

design pubblico
Milan, from April 16th to 23rd 2007



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DESIGN PUBBLICO

Since 1995 *esterni* has committed its strengths to the improvement of Milan . In contrast to the Salone Internazionale del Mobile (International Furniture Show), this group aims to enhance the quality of life in open areas, squares and streets; with its year-round project called **design pubblico**, *esterni* offers innovative ideas and viable solutions for the city, in order to revamp public spaces and turn them into meeting points that everyone can experience and enjoy.

From April 16th to 23rd 2007, coincident to the Salone del Mobile in Milan, **design pubblico** features displays, installations and events that reflect a new notion of the city and its design, its goal being the renewal of urban areas according to the ideas and needs of their inhabitants. Designers should indeed feel the need of restoring public spaces so as to create cities more suitable to live in.

During the Salone del Mobile (the International Furniture Show), Milan becomes an important trend-setter in the design field and the core of international creativity. As it welcomes thousands of architects, designers and artists, Milan should become the ideal springboard for a new conception of public design - for the renewal and recreation of the city.

A chance to create, socialize and celebrate. Places, objects and events will move people and their habits towards a new way of living the city. They will urge them to create new relationships, in a sort of **open village** that doesn't draw any distinction between citizens and foreigners; that relies upon social interaction; that sets new priorities and gives everyone a chance to discuss. An ideal place where everybody can gather. Everywhere.

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2. A catalogue of projects on public spaces

In twelve years *esterni* has collected **hundreds of ideas and projects on public areas** and has found innovative solutions. 2007 is the right time to present a catalogue of public design projects: in the most visible areas of the city, design pubblico displays public objects and services and invites everyone to test their effectiveness and to come out with some new ones. Design pubblico pursues wider participation of the citizens in the life of the city, which could and should be changed and improved by their creativity.

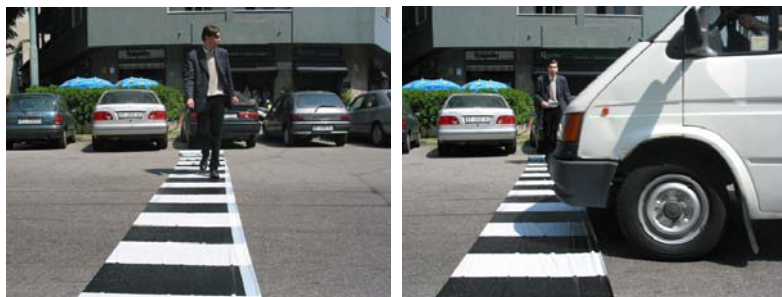
Some projects included in the catalogue:

amaca parking - hammock parking bay Unexpected rest area where passers-by can stop, linger and slow down their hectic everyday life. Ideal for major crossroads, bus stops or big squares, **amaca parking** turns ordinary corners of the city into extraordinary spots for social interaction.



Amaca parking

Zebrash – Portable zebra crossing with dispenser, useful to create on-the-spot pedestrian areas. An international symbol of collective public space, **zebrash** help everyone create pedestrian precincts and crossings, even in the streets where stepping onto the road looks like an impossible task.



Zebrash

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Functional bus-stop - A bus stop with all the facilities that can meet everyday needs. A series of dispensers with unusual design provide people waiting for means of public transport with umbrellas and raincoats, maps and guides of the city, bilingual dictionaries for foreigners, WiFi connection, fresh water sprayers in summer and heating devices in winter.

All these projects, and many others tested in public areas for years, will be collected in a **catalogue of public design** (online at www.designpubblico.it). This will be distributed before, after and during the week dedicated to Milan International Furniture Show: it will contain ideas that could take shape non just once, but in countless places and situations.



Design Pubblico 2004 – Città in Rivoluzione



Cantieri Aperti - Open Construction Sites

3. A lookout on Milan public areas

During the International Furniture Show, **design pubblico** will liven up the roads and squares of the city: **special lookouts** will be placed in strategic points throughout Milan, so as to monitor the relationship between the city and its public places, and to find out new solutions to their many problems.

Crucial spots for the Furniture Show's guests and for the citizens, they will command **a wide view on the state of public spaces** and of city behaviours; that will be the right starting point to launch a survey on the city and on the way it is regarded by citizens and tourists; furthermore, these lookouts will help gather information, ideas and suggestions on Milan.

