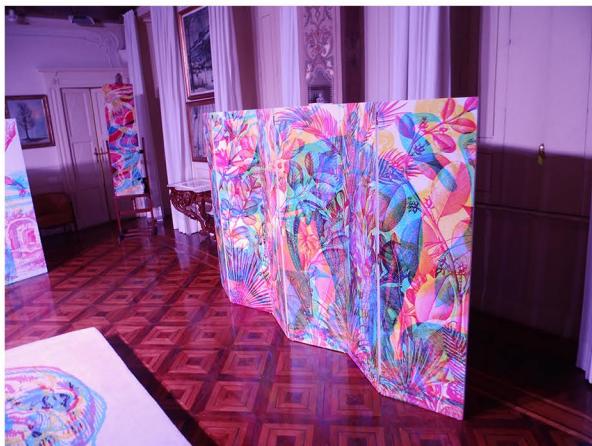


About: Milano



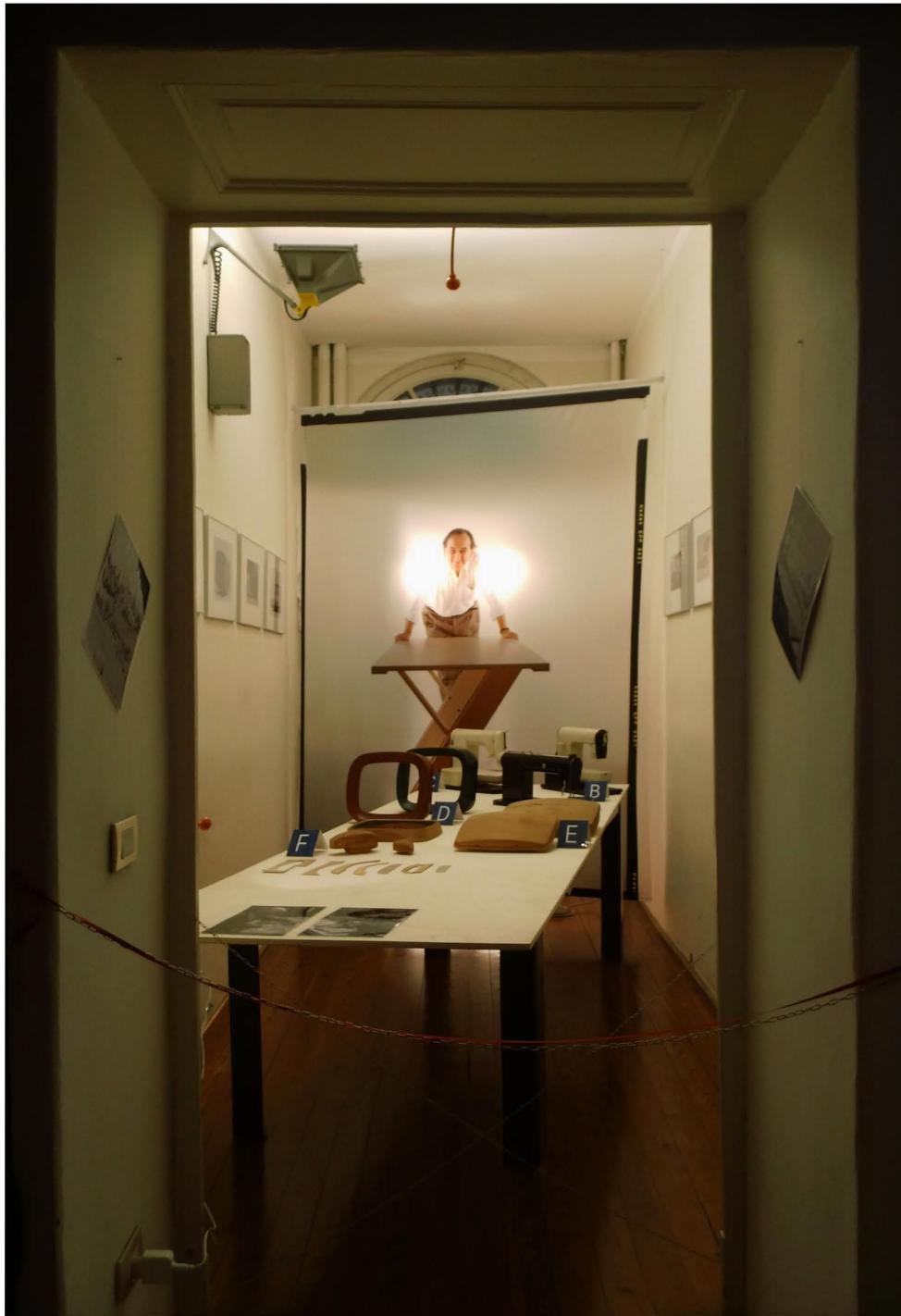
About NABA: The first encounter I had with Italian design was at the NABA design academy. I met up with two master students who told me about their current projects, but mainly their way of working. What most impressed me is the way of thinking they had, thinking in possibilities instead of impossibilities like a lot of ID students tend to do.



