

DESIGN 'N' ART FOR A BETTER WORLD

5VIE D'N'A

Milan, 25th September 2020

5Vie is participating in **Milano Design City**, an initiative from the City of Milan created to evaluate the frontiers which are the new aspiration for culture and design.

During **5VIE D'N'A - Design 'n' Art for a better world** -, we organise a range of events in the historic city centre of Milan from 28 September to 10 October 2020. We will present these in an innovative way: from live broadcasts in the streets of our district to online presentations on a new **platform**, which is a result of the digital innovation of our 5Vie network. We continue our activities in a positive way and in great respect to the initial foundations of our project. The new online platform will perform as a stage for the series of activities and presentations which are at the base of the revived energy of the City of Milan.

Different types of actors will take part in the digital project: **exhibitors** (around hundred designers, artists, gallery owners, restaurateurs, shopkeepers, artisans, ...), national and international **cultural realities** (museums, institutions, artists' residences, cultural and research institutes, ...), **digital ambassadors** (f.e. Camilla Bellini, The Girl in the Gallery, Federica di Nardo and Pepite per Tutti whose eyes and narrative skills will guide users in their discovery of the events and installations) and finally **visitors** who will be able to enjoy an even more innovative and engaging experience thanks to the new aspect of **gamification** inserted in the platform that makes it an ever creative experience. Developed in collaboration with **Project Fun**, the first Italian community specialised in gamification, the digital mechanism is designed to involve the user in a playful dynamic where both digital and physical participation are rewarded by a score system that will allow everybody to win prizes.

The platform, to be launched on **28 September**, will be a mandatory step for all visitors, both digital and physical. In order to ensure compliance with Covid-19 safety standards all visitors have to book the day and time of their visit via our online platform.

The starting point of the interface of our digital platform is the 5Vie map - confirming the strong ties with our district - on which the many locations and events are visible and navigable according to a spatial logic. Upon registration the user gets access to our platform and he will be able to navigate via this map, virtually exploring all events and installations. But there is also the option to browse on topics, discovering new cultural realities like windows on different worlds.

The events which we are organising for 5VIE D'N'A are multifaceted: design is at the centre of this structure while being tightly linked with **art, craftsmanship, lifestyle** and **sustainability**, exploring places, actors and innovations in the creative and cultural world.

5VIE D'N'A will open on 28 September with an exclusive event: the opera singer **Altea Pivetta** - renown for her OpusAltea project - will be performing *Deposizioni* by Andrea De' Ferrari, accompanied by Pergolesi's *Stabat Mater Dolorosa* in the mystical setting of the church of San Bernardino alle Monache.

In a direct dialogue with this tableau vivant will be the installation by the design studio **CTRLZAK** with the project *Transubstantia Paganus*: the tiny and fragile material of the particle lies at the base of the creation of a range of vases. This concept addresses many different topics like the crisis of values, rituality and mass consumerism. We would like to thank the Cultural Association *Amici di San Bernardino alle Monache* and the Abbot Monsignor Carlo Faccendini for their contribution.

Other parts of the performance by OpusAltea, to be streamed on the digital platform, will be dedicated to great arias like Verdi's *Traviata*.

The real estate company **Covivio**, owner of the historic Palazzo Recalcati, collaborates with 5Vie hosting the event 5VIE D'N'A in the inner courtyard of Via Amedei, 8.

Design and art intertwine within the lush context of Palazzo Recalcati, in the halls of the prestigious auction house **Wannanes**, showing **HoperAperta** with *Totem and Tabù* or *The World Upside Down* a collective project curated by **Patrizia Catalano and Maurizio Barberis**. In this selection of unique pieces, the installations and objects re-read and reinterpret the relationship between totemic figures and aesthetic taboos. On display the art design works by Angela Ardisson, Maurizio Barberis, Alfonso Femia (AF* Design), Dario Ghibaud, Duccio Grassi, sound artist Steve Piccolo, Davide Valoppi from Studio Noarc and Alberto Vannetti.

