

DESIGN, AS EVENT



The Salone Internazionale del Mobile and Fuorisalone together are the Milan Design Week, an event that lures in thousands of design enthusiasts.

Cristiana Bonzi reports on this year's Week.

The Salone Internazionale del Mobile and Fuorisalone together define the Milan Design Week, the most important event in the world for those passionate about design. Every year, in April, the Week draws thousands of intrigued visitors and design enthusiasts. Fashion is an innate part of the set of events.

The Salone del Mobile is a global benchmark for the home furnishing and design sector. Since 1961, it has promoted Italian furniture and furnishing to the world. The event offers a 360° overview on the home furniture world, from unique pieces to sets, representative of all styles, from classic to modern design.

The Salone Internazionale del Mobile showcased three styles: Classic, Design and xLux—which is dedicated to timeless luxury. The event is seen as an international reference point for the furnishing and design sectors.

The Fuorisalone, on the other hand, is not a fair event in that sense. It is, in fact, a set of events distributed across different areas of Milan on the same days that the Salone Internazionale del Mobile takes place. The Fuorisalone does not have a central organisation, and is not managed by any institution. It was a result of spontaneity in the 1980s on part of companies working in the furnishing and industrial design sectors. It has since expanded into automotive, food, technology,

telecommunications, art and fashion sectors.

This year too, from April 17 to 22, the Salone and Fuorisalone mobilised the whole town with a long list of events that went beyond the official exhibition, mostly held in brands' showrooms. There were an astounding 1,500 mini-events spread across 11 key districts. Little wonder that in such a vibrant setting, the connection between design and fashion—both showcasing the 'Made in Italy' tag—should be all-pervading. These were promoted by Camera Nazionale della Moda Italiana with Milano Moda Design, a special calendar dedicated to fashion players for showcasing their home collections or host design-related events.



Louis Vuitton

Uniqueness was the keyword. Among all fashion-related setups, Louis Vuitton's *Objets Nomades* at Palazzo Bocconi was the most visited. Launched in 2012, the travel-inspired collection gathers imaginative interpretations of the idea of travel. Limited editions and experimental prototypes, conceived by some of the world's most renowned designers such as Patricia Urquiola and Fratelli Campana, are then created by Louis Vuitton's artisans. A fashion tribute to design, made of fine leather and a long tradition in luxury craftsmanship. That's what uniqueness was all about.





Antonio Marras

At his concept store in Via Cola di Rienzo, Antonio Marras presented *Build Make Unmake*, a project supervised with the help of Francesco Maggiore, president of Fondazione Gianfranco Dioguardi and creative director at Kiasmo. This co-working has led to partnerships with Italian companies in the home furnishings and accessories sector, and is recognised for artisan values and quality, besides the formal aspects of products. The collaborations have led to new collections in full Marras style, beginning with a wallpaper for the designer's space featuring windows and floral motifs created in collaboration with Wall & Decò. There was a new look for the store, which showcased trendy floral prints for shoes and dresses, along with floral applications in different shades of rose. Metallic tones of green and brown illuminated sandals and handbags, and there was a line of pillows—produced with Kiasmo—which told an existentialist story through a series of informal portraits made of multicoloured designs, while the small home collection signed with



La Fabbrica del Lino featured 100 per cent 'Made in Italy' natural products suitable for a lifestyle in linen, including aprons, runners and tablecloths. This meant respecting the environment through the use of natural materials, vegetable dyes and green production. On the table, specially set in the garden, there was a line of dishware created with Vincenzo D'Alba for Kiasmo that went together with the pillows.

Couture in Orbit

Hi-tech, comfortable, functional and fashionable: the capsule collection *Couture in Orbit* was a project by the European Space Agency (ESA) and Politecnico di Milano, involving different European design and fashion design schools, and was on show for the exhibition *Bright Monday* in the newborn Bovisa Design District. Presented in 2016 at the London Science Museum, the collection boasted innovative materials which have been derived from space research: reflective, ultralight, made from aluminium multilayer and white nets in lunar shades and colourful prints inspired by Earth images.





Gucci

The Monte Napoleone Gucci's shop window during the Milan Design Week.

Dondup

Fashion through music. At its Via Della Spiga flagship store, Dondup presented *Music Icons*, an art performance by illustrator Marco Mazzoni. On the walls of the store, six musical icons portraits inspired by womens' Dondup SS18 collection were displayed: from John Lennon to Elvis Presley, from Amy Winehouse to David Bowie, without forgetting Rihanna and Ariana Grande. A new vision of feminine attitude was mixed with the brand's heritage, offering a style in which Italian romanticism was linked with a sexy Garçon approach. As a result, among others, the standouts included bespoke blazers, special athletic-minded t-shirts evoking great music icons and psychedelic paisley prints.



Dolce & Gabbana

The Via Della Spiga Dolce & Gabbana's shop windows during the Milan Design Week, showing some items of the special edition of 100 exclusive FAB28 refrigerator models made in collaboration with Smeg, and officially presented at the Salone del Mobile.



Napapijri

"Make it better". The Napapijri philosophy generated the new *Ze-Knit* collection, a capsule of 19 monochrome digitally weaved outfits where fashion and technology melted together. Monochrome, tone-on-tone, made of breathable textiles, waterproof and flexible, the items were presented through the installation #Futurehood, at Via Tortona 31. Mobility stood for the collection concept, where elegance had to go together with functionality for people who are always on the move. Thus, from the t-shirt to the blazer, technical textiles were made of high-performing yarns, woven with the help of a software—because design and innovation are the new fashion boundaries.



Timberland

Titled *Dafne*, Timberland's installation at Piazza XXV Aprile by Elena Salmistraro enhanced the global Timberland's campaign *Don't Call Me*, which riveted attention on the feminine universe, breaking all kinds of clichés. Salmistraro's tree—a way of protecting Mother Nature—interpreted the spirit of the brand's SS18 footwear with three new models dedicated to women: Kiri Up sporty sneakers, the Oxford Berlin Park, and the Los Angeles Wind sandals for a summery, sophisticated allure.



Paul Smith

A classic trolley case with leather corners, webbing strips, handles and chapes featuring the colours and the stripes of Paul Smith trademark was the ultimate in quintessential British design. Created in partnership with luxury travel lifestyle brand Globe-Trotter, the limited edition of 120 trolley cases was showcased at the Paul Smith boutique. A true marriage of British design and craftsmanship.**FF**