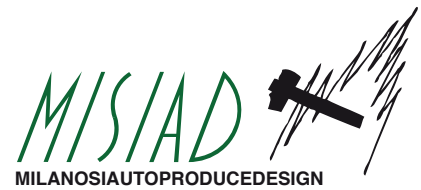


Milano



Comune
di Milano

Cultura, Moda,
Design



PRESS RELEASE

Autoproduzione a Milano 202 designers introduce themselves

Under the curatorial direction of Alessandro Mendini - Misiad

Cattedrale della Fabbrica del Vapore, Via Procaccini 4, 20154 Milan
17-22 April 2012, opening hours 10.00 – 20.00

Press Conference with the participation of Stefano Boeri, Councilor of Culture, Fashion and Design of the City of Milan

Monday 16 April at 12 noon

Cattedrale della Fabbrica del Vapore

Inauguration: 17 April from 19.30 to 24.00

On trumpet: Raffaele Köhler

Photographs by Studio Oriani Origone and Carlo Lavatori

During the 2012 Milan Furniture Fair, the City of Milan is pleased to present the exhibition “Autoproduzione a Milano. 202 autori si autopresentano”, the first census of self-produced design in Milan. The exhibition is jointly organized with the Department of Culture of the City of Milan and Misiad (*Milanosiaautoproducedesign*), an association founded by Camillo Agnoletto, Laura Agnoletto, Cesare Castelli and Alessandro Mendini which aims to promote excellence in self-produced design and small-scale productions. Under the curatorial direction of Alessandro Mendini, the exhibition offers an overview of the substantiality of this phenomenon and an opportunity to evaluate its dynamics and characteristics. The exhibition is held in the Cattedrale della Fabbrica del Vapore. Its lay-out is a single continuous floor, occupied in alphabetical order by the participants’ projects. Walkways allow visitors close-up access to all exhibits. Visual impact is given by the sheer quantity and variety of the work on display. The large number of exhibitors (202) guarantees crowds of spectators and much discussion. This census will constitute the basis for Misiad’s next steps: analysis of quality and context, establishment of a headquarters and information point, etcetera. The exhibition only displays the work of Misiad members. The show is highly heterogeneous in commercial intent, manufacturing techniques, designers’ characteristics, concept types and craftsmanship.

In Piazza Beccaria, an extension of the Misiad exhibition features three housing prototypes for Africa made for the project F4D (Fashion for Development) and designed by CLS.

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