

WILL

WE

DESIGN

WE HAVE AN I.D.E.A.

In the two-year period 2023/2024 we will design around the concept of accessible and democratic design, no longer only related to the economic dimension of the product but linked to the subjectivities convened around the designers' table.

The bodies, desires and vulnerabilities that will shape the future world.

We have an IDEA of a world. A possible world that is inclusive within dynamics that constantly exclude, that deals with differences where globalisation normalises, a world that is equitable in terms of resources and accessible to all, where design lends itself as an enabling tool, a platform for open, critical and intersectional experimentation.

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INCLUSION.
DIVERSITY. EQUITY.
ACCESSIBILITY:
THESE ARE THE
WORDS OF THE
THIRD EDITION OF
WE WILL DESIGN:
WE HAVE AN I.D.E.A.

Together with worldwide designers, schools, universities, international institutions, students, practitioners, youngsters, we aim to present a collective vision of what we mean with plural and inclusive design.

All the original projects, exhibitions, workshops and events of Design Week 2023 at BASE are developed around the acronym I.D.E.A. — Inclusion, Diversity, Equity and Accessibility.

INCLUSION

creating an environment in which every individual can feel welcomed, safe, respected, evaluated and supported, to consent the full participation.

DIVERSITY

believing that each individual is unique with his/her own peculiarity. Ethnic origins, gender (identity, expression), sexual orientation, provenance, social and financial state, religion or personal beliefs, marital status, age and disability.

EQUITY

identifying and removing the barriers, especially the economic ones, to guarantee full participation of each person and group.

ACCESSIBILITY

meaning the designing of products, devices, services or environments for people with disabilities.

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A set of solutions consenting to the majority of people to join the activities in the most effective way possible.

Four dimensions and hundreds of intersections and shades, that weave together the lives of almost 8 billion of people on the planet. People of every gender, race, age, ability, culture, to whom the plural design is addressed by definition

The plurality of the design we are promoting, also refers to the process of co-design and co-creation, with all those actors that usually aren't involved in contemporary design's conversations and tools.

ALL THE ORIGINAL PROJECTS, EXHIBITIONS, WORKSHOPS AND EVENTS OF DESIGN WEEK 2023 AT BASE ARE DEVELOPED AROUND THE ACRONYM I.D.E.A. — INCLUSION, DIVERSITY, EQUITY AND ACCESSIBILITY.

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WE WILL DESIGN: WE HAVE AN I.D.E.A.

WE WILL DESIGN IS AN EXPERIMENTAL LABORATORY PROMOTED BY BASE FEATURING DESIGNERS FROM ALL OVER THE WORLD, SCHOOLS, UNIVERSITIES, INTERNATIONAL INSTITUTIONS, AND YOUNG STUDENTS, USING DESIGN TO CONJURE UP NEW TOOLS, PRACTICES AND EXPERIENCES DEVELOPED AROUND THE ACRONYM OF I.D.E.A. — INCLUSION, DIVERSITY, EQUITY AND ACCESSIBILITY.

Not just a space of narration and exhibition: it is a one-year long path of experimentation with residencies and international exchanges, in which design practices and experiences become a device to read — and sometimes solve — the many contradictions of our present. A test-field for projects released during the Design Week.

Pursuing the concept of a plural and democratic design, for the Design Week 2023, We Will Design has curated several macro-projects:

CANCEL PATRIARCHY, BY CLAIRE FONTAINE

a LED installation questioning our usual emotional and social context, bringing into the architectural space intimate questions.

TEMPORARY HOME

casaBASE — BASE's guesthouse — turns once again into a unique residence for five women artists and designers hailing from France, Germany, England, the Netherlands and Greece. A home, an experimental place, a space of storytelling and interaction with the public.

EXHIBIT

more than 30 Italian and international projects curated by universities, multidisciplinary collectives, designers and young talents.

WE WILL DESIGN KIDS

child-sized moments and a guide to give to the youngest the opportunity to get closer to the world of design.

PUBLIC PROGRAM AND MUSIC

A palimpsest to explore and experiment around accessibility, futures, community, change. Moreover, every night of this Design Week is vibrating to the sound of We Will Design Music Festival.

CANCEL PATRIARCHY

CLAIRE FONTAINE'S INSTALLATION IN BASE GROUND HALL

Patriarchy kills (love) and We are all clitoridian women are a LED installation denouncing the dangers of our patriarchal culture and the ignorance that surrounds women's pleasure. The two sentences give materiality to the words and by interacting with the audience bodies they transform our perception of reality.

The installation draws inspiration from the texts of feminist writer Carla Lonzi and the concept of the "clitoridian woman" on which Claire Fontaine wants to build a proposal of de-identification from the roles that trap women's existences.

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Claire Fontaine, is a collective artist founded by James Thonhill and Fulvia Carnevale in Paris in 2004. Since 2017 she has been living and working in Palermo. Her name is a pseudonym sounding like the name of a French woman and it's inspired by Duchamp's "Urinal" (Fontaine) and by a famous French stationery brand (Clairefontaine). Claire Fontaine was born out of the need to create a space of desubjectivisation where the artists can escape the conditioning of their their gender, race and social class.

Claire Fontaine's practice, revolves around the inevitability of power dynamics in our lives but it highlights the constant possibility of overthrowing them. Feminism is for her both a method and an ethic position. Because the feminist point of view highlights the value system of patriarchy, it allows to question the mythology of the individual genius and the excellence of the singularity informing the narratives of art history and society at large. Therefore Claire Fontaine seeks the activation of forces and forms contained in art history allowing them to express their full emancipatory potential. She uses different media and refuses the obligation of adopting a recognizable vocabulary of forms in her work, she rather approaches it as an in-progress experimental research, a continuous exploration.

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5 ROOMS TO ENVISION 5
SCENARIOS OF THE FUTURE.

With Temporary Home –
casaBASE-BASE's guesthouse
– turns into a unique residence
for five women designers hailing
France, Germany, England, the
Netherlands and Greece.

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.

DESIGNERS

LOUISA WOLF
MARIA VARELA
ADI HOLLANDER
SANNE VISSER
EMIMA SFEZ

IN COLLABORATION WITH
**GOETHE-INSTITUT
MAILAND**
BRITISH COUNCIL
ONASSIS STEGI
**THE EMBASSY AND THE
GENERAL CONSULATE
OF THE NETHERLANDS
IN ITALY**
INSTITUT FRANÇAIS

TEMPORARY

HOME



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LOUISA WOLF BOTANICAL ROLE PLAY

Botanical Role Play challenges ecological depictions and relations that are based on norms, binaries, supremacy, and control. Surrounded by liquid latex leaves and thought-provoking gardening tools, conversations about the means of ecological consent and queer ecologies will take place. A safe space for plants and humans, that brings gender studies, feminism, BDSM, botany, gardening, and mass extinction together.