About Brera: The Brera design district was the first design district we visited. Positioned in the heart of the old city-centre of Milano it was a perfect setting to combine open streets with small and intimate exhibitions. Like this one, where different colours of light reveal several objects within the same picture.



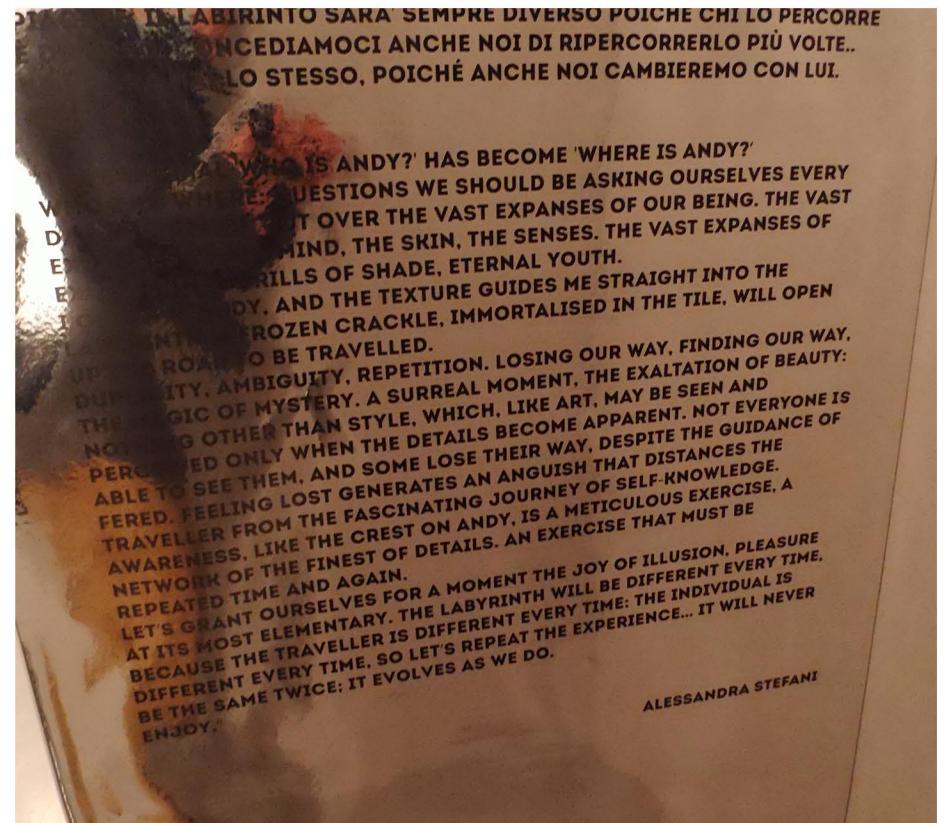
About Brera: The Brera design district was full of very diverse places, all as enthusiastically filled as the last one. Like this exhibition picturing the many uses and impressive history of bikes. From steam powered motorbikes to modern retro compact bikes.



About Brera: A lot of the exhibitions were about showing how famous designers got to chase their passion and how they were inspired. They wanted to show young designers how it's done by, for example, handing out small bags of unshaped plastic and saying it's "40 grams of design", illustrating how with the right ideas anything can become of value.



About Brera: Then there were experiences, involving more than just feeling and seeing, but encasing individuals in another world. There was a hall filled with blue, green, red and yellow lines and colour matching spots. Together with music blasting through the speakers the room kept changing all around, making for an other-worldly experience.



