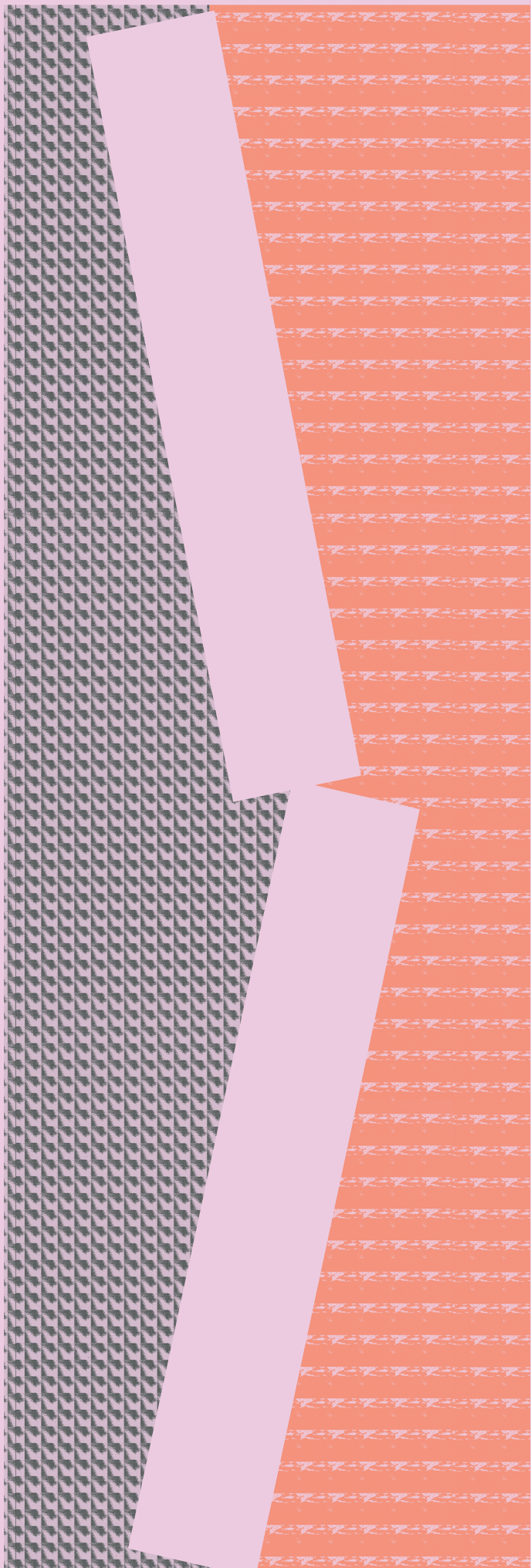


WE WILL

DESIGN



**AN INTERNATIONAL
LABORATORY TO
ANSWER TO THE
CONTRADICTIONS
OF OUR TIME
THROUGH
MICRO-UTOPIAS
AND FANTASTIC
INSTITUTIONS.**

**AT A HISTORIC MOMENT
CHARACTERISED BY
HUGE UNCERTAINTY,
FACE-TO-FACE WITH
THE COLLAPSE OF GREAT
UTOPIAS OF THE 20TH
CENTURY, EVEN THE
SMALLEST VISIONARY,
RADICAL, AND AT TIMES
WILDEST IDEAS CAN END
UP BEING TOMORROW'S
SENSIBLE SOLUTIONS TO
TODAYS PARADOXES.**

Everyone is already painfully aware of our predicament - ecological extinctions, dwindling fossil fuel reserves and economic chaos. The solutions are less obvious, despite the many opportunities that surround us. We have never had more access to resources, knowledge and technology, but what we lack most is creative thinking, fuelled by collective intelligence. As voters and consumers we are trained to choose and complain, but not to envisage what we really, truly want.

HOW CAN WE DESIGN A BETTER WORLD UNLESS WE REVIVE A UTOPIAN APPROACH?

Perhaps it should be the duty of all citizens to imagine alternative futures; in other words, to think more like designers. The concept of “Micro-Utopias” - which we unpack in these pages - embraces a pluralized and mercurial version of what a utopia is, taking inspiration from Thomas More’s famous 1516 novel of the same name. Embracing this vision compels us to turn the ‘impossible’ into the ‘thinkable’.

We Will Design 2022 - Design week project at BASE Milan - is an experimental workshop for imagination and inclusion where design practices and experiences offer insight - and sometimes solutions - when

it comes to the many contradictions of our present reality, conjuring visions of the near future, ideals of daily life, and micro-utopias. A “today” which lets us re-examine the splits and divisions that generate conflict, helping us understand how a space of friction can become fertile ground for creativity.

Asking, once again: what role does design play in this contentious modern landscape?

Micro-utopias can also serve as a “device” to shift the ideal from the abstract to the concrete realm in politics, as well as in our social lives and daily existence.

**CIRCULAR ECONOMY
AND BIODIVERSITY
AS A CREATIVE
RESOURCE,
CO-DESIGN
PROCESSES,
HOMES OF THE
FUTURE, NEW
APPROACHES TO
LEARNING, A REFUGE
IN MICRO-UTOPIAS
AND FANTASY
INSTITUTIONS,
THROUGH TO
THE CREATION
OF UNPRECEDENTED
DEVICES OF
SALVATION BY
INDIVIDUALS.**

We Will Design 2022 is an experimental workshop featuring designers from all over the world, schools, universities, international institutions, and young students, using design to conjure up new tools, practices and experiences in response to the many contradictions of the present. BASE has curated three macro-projects for Fuorisalone 2022:

TEMPORARY HOME

casaBASE - BASE's guesthouse is transformed once again to provide a unique residence for five international designers, a space to develop their own projects and work towards new modes of future living.

EXHIBIT

a large exhibition bringing together designers, design studios, academies, and universities. A place of research and experimentation focused on new design perspectives.

THEY WILL DESIGN

a space where young people take charge to explore and expound on their vision of the future, coming up with a fresh concept of "institution" that springs from the realm of imagination.



With Temporary Home, casaBASE – BASE’s guesthouse – turns into a unique residence for five young designers hailing from France, Germany, England, the Netherlands and Italy, invited to reflect specifically on the subject of the circular economy.