Louisa Wolf is an information designer with the ambition to break normative thinking and to open spaces for collective action. She uses design to provoke, question, and challenge the status quo, based on the inclusion of different voices and perspectives. Through visual research, conversational objects and auto theory, she tells stories and designs narratives.

PROJECT SUPPORTED BY
GOETHE-INSTITUT MAILAND



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MARIA VARELA BUTTERFLIES OF THE BEAUTIFUL

“Butterflies of the Beautiful” visualizes gender equality data reports from UN Women, handwoven into algorithmically generated butterflies. Maria Varela creates butterflies following the protagonist of Hawthorne’s story “The Artist of the Beautiful” (1844), questioning in a current viewpoint the battle of aesthetics and practicality, the combination of Art, Science and Technology in the creative process and the range of contemporary global femininity state. The allegory of the continuous struggle to create a perfect butterfly (the Beautiful), becomes the continuous battle for gender equality in its full potential.

Maria Varela is an interdisciplinary artist with the focus on the creative applications of new technologies, textile data visualization and collaborative production with women communities. She experiments with ways in which the archival event is transcribed from the digital environment to the physical world.

PROJECT REALISED IN COLLABORATION
WITH STATHIS MITROPOULOS AND THE
SUSTAINABLE SEQUIN COMPANY
COMMISSIONED BY ONASSIS STEGI
AND BRITISH COUNCIL AS PART OF THE
PROGRAMME CIRCULAR CULTURES

SANNE VISSER LOCALLY GROWN

Locally Grown is a design research project exploring human hair as a material resource, by working closely with hairdressers to rethink and reimagine the system of hair recycling. Through an interactive installation, it invites visitors to see and physically experience the opportunities human hair can bring to wider ecosystems, from live haircuts in a redesigned barber's chair to co-design workshops envisioning new equitable futures using radical materials.

Dutch designer Sanne Visser is a material design researcher and maker, founder of Studio Sanne Visser, based in London. Her main interest as a design researcher is in material innovation, regenerative design and future thinking. Sanne is mainly recognised for her ongoing research investigating the potential of human hair waste as a new resource.

IN COLLABORATION WITH BRITISH COUNCIL, AS PART OF THE CIRCULAR CULTURES PROGRAMME

14 **ADI HOLLANDER, ANDREAS TEGNANDER AND ILDIKÓ HORVÁTH WITH OTHERABILITIES** HAPTIC ROOM STUDY #2: TRAVELING TACTILE CONCERT

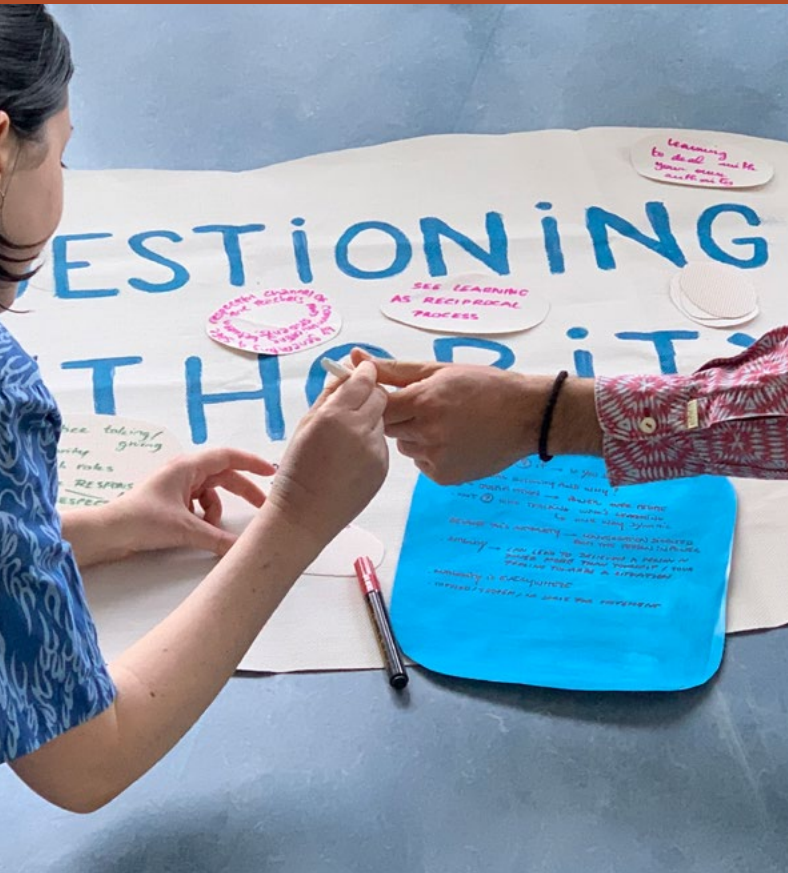
Traveling Tactile Concert is a sound installation and an itinerant haptic concert where the visitors are invited to “listen with their own body”. The installation is an arrangement of tactile surfaces such as vibrating floor boards, soft surfaces, and porcelain tiles on which the visitor can lean, sit, or lay-down to experience sound through the sense of touch.

The OtherAbilities is an Amsterdam-based artists' initiative by artist Adi Hollander, which pursues research within the art and science fields on the implications, potential and attainability of translation between senses.

MUSIC BY: ANNEA LOCKWOOD, CLAUDIO F. BARONI, PHILL NIBLOCK, AND YANIS KYRIAKIDES. WITH KIND SUPPORT OF THE EMBASSY AND THE GENERAL CONSULATE OF THE NETHERLANDS IN ITALY, CREATIVE INDUSTRIES FUND NL.

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EMMA SFEZ QUEERING SCHOOL/S

What would it mean to queer schools in France? For Emma Sfez, this would mean engaging in an ongoing reflection about the languages, representations, images, structures and narratives that circulate and have become ingrained in the educational system. Informed by her involvement and research with a French collective named Queer Éducation, she developed a workshop for educational staff.

Emma Sfez is a designer/artist/curator interested in the possibilities of designing otherwise. Based around Paris, she has worked with various associations, collectives, and institutions in France in recent years. She is now in Montreal. Focused on issues of activism, gender, and queer theories in relation to design, she has been involved in several projects allowing her to link these different worlds. Always curious and attentive, she is eager to learn new things and meet unknowns.

IN COLLABORATION WITH
INSTITUT FRANÇAIS

WE WILL DESIGN EXHIBIT BRINGS TOGETHER WORKS FROM EMERGING DESIGNERS, DESIGN STUDIOS, ACADEMIES, AND UNIVERSITIES, THUS BECOMING A PLACE OF RESEARCH AND EXPERIMENTATION FOCUSED ON PLURAL DESIGN PERSPECTIVES.

EXHIBIT





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1. DESPISE DESIGN GROUP

DESPISE DESIGN, ALL BLESS THE FAIR!

An installation, an ongoing product of discussion, argumentation and collaboration. This project presents a research aiming at contending and reflecting the economies of participation and expectation that shape design events.

