fact, we are all design, because design means - meaning to everyday life, making it more beautiful, more fun.

Info and opening hours

Tag: #DESIGNPRIDE

DATA BUGS - AI IS A MIRROR 2

DOTDOTDOT

Studio dotdotdot - Via Tortuliana, 68/70
15th - 19th April

"Data Bugs - AI is a mirror" is an experience presented by Dotdotdot that explores and relates, through an interactive installation, the generative power of AI its reflect on the social implications of data representation and profiling.

Info and opening hours

BIRKENSTOCK STUDIO 3

BIRKENSTOCK

Via Meravigli, 4
19th - 21st April

The exhibition will show the public for the first time at Design Week the many highlights of BIRKENSTOCK and the most famous collaborations through models, samples, sketches, prints and designs that make up the DNA of the brand, which has conquered the world. The exhibition will also be a sensory and immersive environment that aims to evoke the life and 250 years of history, thanks to the presence of the trainer restorer and creative Jacopo Di Carli, who will accompany the BIRKENSTOCKs of the participants who will take them with them by applying small jewellery and decorations.

Info and opening hours

To get prepared
Brand heritage through sensory experiences

MATTER IN MOTION 4

GRAND SERIE

Via Formentini, 10
16th - 21st April

Located inside Casa Brera, the Grand Seiko Space will allow visitors to enjoy an enveloping experience, in an area of the location, guests will have the chance to try the 9Hom - yoga, a famous zen meditation technique made possible by reproducing a real forest, in a specially created space, with the aim of immersing in an environment that aims to evoke life on 9Hz and 250 years of which master Hoto is transformation through human intervention.

This installation aims to create deep reflection on the delicate balance between man and nature with a vision of the future.

Info and opening hours

To get prepared
Contemporary design and the spirituality of time

REFLECTION OF LIGHT 5

ARTEMIDE

HUITE Next - Via Brera 30
16th - 21st April

NEXT DESTINATION OF LIGHT is a special publication that consists of a series of Huite Next lamps, in different versions and with different heights, produced and presented in limited editions, which marks the years discover new viewpoints while immersing themselves in an ever - changing space.

Info and opening hours

To get prepared
Twenty-one Responsible Light by Artemide

A TRIBUTE TO CINI BOERI 6

LORO PIANA ARCHIVES

Loro Piana Corte della Seta - Via della Moscova 33
16th - 21st April, From 10am to 8pm

Loro Piana Interiors pays tribute to the vision and work of Cini Boeri, a pioneer of design, who has left an indelible mark on the world and the founding of Loro Piana. The installation inside Corte della Seta is dedicated to Arflex furniture pieces designed by her and presented with exclusive Loro Piana Interiors fabrics.

Info and opening hours

To get prepared
Timeless stories about Loro Piana

HOME EVERYWHERE '24 7

ROCHE BOBOIS - THE PLAYFUL LIVING

TORTONA ROCKS 2024

Via Savona, 35
16th - 21st April, From 9am to 8pm

The Playful Living and Mera MedaGroup (RCS MediaGroup's Children's Division) present the third edition of - Home Everywhere '24 - a unique and immersive design and design experience to reflect on the new concept of Playful Living intended for hospitality. The theme for 2024 is Home: technology, technology and the service of people public and private spaces. The exhibition project will exhibit 3 environments dedicated to welcoming, hospitality, retail, tourism, entertainment, leisure and the culture of living and being well.

Info and Opening Hours

To get prepared
The immersive experience by Chiquita

CHIQUITA 8

CHIQUITA HOUSE

Centrale Casa d'Aste - Via San Marco 22
15th - 21st April

A series of immersive and fun rooms in the spirit of pop. Four into pop of banana's colour an entire room together with the prize himself - everything is possible in the pop universe of Chiquita House.

Info and Opening Hours

To get prepared
The immersive experience by Chiquita

AD AQUAM 9

STUDENTS MASTER INDUSTRIAL DESIGN ENGINEERING AND INNOVATION POLI.design AND SCUOLA DEL DESIGN

PARTNER: ROBERTINE TRESAME

ADI Design Museum - Piazza Compasso d'Oro, 1
16th - 21st April, From 10.30am to 10pm

"AD AQUAM" is a workshop involving a group of selected students and young designers from POLI.design and the School of Design of the Politecnico di Milano, in collaboration with Robertine Tresame and Federico Gli, assisted by Emanuel Marelli and coordinated by Prof. Alessandro Ludovico. The workshop aims to create a sustainable facade for the company's photography and values. The products conceived are designed for water and energy savings in consumption and include a low environmental impact production process.

The project shows a strong commitment to promoting the culture of design and research in the brand's industry also reflected in the important collaboration with POLI.design and Politecnico di Milano to support innovation and emerging creatives.

Info and Opening Hours.

To get prepared
Tresame Robertine, Tresame exhibition

SPARKS OF INNOVATION, THE 2024 EDITION OF THE SERVICE DESIGN MASTERCLASSES 10

MASTER SERVICE DESIGN

Online via Cisco Webex
April, 17th, from 4pm to 7pm

"The Organizational Context for Design, Service Design Masterclass"
Understanding the organizational context within which design operates is fundamental to ensuring its outputs and outcomes can achieve long - lasting impact. Too often, design and designers are left to "fend for themselves" in organizations, and the result seem to falter, at times. The result is disenfranchised teams, little impact, and general frustration. In this masterclass, Marco Aricò will explain the basic organizational elements of modern companies and how designers can leverage this knowledge to achieve real, sustainable impact. Marco will share reflections based on 15 years of working with large organizations globally and real examples from his practice.

