



first stop
Milk Gallery
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CORRIERE DELLA SERA

The **Corriere della Sera**, published by RCS MediaGroup, is the most prestigious and widely distributed Italian newspapers. Its editor-in-chief Paolo Mieli. The RCS MediaGroup's President is Piergaetano Marchetti and the Chief Executive Officer is Vittorio Colao. The Corriere della Sera was first printed in Milan 130 years ago, March the 5th 1876, at 9.00 p.m. The 3,000 copies were distributed in the famous Vittorio Emanuele Galleria by newspaper boys and were sold out in minutes. Over the years the Corriere della Sera expanded and its headquarters in Milan became the birthplace of important editorial initiatives and hosted many famous names in Italian journalism such as Luigi Pirandello, Grazia Deledda, Eugenio Montale, Ennio Flaiano, Italo Calvino and Pier Paolo Pasolini. For over a century, important information reached the readers of the Corriere della Sera, thanks to the work of its editorial staff, great journalists and famous authors. Traditionally considered the newspaper of the middle class, the Corriere della Sera covered Italian history, recording and analysing all social, cultural and political dynamics which has affected the country and at times even influencing its course with the strength of its opinion. The Corriere della Sera, together with its supplements and websites, constitute a rich system of information that continues to involve.



The **Pirelli Group** has a long industrial tradition and has established itself one of the world's leader in every sector in which it operates as a result of its know-how in research, innovation and an in-depth knowledge of the markets. Established over 130 years ago, Pirelli is a fully-fledged multinational business, firmly rooted in various national markets. This well known company operates in the field of tyres for high performance cars, and in the real estate market with Pirelli RE, the company which quickly established itself as a big player in the market with its innovative business model. Pirelli is also the main shareholder of Olimpia. Two other sister companies were established in 2005: Pirelli Broadband Solutions, operating in broadband access and photonic and Pirelli Environment, specialized in sustainable development technologies. The "innovation motor" of the group is represented by Pirelli Labs, the research center for all company sectors. Pirelli Labs were created in 2001 with a starting investment of 135,000,000 euros; 150 researchers work in a complex surface of about 13,000 square meters in the Milano-Bicocca area. The operating sectors of Pirelli Labs are photonic, new materials, environment and innovation of productive processes.



Macef, the International Home Show (table and kitchen, decoration, textile, accessories, costume jewellery, gifts and complements of furnishing) was launched in Milan in 1964 and it is the biggest exhibit in its field. It takes place twice a year (in January and in September), on and involves more than 6,000 exhibitors and 150,000 visitors. The main visitors of Macef include architects, interior designers, interior decorators and journalists. Macef represents a strong moment of interaction between all the protagonists of the sector, an occasion to look to market developments and future demand. The relocation to the new Milanese fair-ground gave Macef international visibility. A special project directed at the industrial districts developed two initiatives "Stores" and "Project-Country" that have contributed to make Macef the excellent place for furnishing tendencies.



FONDAZIONE CARIPLO



MilanoSerravalle - MilanoTangenziali S.p.A. Established in 1951 by the Province of Milan, Genoa, Pavia, Como, and by the Independent Harbor Authority of Genoa, with plans to connect the Lombardia Region and Switzerland to Genoa harbor to develop industrial and economic growth. In 1956, the company obtained the government license for the management of a motorway from Milan to Serravalle and in the 60s started a project involving all the highways around Milan. Following a period of "infrastructural slowing down" that characterized the history of the country, the company started up several new works on the A7 motorway: the bridge on the Scrivia river, the third track, the new Casei-Gerola toll-point, a new maintenance and shelter center for salt scatter machines in Tortona. In 2005 on March 29th, the company opened a new connection with the national Sempione road n.33: the first connection between the West Highway and the new "Rho-Pero" Exhibition Area, where works are still on going to change and improve the traffic flow and also to enable the access to the north-west side of the new exhibition area.

3M Foundation was created in 2002 in order to promote 3M's enterprise values. 3M, the multinational Technology Company leader in innovation, has its design headquarters in Milan. 3M's first contact with Milanese artists, designers and entrepreneurs began in the 80s, when 3M established relationships with the top representatives in these fields, to promote 3M products and new technologies. In the mid 90s this relationship became stronger and more strategic; from 1997 relations between 3M and Domus Academy and IED solidified. As a result of these collaborations the European Excellence Center for Lighting technologies was established. The group then decided to create a specialized Research and Development Center for design. This center works with designers, researchers, commercial departments and external professional designers in order to promote design culture and to facilitate innovation in design and creativity. The center is a best practice at international level and is completely integrated in all the development production phases of new products.

Cariplo Foundation was established in 1991 as a non-profit society. Its main focus of interest is in the fields of art, culture, scientific research, environment, services. Cariplo Foundation is a resource that helps social and civil institutions to serve their community. Thanks to its assets and liabilities, Cariplo Foundation is one of the most important philanthropic institutions in the world. Every year it distributes money for projects and initiatives of social utility and actively works to create stimulating conditions allowing people to develop their abilities.

Viappiani printing All who visit Viappiani experience a fresh atmosphere of technology and renewal. In its new location in Segrate, Viappiani works in the printing industry offering the most innovative products and services. This continuous need for renewal, always looking for innovation, arises from an ancient and solid entrepreneurial basis. The perseverance of Bruno Viappiani, who 75 years ago founded the company quickly established the business as a leader in its field. Technologically advanced machinery and materials dramatically reduced lead-times, but without the passion which distinguishes Viappiani's work, it fails to explain this brilliant industrial activity. Viappiani was able to change skin and dimension in a process of continuous renewal without losing a passion for the industry. The company specialized in printing postcards: an amusing way of communicating, particularly appreciated by young people, which generates among the collectors real hunts for the latest novelty. Therefore maximum chromatic fidelity is one of the most important targets for Viappiani in order to respect the original project and to maintain the force of the creative idea. Mastering the processes and knowing the substrates allows us to manage any situation. Expertise and flexibility towards the customer's needs transmits this positive sense of "being in good and reliable hands".

CIAL National Consortium for the Recovery and Recycling of Aluminium Packaging was established in 1997 with a mission to recover and recycle aluminium packaging, an important raw material, to avoid waste and protect the environment. CIAL's objectives are the development of aluminium packaging, recycling it and controlling refuse build-up. In order to reach these goals CIAL stipulates special agreements with municipalities and enterprises for the differentiated collection organization.

COMIECO National Consortium for the Recovery and Recycling of Cellulose-based packaging has the institutional task to recover and recycle 60% of paper and cellulose-based packaging placed on the Italian market, within 2008. It also aims at diffusing the culture of the differentiated collection of products and cellulose-based packaging. Comieco counts, at present, over 3,500 member companies. Its members include: paper manufacturers (paper mills, sorting plants, etc.), importers of paper and boards for packaging, recycling companies. In order to manage all the recovered paper provided by the selective collection run by the local Councils, Comieco has signed 649 agreements with the local authorities and collectors, involving 5,797 local Councils and about 48.5 million of Italians.