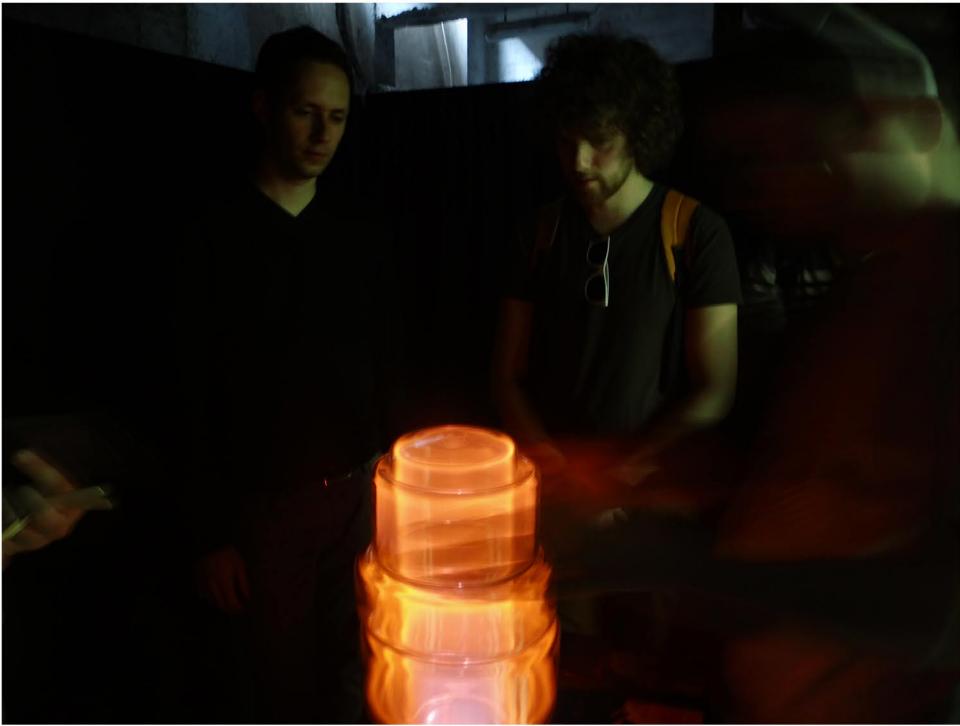
About Brera: One of the things I especially want to highlight was “Where is Andy”. A very sharply dressed man welcomed me into a maze, it was big and white. After every corner the same man that welcomed me would appear, not even noticing me. This happened a few more times, it seemed to be impossible and left me speechless.