2. ONOMATOPEE

DESIGN IN CONVER- SATION: THINKING – KNOWING – MAKING

Five projects inspired by the book “Designerly ways of knowing: a working inventory of things a designer should know” by Danah Abdulla, embodying the process through which their authors think and know – and, eventually, work – and question the unquestionable truths of design, to reveal/discover authentic techniques in the making, neglected and inconvenient narratives, as well as enriching collaborations.



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3. CENTRAL SAINT MARTINS MATERIAL FUTURES

WHERE SCIENCE, DESIGN AND TECHNOLOGY COLLIDE. Material Futures students and alumni create alternative narratives to what will become the defining issues of our times. United in the belief that our planet is at breaking point and our current methods of managing and dealing with these systems are ineffective and outdated, students and alumni look beyond existing disciplines to anticipate our future needs, desires, and challenges for the 21st century.

Upon an invitation by the interdisciplinary agency 2050+.

4. MANCDESIGN — MANCHESTER SCHOOL OF ART ‘MANCDESIGN’

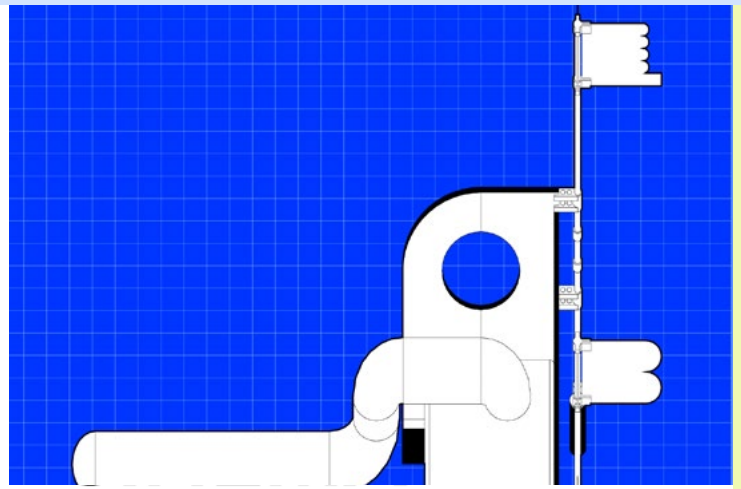
‘MANCDESIGN’: A MANIFESTO OF PRINCIPLES, PROPOSITIONS AND POTENTIAL IN RELATION TO MANCHESTER, PEOPLE AND PLACE.

A project looking forward to experimenting with design, also finding a way to answer to the great contemporary challenges of our society.

5. ANALOGIQUE

*FR*OG*: A COLLECTION OF FRUGAL OBJECTS

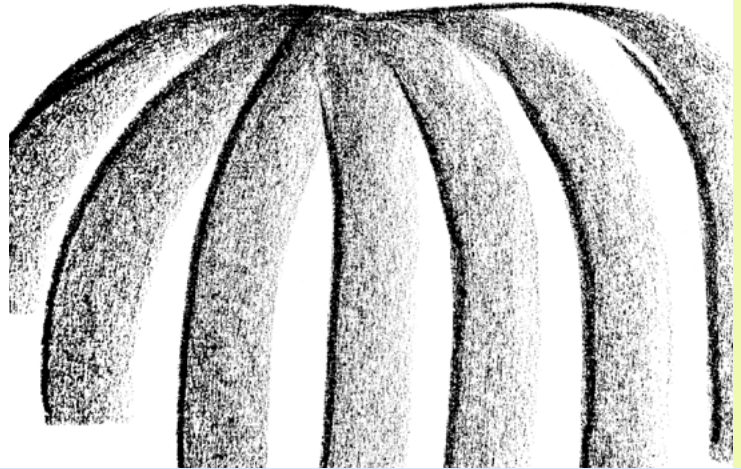
A catalog of (s)objects, that can be associated with apparently distinct cultural ambitions, defines a repertoire of possible new occasions that, with different times and methods, intertwine economic sustainability with the actual need for multiplication of uses.



6. STANDARD404 & ERETICO

CINEMA PARENTESI

A tribute to the moving image, an increasingly common media in the disciplines of design and architecture. It is a ritual, a conscious and premeditated experience, a moment in which “anything can happen, anything is possible and probable”.



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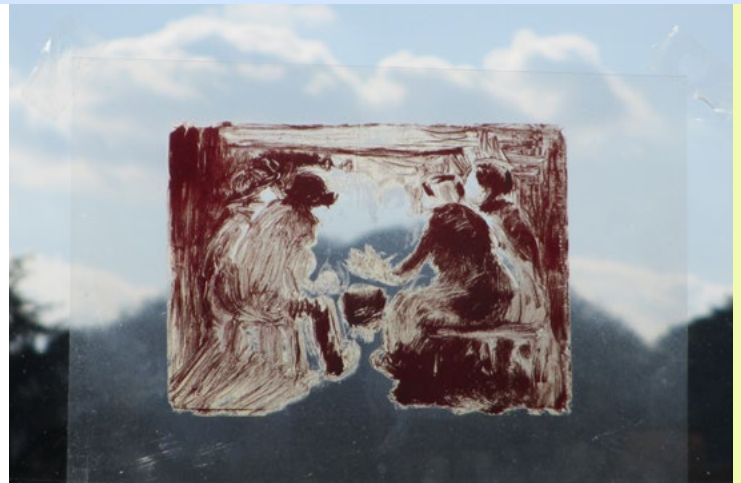
7. ECOLE SUPÉRIEURE D'ART ET DESIGN SAINT-ÉTIENNE, 3ER CYCLE DESIGN RESEARCH

MANGER, DORMIR, COMMUNIQUER

Not an exhibition, but a “foyer” (in French, “foyer” is the “fireplace”, the place of fire, the place where a community gathers). Concerned with social inequalities and ecological issues, the designers and researchers question the escalation of design apolitical solutions. They propose a post-innovation context: is it possible to find ways to resist and create by sleeping, eating and communicating?

With Ernesto Oroza, Alex Delbos-Gomez, Delphine Hyvrier, Karolina Borkowska, Kiti, Zerma, Thomas Goumarre, Sijie He, Thibault Le Page. Special guests: Mirwan Andan (ruangrupa), Rifqi (artlab ruangrupa, gudskul) Barak Aziz (riwanua).

With the support of Institut Français.



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8. MATTEO PROIETTI SUPRA MODUS

What and how would you communicate if you couldn't see or hear? *Supra Modus* is a site-specific installation where sounds and vibrations are felt in and through the environment surrounding the audience. A metaphor of the invisibles surrounding us.

9. SIMON DOGGER, BOEY WANG AND MATTEO PROIETTI DESIGN BEYOND VISION 2.0

Design Beyond Vision is an intuitive design approach that connects visual and non-visual worlds through the sense of touch. During the Milano Design week, Simon Dogger and Boey Wang and Matteo Proietti will present a 2.0 version of DBV. The installation uses sound, touch and sight and intuitively involves the visitor. It tries to create an insight into, for example, the importance of cooperation.

