



second step
Design Exchange
234 Bay Street
Toronto
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2006

THE EXHIBITION CONCEPT

Places, relationship networks, people, designers (inventors, entrepreneurs, craftsmen) and innovative objects representing the typical Milanese capability to generate creativity.

These are the absolute protagonists of **MILANOMADEINDESIGN**, the exhibition promoted by the **Province of Milan** and the **Milan Chamber of Commerce** in collaboration with the **Municipality of Milan**, and the most interesting public and private institutions of the territory.

The basic aim of the exhibition is promoting the region described as a limitless creativity factory, a place where companies, artisans, training schools and research centers are in close daily contact, which brings a level of quality in planning and manufacturing unequalled anywhere else in the world: design aesthetics value, functionality, and a lifestyle representing the Made in Italy.

The exhibition lead is design knowledge perceived not only as narrow book-learning but as a broad sense of all the phases of the production process. The kind of learning that is not easily replicated - the kind of learning coming from a community's common knowledge of a particular tradition of entrepreneurial endeavour, artisanal practices, and a network of small and medium size enterprises. A complex system where the role of man, contributing with his own skills, his talent and work are fundamental.

The focus of the show, staged by **Studio Origoni e Steiner**, will be more than 120 objects, each one linked to the others in a net of relationships between people and companies.

The hall itself will be laid out as a big territory, a huge Renaissance workshop filled with products, tools, relationships, people, and things linked to the present and the near future.

Contemporary reality is the theme. The entryway to the exhibition will plunge visitors right into Milanese territory, which is nestled between the Alps, to the North, and the Ticino and the Adda rivers. This introduction to the region will be followed by an unfolding series of in-depth displays.

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 breadth and variety of enterprises to be found in this region.

The space will be oriented around totems, icons representing Milanese know-how - including models created by Giovanni Sacchi and the mould

of a piece by Arnaldo Pomodoro - and organised in a series of thematic sets:

- **VESTITI E OGGETTI**
- **LUCI E OMBRE**
- **CASA DOLCE CASA**
 - Ovunque comodi**
 - Mangiar bene**
- **FATTO A MANO**
- **AMARE IL DETTAGLIO**
- **IDEE E MATERIALI**
 - Scienza e Ricerca**

A reflection will be also directed to:

- **MITO E VELOCITÀ**
- **SEGNI E GRAFIE**

Multimedia installations by **Studio Azzurro** will guide the visitor through the show, giving him a feel for the territory and offering a taste of the special flavour of Milan industrial output, while learning more about the skills and the know-how behind each object.