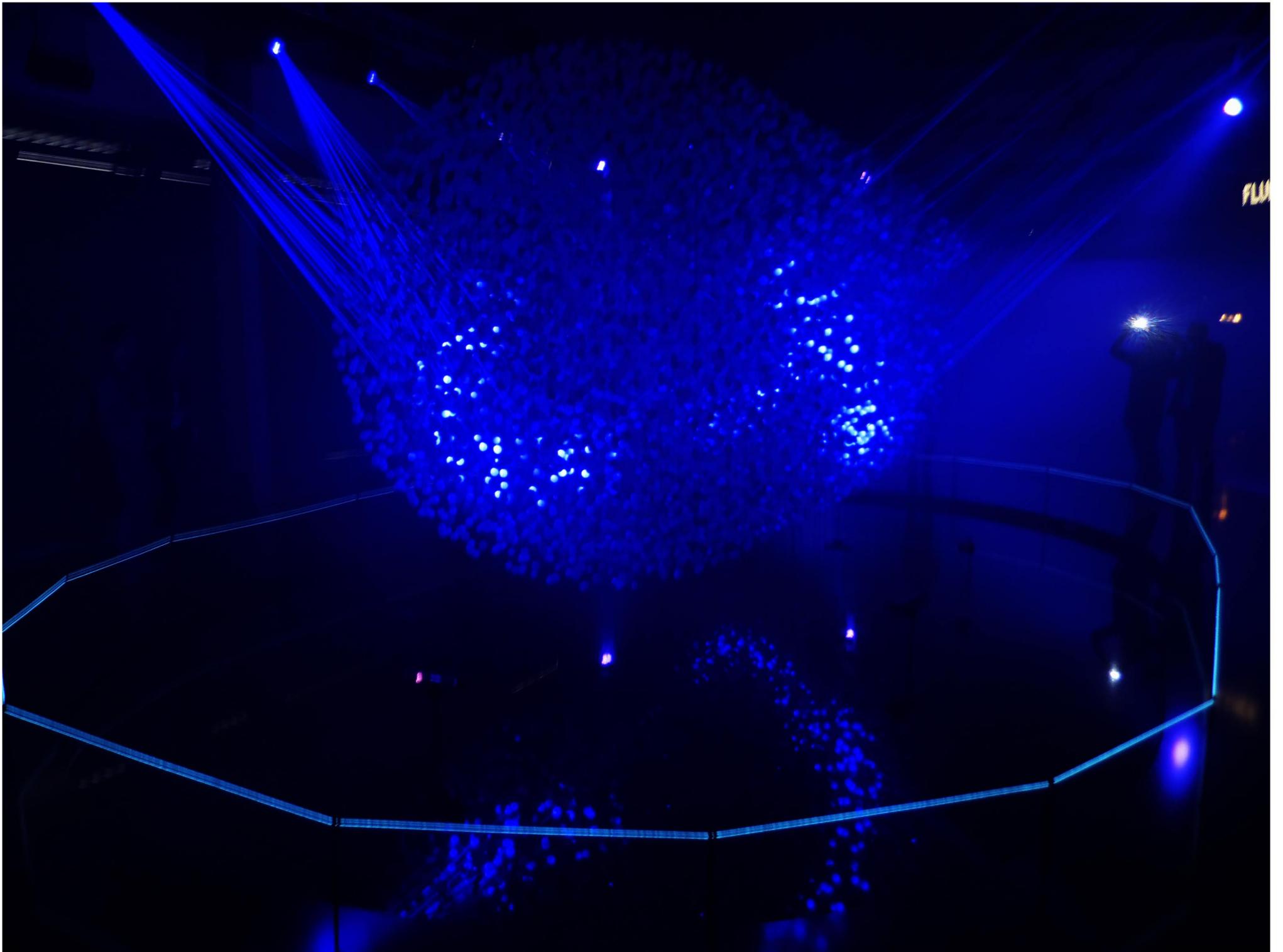
About Triennale: Triennale Design Museum contained several exhibitions containing very big and very small names and mainly involved furniture, along some more conceptual pieces. One of the most interesting things about it was that a lot of it focussed on how the designs were manufactured, giving insight into the process designers go through.



About Triennale: One thing that really spoke to me was a range of Italian design inspired by various cities around the world, like New York, Tokyo and São Paulo. A lot of the cities elegances and quirks appeared in the designs themselves, like a group of vases on a table representing Central Park



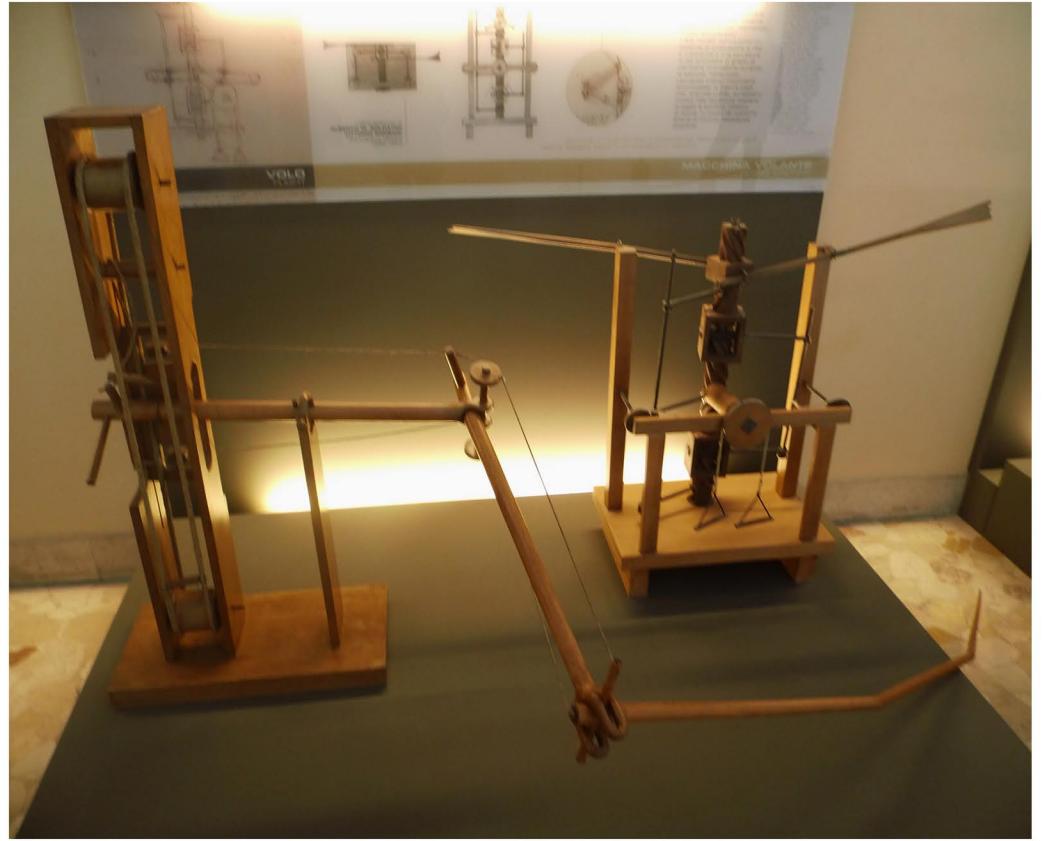
About Piu: Superstudio Piu was a massive collection of old and young designers. I first went to the basement, where young designers personally presented very expressive and interesting ideas and products. Like a friendship machine, plasma lamp and music table that forces participants to put away their mobile phones.