Each of these 5 rooms offers up a vision of 5 cutting-edge scenarios, serving as both home and place of experimentation for the designers over the course of the week, a place from which to develop, display and chronicle their own projects in a public forum.

TEMPORARY HOME 5 ROOMS TO ENVISION 5 SCENARIOS OF THE FUTURE

DESIGNERS

JOPPE BROERS

GOLIATH DYÈVRE

ELENI MICHAEL

KAAJAL MODI

NICHOLAS RAPAGNANI

REBECCA SCHEDLER

IN COLLABORATION WITH

INSTITUT FRANÇAIS MILANO-

INSTITUT FRANÇAIS PARIS

BRITISH COUNCIL

FAST LAB OF THE FREE

UNIVERSITY OF

BOZEN-BOLZANO AND

SALEWA (OBERALP GROUP)

GOETHE-INSTITUT MAILAND

JOPPE BROERS PROPOSALS FOR A PREVAILING WORLD-VOL. I



JOPPE BROERS IS A DUTCH DESIGNER WHO AIMS TO TRACE THE HISTORY OF GEOPOLITICAL CHANGE THROUGH DESIGN.

This residency tries to find a way to express something that can't be expressed, listing all known extinct species from 1800 onwards and offering ways to measure them in relation to rapid urbanisation. How long would they be if they were placed end-to-end on 5th Avenue? What volume would they occupy if one of each were cremated and all the ashes were combined? By packaging real animal ash in a symbol of urban development, it creates a simultaneous 'ode' to humans prevailing on Earth and a memorial to its lost inhabitants.

GOLIATH DYÈVRE THE BIG ASSEMBLY

In collaboration with
Institut français Milano-
Institut français Paris



GOLIATH DYÈVRE IS A FRENCH DESIGNER AND SCENOGRAPHER. RECENTLY, HE WON THE «MAÏF PRIZE FOR SCULPTURE» WITH THE ARTIST GREGORY CHATONSKY FOR «INTERNES», AN AR PROJECT WHICH COMBINES 3D PRINTING ON CONCRETE WITH INTERACTIVE EXPERIENCES.

The Big Assembly ponders the very nature of innovation through the transformation of materials that feature in our daily lives. Together, these materials—which range from the most innocuous to the more complex—become singular objects that may be functional or sculptural. Goliath Dyèvre proposes a new model in the design industry inspired by the circular economy.

With an autonomous production chain, a free platform aiming to support talents and designers, The Big Assembly offers a disruptive and positive vision adapted to our time by its feasibility, creation mode and low cost of production.

ELENI MICHAEL KAAJAL MODI 'INTERCULTURAL' DESIGN: MULTISPECIES COLLABORATIONS IN THE KITCHEN

Selected by an international
judging panel in collaboration
with the British Council



**FOOD ANTHROPOLOGIST ELENI MICHAEL
AND MULTIDISCIPLINARY DESIGNER AND
CREATIVE RESEARCHER KAAJAL MODI WORK
ON FERMENTATION AND CRAFT PRACTICES
TO ENGAGE DIVERSE COMMUNITIES IN
DISCUSSIONS FOCUSED ON THE FUTURE OF
CULTURE, TECHNOLOGY AND ECOLOGY.**

Food anthropologist Eleni Michael and multidisciplinary designer Kaajal Modi invite us to explore circular food cultures in the kitchen. Their knowledge of fermentation as a multi-species feeding practice is applied to transform food waste from home-base kitchens. Their knowledge of fermentation as a multi-species feeding practice is applied to transform food waste from casaBASE kitchens. In doing so, they invite the visitor to reflect: what process (human, animal and microbial) happens when we consume food? How do fermentation practices affect our understanding of care and responsibility to others in our food networks? What possibilities does an awareness of these symbiotic relationships open for the future?

NICHOLAS RAPAGNANI THE GROWING SNEAKERS

In collaboration with theFaST Lab of
the Free University of Bozen-Bolzano
and Salewa (Oberalp Group)



NICHOLAS RAPAGNANI IS AN ITALIAN DESIGNER. A SNEAKERHEAD (SHOE COLLECTOR), HE SPECIALISES IN ECO-SOCIAL DESIGN, WITH A FOCUS ON INNOVATIVE AND COLLABORATIVE RESEARCH METHODS.

A reflection on the life cycle of a pair of sneakers, using “growing materials” in the search for more sustainable solutions. The designer focuses on experimentation with organic materials made from laboratory grown mycelium as a response to current mass production practices.