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10. ATELIER AD-HOC co-LIZA

co-LIZA is a project focused on the inclusion of migrants, immigrants and refugees in Bucharest. It proposes a mobile and adaptable unit aimed to the co-management of collective activities by communities, NGO and different local actors.

In collaboration with Romanian Design Week and Istituto Romeno di Cultura e Ricerca Umanistica di Venezia.

11. SOHYE SHIN (SHISOH) INSIDE-OUT

This project is a playful investigation of how expressive eating behaviours—a broad range of eating patterns—show the pressure of self-control in capitalist societies. Throughout the research, fat became a conspicuous representative of underlying emotions, defensive behaviours and social expectations. The resulting fat-creatures and their inner-intergalactic world were created to deconstruct the stigmas and biases surrounding fat by suggesting multi-layered images of the controversial organism.



12. HYUKJOON CHOI

WHERE POSITIVITY IS PLUGGED IN

A performative installation that invites to discuss the consequences on forced happiness and the necessity to have a positive thinking imposed by the contemporary standards, to increase productivity.



13. EUNGYUN KIM

DIS+EASE

Many people must live with a disease of some sort. Dis+ease is a clothing collection made to overturn our approach to illness, opening a discussion on prejudice, bodies and personal dignity. Dis+ease points out that a disease, like clothing that can be taken on and off, does not inherently affect human dignity.



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14. AVA ASAADI —

THE VANITY TABLE

COSMETIC FOOTPRINTS

This series of objects capture the value of discarded cosmetic paraphernalia that Ava Asaadi has been collecting over the years. These items include packaging, empty lipstick cases, eyeshadow palettes, and photos of people's cosmetic collections from all over the world. These objects propose new ways of relating to cosmetics as beautification tools, as well as a shift in how users construct their identities.



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15. EVA LOTTA LANDSKRON

DO TOUCH

Throughout an installation with slime as the main material, Eva Lotta Landskron introduces an intermediate state between solid and fluid, in the metaphorical research of a way out of solidification and polarization of extreme positions.





16. SCUOLA DEL DESIGN – POLIMI WITH GIULIO CEPPI DESIGN FOR FUTURE FRAGILITIES (2033)

How will we live and work in 2033? How will we move in and out of the city? And how will we communicate with each other? PoliMi students developed their researches in Integrated product Design, thinking primarily of weak subjects, the fragility and risks that change imposes on us and how to preserve the value of human diversity in the near future.

In collaboration with Esselunga and Fastweb.

17. GUUS HOEBERECHTS (DE)CONSTRUCTING FAMILY MODELS

Presenting alternative norms on daily objects, this collection and the conversation accompanying it expands the boundaries that we impose on the concept of family.

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18. AGNIESZKA CIESZANOWSKA CLUSTERED

The multisensorial textile samples of clustered focus on the ambiguity of the trypophobia phenomenon, commonly described as the fear or disgust towards images of clusters of holes and circles. The project examines how the relationship between these patterns and human bodies is also based on fascination and attraction.

19. JULIETTE VANDERMOSTEN MEANDERS

Meanders is a collaborative board game and conversation tool that aims at opening the conversation in families dealing with dementia, but not only. It provides a space for the participants to listen to each other, reconnect and rethink the relationships in terms of mutual care. Organized playing session will happen every day during the exhibition week at 3PM.

20. STUDIO SOPHIA SCHULLAN

MY DREAM BUNKER

Toys teach children how to make sense of the world and navigate through it. With that in mind the designer Sophia Schullan proposes her speculative project 'My Dream Bunker': this humorous toy prepares kids of future generations for daily life in a world suffering from the inevitable results of the climate crisis.



21. MARGARIDA COELHO

AMOR? LUTA!

A necessary subversion of political propaganda with gender equality. Traditional costumes of Portuguese folklore have been redesigned with feminist messages and symbols in collaboration with local women artisans.



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22. ENDELEA, CO.ARCH AND EQUILIBRI

FURNITURE KARIBU KITI

A seating capsule bringing the bold colors of Africa to Milan. The chairs (in Swahili, kiti) are inspired by the rounded lines of the typical seats of Tanzania. The structure is in metal, padded and covered with fabrics designed by the Tanzanian designer Shahbaaz Sayed. The chairs are produced by Equilibri and a percentage of the sales will finance a professional workshop for local craftsmen in Dar es Salaam in 2024.



23. COLLETTIVO AAA

INCLUSIVE DESIGN

Collettivo AAA is always working to give a chance to young talents to exhibit their projects: We Will Design, together with Tangity company, had the opportunity to let three students groups show their projects (A Good Time, Ennelunga stress-free supermarket and Parcoo – safer together). From Inclusive Design course at Polimi, the projects are dedicated to a more inclusive and involving fruition of daily life activities.

In collaboration with Politecnico di Milano and Tangity Design Agency.

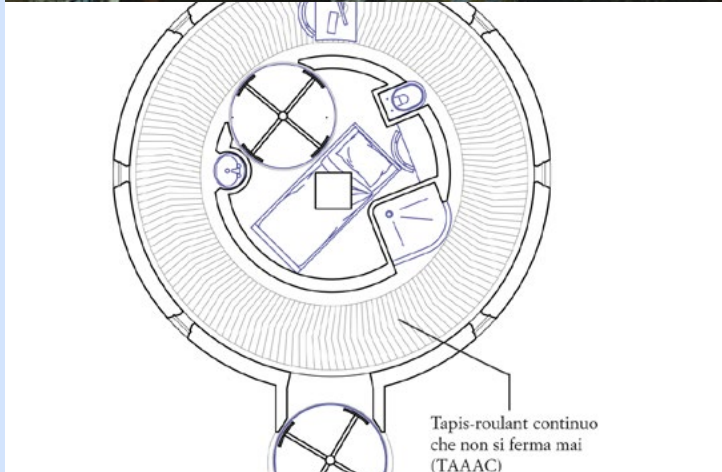


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24. FESTIVALDIVERCITY COSTITÜIRE

MATERIALI, DESIGN, DIRITTI. The winners of the Call for designers “Costitüire”, promoted by FestivalDivercity in collaboration with BASE, present their view of the concept of “care” as a counterbalance to the systemic aggression on the rights and health of marginalized, racialized and migrant background communities, also perpetrated through the technical tool of design (or its absence).

