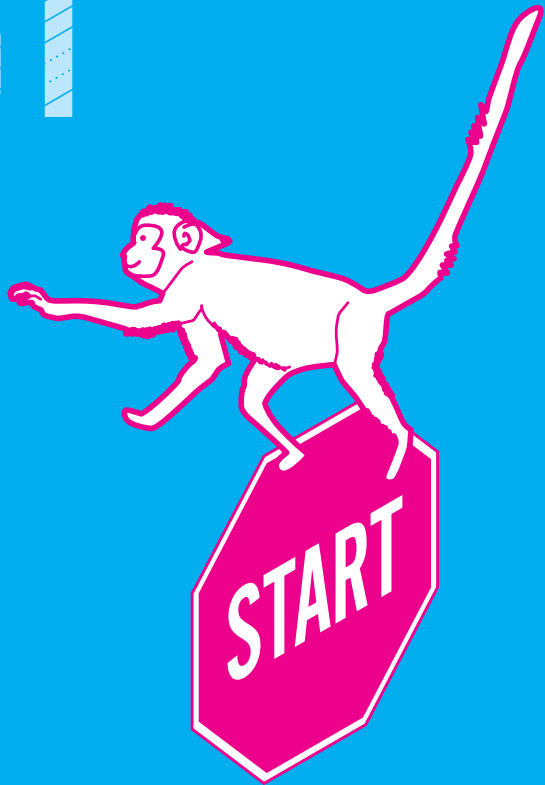
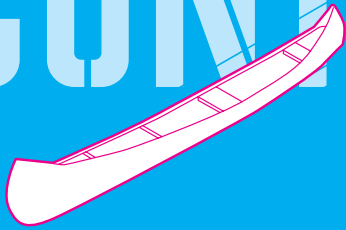


# DUE PER CINQUE CONTEST



**PUBLIC DESIGN FESTIVAL**  
una produzione  esterni



# PUBLIC DESIGN FESTIVAL

1<sup>st</sup> EDITION

Milano, April 18-26, 2009

## DUEPERCINQUE CONTEST

SELECTED PROJECTS FROM THE INTERNATIONAL CALL FOR ENTRIES

*A project to re-discover urban parking areas*

The transformation of public spaces usually dedicated to cars. Installations, communication projects, services for the city, performances and actions, urban furniture. The only limit is that **they will have to be designed to fit into a 2x5m parking place**. A new research space to experiment innovative and creative solutions to the problems of the city.

The duepercinque competition has received up to 800 projects from the international call for entries, all over the world. Here the 10 projects selected for the official **duepercinque parade** of the Public Design Festival, that will be held in Milan from 18th to 26th April. They have interpreted public space as a place where people meet, socialize, interact and have found an alternative way to use the parking area trying to find new solutions to the problems of the city.

## DUEPERCINQUE PARADE

*Nova Jiang*

01 ALTERNATE ENDINGS



*Nicola Brambilla,  
Jacques Dahan,  
Daniele Usuelli*

06 PEOPLE ARE ENERGY!





*Les Saprophytes*  
02 CHILDREN ONLY



*Ivan Hernandez Quintela*  
03 EVERYDAY URBAN THEATRE



*Lorenzo Petrillo,  
Domenico Rocca*  
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01

ALTERNATE  
ENDINGS

project by:

*Nova Jiang*

## ALTERNATE ENDINGS

PROJECT BY: Nova Jiang

COUNTRY: U.S.A.

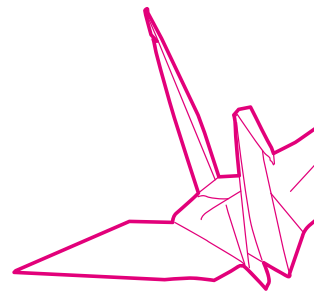
BIO: 24 years old, resident in Los Angeles.

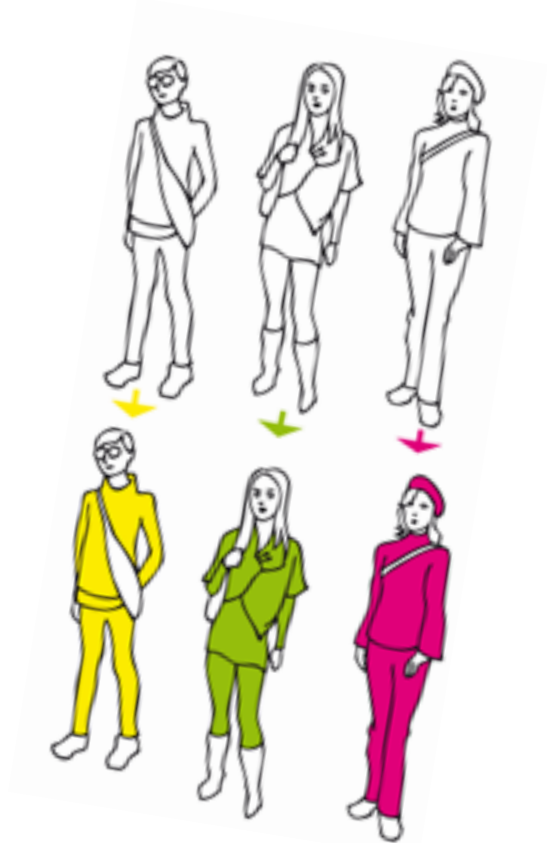
University of California, Los Angeles: MFA 2009

University of Auckland: BFA 2006

Numerous exhibition among which National Art Center of Tokyo, Sundance Film Festival of Park City and Medialab-Prado of Madrid.

