



PRESS RELEASE
Milan, November 20th 2017

LAMBRATE DESIGN DISTRICT

The MUST VISIT district of the Fuorisalone 2018

Lambrate reaffirms itself this year as a cult location for the design lovers from all over the world. The district is now well established as part of the Milan Design Week and it represents innovation, freshness and quality. It is a **unmissable destination** for all the enthusiasts and design experts that are going to visit the Fuorisalone: **120,000 people** have indeed visited the north-east area of the metropolitan city of Milan. Defined as the new Italian Brooklyn, Lambrate isolates us from the urban chaos, taking us in a place that smells like ideas newness, where thoughts can bloom.

The Milan Design Week 2018 will take place from the 17th until the 22nd of April and there are already a lot of events confirmed in the area between via Massimiano, via Ventura and via Conte Rosso. In fact, this is just a preview of all the events that are going to enliven the district. News will be released in the following weeks.

>> Pillar of the 2018 is the architect **Simone Micheli**, one of the main characters of the dynamic district in the previous years as well. Micheli will create **Hotel Regeneration** and the event will take place at Officina Ventura, in a location of 4,000 square meters. It's going to be a completely experimental exhibition, whose focus is the retraining process of the contemporary hotel facilities and its future existence, promoting the common aim and the research aimed at giving value to the technologic development.

"Hotel Regeneration" is organized in collaboration with **Tourism Investment**, **PKF hotelexperts**, **About Hotel** and other prestigious international hotels. It's going to be the biggest agorà-event organized in the city so far, due to its great and sensitive value. An **Agorà** has been planned during the event, which aim is to become a concrete place to talk and to meet international key players of this field. The focus of these meetings is to discuss and examine the business process of this developing branch. The amazing installations are built completely from prototypes and they engage the visitor in a unique spatial bubble, where you can discover a fragment of future.

>> Prominent occurrence is also **Din - Design In**, event organized by **Promotedesign.it** that has now reached its 6th edition and takes place in a strategic location located in via Massimiano 6 / via Sbodio 9.

In the former hangar of 2,000 square meters, **temple of international creativity**, you'll have the chance to enjoy the products of designers, companies, schools, organizations and worldwide



famous architects. Promotedesign.it has the primary goal of putting in contact and attracting the interest of the design-producers and buyers, making them aware of the increasing creativity offer. Every year various collateral events are created, like the Temporary Shop area in which **Artistarjewels.com** is reconfirmed after last year's success. It will be possible to buy creative pieces of contemporary jewelry, that are going to be the perfect element that makes your outfit unique.

>> The events will not be over at 8pm when the gates of the hangar will be closed: **WEating, located in the inner yard of Din – Design In** and **Street Food Experience at Giardino Ventura**, will take place. It's a great chance to hang out until late night to deeply live the energy of the district .

WEating, located in the inner yard of Din – Design In, presents a selection of Food Trucks in a dedicated space set up as an event in the event. Common denominator between the two entities is the passion for the taste, for the earth and its products but above all **the exemplary attention on the appearance**, that represents a bridge between these two exhibitions. Lambrate Design District wants to make of these excellences its strength, providing the visitors with an emotional experience, full of cultural entertaining sparks. This will not only support the design event, but it will also complete the whole experience.

Street Food Experience, located at Giardino Ventura, becomes a gourmet garden, a unique sensorial experience that provides smell, colours and tastes of the finest Street Food, with coordinated appointments during the whole day. Focus of the event is the high quality street food, with food trucks that will be offering the best Italian and international food, with the latest trends about food and design. There will be the chance to see masterclasses by startups in this field and show cooking held by prestigious guests, whose aim is to share with the visitors the best knowledge of Italian food. Barmans and international djs will finally entertain the guests from Happy Hour until late night.

>> New Entry among the 2018 food events is **Osteria Milano**, that starting from December 2017 will be permanently in the locations that hosted them during the Milan Design Week of 2016, recovering a former hangar of 1,200 square meters in the heart of the Lambrate District, on via Sbodio 30.

Osteria Milano will be **a reference point for the whole city**: a meeting point, with a music schedule for the entire week, thanks to selected performances, concerts and Dj set.

For the 2018 edition, products will be shown in the restaurant and in the yard area, where the visitors will also cherish live art performances, providing the entire district with original and alternative contents.