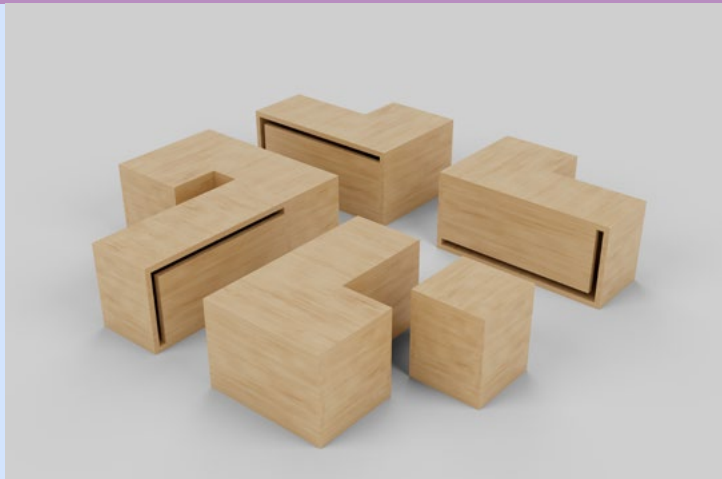


25. MIOCUGINO E ALVAR AALTISSIMO CASE MILANESISSIME IN 3D

An exhibition of drawings and 3D printed models of Milanese contemporary houses with the goal of giving a detailed description of what best represents the temporary urban living. It involves visitors in a conversation/reflection on the contradictions of our present.

In collaboration with **Corraini Edizioni, HPO, The Digital Circle**

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26. XI'AN JIAOTONG — LIVERPOOL UNIVERSITY (XJTLU) PICTO-FURNITURE

The collective presents a section of design works based on ancient Chinese pictograms and their interpretations of today's simplified Chinese characters that speak about the old and new China, through shapes and meanings.



27. NEWCOMER SOCIETY BOM NOH, DONGWOOK JANG, SEOK PARK, YICHEN SHEN

Four projects ranging from digital to material mediums. This collective maps a social and cultural scenario of consumistic behaviour, through their nomadic and “alien” perspective of their experience in the Netherlands.

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28. BRUNO SZENK

I=Fe

A study of personal enmeshment in the planetary flux of iron, pursued through the gestures of mining, pigment-making and storytelling. At BASE Milano, the project is exhibited as a 'metabolic assemblage' – a temporary re-channeling of Milan Design Week's material flows.



29. SUBIN SEOL REMEMBRANCE

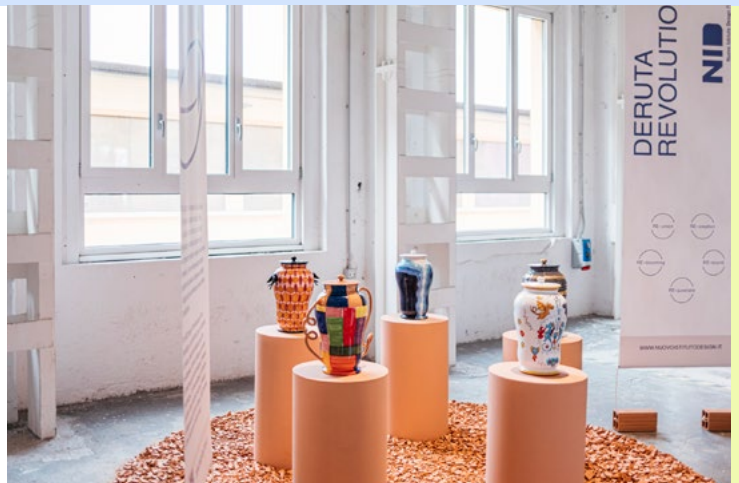
Remembering architecture means preserving our past and creativity. Designer Subin Seol salvages construction waste, like handrails from the demolished Fawley Power Station, and transforms them into usable objects that retain the building's brutalist aesthetic. By reusing materials, Seol ensures the memories and stories of our architectural heritage are not lost.



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30. NID NUOVO ISTITUTO DESIGN MATERIA BOTTEGA

This project tries to draw attention on the great discrepancies that can be created between local production – connected to its context – and the large globalized production, through a multisensorial, multi-material and evocative experience.

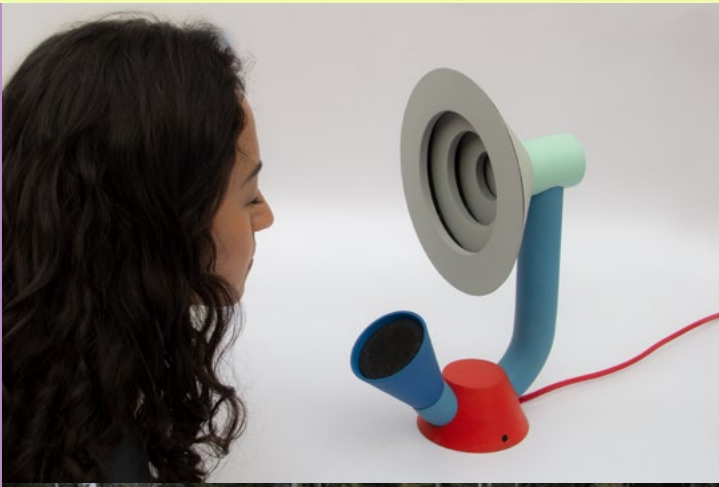


31. GRETA BALLSCHUH QUESTION OF MATTER

This project designs a more sustainable future in which, without cremation or coffins, our body returns to the soil after burial, feeding the soil with its natural decomposition cycle and fighting barren soils.



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32 - 33. TECNOLÓGICO DE MONTERREY OFFICE FUTURES

A platform to speculate on the future of workspaces through research and critical design. Students worked on an office toy, a wearable or an accessory that is not work-related function, but often intended to provide decoration or pleasure, relieve stress, or inspire creativity.

IDEA MACHINES

DATA-GATHERING ARTIFACTS THAT WILL MAKE US REFLECT ON INCLUSION, DIVERSITY, EQUITY, AND ACCESS

Reflecting on the topics of Inclusivity, Diversity, Equity and Access, those objects have been created using low-tech and high-concept methods: an exciting way to push the boundaries of traditional construction techniques and explore new ways of capturing data, information, and stories.

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34. MATILDE BRIZZI BROCCOLI BAR

A convivial corner that invites visitors to consume informal conversations about phenomena of collective concern whose reflections are increasingly relegated to academic circles, given their intellectual and often inaccessible jargon. At the Broccoli Bar, a V.I.P. (Very Informal Protocol) is in force, dictating how current debates can be made more hospitable and less exclusive. A place as academic as it is mundane that welcomes both the knowledge and ignorance of those who take a seat.

ANALOGIQUE

*FR*OG*

A COLLECTION OF
FRUGAL OBJECTS

*FR*OG* is a collection of frugal objects, a process-project that works over the long term of social dynamics, to trigger new relationships between buildings, the surrounding urban fabric and the inhabitants of a part of the city. It is a catalog of 16 (s) objects associated with apparently distinct cultural ambitions, define a repertoire of new possible opportunities, through the multiplication of uses, which with different times and methods intertwine economic sustainability with actual needs.

The following took part in the experiment: Ludosofici, Corraini edizioni, Food Ensemble, OSS, who respectively embody the figures of philosopher, editor, cook and musician. In the preliminary phase, each identified subject, was depicted in the projection of a micro-architecture associated with the partner.