In the spaces of Palazzo Recalcati is also installed *Untitled Blue*, a project in between art and design by **Studio La Cube for Camp Design Gallery**, where the creative process and the material gesture are deliberately displayed on the object.

Another installation will be hosted by **The Pool NYC** which will involve the designer duo **OVO, Maurizio Orrico and Enrica Vulcano**.

NueVu will play a performance in the courtyard of Cesare Correnti,14 on the day of October 1, following the work will be open as an installation.

Astrid Luglio & Ester Bianchi will exhibit *Scarpetta* at Funky Table, a project on the popular gesture and Italian culinary tradition with a set of six enameled metal dishes and six regional recipes that narrate gestures and all things Italian.

Design and sustainability meet in the courtyard of Cesare Correnti 14 which will host *Tropical Milan*, the latest project by **Erez Nevi Pana** curated by **Maria Cristina Didero**. After *Vegan Design - Or the Art of Reduction* installation of DW 2018 at Garage San Remo, the Israeli designer presents a new immersive installation that includes a film on the themes of veganism, sustainability and global warming, continuing the dialogue on how design can contribute to the need for change.

The collaboration continues with SIAM, a reference point for 5Vie, which will host the immersive designer **Sara Ricciardi** in the courtyard of SIAM with her latest project *No Sign Zone*, a physical installation which will also be a digital experience.

The spaces of SIAM will also host the video-exhibition on the multifaceted Berlin art space **Art Aia - La Dolce Berlin** (branch of the international residence Art Aia Creatives/In/Residence in Pordenone) curated and directed by actor and director **Giovanni Morassutti**. The video-exhibition retraces the work of many artists who have exhibited in the space as well as offering users an overview of the independent art scene in Berlin. The center Art Aia has recently obtained the partnership from Google Arts&Culture.

Also the designers **Alberto Bellotti** with Reiecta **Tommaso Spinzi, Raffaella Loi, Dorian Reinard, Sean Zhang** and many others will exhibit their installations.

One of the artist's residences to keep an eye on is the exhibition curated by **Edoardo Monti** at the Palazzo Monti where the works of international designers **Soft Baroque** (Nicholas Gardner and Sasa Stucin), **Ilaria Bianchi** and **Fredrik Paulsen** will depart from the setting of the thirteenth-century Palazzo Monti in Brescia landing in the spaces of the district.

Marzio Rusconi Clerici will experiment with new techniques of digital representation with an ironic video-story about the birth of architecture, mixing citations of art, design, architecture and nature in a continuous flow of provocations. In episodes, as in a television series, the video will be presented in his studio in Via Amedei.

5Vie will expand the attention for the new digital platform with a group of Lebanese designers: **Carlo Massoud, Richard Yasmine** and **Wyssem Nochi** will be presenting their latest projects.

For 5VIE D'N'A the **Biffi Boutiques** store in corso Genova will host an installation created by S. C. Artroom, The dress as a Totem.

Another digital appointment will be with **Basil Green Pencil**, a duo of design bloggers that will set up three events with a focus on hospitality: an exclusive breakfast, a tea and an aperitif accompanied by design tableware and interactive games.

5Vie also collaborates digitally with the **Freeze Masters Art Museum** - a project on art and design by the artist **Luca Rossi** - designed for the Quadriennale di Roma and Milan Art Week. The aim is to create a museum in the homes and offices of visitors. Each piece of Freeze Masters is formed by the clash of works and techniques of the great masters of '900, the result is a work / object of interior design that can be customized and purchased at an affordable price on the dedicated site.

The reflection on the design culture of "fatto bene" - which requires a careful analysis of gesture, form and material - will take place digitally in a talk with the curator Annalisa Rosso and the designer **Luca Nichetto**. Another digital talk will be the one between **IN Residence** (Marco Rainò and Barbara Brondi) and **Roberto Sironi**.