LINK: [novajiang.com](http://novajiang.com)





**DESCRIPTION:** This project explores the process through which group identity is constructed. Each day of the festival a differently colored fabric is chosen and visitors' clothes are replicated by tailors. Once finished, these copies are given to participants. They are invited to come back to the streets wearing their new costumes and socializing.

**CHARACTERISTICS:** Two sewing machines and a large roll of brightly colored fabric will be set up in the project space with two tailors. Each new garment is identical to the original in every detail besides color and material. On the last day of the festival, everyone who has participated to the project is invited to turn up for a party around the project space.



## CHILDREN ONLY

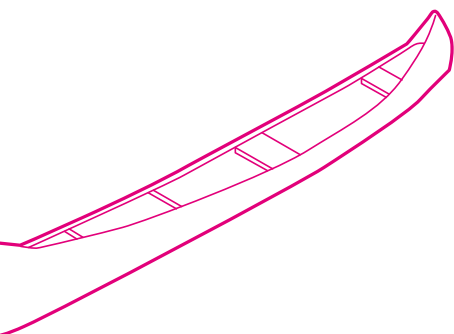
**DESIGNERS:** Les Saprophytes

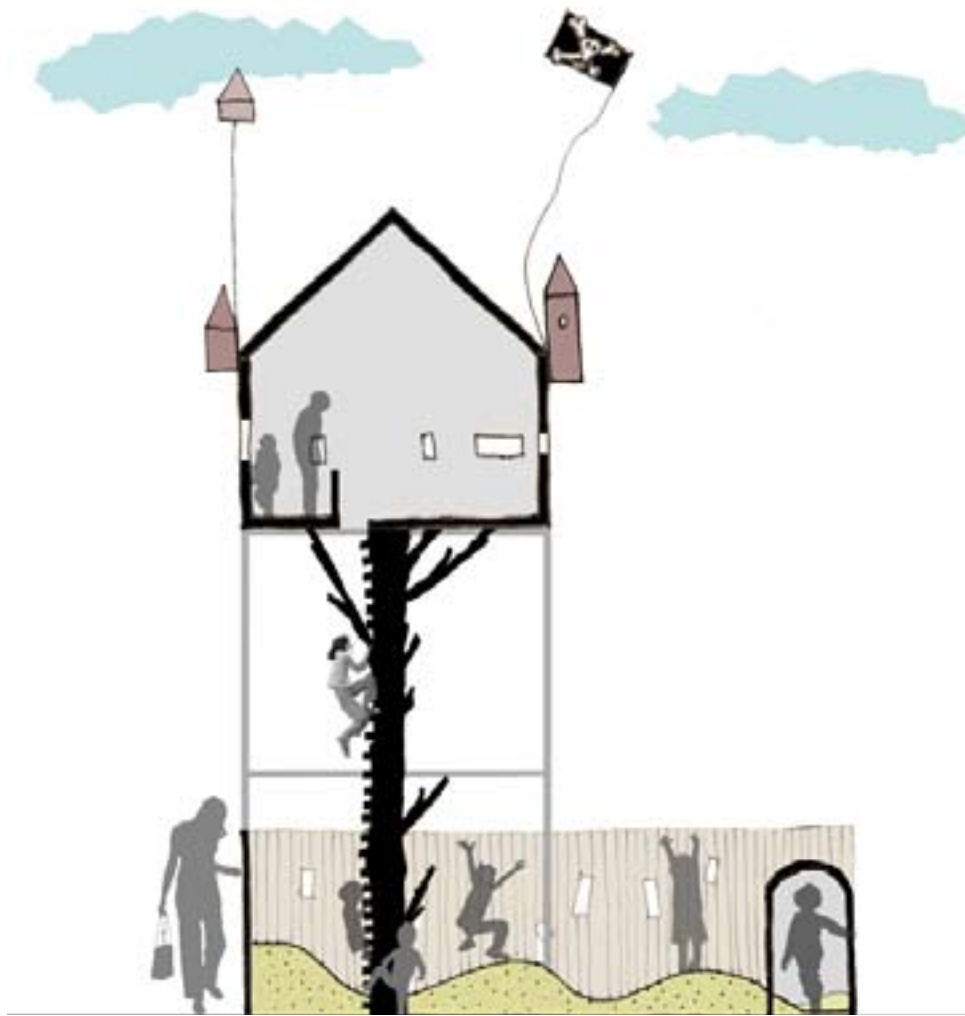
**COUNTRY:** France

**BIO:** The Saprophytes

The Saprophytes are 30 years old committed friends of the Earth, artists, architects, urbanists or landscape architects, united for common projects related to a reflection of human kind's place in the public space. While the present citizen's world pushes us towards a wild use of raw material, we find our own autonomy. We recycle and invent a new way of building the public space, parsimonious in the use of the environment resources.

**LINK:** [les-saprophytes.org](http://les-saprophytes.org)





**DESCRIPTION:** Once upon a time, a clown parked his treehouse in front of a school to be closer to children. Unfortunately, adults made everything to dislodge him. The clown took refuge in his house and never went out. Today, only children are authorized to visit him.