Key takeaways:
- Organizational structures;
- Organizational culture;
- Organizational hierarchy;
- Organizational processes;
- Governance; design - driven impact;
- Leading through uncertainty.

Info and bookings

PRESENTATION "SAPORITI DESIGN EXPERIENCE" 11

MASTER FURNITURE DESIGN & SAPORITI ITALIA

Palazzo Lombardia - Piazza Città di Lombardia, 1
16th - 21st April, From 10am to 8pm

On the occasion of the Milan Design Week 2024, Saporiti Italia presents at Palazzo Lombardia the winning projects of the "Saporiti Design Experience" development collaboration between the Master Institute of Design and Innovation and POLI.design Milan, in which students have worked on the theme of "Comfort".
A 12 m2 - 2.0 Pole Sofa project in Natural Ash Black Stained and K2 Base Cargo.

Students at the Specializing Master in Furniture Design provided a brand - new interpretation of the iconic Miamee chair by Sebastian Tesolin. The selected projects are "Miamee Lounge Chair" Minimalist" By Vinette Choudury, Vanessa Perez, Vittoria Scalera) and "Miamee On Tip" By Milagros Bogarita, Tagui Hanif, Jana Mahlus, Vittoria Scalera.

Info and opening hours

OROBYRUFFLING 12

LA MANUFACTURE, DEDANS E GINORI 1735.

Dazi di Levante e di Ponente - Piazza Sempione
16th - 21st April, From 10am to 9pm

Six talented international artists and designers - Filippo Carandini, Rachel Lee Hounshell, Chiara Lorenzetti, Enrico Marcatili, Stefano Pasquali and Ruben Tolosa - have been commissioned by Oroby to interpret the essence of Oroby and convey their artistic vision and personal relationship with gold, an alchemical element that symbolizes continuous transformation and elevation. The process aim to communicate and highlight just how much the worlds of design and craftsmanship can be. The result is a collection of six pieces, an enlightening metaphorical journey through Oroby's universe.

Info and opening hours

INTERNI CROSS VISION 13

INTERNI

INTERNI, Different locations
15th - 28th April

Cross Vision: more than 40 installations created by a partner of more than 40 designers at 27 different nationalities in 6 main locations in Milan, which will feature 14 days of appointments, meetings, debates among the protagonists of the Design Week.

Info and opening hours

INTERNI CROSS VISION - PATH DREAM | DINE | DELIGHT | 37 HECTARES OF PURE WELLNESS 14

INTERNI - SIMONE MICHELI ARCHITECTURAL HERO

CORTILE D'ONORE Università degli Studi di Milano
15th - 23rd April, From 10am to 12am
24th - 27th April, From 10am to 6pm
28th April, From 10am to 6pm

The installation INTERNI Design by Simone Micheli, concept and soundtrack by Andrea Bajani. A visual design by Roberta Colla is going to showcase, in a virtual and immersive manner, the project of Parco Sud Milano, a park made up of 37 hectares area. A monodiffuse and non - canonical volume, that acts as a symbolic and physical "portal" to the park, which will be a sensorial journey, as part of the INTERNI CROSS VISION exhibition event.

Info and opening hours

To get prepared
PATH DREAM | DINE | DELIGHT

DESIGNXDESIGNERS 15

SISTEMA DESIGN DEL POLITECNICO DI MILANO

Bovisa Candiani Campus - Via Durando 10
From April, 15th to May, 19th

DesignXDesigners is a big exhibition of the teaching projects of the students of the Design School of Milan.
The exhibition highlights multiple design sectors: from industrial products to furniture, interior and furniture design, communication, not excluding services, brand and strategy, sustainability and innovation. The area of the exhibition of 1300 square meters and includes design labels, models, prototypes and full - scale installations.

Info and opening hours

To get prepared
Contemporary Design relationships

INTERDEPENDENCE 16

SISTEMA DESIGN DEL POLITECNICO DI MILANO

Fabbrica del Vapore - Via Giulio Cesare Procaccini 4
16th - 21st April, From 11am to 10pm
Opening: Tuesday, April 16th, From 6pm

On this occasion INTERDEPENDENCE takes the form of an immersive exhibition that aims to explore the relationship of Design, Architecture and Engineering students from Politecnico di Milano with those of design students from around the world. The exhibition is enlivened by a pathway of 7 rooms, including an extemporaneous performance by Campo Teatrale. Conceived and curated by Prof. Alessandro Ludovico and Prof. Andrea Ponzoni, "INTERDEPENDENCE" is a collaborative project that aims to create a fragmentary but cohesive and experienced where different performance languages and the surrounding space merge synergistically.
The events include the exhibition project "Staging Sustainable Design Research" and Design Circle Talks curated by Valentina Rosato, Francesca Ferrari and Chiara Rizzi, a series of conversations that aim to promote an environmental and cultural sustainability through transdisciplinary dialogue.

Info and opening hours

To get prepared
Interdependence - Designing relationships

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(AND AROUND MILAN)!

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