



*Tortona Design Week - Milan 6th – 12th June 2022*

***Tortona Design Week is the protagonist of Fuorisalone 2022 presenting the project "Fluidity and Design"***

*A rich programme of installations, exhibitions and events:  
from Completing the fragments of nature in the Via Bergognone roundabout to Timberland's Floating Forest and the IKEA Festival.*

*There will also be Lexus with ON/, Haier, Hoover and Candy with the Home Switch Home itinerary, glo™ with Hypernova and Radical Pop Terrace curated by TOILETPAPER magazine, Saviola with LEGEND. The renaissance, APIMA and AICEP Portugal Global with MADE IN PORTUGAL and many other national and international companies.*



Milan is getting ready to host **Milano Design Week**, the event that has turned the city into the world capital of design, together with the ever-present Fuorisalone. Among the most awaited protagonists, as every year, the **Tortona Design Week** is back from **6<sup>th</sup> to 12<sup>th</sup> June**.

The core of this edition will be the ***Fluidity and Design*** project, a concept with which **Torneria Tortona** and **Tortona Locations** - the promoters and organisers of the event - confirm the path taken in recent years to interpret **design as a collector of cultural and sociological transformation**.

These are two key words that characterise the path leaders in the industry are following to **restart, inspired by the environmental conditions that are upon us and are modelling our lives**.

Among the participating companies of national and international reputation there are **Subaru, Timberland, Apima, Saviola, IKEA, Candy, Hoover, Haier, Lexus, glo™, Delta Light, Capital, Decor Lab, Lechler - ColorDesign®, nhow Milano Hotel, Stone Island, CASA KARIM, Garde, Keio University, Zip Zone, Materioteca®, Mia Forniture, Officina 14, Casello Giallo e Verde Tortona**.



**Main sponsor** of the project is **Subaru**, which will unveil the shapes of **SOLTERRA**, the first BEV entirely driven by an electric engine, will be the protagonist of Subaru Peace of Mind Lounge: a small oasis of relaxation and theatre of happenings and artistic performances.

As a sign of the continuity of the path undertaken by Tortona Design Week, the 2022 edition will also see the realisation of "**Completing the fragments of nature**". The project, designed by a group of Domus Academy students, was awarded last July as the winner of ***The Roundabout: design with nature*** contest, launched in 2021 by **Tortona Design Week** and **Domus Academy**. Thanks to the precious contribution of **Urbo Style**, **Linea Light Group** and **Sense immaterial Reality**, the **Rotonda in Via Bergognone** will be transformed into a **virtual and physical installation, a manifesto of a more ecological and sustainable vision of the city of Milan**, in view of the **Winter Olympics Milano Cortina 2026**.

The 2022 edition aims to be a reference point for the new generations who want to enter the world of work. For this reason, Tortona Design Week and the **IULM** University of Communication. will collaborate to offer students of the "**Fashiona and Creative Industries**" course an **in-depth internship on the different languages of the arts and design**, through analysis, both from a point of view physical and digital, of the numerous communication projects present in the Milan Design Week districts.

Among the great protagonists of the event, **Timberland** presents "**Floating Forest**", a floating multisensory forest, created as an independent ecosystem on the water of Milan's Darsena, for a greener city. Created for Milan Design Week 2022, in partnership with **Stefano Boeri Interiors**

Signed by **APIMA** and **AICEP Portugal Global** with the aim of promoting Portuguese products within the international community, **MADE IN PORTUGAL** is an elegant exhibition of the best Portuguese offer for **Home Interiors**.

**Saviola**, a business unit of the Saviola Group, the first to have created the ecological panel 100% recycled wood, presents "**LEGEND. The renaissance**": the new theme that represents the rebirth of habitat values and a way of living aimed at sustainability.

**IKEA** will be present at BASE Milano with **IKEA Festival**, a rich programme of events and immersive experiences to narrate the future of retail and design. In the area it will be possible to visit **Ögonblick - A Life at home exhibition**, a captivating physical and digital installation inspired by **H22**, a project created in **Helsingborg**, Sweden, in which IKEA participates with the aim of building "the sustainable city of the future".