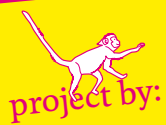
**CHARACTERISTICS:** Main structure to support the hut is made by scaffolding which can support 350kg/m<sup>2</sup>. Hut structure and fence is a cardboard roller structure. The rest is made of any recycle materials that is possible to find around the cities (wood plank, plastic bottles, pieces of metal, tires, textile, cardboard, etc). The trunk can be a real tree trunk or it can be made with recycling materials. The result is a kind of patchwork.





03

EVERYDAY URBAN  
THEATRE



*Ivan Hernandez  
Quintela*

## EVERYDAY URBAN THEATRE

**DESIGNER:** Ivan Hernandez Quintela

**COUNTRY:** Mexico

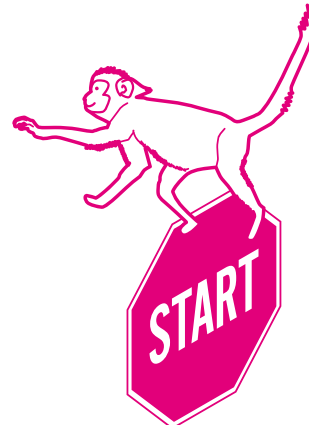
**BIO:** 34 years old, resident in Mexico.

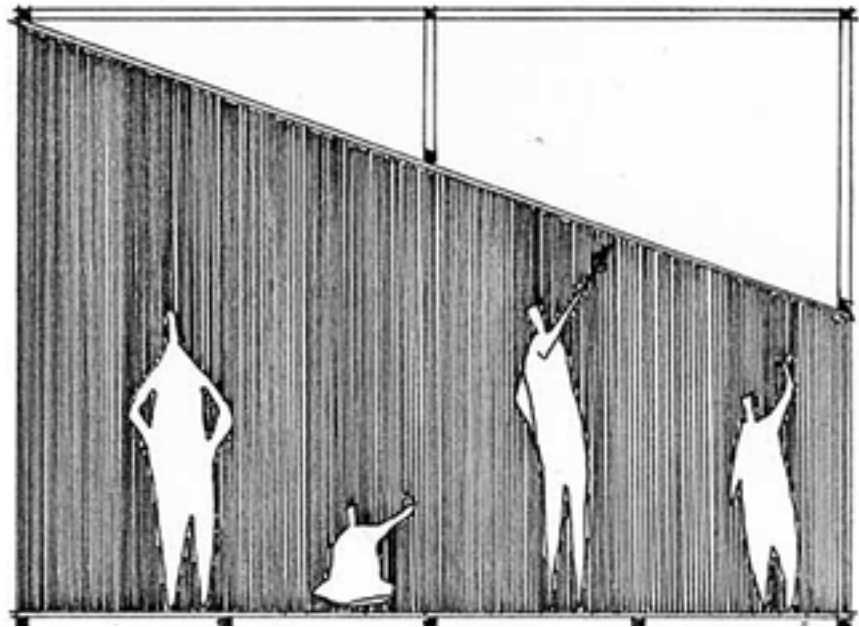
Bachelors of Architecture at University of Texas, Austin.

Director of Ludens studio.

Numerous installations among which Museo de la Ciudad de México, Mexico City, The Architectural League of New York, New York, Triennial of Arquitectura at Lisbon, Portugal