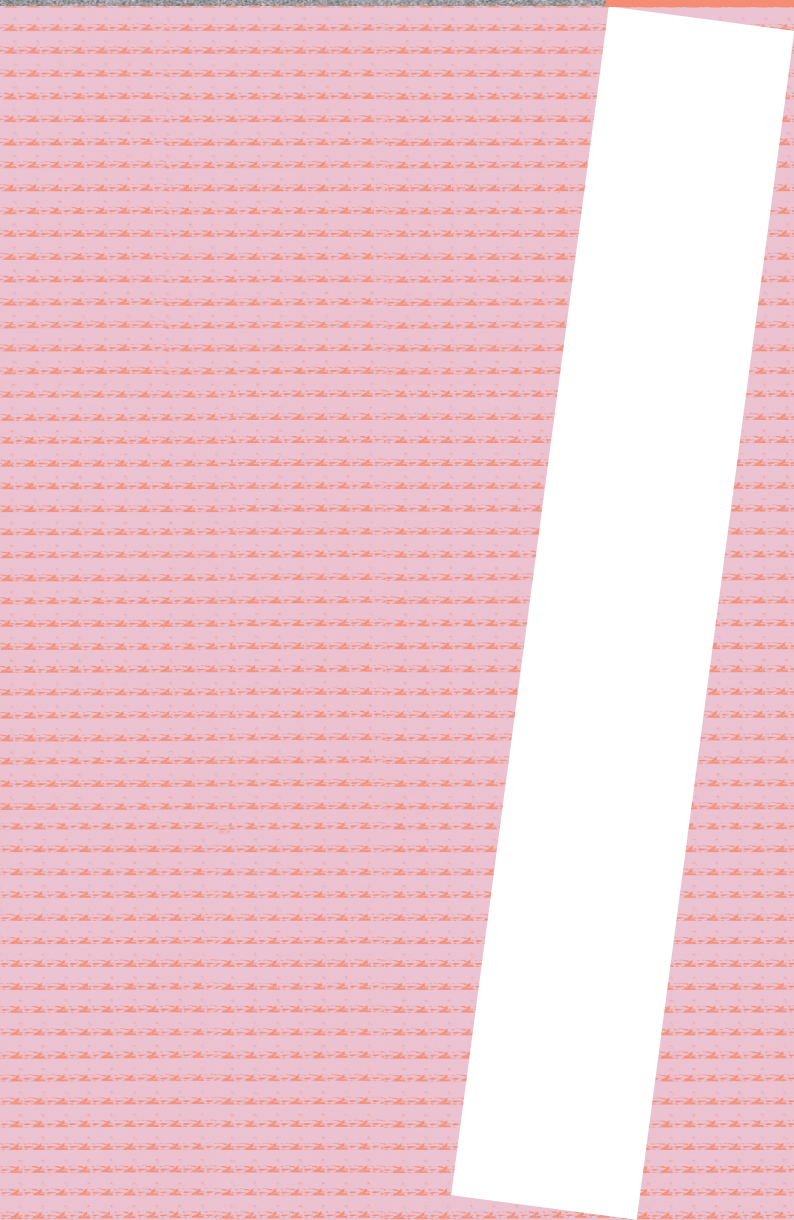
REBECCA SCHEDLER SYMBIOPUNK

In collaboration with
Goethe-Institut Mailand



REBECCA SCHEDLER IS A DESIGNER AND RESEARCHER FROM GERMANY. SHE INVESTIGATES COMPLEX RELATIONS BETWEEN SOCIAL, CULTURAL, POLITICAL, AND ENVIRONMENTAL ISSUES BY EXPLORING THE INTERSECTION OF DESIGN AND SCIENCE. HER WORK DEALS WITH INTERSPECIES INTERACTIONS, TECHNOLOGY, TAKEN-FOR-GRANTED MATERIALS AND HOW THESE COULD LEAD TO A MORE SHARED AND EQUAL FUTURE.

Symbiopunk is a bioreactor and composting system that converts human faeces into fertile mulch, showing how human waste can be a precious resource, not only for agriculture, but also to support natural cycles in a broader sense.



EXHIBIT

BASE's first floor will once again house Exhibit, a large exhibition bringing together work from emerging designers, design studios, academies, and universities, thus becoming a place of research and experimentation focused on new design perspectives.



DESIGNERS**ABADIR****ADARSH NELLORE****ANALOGIQUE****ANNA BALDOCCHI****BOEY WANG****BOLAERO****EDERN JANNEAU****ELENI MICHAEL****FESTIVALDIVERCITY****FRANCESCA TAMBUSI****GIULIO BORDONARO****GOLIATH DYÈVRE****HI KYUNG EUN****IED—ISTITUTO EUROPEO****DI DESIGN****IPER—COLLETTIVO****JOHANNA REYMANN****KAAJAL MODI****KIM VAN DEN BELT****MATTHIEU HENRY****NICHOLAS RAPAGNANI****NICOLETTA GOMBOLI****NID-NUOVO ISTITUTO DI****DESIGN PERUGIA****NOI LIBRERIA****PARASITE 2.0****REBECCA SCHEDLER****ROMANIAN DESIGN WEEK****ROYAL COLLEGE OF ART****RUFA—ROME UNIVERSITY****OF FINE ARTS****SIMON DOGGER****STUDIO SOPHIA SCHULLAN****STUDIO FORMOSA****STUDIO.TRACCIA****TECNOLÓGICO DE MONTERREY****THE SWEDISH SCHOOL OF****TEXTILES—UNIVERSITY OF BORÅS****THIBAUT DUPILLE****VALENTINE MAURICE****4F.STUDIO**

SIMON DOGGER & BOEY WANG

DESIGN BEYOND VISION SHIFTING DESIGN FROM EXCLUSIVE TO INCLUSIVE

Design Beyond Vision is a cooperation between two young designers, the blind designer Simon Dogger and the able-bodied designer Boey Wang. Visitors to this corner will undergo an interactive experience aimed at fostering an inclusive and diverse way of thinking about design, from a non-visual perspective. In an engaging and inviting way, Dogger and Wang conduct the visitor's attention and interest towards their own responsibility in the creation of inclusive societies.

Design Beyond Vision offers the chance to experience a diverse range of design tools, including the sense of touch, smell and so on. Through this methodology, the design process becomes instinctive, intuitive, and empathetic.

Boey Wang and Simon Dogger are both designers who graduated from the Design Academy Eindhoven. Their work consists of concept and product design within the innovative, inclusive and multisensory domain.

Their main focus is to create an awareness of the visual dominance of design and to stimulate another way of looking.





FRANCESCA TAMBUSSI

HYPERBURGERS

“Hyperburgers” is an “inconvenience store”, an innovative supermarket entirely managed by consumers, where to be able to take you have to give something in return in a non-monetary form, whether it is food, time or packaging.

ROYAL COLLEGE OF ART

SUPPORT SYSTEMS

A group of independent graduates from the Royal College of Art in London, participate in the Design Week with Support System an exhibition that collects and explores their latest projects.

STUDIO.TRACCIA

ATTI FONDAMENTALI

A project in which food serves as an investigative lens to examine our relationship with the planet. Design becomes the implementation tool of this research, giving life to a special event that will culminate in a sculpture of objects made from materials produced with food waste.

Atti Fondamentali is promoted by ActionAid Italia as part of Food Wave EU Project, conceived and curated by studio.traccia. in collaboration with BASE Milano.

THE SWEDISH SCHOOL OF TEXTILE — UNIVERSITY OF BORÅS

TEXTILE INNOVATION

An exhibition focused on textile innovation, a series of artifacts created to challenge “what has been up to now”, proposing new product visions.

GOLIATH DYÈVRE

THE BIG ASSEMBLY

The Big Assembly ponders the very nature of innovation through the transformation of materials that feature in our daily lives. Together, these materials – which range from the most innocuous to the more complex – become singular objects that may be functional or sculptural.

