

archiproducts® | MILANO

# — the design experience

Archiproducts Milano 2018. Work in progress for the new ‘Design Experience’

*70 international brands selected for the 2018 edition. At Milan Design Week, via Tortona 31*

Work in progress at Archiproducts Milano for a new ‘Design Experience’!

For the third time at the Milan Design Week, the design hotspot located at via Tortona 31, has made space for totally new collections of **70 international brands** exclusively selected for the **2018 edition**.

Within a unique play of colors, patterns and materials, the intimate spaces of this Tortona Hub will host numerous brands, architects, journalists and qualified visitors in a brand-new look, with an ambitious project with multiple identities. Elisa Ossino Studio, Studio Milo, Christophe De La Fontaine e Aylin Langreuter, Veronica Leali and Matt Lorrain gave their contribute to the design of the space. Each of them focused on different areas, working in full synergy with the Archiproducts Milano Art Direction.

The façade design visually transmits the idea of ‘filing’. A concept that, with different shapes, can be found in three other spaces of the building designed by the Elisa Ossino team. A path, whose concepts of ‘filing’ and ‘serial nature’ are translated into a combination of geometries and colours,

constantly reminding of perceptive plays between a two-dimensional and a three-dimensional vision.

Special guest of the 2018 edition will be the installation **IN TOTO – Montreal in Milan**. Curated by **Azamit**, style icon and visual storyteller for Montreal, the project pays homage to the contemporary design of the Canadian city, 'beautifully tormented and tinged with post-industrial melancholia'. A selection of seven designers, whose objects resonate the soul of the city.

### **Archiproducts + Volkswagen Design Tour**

For the first time this year, passionate and professionals will have the chance to go on a real "Design Tour". Archiproducts will take its guests on a ride throughout the most interesting Fuorisalone locations: on board of the brand new Volkswagen T-Roc, visitors will be able to reach the finest venues highlighted in the Archiproducts Design Selection. Departure from Archiproducts Milano, via Tortona 31, destination Porta Venezia - Palazzo Bovara for this year's Elle Decor event, stopping by Brera, Isola and Sant'Ambrogio. In partnership with Volkswagen, main sponsor of the Archiproducts Milano 2018 event.

### About Archiproducts Milano

Archiproducts Milano is the co-net-working hub dedicated to Architects, Designers and Brands. Throughout the whole year, it is livened up with events, products presentations, international workshops, meetings and venues involving more than 15,000 professionals.

Inspiring, eclectic and in constant evolution, Archiproducts Milano is the place where you can find inspiration, seize opportunities, and explore new synergies.

### **EVENT INFORMATION**

#### **"The Design Experience"**

Archiproducts Milano

Via Tortona 31 – Underground stop: Porta Genova

April 17th-22nd / h10-21

EVENBRITE LINK: [bit.ly/TheDesignExperienceEvent2018](https://bit.ly/TheDesignExperienceEvent2018)

## **Press preview**

April 16th / h15-19

EVENBRITE LINK: [bit.ly/TheDesignExperiencePressPreview2018](http://bit.ly/TheDesignExperiencePressPreview2018)

## **MAIN SPONSOR**

Volkswagen

## **PARTNERS**

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IN TOTO / Montréal a Milano: Atelier Zébulon Perron, Claste, D'Armes, Foraine by Atelier Barda, Lambert et Fils, Maison Milan, Pascale Girardin

## **TECHNICAL SPONSORS**

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