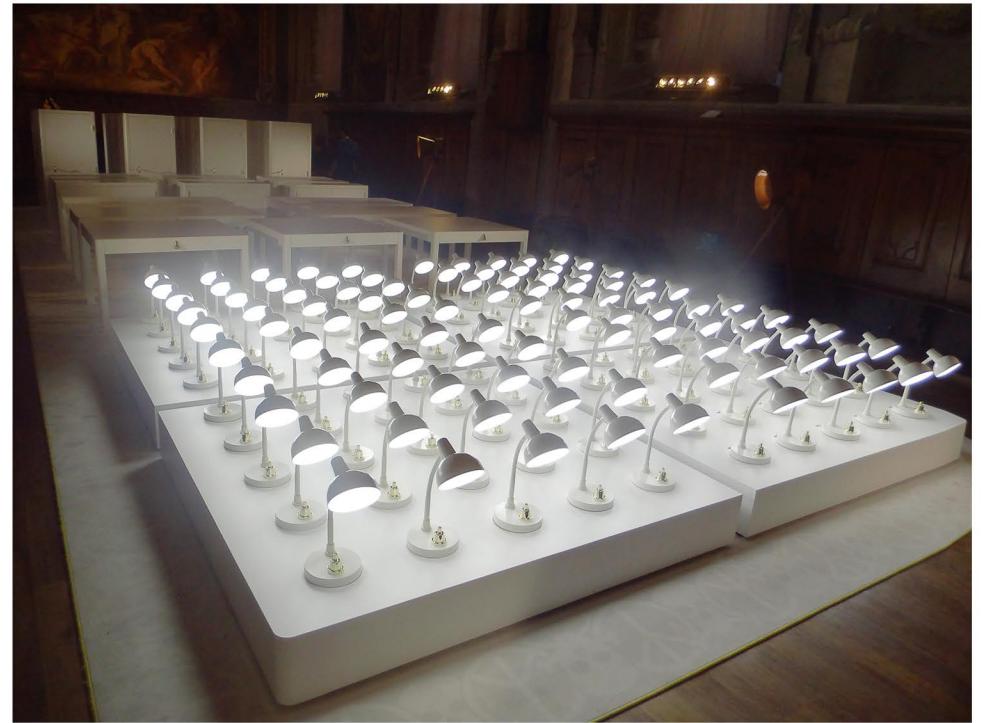
About Piu: Above ground there were a lot of big companies, like Hyundai, who hung thousands of balls from the roof with a laser aimed at every one, allowing for very organic movements of light through the cloud of balls. Individuals were even allowed to control the movement of the light through the cloud using hand and arm gestures.