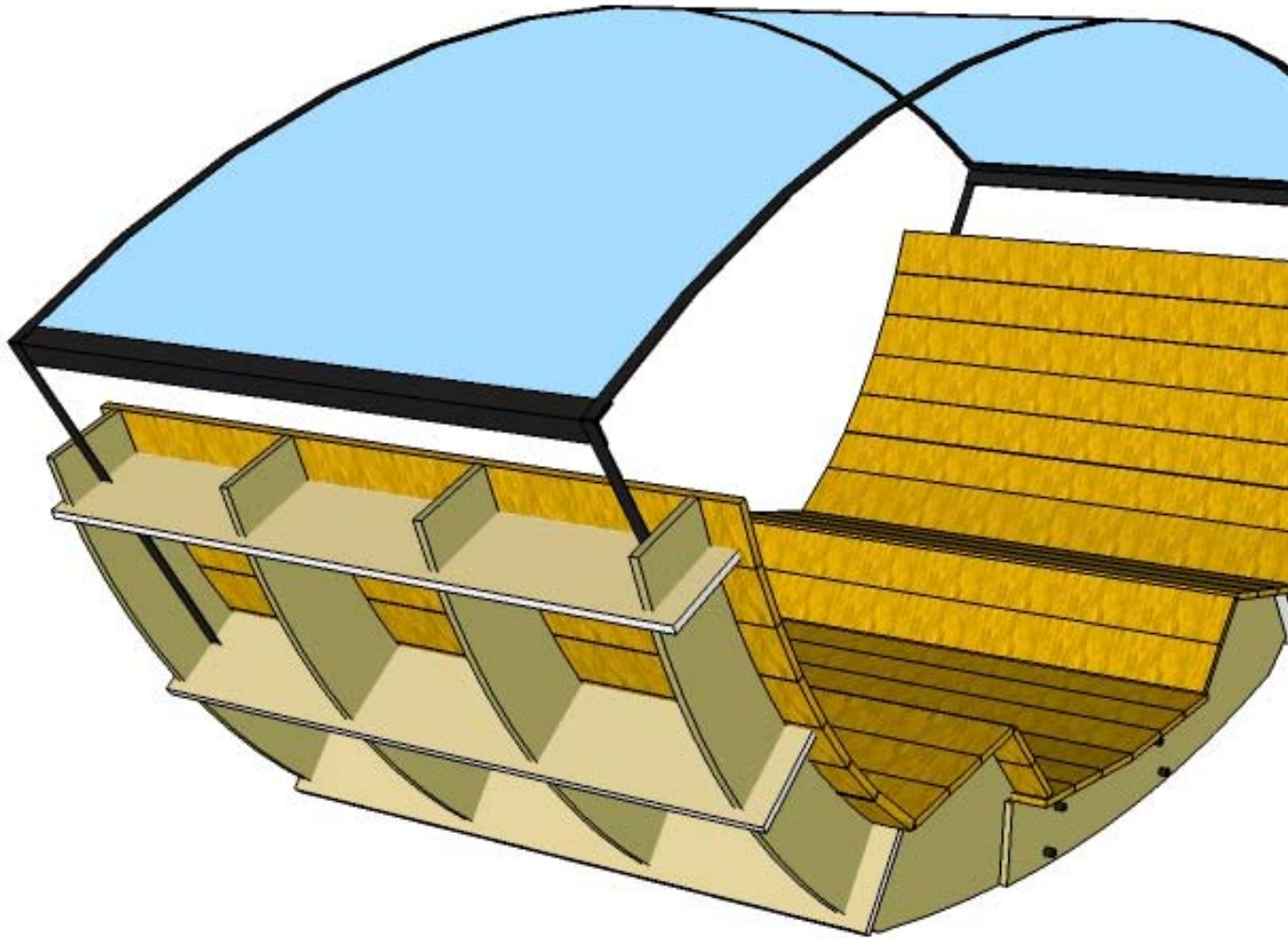
**LINK:** [ludens.com.mx](http://ludens.com.mx)





**DESCRIPTION:** A volume whose interior surfaces are painted with blackboard paint. It activates the public space by offering a “blank” canvas ready for appropriation. It generates a framework where people can freely draw, write, and express themselves. It becomes a window into its users actions. It can become an outdoor classroom, a scenography for an improvised play, a communal notice board, a urban mural...

**CHARACTERISTICS:** A wooden framework –2m x 4m x 3m out of 2”x2” pine wood, an interior volume out of 19mm thick OSB sheets. Wooden framework serves to generate an atmosphere like being “behind the curtains”. Interior surfaces are painted with blackboard paint and can be written with white chalk and then easily cleaned.



04

MIDONDOLO

project by:

Lorenzo Petrillo  
Domenico Rocca

## MIDONDOLO

**DESIGNER:** Lorenzo Petrillo, Domenico Rocca

**COUNTRY:** Italy-China

**BIO:**

### *Lorenzo Petrillo*

29 years old, Italian, resident in Shanghai.

He has been travelling around the world, researching, developing and creating for years. He works as a design consultant for Chinese and Italian studios, always looking for new inspiration and collaborations.