Set up in **piazza Cadorna, largo Cairoli and piazza San Babila**, these three lookouts will be up and running as **from April 18th**, and will be open from 9 am to 6 pm **until April 23rd**. They will also feature a series of facilities and services: an info point, rentable non-polluting means of transport, a WiFi connection, a little café, and multilingual Mp3 audio guides. The week's schedule will also include special tours to discover unknown corners of the city; entertaining activities; workshops and open forums chaired by architects, designers and design experts.



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4. A project on alternative accommodation

In 2006 the Salone del Mobile recorded 223,138 visitors, including 123,391 foreigners. The Fuorisalone events were attended by half a million people. Hospitality has finally become a crucial issue the city is unable to deal with, since its accommodation possibilities are far less than needed. Moreover, they are often too expensive for young designers. Thanks to a long established experience in this field, *esterni* presents two major projects:

- the **designers' house**: a temporary house/hostel set up for the third consecutive year. It's a project by design pubblico and Politecnico di Milano, and this time it will be hosted in **Campus Bovisa** (via Durando,10).
This unusual and unconventional building will offer accommodation at low-prices as well as facilities that will help its guests socialize and feel at home. In the past two years the designers' house provided about 100 beds and played guest to 300 designers during the Salone del Mobile week, but unfortunately some 1000 further applicants looking for accommodation could not find any place;
- **bed sharing**: an ambitious project that wishes to involve all citizens and ask them to host visitors who can not find "ordinary" accommodation. 2 square meters are enough to host someone. The initiative stems from the will to create new opportunities to meet, promote cultural exchanges and provide Milan with a more "welcoming" attitude. Apart from managing all accommodation offers and requests by means of a proper web site, *esterni* will also supply mattresses, sheets and everything's needed to host a guest, so as to give everyone the chance to take part in the project.

Finding solutions to real deficiencies; upgrading facilities and services; and changing common attitudes towards others - these are various challenges sharing the same goal, i.e. turning Milan into an international, open, welcoming and friendly city.



The designers' house – past editions

5. April 2007 events by design pubblico

Beside from installations, displays and cocktail parties, **design pubblico** is organizing public events that will run in open areas, in order to take visitors outside usual locations and gather them in the squares and streets of Milan. These daring and ironic *urban raids* are intended to celebrate a **new "designation" of the city**.

The schedule includes **four major events**:

Tuesday 17th April 2007, from 5 pm - everyone's dinner

Wednesday 18th April 2007, form 7:30 pm - everyone's scenery

Thursday 19th April 2007, from 7:30 p.m - everyone's house

Friday 20th April 2007, from 7:30 pm - everyone's bed

Saturday 21st April 2007, from 9 pm – everyone's party

- **everyone's dinner** (Tuesday 17th April, from 5 pm)

In **piazza Cadorna**, a central square crowded with hurried passers-by in the daytime and desolate at night, a huge table will be set up. Preparations will start in the afternoon, at around 5 pm, and will involve anyone who wishes to take part in the event. When the setting is finished, at approximately 8 pm, participants will start cooking and 200 hundred people will meet and eat altogether. All citizens are invited to lay the table, cook on the spot or bring foods, dishes and chairs directly from home.

- **everyone's scenery** (Wednesday 18th April, form 7:30 pm)



Milan is overrun with huge advertising posters, and slowly but surely the citizens are getting used to them as to an unavoidable evil; these same posters will be turned by **design pubblico** into extraordinary and astonishing artistic installations.

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For the entire night, with the aim of spotlighting a issue that usually gives rise to heated but soon forgotten debate, and that usually lacks thorough and constructive analyses, advertising posters will become canvases for new artistic works, or unusual urban frames, or projection screens...

Everyone is invited to the show: in **via Angelo Filippetti**, close to the Spanish Walls (a symbol of outrageous visual pollution), a **big party** will celebrate this public request to "pull the plug on plugging".

- **everyone's house** (Thursday 19th April, from 7:30 pm)

Set up in the Politecnico great hall, the Designers' House created to host architects and designers from all over the world opens to the public: visitors can join **guided tours** and choose different objects that will be auctioned on Monday, April 23rd.

- **everyone's bed** (Friday 20th April, from 7 pm)

Piazza Bergognone (corner via Tortona). Once again **design pubblico** urges everyone to consider all the neglected functions of public areas and to think of their great potential. A square, a crossroad, a car parking will turn into huge beds where everyone can have a rest or sleep under April's sky.

