

Across the city



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If Milan can now be considered the capital of design (and that means all kinds of design), this is also due to a proliferation of activity on the part of numerous entities who are able to tap into and bring added value to the many aspects of design culture in Italy and abroad. Of these, a prominent role is played by the Istituto Marangoni, an institution that began offering training for the world of fashion almost a century ago - founded in 1935 by Giulio Marangoni as an "Art Institute for Fashion" aimed at professionals and highly-specialised technicians in the field - and over the years has extended and diversified its offer, opening schools in London in 2003, Paris in 2006 and Shanghai in 2013. In addition to this, a School of Fashion, Design and Art opened in Florence in September 2016, and more recently in Shenzhen (2016), Mumbai (2017) and Miami (2018): new international centres for fashion, design and luxury goods. The great emphasis that the Istituto Marangoni places on the crossover between teaching courses and the many-faceted contributions that can come from different worlds of design has thus over time been handed over to four generations of professionals from over 100 nations, taught to experiment with their skills and sensibility in a range of fields, to understand and manage every kind of creative process from beginning to end, following an approach that is not about rigid specialisation. This premise also gives rise to a strong interaction with the increasingly diversified reality that is Milan Design Week: a platform for presentation but also an unmissable opportunity to compare and contrast as well as collect inspiration for design.

Following their significant participation in 2018 - particularly noteworthy was the event-space Rado Star Prize Italia 2018 at Superstudio Più: an original pop-up store inspired by the theme of "Natural Freedom" created by students from the Interior, Product, Visual, Fashion and Accessories Design - this year Istituto Marangoni are extending their participation in the event to include a packed programme of activities made up of installations, exhibitions and talks. Events kick off in Via Cerva, the Milan site of the School of Design, with an immersive "Design Experience" dedicated to the best projects by students and alumni from all study courses, created in close partnership with leading Italian and international design brands, such as



A large number of designs are on show in Milan Design Week 2019 by the School of Design from the Istituto Marangoni (above, view of the Milan site). Projects include a concept for **Icone Luce** -Master Contemporary Furniture by student Marco Ripani (below left) and Anomaly in the System for **Lea Ceramiche** (below, right)



One of the elements that characterises Marangoni is the design interaction with leading companies, invited to work in close contact with the students. Results of this research include the design study **Lost In Dream**, developed for **Ceramica Flaminia** and displayed as a prototype in the company's showroom (Image below)

Cappellini, Ceramica Flaminia, **Icone Luce**, Lea Ceramiche and Orsoni. Connecting it all together both conceptually and spatially is the design of the exhibition curated by Giulio Cappellini, one of the most renowned talent scouts in the sector and Istituto Marangoni brand ambassador all over the world. A shared capacity to be curious and inclusive, to open up to every stage of design, to blend and weave together different skills and spheres, can be seen in experiments and creative developments that are very different from one another; the result is a group of objects and solutions with a mix of physiognomies but that belong in a conscious manner to the same urban and design culture.

As well as in the headquarters of the institute in the heart of Milan, projects developed by students from Istituto Marangoni are also displayed in the showrooms of top designer companies such as Ceramica Flaminia, Cappellini, Lea Ceramiche - sophisticated prototypes for new designs will be presented, developed by students in close collaboration with the companies - and Ceramichie Refin, with the project "Mimesis_Material Performances", realised with Onitko, a new high-end glass-making brand. One of the central sites for Istituto Marangoni's cultural and exhibition project for Design Week 2019 will consist of the district between Porta Nuova and Porta Volta, known as "IDD - Innovation Design District". Here the Institute will play a prominent role with the visual identity project "IDD REFRAMED", designed by the students and created as part of the initiative "Recognising the district at a glance", promoted by IDD in collaboration with the School of Design. There is also a packed programme of meetings and talks. As part of the "Icon Design Talks" series, at the Riccardo Catella Foundation, on April 12th at 5.00 pm, Mark Anderson, Director of Education of Istituto Marangoni Milano - The School of Design, will talk to Tom Dixon, a British designer with his own distinctive approach to the design of furniture, lighting and accessories for interiors. The school is also present at Rho-Fiera, the large, traditional centre of the International Furniture Fair, with a space in the legendary Salone Satellite dedicated to the "Prisma Project". Here, a team of selected students have an opportunity to exhibit some of their best.