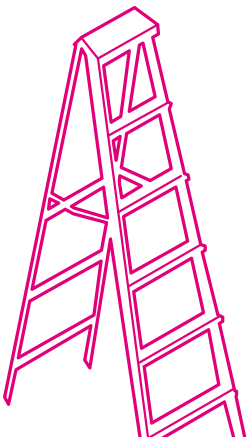
### *Domenico Rocca*

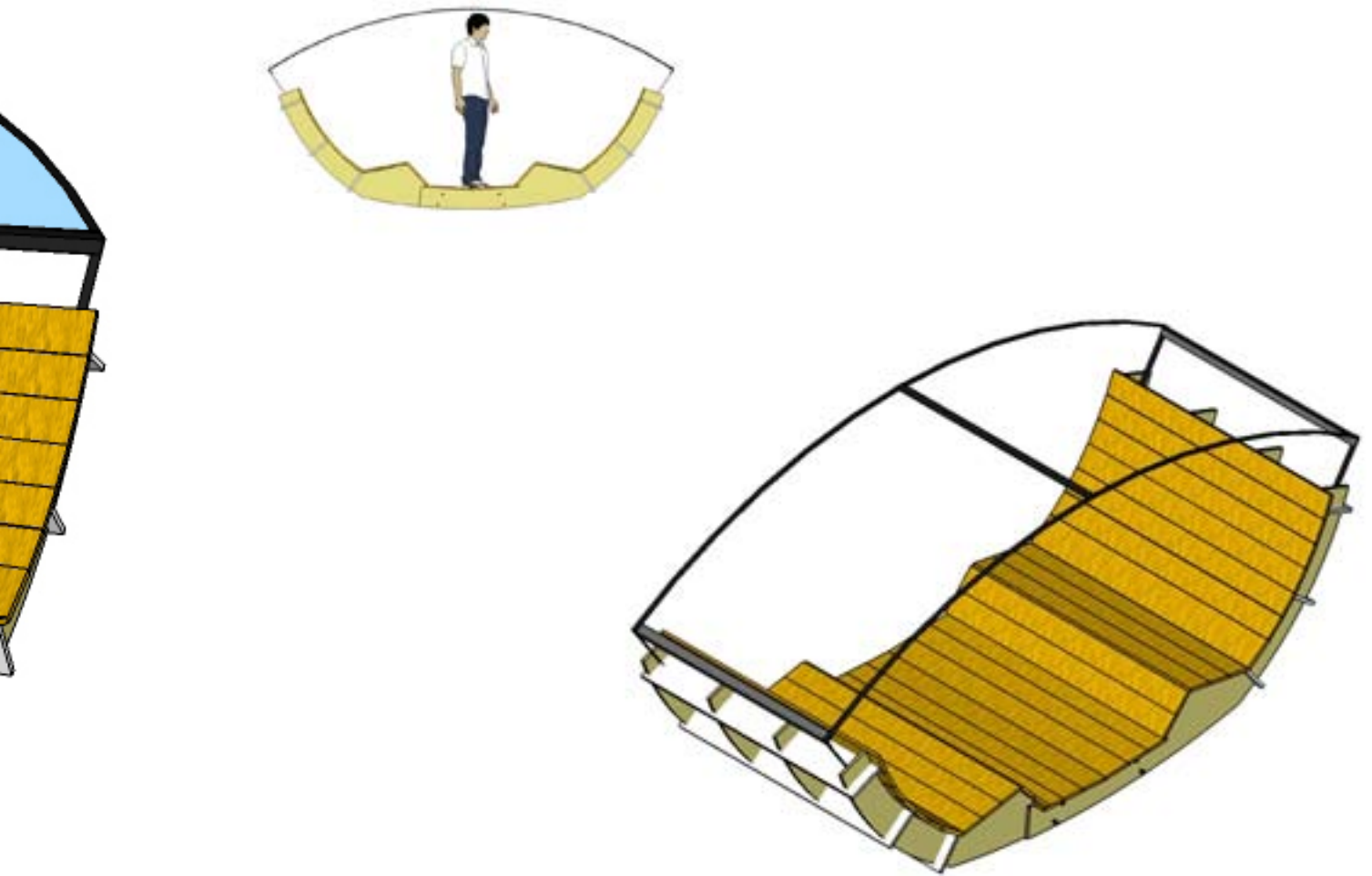
27 years old, born in Milano, resident in Shanghai.

Interior Architecture degree at Politecnico of Milan.

Works at A&O associates in Milan.

**LINK:** [lorenzopetrillo.com](http://lorenzopetrillo.com)





**DESCRIPTION:** A urban rocking seat to be used by groups of people. A new viewpoint into the city which will stimulate social relationships and interaction among people

**CHARACTERISTICS:** A balancing seat for 6 people doable using 5 plywood panels of 122x244x2.5 cm and 70 m of fir tree matchboard.

A wooden framework is the support both for the seat, which covers the structure with 50 threaded pieces of fir tree, and for the roofing, made of a structure in light steel covered by a sheet with a PVC serigraphy or as an alternative by a roll of solar panels which power information monitors rather than laptops or speakers.



05

## MULTIPARKING

project by:

Triple

## MULTIPARKING

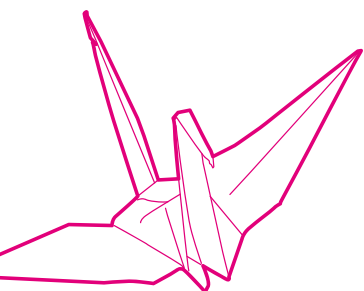
**DESIGNER:** Triple:

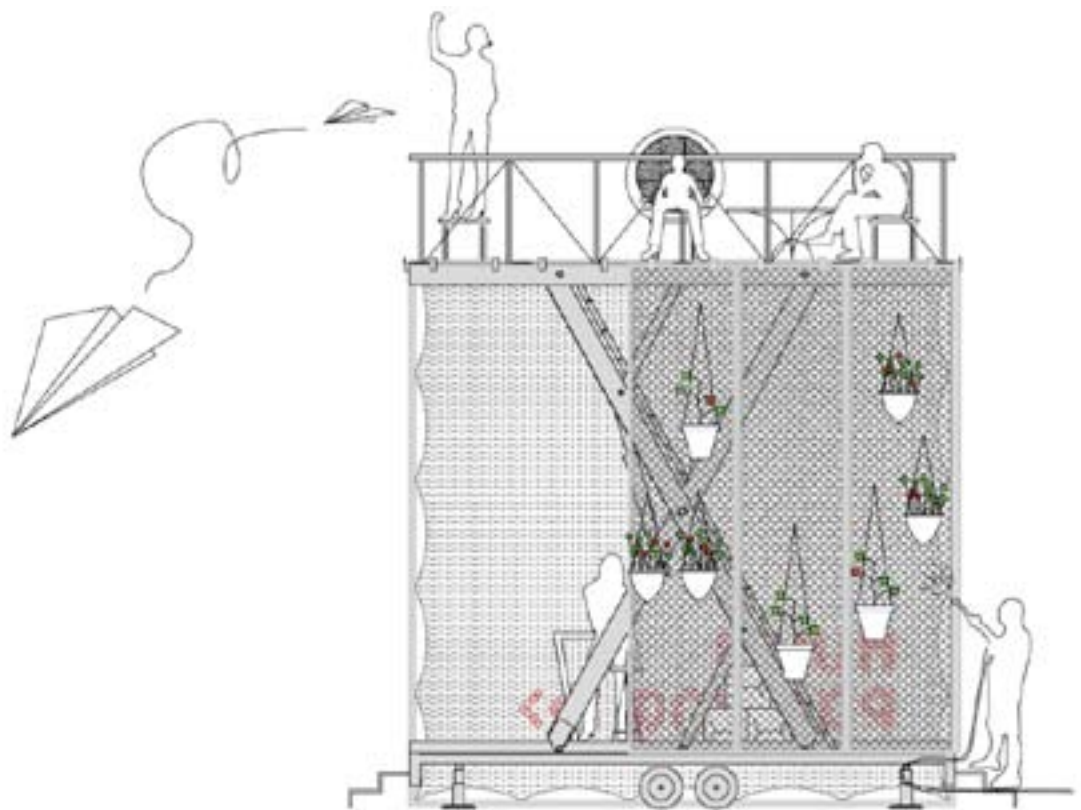
David Gutiérrez Ruiz de Villegas (26),  
Ángel Lallana Diez-Canseco (26),  
Sara Márquez Martín (26), Raquel Moreno López (26),  
Eleucidio Moreno Sanz (26), Israel Páez López-Bravo (26),  
Pablo Perez Schröder (26), Beltrán Presas Javaloyes (26)