>> Again re-confirmed another mainstay of the Lambrate area: **FUORISALMONE**.

Since only the dead fishes follow the flow, this event shows us a network made by experts and entrepreneurs that swim against the flow. An active network that **creates connections** between creativity and designers, the excellence of the companies, the potentials of the products and the market resources. During the Design Week, FUORISALMONE presents for its 5th edition a solid



project oriented at experts of this field. Located in the lofts of via Massimiano 25, the event offers **real business opportunities and interactions between experts and businessmen.**

>> A new space has been added at this rich list of events, during the 2018 edition of the Milan Design Week. We are talking about **Spazio Donno** with his 700 square meters space in via Conte Rosso 36.

Stefano Epis, founder of DesignCircus, selects few Italian and international designers for an innovative and contemporary event. In this location, full of charme and unique details, the designers will exhibit their products and projects about house automation.

>> **STUDIO CR34**, an interior and product design studio founded this year in Milan, is also organizing an event for the Fuorisalone. Studio CR34, located in via Conte Rosso 34, boasts already many collaborations with famous international architects. More details will be released about this specific event in the following months, but we can reveal that Roberto Di Stefano and Ettore Vincentelli are organizing a special visit to their location for all the visitors of the design district.

>>**The Mohole School**, located in via Ventura 5, is of course joining as well the events of the district: there are going to be a lot of initiatives for the whole week.

They are part of the end of the trimester's festival – the Nothing Days – that consists in exhibition, projections, performances and reportage (pictures, videos, articles for Wild Factory) made by the students of the 8 departments (filmmaking, acting, 3D animation, graphic design, filmography, storytelling, comics and web).

Workshops and labs are being updated to the list, opening the doors of the school to the visitors of Fuorisalone. The week will end on Saturday the 21st of April with an Open Day of the school.

The great dynamism of these events makes the heart of the Lambrate Design District pulsating and involving.

The organizations of the district are in constant cooperation to give their visitors a unique and unforgettable experience and the list of the events is therefore being updated every day.

The traditional conferences, awards and workshops that began during the Fall design Week 2017 are not going to be left out.

We 'll keep updated the schedule of the events and all the news will be released in the next weeks.



When and Where

Simone Micheli

From the 17th until the 22nd of April 2018
Officina Ventura 14 | via Giovanni Ventura 14 - Milan
17/21 April 2018 from 10am to 8pm
22nd of April 2018 from 10am to 6pm
Special Opening: Wednesday 18th April from 10am to Midnight
Free Entrance

Din – Design In

From the 17th until the 22nd of April 2018
via Massimiano 6 / via Sbodio 9 - Milan
17/21 April 2018 from 10am to 8pm
22nd of April 2018 from 10am to 6pm
Special Opening: Wednesday 18th April from 10am to Midnight
Free Entrance

Fuorisalmone

From the 17th until the 22nd of April 2018
via Massimiano 25 - Milan
17/21 April 2018 from 10am to 8pm
22nd of April 2018 from 10am to 6pm
Special Opening: Wednesday 18th April from 10am to Midnight
Free Entrance

Osteria Milano

From the 17th until the 22nd of April 2018
via Sbodio 30 - Milan
17/22 Aprile 2018 from 10am to 2am
Free Entrance

Spazio Donno

From the 17th until the 22nd of April 2018
via Conte Rosso 36 - Milano
17/21 April 2018 from 10am to 8pm
22nd of April 2018 from 10am to 6pm
Special Opening: Wednesday 18th April from 10am to Midnight
Free Entrance



WEating

From the 17th until the 22nd of April 2018

via Massimiano 6

17/21 April 2018 from 10am to 8pm

22nd of April 2018 from 10am to 6pm

Special Opening: Wednesday 18th April from 10am to Midnight

Free Entrance

Street Food Experience @ Giardino Ventura

From the 17th until the 22nd of April 2018

via Ventura, 12 - Milan

17/21 April 2018 from 10am to 12pm

22nd of April 2018 from 10am to 8pm

Free Entrance

Studio CR34

From the 17th until the 22nd of April 2018

via Conte Rosso 34 - Milano

17/21 April 2018 from 10am to 8pm

22nd of April 2018 from 10am to 6pm

Special Opening: Wednesday 18th April from 10am to Midnight

Free Entrance

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SPAZIO DONNO



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