The **Superdesign Show** returns to Superstudio, the project designe by Gisella Borioli with the art direction of Giulio Cappellini, which every year explores a theme and trend in contemporary design. Among the exhibitors there are **Lexus**, **Hair Europe** and **glo™**



Following the success of the "Connect to Extraordinary" experience presented in 2021, **Haier Europe** returns to Tortona Design Week with a new immersive and experiential itinerary entitled "**Home Switch Home**", involving its three international brands **Haier, Candy and Hoover**. More than 1,000 square metres dedicated to the Smart Home, the Internet of Things and artificial intelligence, specifically designed for each of the three brands and its peculiarities.

An exciting vision for the future of design will be presented by **Lexus** with "**ON**", an installation by architect and designer **Germane Barnes**, which unveils the prototypes of the **Lexus Design Award 2022** finalists and stages the **ideas of students from the Royal College of Art in London on the theme of mobility in 2040**.

**Hypernova** is the installation created by the designer **Sara Ricciardi** for **glo™**, protagonist of the Lounge area of Superstudio. Ricciardi invites the viewer to an experience in which nature and technology, uniqueness and multiplicity coexist. The Roof space, with radical Pop Terrace, an urban garden with a strong visual impact, will follow the same philosophy and will be curated for **glo™** by **TOILETPAPER magazine**.

**Delta Light** presents the products of the new **Lighting Bible 14 New Collection** catalogue in the showroom located in via Bugatti. The emblematic product of this partnership will be **High Profile**, a visionary installation made with waste materials.

The **Capital** flagship showroom in Milan is once again the protagonist with an installation entitled "**Air is Emotion- to reveal, to resound, to float**" chosen and created in collaboration with the Interior Designer Elena Pelosi, to best describe the exhibition space with an invitation to slow down

**Decoration without limits**. This is the theme presented by **Decor Lab**, that brings together a special selection of premium products and solutions for architecture, interior design and visual communication

**Colour Design® Lechler** - "**The Way of Accent**" interprets the theme of sustainability, proposing four collections of colours and effects to create timeless spaces thanks to valuable.

The **hotel nhow Milano**, an institution in the Tortona District and beyond, is back in trend by becoming the stage for some exhibitions of this new edition of the Fuorisalone, through a journey to discover innovative languages and surprising shapes.

**Stone Island** presents the new collection **Prototype Research Series**, a set of unique projects made of fabrics and/ or treatments resulting from research and experimentation not yet industrialized. **Series 06** is the result of the close collaboration between the research and development team of the consumer brand Kevlar® and the research and experimentation department of STONE ISLAND.

**CASA KARIM**, a space furnished with components designed by Karim Rashid will be present at the Library at the Magna Pars hotel, the hotel à Parfum.



**GARDE**, in collaboration with **ADF** that will bring *Re\_creating by nature*, presents a piece of furniture in line with the theme. The winning projects of the 2021 New Graduate Award which was established by the Order of Architects of the Province of Milano and organized by the Order's Foundation will also be exhibited.

With the theme "**New HOLOS -Awakening New Health-**", **Keio University's** Graduate School of System Design and Management (Keio SDM) exhibits two solutions: **YOKUN**, a new habit-based training program that focuses on the decline of the sense of smell that we are not usually aware of; and **AQUA STASIS**, a product that encourages proper hydration on a daily basis, which is difficult to practice even if you know it is necessary.

During the Milano Design Week, **Zip Zone Events**, the event format conceived by Alessandra Stretti to accompany and emphasise the nature of the Fuorisalone, offers a multifaceted and immersive experience that ranges from collective design exhibitions to art and creations in innovative materials and **recycled materials**.

**Zip Zone Events** will also host "**Fuori di Design**", a collective exhibition promoted by **Materioteca**<sup>®</sup>, the result of material reuse and/or recycling.