In collaboration with Institut français
Milano-Institut français Paris

ROMANIAN DESIGN WEEK

THE FUTURE IS IN THE MAKING

A collective exhibition curated by Romanian Design Week and Romanian Institute of Culture and Humanistic Research of Venice – featuring projects from Megan Dominescu, Radu Abraham, Simina Filat, UAU and co/rizom. The future is in the making investigates how design can actually create spaces for discussion or debate about alternative ways of being. The exhibition showcases practices and experiments concerned with the future, as well as addressing current social and environmental issues.

IPER-COLLETTIVO

PLASTIC LANDSCAPE & MICROMEÀSUONI

Plastic landscape (first floor, in the exhibit area) is a tactical device that talks about recycling and invites us to think about new uses of spaces.

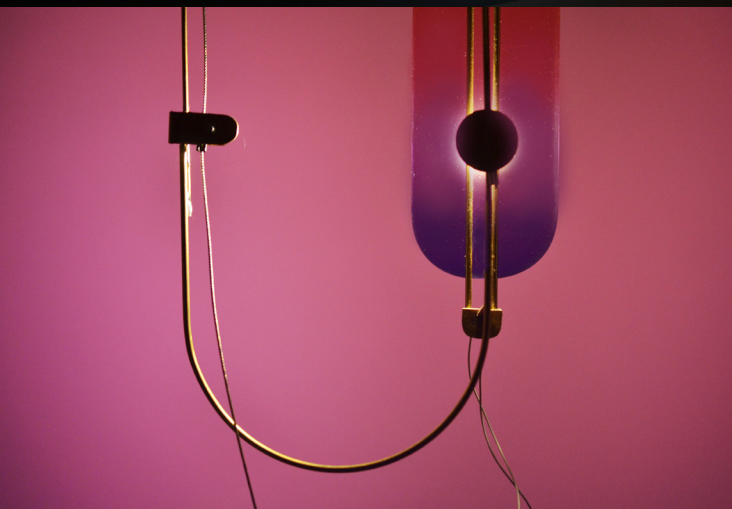
Micromegàsuoni (courtyard) is a site-specific installation that establishes a dialogue between urban and natural landscapes, produced by NAM–Not A Museum, the contemporary art programme from Manifattura Tabacchi as part of the first edition of the SUPERBLAST artistic residency.

THIBAUT DUPILLE

MITOSIS

The French designer Thibault Dupille gives new life to physically damaged objects with the help of a 3D printer, inspired by nature where some species are able to autonomously regenerate certain parts of the body.





KIM VAN DEN BELT **KAIA & THE LIGHTHOUSE**

New sustainable CO2 filters made with algae, more specifically diatoms: Kaia absorbs CO2 and returns oxygen through photosynthesis. Together with Joshua Kelly in the collective 4F.STUDIO, Kim van den Belt presents The Lighthouse: an innovative cyanobacterial reactor in the guise of a lighthouse.

VALENTINE MAURICE **THE PARADOXICAL SCREEN**

Our world is dominated by the idea of profitability with resting deemed unnecessary. In the paradoxical screen, V. Maurice analyzes insomnia as a social and contemporary phenomenon from the point of view of Gen Z. The installation proposes that we experience the relationship between memories and sleep: the idea is to create a utopian dream space based on the methodology of Unlearning to help the spectator fall asleep.

ADARSH NELLORE **THANATOS AND MACHINE ANTHROPOMETRY**

Thanatos is a death rite for digital remains, transforming digital activity into funerary artifacts, which may then be used in funeral rites for the user, turning personal data and digital profiles into treasured lifelong possessions, albeit ones that the user does not truly own.

Machine Anthropometry suggests an experiment: how might we capture the sculptural potential of machine intelligence?

MATTHIEU HENRY **HUMAN MOULD**

Who shapes who when the couch we built forces us to sit?

Human Mould initiates a circle of creation in which the body feeds the object as much as the object feeds the body. It aims to generate new shapes through a performative design process in which the action of making is as important as the final outcome.

It leaves us with objects for which the ownership of the shape is blurry, self-generated chairs resulting from a specific exchange between static and non-static worlds.

JOHANNA REYMANN **LEFT BEHIND**

Left Behind proposes a reflection on the amount of waste generated by the production processes of simple objects, such as Dutch clogs. Using photography, scans and info-graphical maps of the production process, the designer shows her own perspective and draws attention to leftover material.

NID — NUOVO ISTITUTO DI DESIGN PERUGIA **DERUTA REVOLUTION**

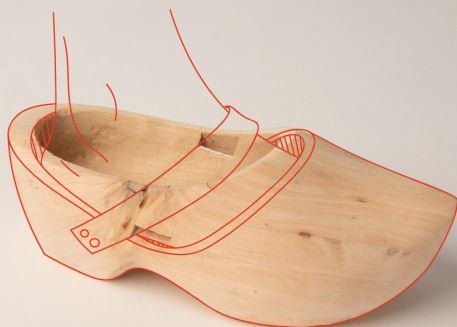
Curated by the students from the Product Design course led by Sara Ricciardi, this is a project rooted in the Umbrian territory, which revisits the Alberello, a container used in the past to store spices and medicines in old pharmacies.

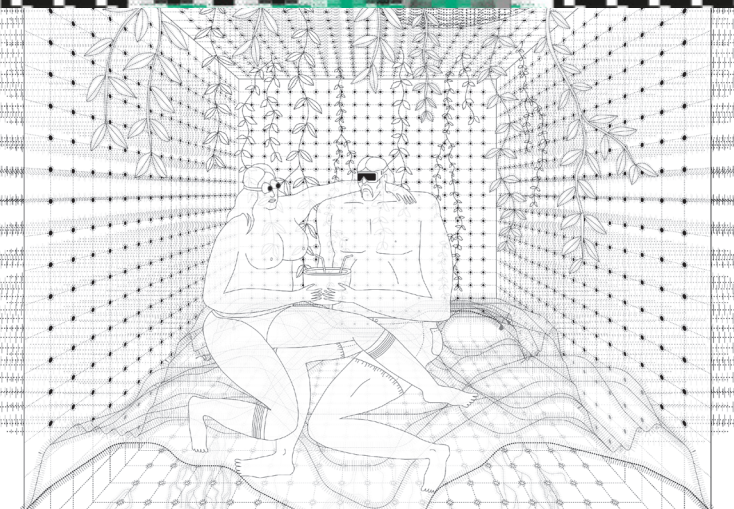
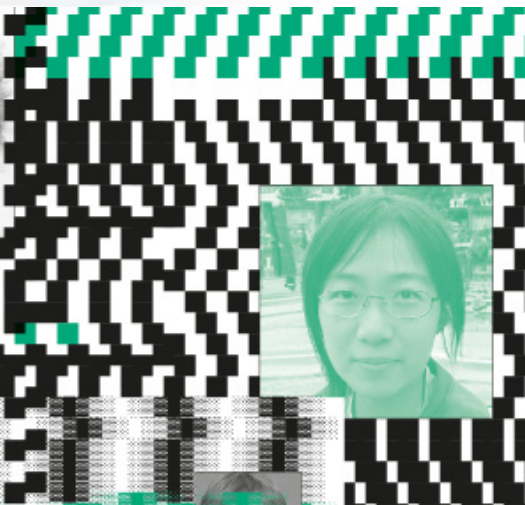
TECNÓLOGICO DE MONTERREY **ROOTS, FLOCK, FRESHLY BREWED**

