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(http://www.lambratedesigndistrict.com/) promotes sustainability, creativity and trade through numerous events, exhibitions and installations spread over more than 13,000 square meters of exhibition space. Save

Din - Design In projects of more than 100 designers, companies and design schools, including the G.

In, the installation 'Beyond the Wall' by the artist Erika Calesini will take place.

Sustainability, Creativity and Trade The events of Lambrate Design District for MDW 2019 20/03/2019 - On the occasion of the Milan Design Week 2019, Lambrate Design District

For the seventh year, at the iconic location of via Massimiano 6 / via Sbodio 9, **Din - Design** In will take place; a collective exhibition organized by Promotedesign.it that will show the d'Annunzio University of Chieti-Pescara. Righ on the wall's hangar that will host Din – Design

Din - Design In At via Conte Rosso 35, - corner Via Ventura, the Trash2Treasure Lab will offer several workshops about sustainability and upcycling. The lab will accompany the launch of the trash2treasure platform, which will go live in early April with the goal of connecting industrial companies (high quality material suppliers) and designers (creative ideas) to give new life to what would be destined to remain waste. The project was born from a collaboration between Cosnova GmbH, German company providing colour cosmetics, and the design agency Age. Habits design studio, the industrial hangar in via Oslavia 17, will be the home of Braun at the Fuorisalone 2019, an absolute news that will contain an interactive historical exhibition on the brand, with projections never seen before. An exhibition on the new styles of domestic life with projects carried out in the last 3 years in the Smart Design - Scuola del Design Politecnico of Milan and a show cooking event with tasting of experimental products. Among the topics, stands out Zero Waste, the area dedicated to the reduction of food waste by proposing a reuse of food leftovers, always guaranteeing good consumption that does not compromise the final quality. obtained the patronage of the City of Milan and the National Carlo Collodi Foundation, is a Brera, Piazza San Fedele and Lambrate. The Caberlon Caroppi studio will recreate the belly interactive space dedicated to sharing the message of Pinocchio, #nolies, where you can take started, will host (S)WEdesign, a cluster of Swedish designers where innovative brands will social media. Hospitality, smart technology, and avant-garde design blend together to create a happening of great expressive and content value in which the environments that usually make up the hotel take on unexpected shapes, based on the changed needs of contemporary functions. The idea of being social, of communicating, pervades the whole space giving life

Upcycling Lab Trash2Treasure SWISS KRONO GROUP will rely on Pinocchio to tell the BE SUSTAINABLE project to raise awareness on the issue of ethical and eco-sustainable production. The project, that has widespread exhibition that will be presented in three places of the Milan Design week: of the whale at the Spazio Donno in Via Conte Rosso. Special importance will have the pictures with the character and touch the innovations presented. Van Deurs sWE Design The Garage on Via Ventura, location that get the symbolic exhibitory path of the District unveil a still unexplored Sweden, through product design, fashion and jewelry. **HOTEL REGENERATION social space** | **social life** | **social time**, designed by **Simone** return, for the second year, in the venues of OfficinaVentura 14 and will be tinged with

Micheli in collaboration with Hotel & Tourism Forum, PKF hotelexperts & AboutHotel, will man and aimed at favouring the interaction, information exchange, hybridization of to new ways of thinking and movement for the guests. Officina Ventura 14 Ph. Mattia Greghi CONVENT SUITES. Renaissance 2.0 designed by Simone Micheli. Two charming suites designed for the Former 17th century Convent immersed in the splendid setting of the

Fattoria di Maiano in Fiesole (Florence) will be presented at the Simone Micheli gallery studio in Via Ventura 6, through interactive and engaging installations that will allow the guest to immerse himself completely inside their reality. Carimati, an historic company from the Bergamo area specialized in the contract field, in 2019 will celebrate its centenary with a special installation in Via Ventura 6, which will be carried out in collaboration with Poli.Design - Politecnico di Milano. The project will develop a hospitality environment designed to meet the expectations of an increasingly demanding and connected user. NCS Color Center Italia will show how colour, applied to different surfaces and objects, is not influenced by the difference in materials and manufacturing processes and therefore can be applied to any project in various sectors. Marcantonio for Scapin Collections: The historic Venetian company meets the artist Marcantonio. The result is a collection made by pieces on the edge between art and design,

in which craftsmanship is pushed to the limit with cutting-edge technologies at the service of sculptural solutions in which the object is able to combine tradition and contemporary concepts. Protagonists of this exhibition will be natural materials, such as wood and marble. L & D - Lighting & Design: the historic meeting with 'those of LEDs' returns, a moment of deepening for the professionals of lighting and design to plan, build and illuminate environments on a human scale and change the way of enjoy space and time. The conference includes interventions by world-renowned architects and designers and the everpresent 'all for Projects' of the Codega award, the International Lighting Design Prize that annually awards the excellence of projects and products that give life to light and light

