



## Design and lifestyle of Milan on display

*The "Chairs and Footstools" series refers to the feminine form and the goodnesses of fertility.*

Photo by Tian Yufeng

**By Chu Meng**

"Milano Made in Design," a new design exhibit, opened yesterday at Today Art Museum in Beijing. The exhibit is promoted by both the Milan Municipal and Milan Chamber of Commerce with the cooperation of the Italian Embassy in China.

The exhibition demonstrates Milan's limitless creativity and manufacturing prowess, and had previously toured New York, Toronto and Tokyo. Over 160 objects celebrating the quality, beauty,

design and lifestyle of Milan and the surrounding territory are on display until July 17.

All exhibit images have been metaphorically represented through Leonardo da Vinci's work. On the exhibition floor, a blow up of da Vinci's late 15th-century sketch map of Milan with Google Earth-like technology enables visitors who stand on it to zoom into city districts responsible for Milanese design gems of the late-20th and early 21st century.

Besides the exhibition, a series of seminars and round

table talks will be held at the museum. A seminar titled "Through the territory: the new role of design" will be a discussion about Italian and Chinese design, contemporary art, architecture and manufacture, where training can bring an opportunity to create new collaborative interactions between the two countries.

Another seminar, "Milan excellence in design and craftsmanship," will introduce ten creative companies from Milan to the booming Chinese contemporary design market.