The Institute presents a collection of sculptural vases inspired by daily life in Mexico City. The students, led by designer Joel Escalona and design gallerist Montserrat Castañón, have created a family of objects that communicate different concepts of popular culture in the country.

STUDIO FORMOSA **SUPERNATURAL COLLECTION**

Supernatural Collection consists of a series of candlesticks whose nature is part physical, part digital. The shape of the artifacts, created by a generative algorithm that simulates the growth model of natural elements such as corals and roots, is materialised through a 3D printing technique. Each physical piece is associated with a digital certificate registered on blockchain (NFT) that guarantees the uniqueness and authenticity of the object.





HI KYUNG EUN **PANTA RHEI**

The project explores some concepts of the Korean cultural tradition in relation to the macramé technique, giving new life to waste materials, such as ceramics purchased in a thrift store.

STUDIO SOPHIA SCHULLAN **PLAYFULNESS**

The project brings together a series of playful installations to transform everyday routine and ordinary household objects into new sources of inspiration and creativity.

GIULIO BORDONARO AND NICOLETTA GOMBOLI **GAMES WE'LL NEVER PLAY**

A playroom in the age of intelligent machines. A series of interactive installations illustrates how some aberrant, boring or frustrating games may be recalibrated.

ANALOGIQUE & ABADIR **W.E.L. (L)! - WORK, ENJOY, LIVE, LOVE** **— FOUR COORDINATES OF HUMAN EXISTENCE**

A set of arguments, events and possible actions to rethink the spheres of our existence in the framework of four coordinates that span the entire course of our lives. The cells for domestic use, work, bivouac or love, regardless of their size, are reconfigured according to our needs, thus becoming trans-scalar (or without scale).

EDERN JANNEAU **SOUND OF TOUCHES**

Using a series of small instruments amplified by synthesizers, Edern Janneau gives life to an orchestra that combines the different potentialities of natural and digital sounds, in relation to the environment that surrounds them.

BOLAERO **BOLAERO 0.1**

Bolaero presents its first collection designed by Tommaso Mirabella Roberti, proposing a line of lightweight, flexible and sustainable furniture, consisting of individual inflatable parts that can be assembled in different configurations which fit the needs of the user and a constantly changing environment.

RUFA – ROME **UNIVERSITY** **OF FINE ARTS** **CULTURE** **CONTAINERS**

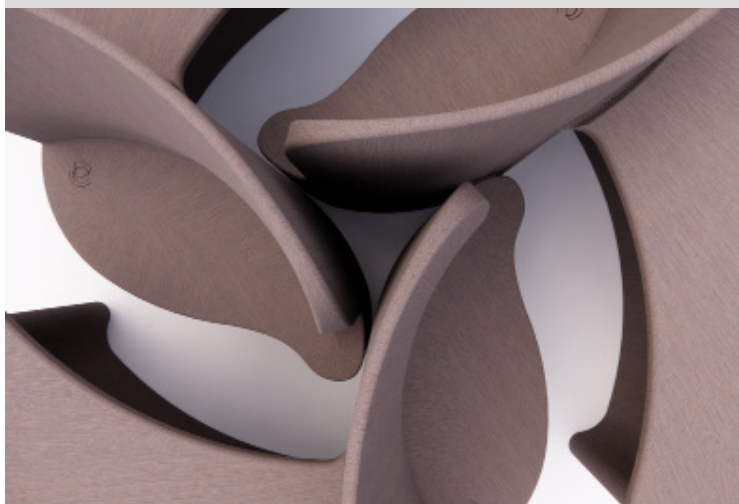
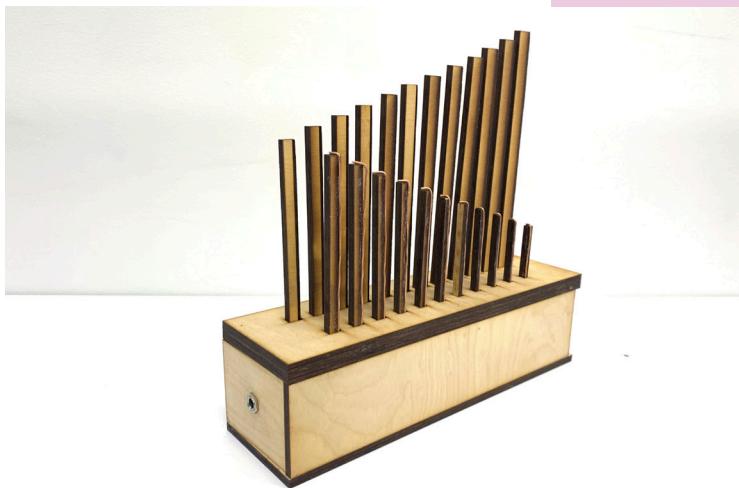
A piece of street furniture that could be a place of rest, meeting, work and play for new models of socialisation.