Inside the A14Hub space, in Via Ventura 3, Formidabilelambrate is born, a recreational club for territorial redevelopment. Formidabilelambrate will be a club open to the public, a recreational and multi-purpose space with a rich calendar of internal and external events. Open from morning to evening, it will offer the neighbourhood a series of services and opportunities, aimed at stimulating the urban socio-cultural fabric of the territory. The rooftop of via Ventura 15, an authentic icon of contemporary architecture offers the view of an exciting skyline, the use of a garden with olive trees and fruit trees as well as a

combination of art, design, music and food, is coming. The rooftop will be open to the public from morning until late night with an artistic program that will involve the involvement of

Sanctuary, tropic-Asian restaurant & exotic bar a few steps from the centre of Rome, will be present in Milan at Officina Conterosso with 'Eco Experience', a new way of living the space in the name of an eco-conscious lifestyle, to the rediscovery of the interaction between man

swimming pool. After the success of Floristeria in 2018, this year Panoramix, a

leading artists in performance, dj-set and live music.

and nature. Local and international designers, artisans and artists will meet the challenge of transforming an industrial space of 1000 square meters into an urban oasis where to experiment new forms of interaction / entertainment between music, food and performing Design Ad-Ventures @ Giardino Ventura is a program of events that, for the entire duration of the Milan Design Week, will act as a frame to the Lambrate Design District exhibitions in order to nurture the comparison between young talents of new design entrepreneurship and entrepreneurs, incubators, investors, mentors, schools, universities and companies united by the desire to give an acceleration to the development of sustainable design. Scuola Mohole Via Ventura 5

Scuola Mohole, located in Via Ventura 5, on the occasion of the Fuorisalone 2019 involves its students in a real editorial, to document, with a blog full of interviews, images and videos,

everything that happens in the Lambrate Design District. A report of an entire week that involves in synergy the addresses of Web and Digital Media, Graphic Design, Writing and Storytelling, Photography and Filmmaking, because the Milan Design Week can be told with every possible language. Moreover, inside the School there will be exhibitions and installations of the works of the students of Comics, 3D Animation, Graphic Design and Photography, the performances of the students of the course of Recitation and the presentation of Type & Wine, a meta-project that connects design and Italian wine culture. Scuola Mohole Via Ventura 5 Bargiornale, a reference magazine since over 40 years for professionals,, is participating for the first time in Lambrate Design District with a video installation of the best recovery

interventions for disused industrial complexes and historicalcultural infrastructures for public activities exercises. The bar re-appropriates its social function and becomes the

connective tissue of entire neighborhoods.

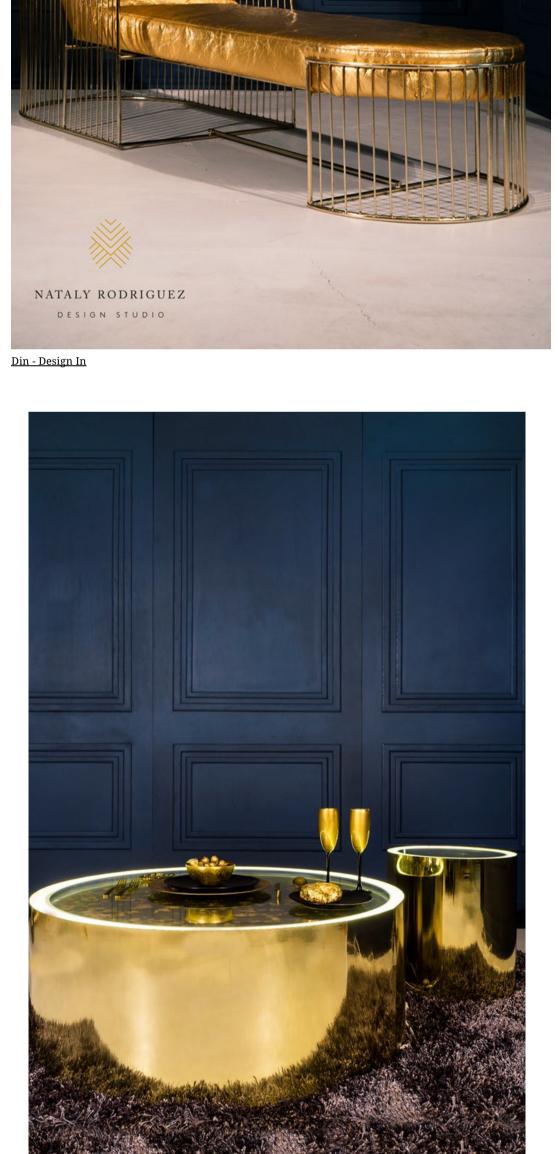
Each location of the District will be marked by the colourful and ironic animal and human forms of Folding Pets.

<u>Din - Design In</u>





Din - Design In



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Din - Design In

Upcycling Lab Trash2Treasure



Kueen sWE Design