*FR*OG* is an opportunity to activate (inter)actions between different disciplinary ambitions. The five devices, located inside BASE, will define a connection that goes beyond the physical boundaries of the space to feed an inclusive and convivial project. The goal is to experiment with interactive touch-points, virtual and analogic bridges, through which partners and users can get in touch to activate new stable and forwardlooking relationships.

A PROJECT BY Analogique Studio
Claudia Cosentino, Dario Felice,
Antonio Rizzo
WITH Sofia Privitera, Michael
Costantino, Francesca Trovato,
Giorgia Strano
GRAPHIC PROJECT BY Carlo Amico
TUTOR WKS Iliaria Rodella
(Ludosofici), Pietro Corraini
(Corraini Editore), Francesco
Sarcone (Food Ensemble),
Andrea Normanno (Musician),
Diego Pascal Panarello (Musician)
PARTNER Ludosofici, Corraini
Edizioni, Food Ensemble, Ortigia
Sound System, Fondazione Listone
Giordano, Farm Cultural Park, Isola
Catania, Maison Decor, D'Annigo
Officine

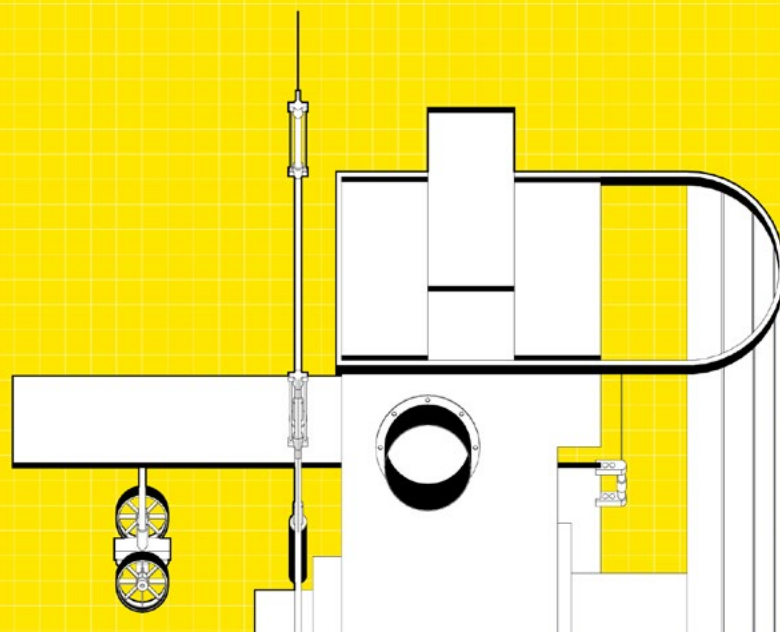
ANALOGIQUE is an architecture studio founded in Sicily in 2015 by Claudia Cosentino, Dario Felice and Antonio Rizzo that operate at the intersection of design, research and cross-disciplinary relational practices. ANALOGIQUE has promoted projects for La Biennale di Venezia, the Fuori Salone of Milano, the collateral events of Manifesta, Farm Cultural Park, Palermo Capitale Italiana della Cultura, Matera Capitale Europea della Cultura, Procida Capitale Italiana della Cultura and for other Italian and international institutions.

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FROG
collezione di oggetti frugali

Come proteggiamo le cose che ci stanno a cuore? In che modo sappiamo ordinarle? Il CUSTODE è un dispositivo che oltre a tutelare gli affetti, ci racconta storie di accadimenti e visioni fantastiche in una successione di immagini, oggetti statici ed esseri in movimento. Un saggio bizzarro con cui condividere il proprio tempo, senza fretta. Vuoi sapere cosa nasconde?



SIMON DOGGER AND MATTEO PROIETTI

WE FEEL DESIGN

Simon Dogger graduated the Design Academy as a blind designer and has now his own design studio. A feasible pilot will be a co operation between design education, municipalities, UWV, government but most of all it needs to be tried. When it works it tells something about the ability to create an equal society, if not then it tells something about the education system or the pilot.

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Matteo Proietti is a desartist, born 1983, student at the Design Academy of Eindhoven. He keep himself busy with life, performances, accessibility, micro-macro systems, events' production, social realities and clown's noses.

In the framework of We Will Design 2023: We have an I.D.E.A, which will have as its specific focus the exploration of a new idea of democratic, plural design, capable of reaching people of all ages, abilities, genders and cultures, BASE has invited the two designers Simon Dogger and Matteo Proietti to develop two different projects.

On one side Dogger and Proietti have been involved in the implementation of the existing wayfinding, to create a new wayfinding system that includes a more diverse audience such as the visual impaired. On the other side to develop a research contribution for the implementation of an accessibility protocol that will be launched in October 2023.

The accessibility protocol aims to be as an innovative open source tool for the promotion of best practices related to accessibility of cultural hubs and is part of a broader program that BASE has activated in 2023/2024 to expand its public function, committing itself to removing and mitigating forms of racialization and cultural colonialism, ability and gender discrimination.

The program is based on a choral and intersectional approach, and focuses on the themes collected in the acronym I.D.E.A (Inclusion, Diversity, Equity, Access), involving individuals and organizations belonging to communities that are currently little involved in the life of BASE, to broaden the ability of the center to welcome and at the same time experiment with new models of participation, inclusion and openness to new audiences of cultural institutions.

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ISABELLA MARTIN

PLAYING GROUND

PLAYING GROUND -
GIOCARE CON LA CITTA' is a site-specific public art project to imagine and experiment with new forms that the city could take, exploring creative languages to disassemble the city and reassemble it, starting from the point of view of children.

Isabella Martin, who's attending an artistic residency in BASE (march-june 2023), imagines a world where children can re-map and re-define the city of Milan, through creative approaches geared towards inclusiveness and empowerment of younger generations. From the meaning of inhabiting cities to the ways in which road signs can be read, the project aims to make people think about the environmental, social, economic and cultural sustainability of the city models in which we live.

Isabella Martin (UK) is a visual artist who works with people and places, exploring how we fit in the world and relate to our surroundings. Her work moves between mediums and is context specific; driven by interdisciplinary collaboration, in-depth research and experimental play. She holds a BA(hons) in Fine Art Sculpture from Brighton University and an MFA from The Royal Danish Academy of Fine Arts.

PROJECT FINANCED
BY FONDAZIONE MAURIZIO
FRAGIACOMO



WITH THE CONTRIBUTE
OF DANISH ARTS FOUNDATION



ERNESTO OROZA MANGER, DORMIR, COMMUNIQUEUR

This project is a response to an invitation from BASE Milano which asked to reflect upon the notion of the platform and its pedagogical, spatial, and political dimensions. At the same time, our proposal consolidates a year of activities carried out in the third cycle of the Esadse (CyDRe).

Among the activities from the present course that led to this proposal, one stands out: CyDRe's visit to documenta 15 in August of 2022 in Kassel. Our objective was to develop issue 55 of the magazine *Azimuts*, which we will be presenting for the first time at this event in Base Milano. This issue of the magazine's central theme is objects created by and for the organization and mobilization of communities. Lumbung, a communal rice granary in Indonesia—the principle of which was used by ruangrupa as the protocol for the distribution of Documenta's resources—represents the starting point and inspiration for our magazine. Another relevant object, in this sense, is a platform called a bale-bale in Indonesia where people nonkgrong: a social activity that implies resting, eating, and socializing activities.