**COUNTRY:** Spain

**BIO:** They are an architecture young studio based in Madrid. Since 2007 their work is committed to design, architecture and urban planning. They offer assistance in project development, both on commissions or competitions from the initial concept phase to final design. They have been working with important international studios after experiencing in different universities around the world.

**LINK:** [triplestudio.es](http://triplestudio.es)





**DESCRIPTION:** A platform crane that offers a new viewpoint on the city. A place that can host parties, concerts, sport activities, meetings, workshops... a public park for every use and every one.

**CHARACTERISTICS:** A multifunctional surface is situated some metres above the street so the user experiences the city from a privileged position. A scissors elevator platform to achieve the new urban public terrace. People generate a live facade from recycled and everyday objects, by hanging them on the security mesh in order to create a multifunctional surface.



06

PEOPLE ARE ENERGY!



project by:

Nicola Brambilla  
Jacques Dahan  
Daniele Uselli

## PEOPLE ARE ENERGY!

**DESIGNERS:** Nicola Brambilla, Jacques Dahan, Daniele Uselli

**COUNTRY:** Italy

**BIO:** *Daniele Uselli*

27 years old, lives in Milan. Bachelor of Arts in International Business & Finance at ESE in Milan, Interior Design degree at IED. Project advisor for different companies and design studios.

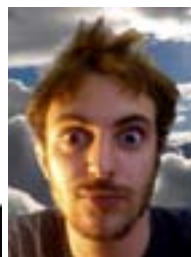
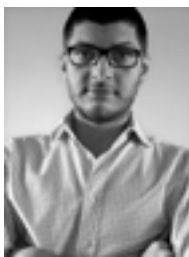
***Jacques Dahan***

29 years old, french, resident in Milan. Degree studies in Business Economics at Bocconi University, Milan. Brand Manager Assistant.

***Nicola Brambilla***

27 years old, lives Milan. Bachelor at Milan Politecnico. Worked at Laboratorio ZOOI Prototipi. Now works at the product development departement at Danese.

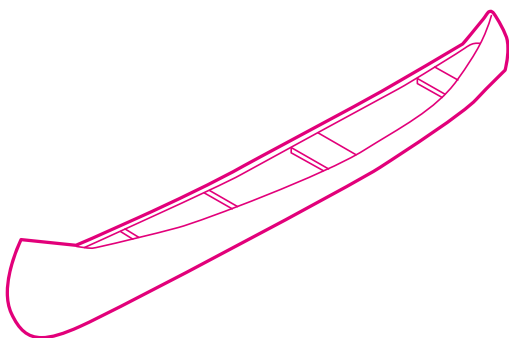
**LINK:** [danieleusuelli@gmail.com](mailto:danieleusuelli@gmail.com)





**DESCRIPTION:** Cycling to recharge. A series of bikes to ride for producing energy. A table with plugs for every kind of device. A sperimental, interactive and substainable project.

**CHARACTERISTICS:** Riding generates energy transmitted from a generator to a car battery. The stored energy is converted by an inverter into 220V AC.





# 07

## PERSON PARKING

project by:  
Springtime  
design team

## PERSON PARKING

**DESIGNER:** Springtime design team:

Volker Pflüger, John Kock, Niels Caris, Renze Riespens, Jürg Peschel, Giovanni Doci, Soeren Knittel

**COUNTRY:** The Netherlands

**BIO:** It was founded in 1994 by college buddies.

After a start up period in Delft, the current Amsterdam studio opened in 1998. Springtime is a young and creative force that creates exciting and paradigm-shifting products, experiences and brands in the area of automotive design, mobility, sports, interior, public design and brand development.