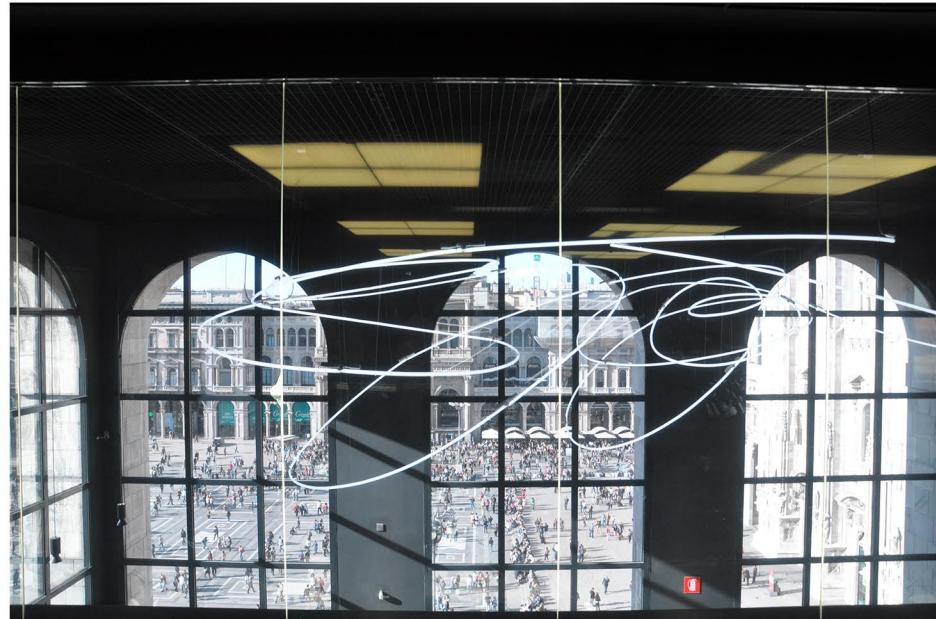
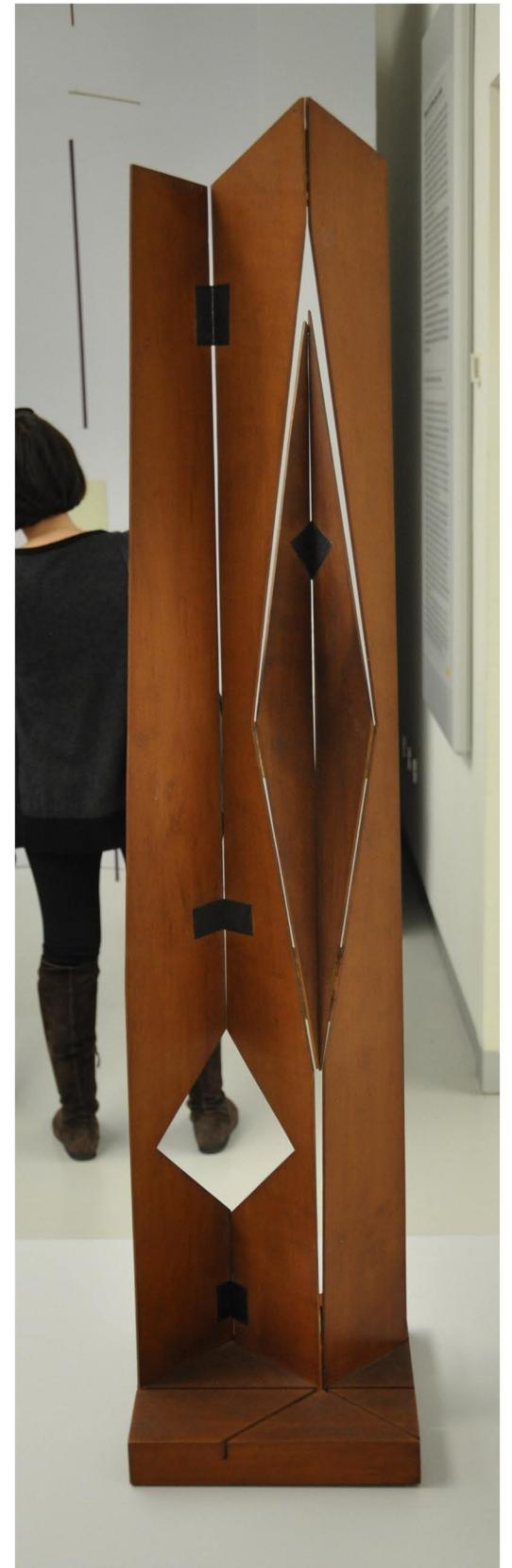
About Piu: What also caught my eye were stands where a country was represented by a group of designers. Countries like Poland and Romania really showed how designers there are really searching for an identity, making for some very interesting innovation. Like fire elements in a living room setting, or elaborate material explorations.