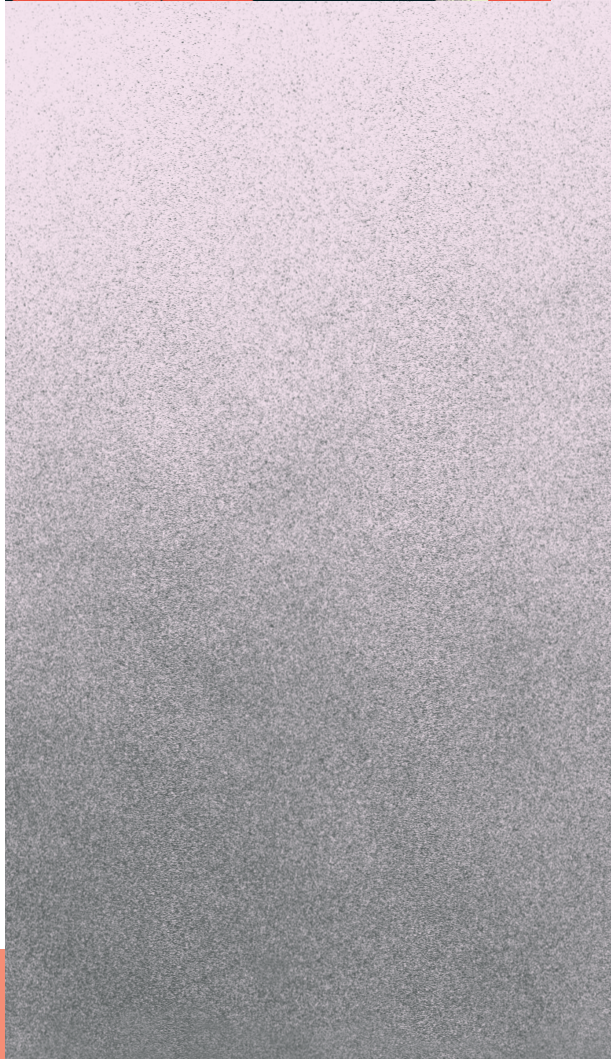
This exhibition is presented by the students who won the Social Furniture challenge (by Particle): the scope was to meet the growing needs of those who are defined as 'digital nomads'

ANNA BALDOCCHI **MALERBA**

A 'human atlas' in the form of a documentary that traces the linguistic boundaries and cultural divisions of Italy, starting from a case study of the southernmost region, Sicily.

By moving around the Italian island, Anna Baldocchi mapped the major differences in the sound of Sicilian dialects through meeting locals who shared their daily routines and stories.





FESTIVAL DIVERCITY **NEST — IL NIDO** **DEGLI INCIVILI**

In this project-installation, Andi Nganso and Maurizio Talanti condemn the systemic aggression against the rights and health of immigrants, also perpetrated through design (or its absence). A plural and multidisciplinary dialogue, participated also by: Sara Prestianni, photographer, and the designer Abreham Brioschi.

In collaboration with PLUS+ studio.

IED – ISTITUTO **EUROPEO DI DESIGN** **ABSOLUTE BEGINNERS**

An organic and interactive space that lives on suggestions and takes shape from projects in dialogue with each other, whether crossing paths, separating, breaking up, or reassembling, both digitally and analogically. The design plays with light, sound, projection, material and colour. The 10 Absolute Beginners: Lina Bo Bardi, Eva Mameli Calvino, Ada Bursi, Rei Kawakubo, Cinzia Ruggeri, Laura Solera Mantegazza with Maria Montessori and Giuseppina Pizzigoni, Gala Eluard Dalì, Bélen Moneo, Carla Accardi, and Patricia Urquiola.

ATTI FONDAMENTALI

IS A PROJECT WHICH CATALYSES FOOD FOR THOUGHT AND ACTS OF REVOLUTION, OF A SOCIETY THAT LOOKS AT ITSELF AND AT ITS RELATIONSHIP WITH THE PLANET.

ATTO I – food, is the first of III acts of investigation. A series of interviews with policy makers, ONGs, designers, chefs and material producers, allowed project team to identify a series of recurring themes around food systems and choosing one specifically to develop further: food waste.

Each year, about 20% of the food produced in the world for human is lost or wasted. Combining this data with the one stating that about 30% of the waste produced by the entire EU comes from the world of design and architecture, Atti Fondamentali tried to imagine a new materialism where these 2 problems, could possibly become a mutual solution for one another. This culminated into a dinner held on the opening event of We Will Design. Combining haute cuisine and design, through a research that links ethics, ecology and circularity, Atti Fondamentali designed a series of trays, produced with materials made with food waste, and collaborated with the chefs of Altatto to create a menu that would connect the food with the plates. The trays all together form now a sculpture that is almost an architecture (Exhibit, first floor), a metaphor to focus attention not only on the world of design, where circular experimentation is already explored, but also on architecture (and society) where instead the transition seems to be still too slow, but inexorably necessary.

Atti Fondamentali is an initiative promoted by ActionAid Italia as part of the EU co-funded project Food Wave, conceived and curated by studio.traccia. in collaboration with BASE Milano.





THEY WILL

WHAT WOULD HAPPEN IF THE YOUNGER GENERATIONS GOT TO “DESIGN” THE WORLD?

As far as we know, humans are the only life form evolved on our planet who have developed flexible and changeable institutional structures, such as States, bureaucratic entities, organized religion, voluntary associations, and, most importantly today, business institutions, such as the modern corporation. Such institutional entities are always a ‘fiction’.



DESIGN



PHOTO BY PARASITE 2.0

*Fantastic, from Greek *phantasia* “power of imagination; appearance, image, perception,” from *phantazesthai* “picture to oneself,” from *phantos* “visible,” from *phainesthai* “appear,” in late Greek “to imagine, have visions,” related to *phaos*, *phos* “light,” *phainein* “to show, to bring to light”.

They are not ‘fictional’ in a trivial way but ‘fictional’ to some important extent that says something about human society, history, and how we come to understand and misunderstand the world we have created for ourselves. Assuming this fictional character of any institution, the They Will Design project has set 20 young international participants the challenge to decolonize the narrative of existing institutions, denaturalize them, and conjure up new Fantastic* Institutions.

