



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

JOURNEY

The entryway to the exhibition will plunge visitors right into “the infinite city”, a journey from Milan to the Province, from the Alps to the Ticino and the Adda rivers. The exhibition hall will be laid out as a huge workshop reminiscent of Leonardo Da Vinci - filled with products, tools, relationships, people, and all things representative of the creativity and skill of the Lombard region.

The floor will be partly transparent, with objects emerging from it: components, products, and other elements that indicate the quality of Milanese production. The items will represent the fabrication process and the variety of innovative enterprises hailing from the famed Lombard region.

In the Renaissance workshop there will be guideline elements, totems and icons representing Milanese know-how - including models created by Giovanni Sacchi and the mould of a piece by Arnaldo Pomodoro.

This introduction to the region will be followed by multimedia installations by Studio Azzurro that will guide the visitor on a journey through the Milanese territory and its people.

VESTITI E OGGETTI Giorgio Correggiari, Carlo Rivetti

A reflection about everyday rhythms and ways of life and the development of new materials that transform the fashion and accessories industry.

LUCI E OMBRE Michele De Lucchi, Carlo Forcolini, Ernesto Gismondi
Aesthetic quality and extreme attention in the productive process have resulted in the success of Italian lighting devices, classic design objects produced in millions of copies, and become very famous all over the world.

CASA DOLCE CASA Giulio Cappellini, Antonio Citterio, Paolo Boffi
Milanese furnishing has developed a language of its own. Its innovative productive and market design solutions remain focused on the typical Italian philosophy of “living well”, believing that the quality of an object can improve ones quality of life.

Ovunque comodi

In-depth discussion about the philosophy of “well being” i.e. always feeling comfortable everywhere: at home, at work, in everyday life. This is very characteristic of Italian research on design.

Mangiar Bene

An original interpretation of Milanese food and nourishment through design. The opportunity to get to know the products and accessories of “eating well”.

FATTO A MANO Pierluigi Ghianda, Gabriele De Vecchi

Tradition and high quality handmade products are fundamental to the culture of Italian design, characterized by an in-depth knowledge of materials and constructive solutions.

AMARE IL DETTAGLIO Sandro Goppion, Marc Sadler

Combining artisanal quality and up-to-date, innovative industrial productions, Italian design continuously experiments with new products, with an extreme eye for details.

IDEE E MATERIALI Alberto Meda, Stefano Meneghetti, Carmelo Di Bartolo
New materials and new production technologies empower design through original thinking and individual creativity.

Scienza e Ricerca

The Milanese territory combines a rich educational system, advanced research techniques and strong business and production sectors to increase its growth power.

The exhibition will briefly touch upon:

MITO E VELOCITÀ

Italian automotive design has always been considered ahead of its time, also in niche products such as sport competition vehicles and experimental means of transport.

SEGNI E GRAFIE

Visual projecting becomes concrete in a wide variety of means and tools, representative of the city, companies and products.