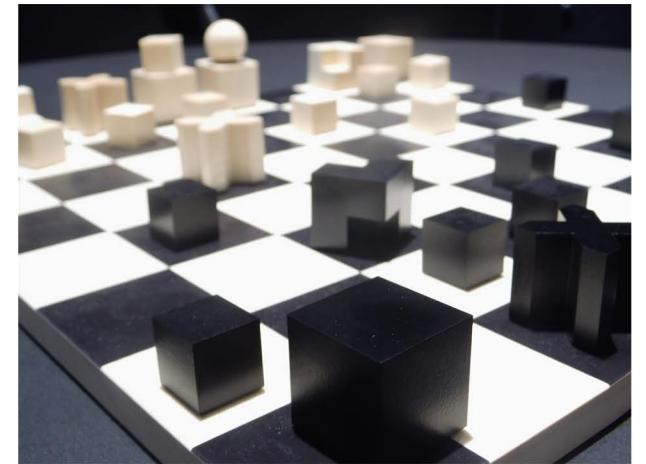
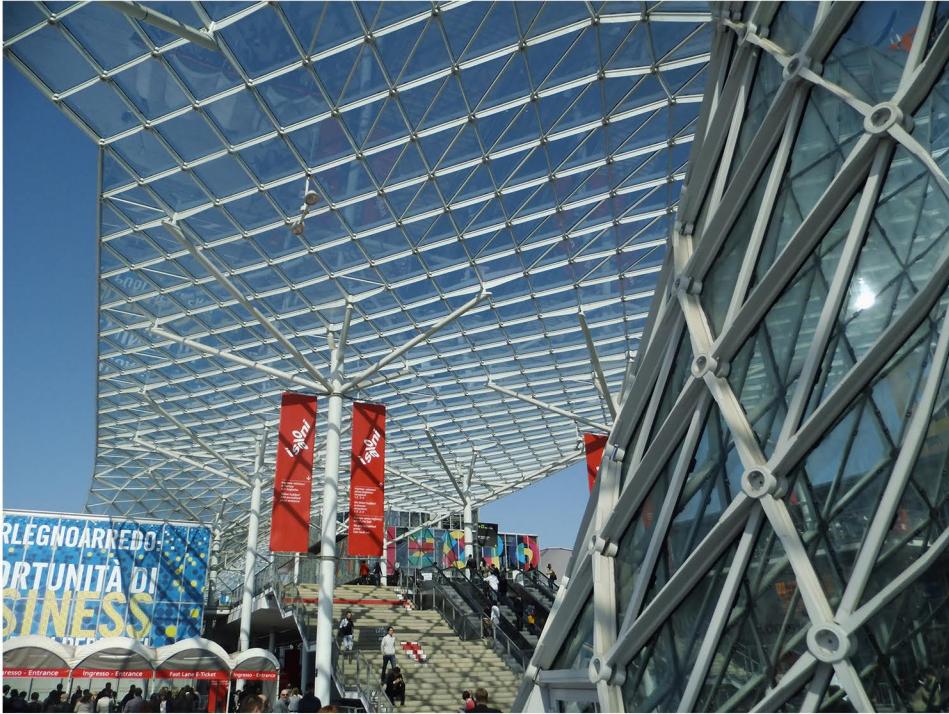
About MOST: Before entering the MOST salone I went through the national museum of science and technology. This contained a lot of Da Vinci's work, visualised by small models of his drawings.



About MOST: Inside the MOST salone there were a lot of really big names: Tom Dixon, Piet Hein Eek, Designboom, Studio Job, etc. Some were showing brand new collections, like Studio Job's collaboration with Lensvelt. And other the evolution of a brand, like Piet Hein Eek's evolution of furniture.



About Duomo: A visit to the Cathedral of Milano allowed for a visit to a more traditional museum, namely the Museo del Novecento. It contained works by, amongst others; Picasso, Mondriaan and Warhol. It being a contemporary museum it prompted a lot of thinking about the essence of art and, consequently, the essence of design.



About iSaloni: The last exhibition was the Salone del Mobile, an immense furniture fair under an impressive roof by architect Massimiliano Fuksas, the man behind “de Blob” in Eindhoven. There were hundreds of companies presenting their designs in a very formal setting, the absence of people actually involved in the designs was palpable. Dubiously the free part of the Salone, the SaloneSatellite was probably the most interesting, involving projects that could just as well have come out of ID itself.