THEY WILL DESIGN PARTICIPANTS: WHO THEY ARE

Marta Bracci, Nan Chen, Fiorella Costantini, Zhuaoon Dai, Gabriel Alfaro Fregoso, Laura Haagmans, Dianhui Huang, Marianna Antonia Inuso, Giorgia Loser, Davide Marcianesi, Preethisakana Mathisekar, Ryv Mehmetaj, Carlotta Oliosi, Samuele Palladino, Alessandro Pasero, Anna Raffaghello, Nina Rikken, Ludmila Secchin, Jasleen Singh, Sven Van der Steur

They Will Design started in April and involves students aged 18 to 26 from universities, academies, and places of learning in Italy and abroad, shifting the attention from WE to THEY in a reference to the younger generations who are set to inherit the responsibility for designing the future. To “redesign an institution”, in fact, involves the process of imagining new ways of organising, producing or not producing, and relating to others. The capacity to imagine and invent are inherent to young people, and come accompanied by a dissatisfaction with the way things are. It is not their youth itself that enables them to rethink institutions, but rather their ability to harness their imagination in the production of change.

Throughout the project's development, the working groups have been supported by PARASITE2.0 – architecture collective founded in 2010 by Stefano Colombo, Eugenio Cosentino and Luca Marullo to investigate the status of the urban habitat-which will help the participants translate their ideas into a space that can be used by the public.

The process has been further enhanced by the involvement of various “heretics”, inspirational figures from a range of places and backgrounds: philosopher Leonardo Caffo, Marcello Cualbu, teacher and freelancer in technology applied to art, design and architecture; Janice Deul, writer and activist in the promotion of cultural diversity in the creative sectors; Rebecca Gomperts, Dutch doctor and women's rights activist; Florian Malzacher, performance art curator, playwright and writer; queer antiracist activist Naomie Pieter, and Jonas Staal, a visual artist who deals with the relationship between art, democracy and propaganda.

They Will Design was created with support from the Embassy and General Consulate of the Netherlands in Italy

**IMAGINE
IF ONLY PEOPLE
IN THIS ROOM
WERE RESPONS-
SIBLE FOR THE
FUTURE. THEY
WILL DESIGN IT.**

**WE WILL
DESIGN**

KIDS

**INTRODUCING
CHILDREN TO THE
WORLD OF DESIGN.
AND VICE VERSA.
FROM 6 TO 12
JUNE, BASE
BRINGS YOU SOME
CHILD-FRIENDLY
OCCASIONS TO
VISIT THE WE WILL
DESIGN EXHIBIT AND
BECOME ART CRITICS
WITH A LITTLE HELP
FROM ARIANNA
GIORGIA BONAZZI
AND ISABELLA
MUSACCHIA.**

LITTLE GUIDE. Throughout Design Week at BASE, the installations will be accompanied by descriptions created with our younger visitors in mind.

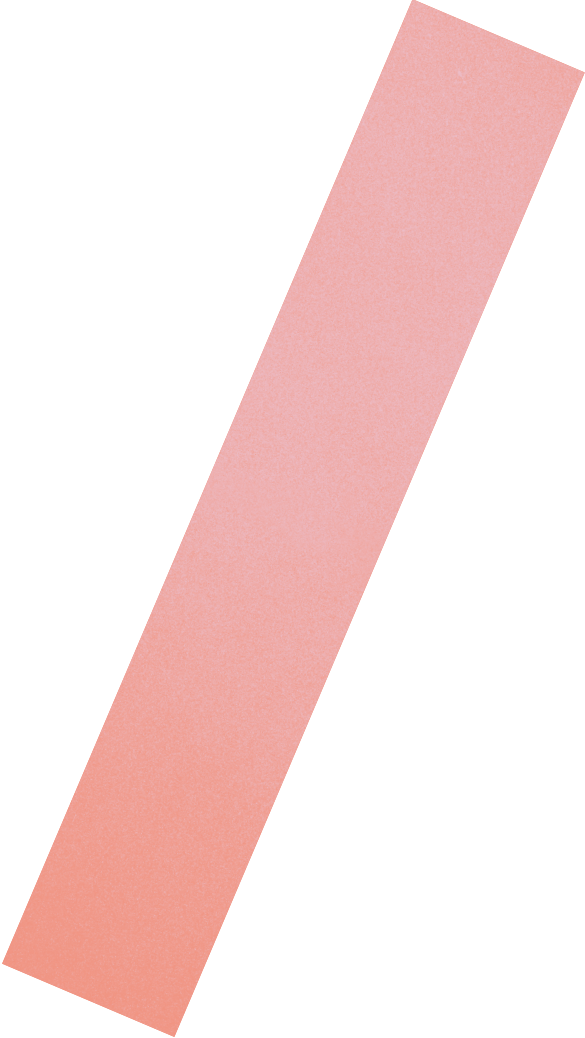
LITTLE ART CRITICS. The Saturday morning, starting at h 10.30, Kids Will Design workshop gives children the chance to try their hand as art critics, writing real reviews powered by words and ideas that are all their own.

LITTLE JURY. During the final event on Sunday morning, starting at 11.00, the Exhibit and Temporary Home designers will present their proposals for We Will Design to a special jury made up exclusively of children. Armed with score cards, the jury will vote in a range of special categories (the most fun project, the strangest idea, the handiest object...) before awarding the coveted paper medals to the designers.