- **everyone's party** (Saturday 21st April, from 9 pm)



A great gathering and an entertaining event runs in an unusual setting which turns for once into a meeting place for the Furniture Show's visitors. Through music and installations the city will celebrate urban design in a place which is a symbol of the hustle of the city. For the third consecutive year, between via Ferrante Aporti and via Sarmantini 36, **close to Milan Central Station, the tunnel under the railway** becomes the venue of an eagerly anticipated event. In 2006, it was attended by 5.000 people.

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6. design pubblico as a partner

design pubblico is an **innovative project** that deals with everyday life in the city and with the improvement of public areas, by displaying services and facilities promoting social interaction.

Even if it takes full advantage of Milan's visibility during the International Furniture Show, **design pubblico** relies just upon its own basic ideas, whose reach could be extended to any other big city, all year round.

design pubblico is therefore an **unceasing project** always looking for collaborators and partners with the aim of putting ideas (whether new or already developed for a limited period of time) into practice.

design pubblico collaborates with institutions, private companies and other institutes that are interested in investing in public spaces and that could therefore choose to adjust their communications according to **design pubblico's** principles.

design pubblico gives its partners much more than a chance of communicating their values - it helps them realize their projects and maximize their efforts by reaching their targets directly.

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esterni's profile

esterni was founded in Milan in 1995 with the purpose of enhancing the cultural role of public space by creating venues-events, including Milano Film Festival (that has reached its 11th edition), Sciopero Nazionale dei Telespettatori (*National TV Viewers' Strike*), *audiovisiva* and the side-event of the Salone del Mobile that promotes ideas and projects to bring cities back to life (design pubblico – *public design*).

Because of its cultural and artistic activity, *esterni* is always in contact with universities, high schools, art and film academies, cultural centres and associations, NGOs, festivals and exhibitions, embassies and cultural institutes in Italy and abroad, foundations and galleries.

esterni's events are patronized by the Ministero per i Beni e le Attività Culturali (*Italian Ministry for Cultural Heritage and Activities*), the Regione Lombardia (*Lombardy Region*), Provincia di Milano (*Province of Milan*) and Comune di Milano (*Milan City Council*). Furthermore, *esterni* cooperates with the major Milanese cultural institutions, such as Triennale, PAC-Padiglione di Arte Contemporanea, Museo Nazionale della Scienza e della Tecnologia, Fondazione Milano per la Scala – Gruppo Giovani, Piccolo Teatro di Milano – Teatro d'Europa, Fondazione Cineteca Italiana – Spazio Oberdan, Fondazione Antonio Mazzotta, AICEM – Associazione degli Istituti di Cultura Europei di Milano.

esterni has organized events and work experiences for the United Nations, the Biennale di Venezia, Rome and Florence City Councils, the Fondazione Sandretto Re Rebaudengo, the Coordination of Non-Governmental Organizations at the COP9 (Conference of the Parties 9), Legambiente, the Cooperativa Silos Buenos Aires and the Camera della Moda di Firenze (*Italian Fashion Centre in Florence*). Thanks to its film “re-distribution” project and more than 130 screenings, *esterni* has reached small and big cities in Italy and Europe.

Through different activities, workshops and presentations, *esterni* collaborates with Milanese universities and academies: Università Commerciale Luigi Bocconi, Università degli Studi di Milano – Bicocca, Politecnico di Milano, IULM, Università Cattolica del Sacro Cuore, Fondazione Scuole Civiche di Milano (that includes the Istituto Superiore Interpreti e Traduttori, the Scuola Civica di Musica, the Scuola d'Arte Drammatica Paolo Grassi, the Scuola di Cinema, Televisione e Nuovi Media), IED, Accademia di Brera, NABA.

15 people work non-stop in *esterni* to plan and produce events and all their related aspects: communications, marketing, promotion, fund-raising, press office, archives management, hospitality and external relations, organization and logistics. These people are supported by a close network of cooperators all around the city and the world: about 200 people including artists, musicians, professionals, craftsmen, thinkers, observers and critics.

esterni is based in Milan, (Città Studi area), in a three-storey building of 500 square metres, an ever-changing experimental place: a office, a dining hall, a house, a cultural centre, a cinema, a theatre, a trattoria and an art gallery. On the ground floor there are the offices, on the underground floor the rooms for film projections, exhibitions, meetings, courses and rest; on the upper floor a bed & breakfast for friends, visitors and occasional artists.

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