**MIA-FORNITURE** takes the opportunity of Milan Design Week and presents Inclusione, a series of integrated installations that can be integrated into a single project made with materials that may apparently seem dissimilar to each other.

Lastly, **Officina 14** offers design and craftsmanship in a charming location.

At **Casello Giallo, Urbo** in collaboration with **Barretta&Partners** with the participation of Vincenzo Politelli of **Terrazza Calabritto**, will set up the historic location with furnishings from the **HO.RE.CA** world of Urbo. It will be possible to see the projects created by Barretta & Partners, test Urbo products live and taste the dishes and drinks from Terrazza Callabritto.

**VERDE Tortona**, overlooking piazza delle Culture, offers a new coffee shop format in collaboration with Tortona Location and Lot Zero specialty coffee, also aligned with the food proposal: a quality easy food that preferably makes use of local producers. Aperitifs and evening cocktails.

**All the Tortona Design Week 2021 exhibitors can be viewed in detail at this link:**

<https://bit.ly/3vBjTnf>



Address: Via Tortona 37

Dates, opening hours: 8th -12th June, 10.00 am -18.00 pm; Cocktail party 8th June, 18.00 pm (by invitation only)

Apima and Aicep – MADE IN PORTUGAL

Address: Via Tortona 30

Dates, opening hours: 6th -9th June, 10.00 am -20.00 pm; 10th -11th June, 10.00 am – 22.00 pm

Candy - Simplify your Day

Address: Superdesign Show, Superstudio Più – via Tortona 27

Dates, opening hours: VIP & Press Preview, 5th June, 15.00 am – 20.00 pm ; 6th -11th June, 11.00 am -21.00 pm ; 12th June, 11-18.00

Capital – AIR IS EMOTION to reveal, to resound, to float

Address: Via Tortona 37

Dates, opening hours: 6-12 giugno, 10.00-19.00; Evento Serale 9 giugno, 19.00 – 23.00 (Entrance with [registrationsvp@capitalcollection.it](mailto:registrationsvp@capitalcollection.it))

CASA KARIM

Address: Library del Magna Pars, l'hotel à Parfum, Via Forcella 6

Dates, opening hours: 6<sup>th</sup> June, 18.30 pm cocktail on invite; 6th-12<sup>th</sup> June 10.00 am -18.00 pm

Casello Giallo

Address: via Savona 5/A

Dates, opening hours: 6<sup>th</sup> -12<sup>th</sup> June, 9.00 am -00.00 pm ; 10<sup>th</sup> June event with Dj set (all day long)

Color Design® Lechler – “The Way of Accent”

Address: The Falegnameria, Via Tortona 26

Dates, opening hours: 6th -11th June, 9.30 am -19.00 pm ; 12th June, 9.30 am -18.00 pm

Decor Lab: decorazione senza limiti

Address: Decor Lab, via Tortona 37 – edificio 2, piano terra

Dates, opening hours: 6th -10th June, 10.00 am -20.00 pm

Delta Light -Lighting Bible 14 New Collection

Address: via Bugatti 15

Dates, opening hours: Press Preview 8 giugno, 16.00

glo™ - Hypernova

Address: Superdesign Show, Roof di Superstudio Più, via Tortona 27

Dates, opening hours: VIP & Press Preview, 5 giugno, 15.00-20.00; 6-12 giugno, 11.00-21.00

glo™ – Radical Pop Terrace

Address: Superdesign Show, Roof di Superstudio Più, via Tortona 27

Dates, opening hours: VIP & Press Preview, 5th June, 15.00 am -20.00 pm ; 6th -12th June, 11.00 am- 21.00 pm

Haier - Connect To Extraordinary

Address: Superdesign Show, Superstudio Più – via Tortona 27



Dates, opening hours: VIP & Press Preview, 5th June, 15.00 pm – 20.00 pm, 6th – 11th June, 11.00 am- 21.00 pm; 12th June 11-18.00