WE WILL

DESIGN

MUSIC



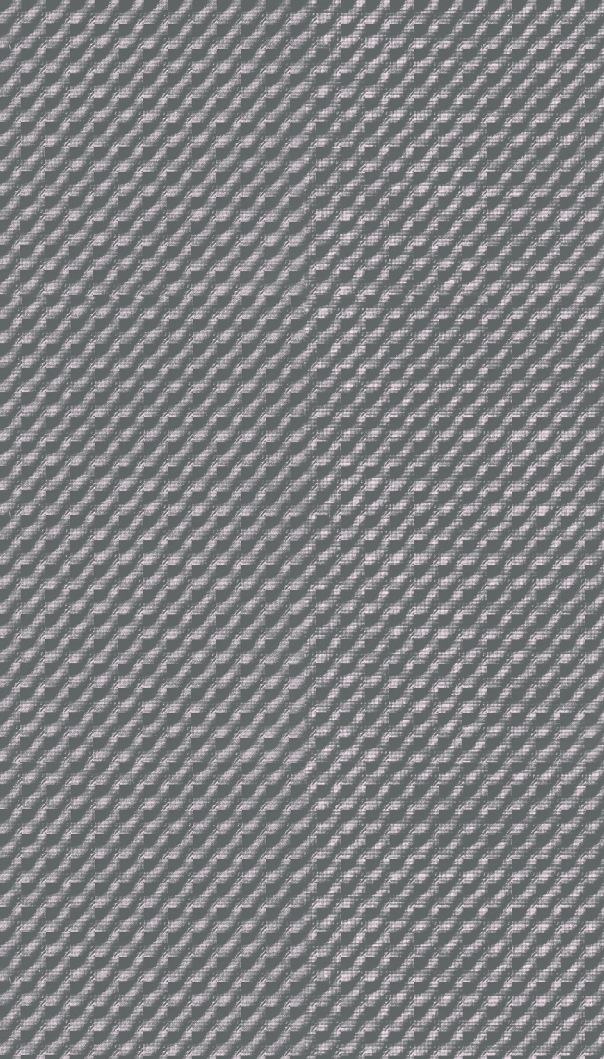
FROM 5 TO 11 JUNE, EVERY EVENING FROM SUNSET UNTIL LATE AT NIGHT, THE COURTYARD AND THE INDOOR SPACES WILL HOST MORE THAN 15 ARTISTS FROM THE UNDERGROUND WORLD WHO WILL OFFER UP A RANGE OF PERFORMANCES FROM A SELECTION OF RECORDS AND EXPERIMENTAL MUSIC.

Among the artists in the courtyard: Anna Molly Soundsystem, Etna and Restless from the Giardino dei Visionari; Fabio Mognesi, renowned Milanese DJ who divides his time between Italy and London, a lover of house music with an analogue flavour, and Hey Cabrera !, DJ, producer and author based in Turin with a “purely instinctive” punk-house sound; Hiroko, Japanese DJ and producer and Ilaria Gr; Mare Cosmico, a young Apulian DJ and producer, and Nicodemo, whose musical genre ranges from the most classic disco to experimental techno; Protopapa, DJ, music / video producer and creative director in the field of music and events; and again, Sala Radio, Tamati and his house and disco rhythms, and Volantis, DJ, producer, instrumentalist and founder of Alzaya and Wusketti.

In collaboration with Le Cannibale, the indoor spaces become a large stage for a music festival, featuring three events with a special flavour. The main players are key names from the international music scene: from house made in Berghain by Tama Sumo, to Italian disco with a French twist by Dov'è Liana, and the transversal electronic sound of the Chinese / Canadian artist Yu Su. Plus Italian DJs Fabio Monesi, Tamati and the Japanese musician and producer Hiroko.



**DISCOVER WE WILL DESIGN
MUSIC PROGRAM**



BASE IS A COMMUNITY OF PEOPLE ENGAGED IN A RANGE OF CREATIVE DISCIPLINES, COMMITTED TO DEVELOPING AN INCLUSIVE ECOSYSTEM TO PRODUCE INNOVATIVE CONTENT FOR CULTURAL PROGRESS.

BASE's mission: to generate new reflections for the 21st century city, to forge new connections between different arts, disciplines and languages. BASE's driving values: inclusion, interaction and innovation.

With 12,000m² spread over 3 floors, more than 200 creative enterprises in residence, over 400 events, and 500,000 visitors a year, BASE is a creative hub with an international atmosphere, as well as a centre for research, experimentation, production and the joint production of cultural initiatives with real social value.

Located within the ex-Ansaldo complex, one of the most important urban regeneration projects in Europe, BASE is breathing new life into a monument of industrial architecture, exploring new models of collaboration between public and private.

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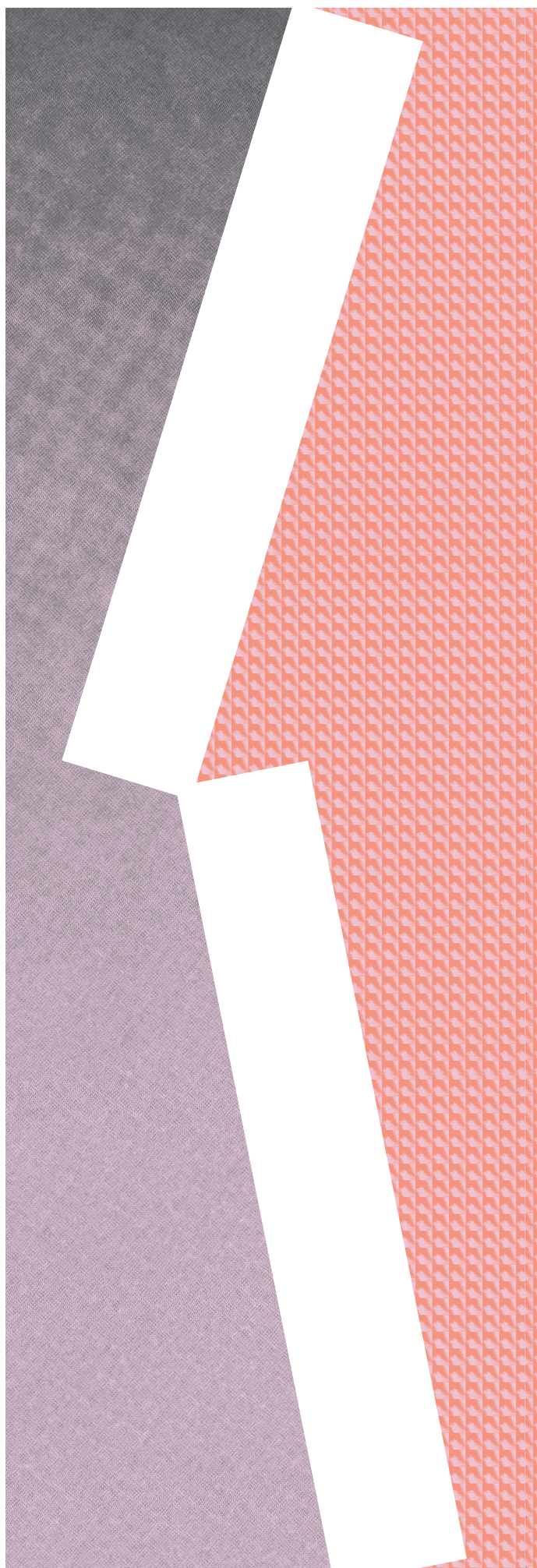


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