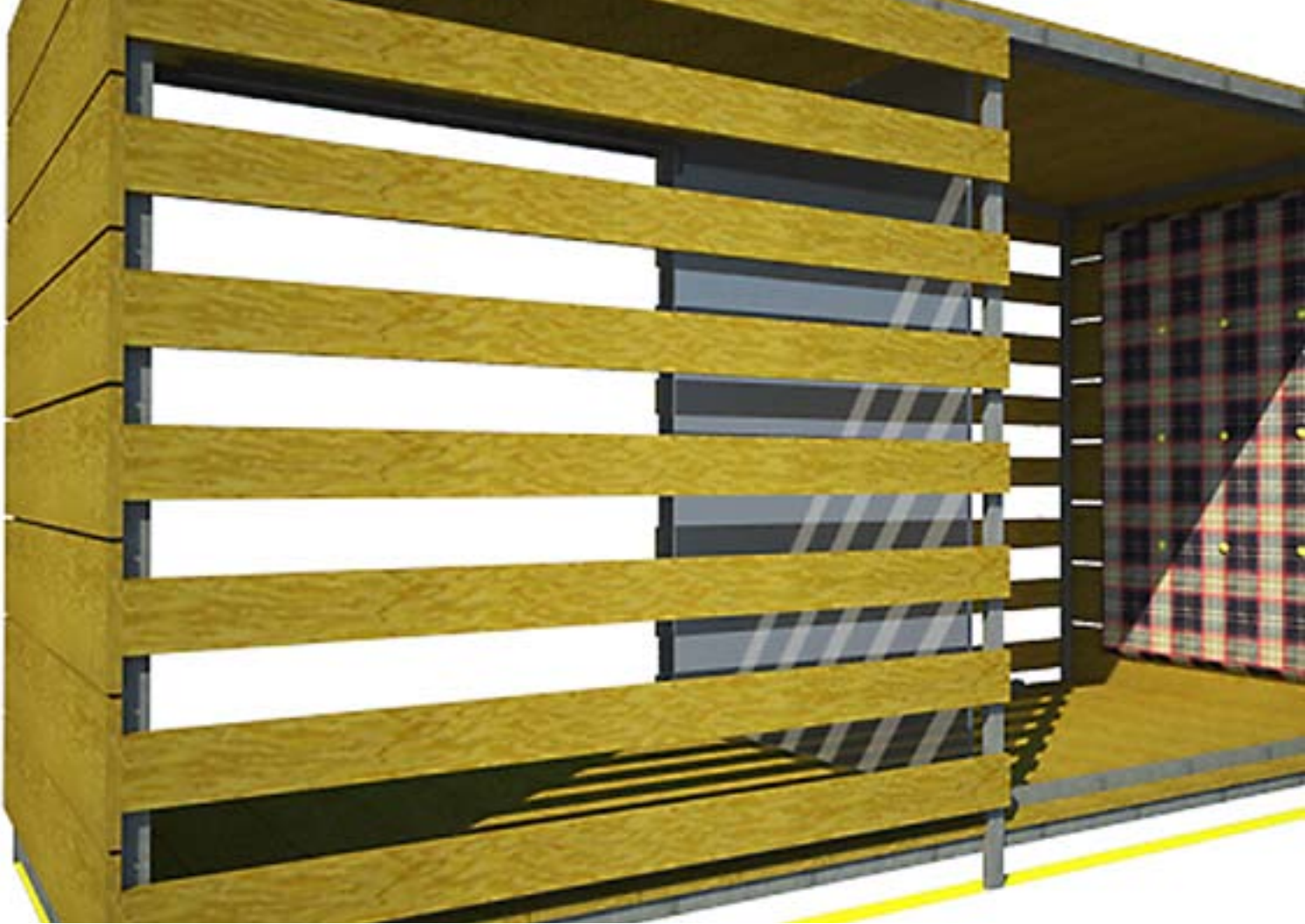
**LINK:** [springtime.nl](http://springtime.nl)





**DESCRIPTION:** A playful haven of rest, a human parking spot. A soft platform that gives people passing by the opportunity of using it for a break, sitting down and having a little snack or a chat. The way of using it is up to people themselves, iconic silhouettes on the platform give suggestions and invite passers-by. A playful statement on urban street life. A criticism on the big space needed to park a single car (which carries on average 1.5 people), when it could be used by up to ten people.

**CHARACTERISTICS:** Cover material is grey foam (asphalt look, recycled tire rubber); under construction is wooden made; yellow graphic applications are printed or sprayed; signs are standard parking signs with custom graphics.



## PUSH IT

DESIGNER: SCAPE:

Luca Pasinetti, Lorenzo Tamperi

COUNTRY: Italy

BIO:

*Luca Pasinetti*

30 years old, resident in Milan. Architecture degree at Politecnico of Milan (five years degree).

*Lorenzo Tamperi*

29 years old, resident in Milan. Architecture degree, with glowing report, at Politecnico of Milan.