Hoover - Quality For Life

Address: Superdesign Show, Superstudio Più – via Tortona 27

Dates, opening hours: VIP & Press Preview, 5th June, 15.00 am -20.00 pm ; 6th -11th June, 11.00 am -21.00 pm ; 12th June, 11-18.00

Keio University- New HOLOS -Awakening New Health-

Address: Via Tortona 12

Ikea – Ikea Festival

Address: Base Milano, via Bergognone 34

Dates, opening hours: 6<sup>th</sup> June 11.00 am conferenza stampa, 20.00 evening party only on invite; 7th-12th June opening 10.00 am

Lexus – Sparks of Tomorrow

Address: Superdesign Show, Superstudio Più – via Tortona 27

Dates, opening hours: 6th-12<sup>o</sup> June, 11:00 am - 21:00 pm

Materioteca® - Fuori di Design 2022 "La sostenibilità fatta materia - Sustainability becomes matter"

Address: Sylvester Loft, via Tortona 26

Dates, opening hours: 6th June, 15:30 am- 19:30 pm; 7th-11th June, 11.00 am -19.30 pm ; 12th June 11.00 am -19.00 pm

MIA – Inclusione

Address: via Tortona 20

Dates, opening hours: 6th -12th June, 10.00 am -18.00 pm

nhow Milano - DESIGN WEEK

Address: Via Tortona, 35

Dates, opening hours: 7th -12th June, 9.00 am – 20.00 pm

Officina 14

Address: Via Tortona 14

Dates, opening hours 6th -12th June, 9.00 am -21.00 pm

Saviola – LEGEND.The renaissance

Address: La Torneria, via Tortona 32

Dates, opening hours: Press preview 6th June; 7th -8th June, 10.00 am-19.00 pm; 9th June, 10.00 am -15.00 pm, 18 pm-22pm private event, 10th-11th June, 10.00 am -19.00 pm ; 12th June 10.00 am -13-00 pm.

Stone Island - PROTOTYPE RESEARCH\_SERIES 06 / DÉVORÉ WITH KEVLAR® CORE

Address: Via Savona 54



Dates, opening hours: 7th -12th June, 10.00 am – 19.00 pm

Subaru - Subaru Peace of Mind Lounge  
Address: Via Tortona 27 /Largo delle Culture

Timberland – Floating Forest  
Address: Viale Gabriele D'Annunzio 20 (Darsena)  
Dates, opening hours: Press preview 6th June, 9.30 am - 18.00 pm; 7th -12th June, 10.00 am – 20.00 pm

VERDE Tortona  
Address: Via Tortona 36, angolo Largo delle Culture  
Dates, openings hours: 6<sup>th</sup> -12<sup>th</sup> June, 8.00 am - 00.00pm

Zip Zone Events MDW 022  
Address: via Tortona 26  
Dates, opening hours: 6<sup>th</sup> -11<sup>th</sup> June, 10:00 am- 19:30 pm; 12th June, 10.00 am -17.30 pm

#### Media Partner

Fuorisalone.it / [fuorisalone.it](http://fuorisalone.it)



Yes Milano / [Yesmilano.it/en](http://Yesmilano.it/en)



Design Wanted / [designwanted.com](http://designwanted.com)



Stir / [stirworld.com](http://stirworld.com)



see. think. inspire. reflect

Milano Tra Le Righe





### **Tortona Design Week**

Tortona Design Week is an integrated communication project aiming at highlighting events, installations and projects taking place in the Tortona area during the Milan Design Week. The initiative's partners are: Torneria Tortona and Tortona Locations, who are committed with Tortona Design Week to communicate realities that are very different from each other, from organisations that privilege experimentation and cultural research to established realities in the field of events and design content production.

**Ufficio stampa Tortona Design Week**

Federico Confalonieri, [federico.confalonieri@elettrapr.it](mailto:federico.confalonieri@elettrapr.it), +39 391 7478751

Ludovica Solfanelli, [ludovica.solfanelli@elettrapr.it](mailto:ludovica.solfanelli@elettrapr.it), + 39 388 0528231