Pietro Follini will exhibit a sustainable project in the spaces of NaturaSì store in via Cesare Correnti,10.

There will be digital projects by both designers and artists. Some of the names that will participate on the new platform: **JAMESPLUMB**, **Elena Salmistraro** with Moooi Carpets, **Federico Peri** for Purho Murano, **Wycliff**, **Glass Utopia** curated by Mr. Lawrence (Annalisa Rosso and

Francesco Mainardi), the artistic collective E IL TOPO with Jimmie Durham, Gabriele Di Matteo, Samuel Santos, Marcantonio Kasc, Tuorlo Design, Patrick Jacobs, Debora Hirsch, Masterly, Leonardo Nava, Svetlana Shikhova, Fornice Objects, Barnadesia Gallery, Bruno Petronzi, Domitilla Biondi, In residence by Marco Rainò and Barbara Brondi, 06D Atelier, Antes Design, Gorini Monica, Officine Saffi ...

Art galleries, shops and craftsmen of the district will also participate in the event with their many peculiarities: a beautiful discovery for any visitor the unveil the many distinctive characters that make up the streets of 5Vie.

In Via Santa Marta, in the colourful store **Wait and See** by Uberta Zambelletti, visitors will be having fun having their photo taken in front of a mural dedicated to the celebration of the ten years of the shop: I paparazzi di Wait and See by the artist **Giovanni di Modica** (@gio_dimo).

The Cloister on the occasion of 5VIE D'N'A presents the work of photographer **Giorgio Marafioti** exhibiting *Digital Insomnia*: a photographic tale of a society characterized by an excessive use of technology; a bad habit supported by studies that have demonstrated the profound influence of the wavelength of blue color on the rhythmic cycles of the body, thus compromising the night's rest.

The **master craftsmen** of the district (Alberto Levi, Ambrogio Carati, Beatrice Corradi dell'Acqua, Benbar Atelier, Davide Gatto, DecorAzione di Angela Florio, Gioielleria Merzaghi 1870, Gioielli Unici, Guido De Zan studio Ceramica, L'Atelier di Maria, Laboratorio Restauro Laura Menegotto, Legatoria Conti Borbone, Maura Coscia, Monica Gorini, Omnia, Restauro dal 1983 Luigi Parma) review the knowledge of tradition in a perspective of innovation in a dialogue with the artist **Angela Florio**. She will produce *ManifatturalMente* using waste materials from the participating workshops creating a tapestry with a design inspired by Venetian gridwork.

5Vie also organises the third edition of their **It's Circular Forum**, discussing cultural and social topics such as art, design and circular economy under the patronage of Regione Lombardia, Comune di Milano and Assolombarda.

The subtitle of It's Circular is "**Re-design the future**" with the aim to investigate future scenarios in which circular economy models must include the profit and non-profit matrix and business models that take into account elements such as the territory and heritage that characterize the uniqueness of our country.

High-level professionals will participate, including Giovanna Felluga (art advisor and coordinator of contemporary art projects), Nicola Zanardi, (founder HubLab - Creator of Milan Digital Week), Gaddo della Gherardesca (former President ADSI and ADSI delegate for the European Historic Houses Association) and Massimo De Santis (president Free Pack Net and chairperson of the Swiss SNV Committee for circular economy). This year the forum will take place on 1 October being live streamed and with an actual presence at the Assimpredil Ance headquarters in Via San Maurilio 21.

Milano



Comune
di Milano



Over the recent years 5Vie has consolidated and renewed their intent to enhance the territory, its heritage and the actors not only on a local level, but also on a national and international scale. This resulted in the collaboration with the Italian Cultural Institute in Hong Kong which, together with 5Vie, will organise a series of webinars for Milan Design Week 2021 creating active participation and giving visibility to the creative community increasing a global interest.

5Vie is a vast network that incorporates all major cities with a strong role in the world of design, innovation and art. It is a global structure based in Milan, the city which is always eager to be reborn and renew itself.