A few of CyDRe's members travelled to Indonesia in November to visit ruangrupa, gudskul, and Riwanua, people and collectives involved in the organization of the last documenta. There, in collaboration with the designer and artist Rifqi, we created a bale-bale that became part of the infrastructure at the Rrrec Festival, organized by ruangrupa and gudskul in Sukabumi. For their part, Rifqi, Mirwan, and Barak visited us in March of 2023 to dialogue and work with the students at CyDRe and the Esadse. In collaboration with Bertrand Mathevet, they produced one of the bale-bale in this exhibition.

As they prepared for the event, the participants from CyDRe were aware that their individual projects and programmed activities should respond to three daily activities: sleeping, eating, and communicating. With the objective of establishing these links, we wrote the following declaration:

Eat, sleep, communicate

These three verbs are vital activities. Every living being, human and non-human sleeps, eats, and communicates. These are common needs and there are many ways to meet them. These actions/gestures differ according to environment and culture, and so do the tools that accompany them. Each of our proposals focuses on one or more of these activities and proposes to question their cultural and political possibilities. Can we find ways to resist and get out of our current ecological and social crisis by communicating, sleeping, and eating together?

Faced with mandates of productivity, “innovation,” and problem solving, we prefer to eat, rest, and debate. From this “post-innovative” perspective, we try to take the time—together—to question design and the way it shapes our most essential interactions.

Over the course of the dense Milan Design Week, our proposal presents itself as a home (as a French foyer!)—a quiet and friendly space to rest and discuss—more than an exhibition.

PARTICIPANTS

Karolina Borkowska, Laita Cardin, Alex Delbos-Gomez, Thomas Goumarre, Sijie He, Delphine Hyvrier, Thibault Le Page, Kiti, Ernesto Oroza, Lola Peling, Lucie Sahuquet

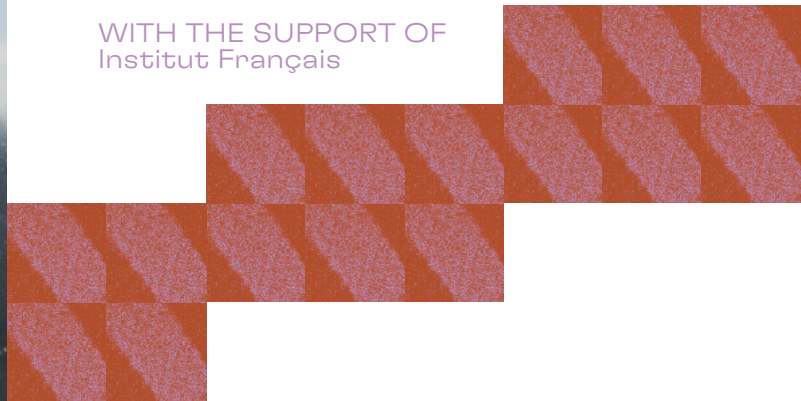
AND THE COLLABORATION OF

Mirwan Andan (ruangrupa, Riwanua), Barak Aziz (Riwanua) and Rifqi Fajri (artlab ruangrupa)

WITH THE SUPPORT OF
Institut Français

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WE

WILL

DESIGN

KIDS

THE APPROACH
 Starting from the exhibited works and the topics of We Will Design 2023, for We Will Design Kids children will reflect on four main themes - Body, Metamorphosis, Imagination, Relationship – playing and interacting with the surrounding environment, in a continuous dialogue between different worlds.

IN COLLABORATION WITH Ludosofici
 Since 2010, the association Coi Ludosofici has been designing experiences and content with the aim of activating critical thinking, awareness and creativity in children and adults. Ludosofici makes use of tools and methodologies deriving from philosophy and art in all its forms and dimensions. With Ludosofici you think by doing, to make the invisible visible.

THE VALUES OF ACCESSIBILITY AND INCLUSION ALSO MEET IN THE WE WILL DESIGN – KIDS PROJECT: A CHILD-FRIENDLY GUIDE AND THREE SPECIAL MOMENTS DURING THE WEEK, TO GIVE ALSO TO THE YOUNGEST THE OPPORTUNITY TO APPROACH THE WORLD OF DESIGN.



SAVE THE DATE!

SATURDAY
 APRIL 22ND
 11.30 AM
 Register to take part to We Will Design – Kids with Ludosofici

PUBLIC PROGRAM

Stories, projects, opportunities for growth and change, with the experiences of designers, institutions, foundations, Italian and international realities.

Save the dates and participate to the Public Program of the Design Week 2023 at BASE, three meetings to explore and experiment around the concepts of accessibility, future, collectivity, creative cities, movement, change.

ALL THE TALKS WILL PROVIDE THE PRESENCE OF A LIS AND/OR BSL INTERPRETER.

19 APR — 5 PM

CREATIVE CITIES, INCLUSIVE CITIES

In collaboration with Moleskine Foundation, ODI e LAGO. The talk will be held in English

Gabriella Gómez-Mont, Founder and principal at Experimentalista
Linda Di Pietro, Artistic Director of BASE
Marcus Desando, Director of the Prince Claus Fund
Marta Foresti, Founder and CEO of LAGO and Visiting Senior Fellow ODI

Concluding remarks: Emilia Terragni, Associate Publisher at Phaidon Press
Moderator: Adama Sanneh, CEO of Moleskine Foundation

18 APR — 5 PM

ACCESS BY DESIGN ACCESSIBILITY AND INCLUSION AS RESOURCES TO IMAGINE FUTURE WORLDS AND CREATE CULTURE

In collaboration with the Embassy and General Consulate of the Netherlands in Italy and all the institutional partners of BASE I.D.E.A. project. The talk will be held in English

With:
Elisabetta Bianchessi | T12 Lab
Simon Dogger | Studio Simon Dogger
Adi Hollander | OtherAbilities
Danilo Ragona | Able to Enjoy
Moderator: Valeria La Corte | Fedora

20 APR — 5 PM

QUANTO SARÀ UN FUTURO DIVERSO? TECNOLOGIE, COMPORTAMENTI, FRAGILITÀ AL 2033

Scuola del design/Politecnico di Milano — With support of Fastweb and Esselunga. The talk will be held in Italian

With:
Giulio Ceppi, Architect and Professor at PoliMi
Michele Sarzana, Head of Brand, Communication & Digital Experience at Fastweb
Francesco Rodighiero, President of Design for all Italia
Francesco Samorè, Director of Fondazione Giannino Bassetti
Roberto Selva, Chief marketing and Customer officer of Esselunga
Moderator: Giulia Cugnasca, Operations Director of BASE

