



first stop  
Milk Gallery  
450 West  
15th Street  
New York  
May 19  
June 10  
2006

## EVENTS

In order to promote the territorial system and above all the productive model of the Milanese urban region, a series of events connected to **MILANOMADEINDESIGN** exhibition presenting the most significant experiences and excellences of Lombardy have been planned.

The various New York based events (in collaboration with American and Italian sponsors) will represent various Milanese themes which will fully immerse visitors into the territory, traditions and design philosophies of Milan.

There will be some **lectures workshops** organized with the help of NABA - Nuova Accademia di Belle Arti di Milano. Andrea Branzi, a very famous designer who lives and works in Milan, will explain **how the Milanese productive design cluster is one of the Made in Italy milestones**.

Italo Rota, international architect, who works and lives in Milan, will discuss about **design as a constructive element in architectural context**. Both meetings are directed to sector experts but also to the educational sector and in particular to teachers and students.

The lecture about **Milan and the global design magazines**, presented by Aldo Colonetti, director of Ottagono, will also be held for the above target groups.

Milan's territorial strengths highlight the Italian design model as one of the world's leading design institutions. A lecture will be conducted with a focus on **Milan design schools**. It is aimed at new forging synergies and exchanges with American institutes.

From the 50s to today, the evolution of the **graphic sector** has made Milan truly famous, in fact studios of top designers who developed Campari, Pirelli and the logo for the latest Winter Olympic games in Turin are still located in Milan.

The world of Milanese graphics (also featured in the exhibition) is the focus of the **501 punti di design**, a public graphic performance involving visitors in an interactive design experience. This event has been created by the "Minister of graphics" of Milan, the association promoting visual communication as a strategic discipline. It will be organized with the help of designers coming from Italy and USA. They have been invited to project on a 501 spots grid logos, icons, designs, and to reveal only the numeric combination in order to redesign the images.

A very important part in the events calendar is played by **food design**, with the support of the Cultural Association “Arte da mangiare” (Art to eat). There will be meetings for highlighting the food design potentialities both in the cooking and presentation of food.

The **Appetizer in occasion of the exhibit grand opening** will be an event in the event: typical Milanese products will be served, elaborated in the finger food style by a famous food designer.

A **seminar introducing to the use of senses as a first approach to food design** will be presented by Paolo Barichella, founder of the Milan Food Design Studio.

Barichella will also lead a **seminar focused on the Appetizer**, one of the symbols of the Milanese Style that has also contaminated other cultures. Simple national products like liquors will be turned into fantastic design objects to taste.

The **MILANOMADEINDESIGN** events will be promoted in New York with the support of **Bratskeir Company** ([www.bratskeir.com](http://www.bratskeir.com)), the local communication agency which has promoted in the last months the opening of the Illy Caffè Art shop in New York.