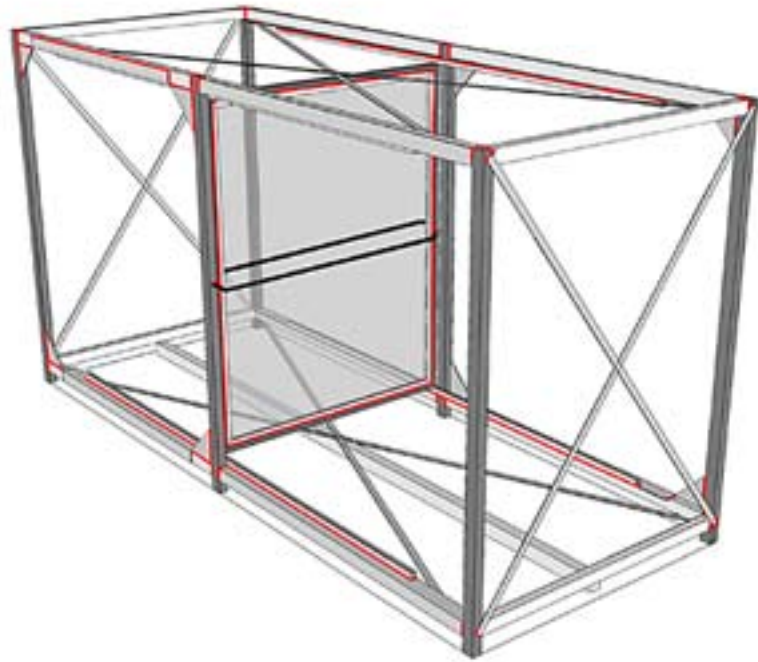
Designers and accompishers of public art.

LINK:

Lorenzo Tamperi: [missilure@fastwebnet.it](mailto:missilure@fastwebnet.it)

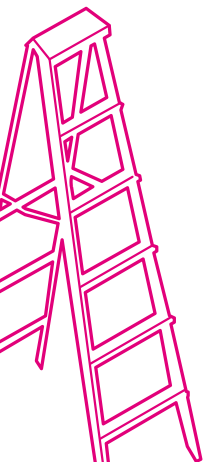
Luca Pasinetti: [lpasinetti@hotmail.com](mailto:lpasinetti@hotmail.com)





**DESCRIPTION:** An installation about conquering a spot. Crossing most of your 10m<sup>2</sup>, you practice the reverse game of tug of war, by pushing a transparent surface against your opponents. The aim is to create a relational game that involves changing space form and its visual perception, made (and seen) by the players.

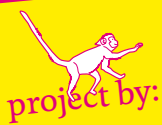
**CHARACTERISTICS:** A wireframe metal box containing a transparent wall moving on rails. Two guys on each side have to push the handle bar jointed to the wall until the end of the rails. Wall is made of transparent plastic, the structure is made of outlined jointed iron, wooden panels cover 4 side of the box. Installation is 2.7 meters high. Structure is calculated to support 4 person motion load.





09

RIGHT TO DRY



Amadeu  
Magalhães

## RIGHT TO DRY TOWARDS CO<sub>2</sub> EMISSION REDUCTION

PROJECT BY: Amadeu Magalhães

COUNTRY: Portugal

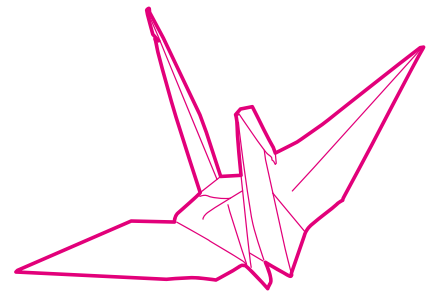
BIO: Amadeu Magalhaes

27 years old, portuguese resident in Paris.

Degree at Faculdade de Arquitectura da Universidade do Porto (FAUP). He studied one year in Brasil at Universidade Federal de Pernambuco / Recife.

Now assistant architect at the Agence RVA in Paris. He is also developping architectural projects on his own and with partnerships.

LINK: [amadeumagalhaes.com](http://amadeumagalhaes.com)





**DESCRIPTION:** We are progressively abandoning the older clothesline's scenery easily seen in our cities. These changes in the aesthetics of our cities have however also influenced the way we relate with environment. The project promotes old habits, community and ecology, popularizing meetings, communication and interaction between users.

**CHARACTERISTICS:** Its simple and neutral structure, gives it the chance to be easily assembled, disassembled, moved, customized, etc... A standard "scaffold-like" construction with low-cost elements, a sort of "unit" that could be conveniently multiplied according to the citizens needs.

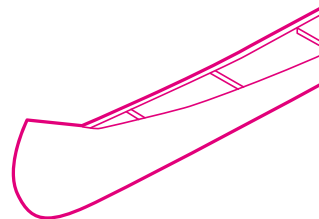


## YOGAMI

**DESIGNER:** Maria-Chiara Piccinelli

**COUNTRY:** Italy-Japan

**BIO:** 29 years old, born in Como resident in Tokyo  
Architecture degree at Politecnico of Milano.  
Working experience at Rem Koolhaas studio in  
Rotterdam. Now working at KKAA - Kengo Kuma  
Architects Associates studio of Tokyo.





**DESCRIPTION:** A green space under the shade of a tree, a place for potential activities for individuals or groups. The garden is located inside a city car park spot. It rises in order to overcome the surrounding cars and so allows people to contemplate the city dynamic life from such advantageous point of view. Continuity of road section is not broken, since the project uses a container that often occupies city parking during construction work in progress.

**CHARACTERISTICS:** A recycling box becomes a symbol and a cradle of green space... Project materials come from different contexts, and are used without being modified.