PARTICIPATE TO THE PUBLIC PROGRAM

→ → → → → → → →



DESIGN

WILL

WE

MUSIC

EVERY NIGHT OF THIS DESIGN WEEK WILL VIBRATE TO THE SOUND OF WE WILL DESIGN MUSIC FESTIVAL. INSIDE AND OUTSIDE BASE, WITH THE SPECIAL COLLABORATION OF VOLVO CAR ITALIA AND LE CANNIBALE

ALL WE WILL DESIGN MUSIC NIGHTS

18 APR — 11PM
ALEX FERNET +
MILANO SHANGAI @BASE

19 APR — 6PM
SELECT NIGHT
POWERED BY SELECT
APERITIVO @BASE

19 APR — 7PM
RIL FACTORY W/ WALULA WAVE,
JAY ABEY, NICK NUWE @BASE

19 APR — 9PM
P L Z @VOLVO STUDIO MILANO

19 APR — 11PM
SPAGHETTI DISCO @BASE

20 APR — 11PM
P L Z + LUCE @BASE

21 APR — 11PM
DJ PYTHON + HIROKO HACCI
@BASE IN COLLABORATION
WITH LE CANNIBALE

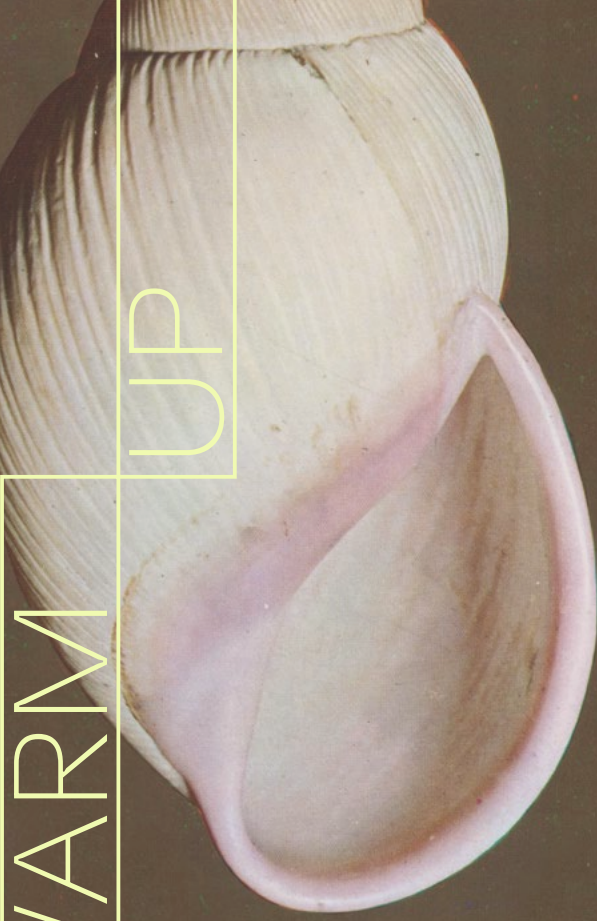
22 APR — 11PM
HAAI + FABIO MONESI
@BASE IN COLLABORATION
WITH LE CANNIBALE



MUSIC

UP

WARM

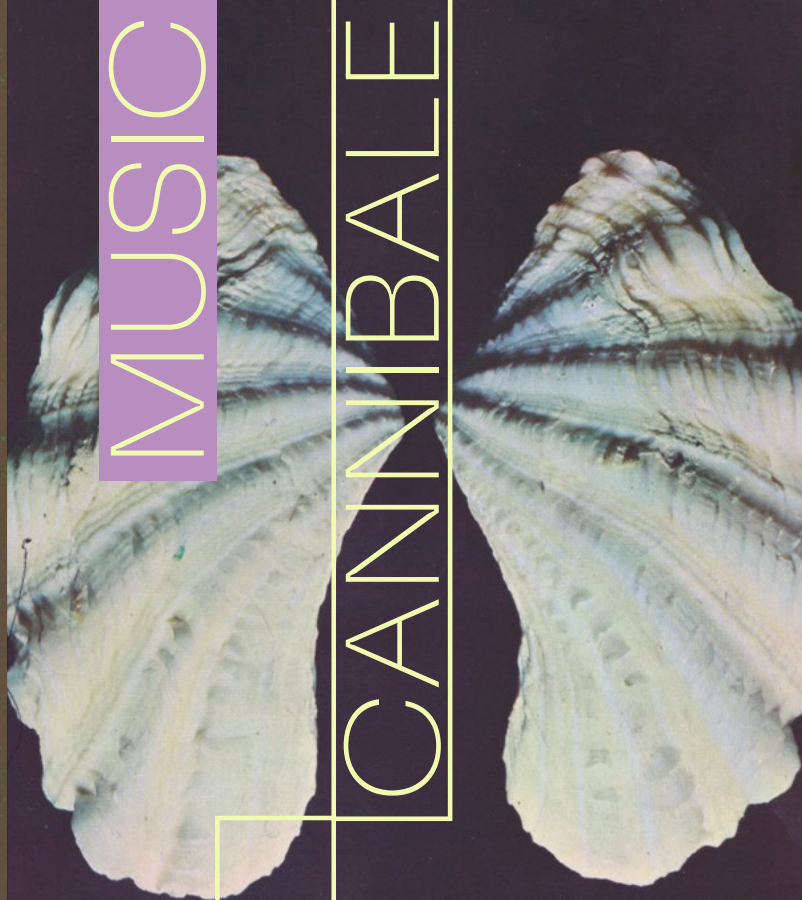


A PROJECT BY BASE MILANO AND VOLVO CAR ITALIA
IN COLLABORATION WITH COSTELLO'S RECORDS

MUSIC

CANNIBALE

LE



REGISTER

THE NEW ITALIAN MUSIC TO MAKE WORLD AT VOLVO STUDIO MILANO

A space in which to experiment, a proper warm-up in preparation for Design Week 2023.

12 APR — 7PM IDEA W/ CLAIRE FONTAINE
an intimate meeting between artists and public to get to know the personality of Claire Fontaine.

12 APR — 9PM ALEX FERNET
Between modern funk and nu boogie, Alex Fernet's music travels on bold paths and night owls, where the only thing "straight" is the speaker, which dictates the rhythms to be kept.

19 APR — 9PM P L Z
Two musicians, two masks. PLZ's music is a romantic novel of formation and decay without direction, but in the name of love. Lots of electronics, effects and keyboards.



TICKETS

LE CANNIBALE

Two special nights with peculiar and unscrupulous performers of the electronic music panorama. Two days of music that cross the continents.

21 APR — 11PM DJ PYTHON + HIROKO HACCI
DJ Phyton contaminates the legacy of deep house with elements of the electronic drift of reggaeton and dem bow, or reggaeton of Puerto Rican origin.

22 APR — 12AM HAAI + FABIO MONESI
HAAi proposes DJ sets that are as original as courageous and "anarchic" in the choice of sounds. A turning point in the world of clubbing and electronics.

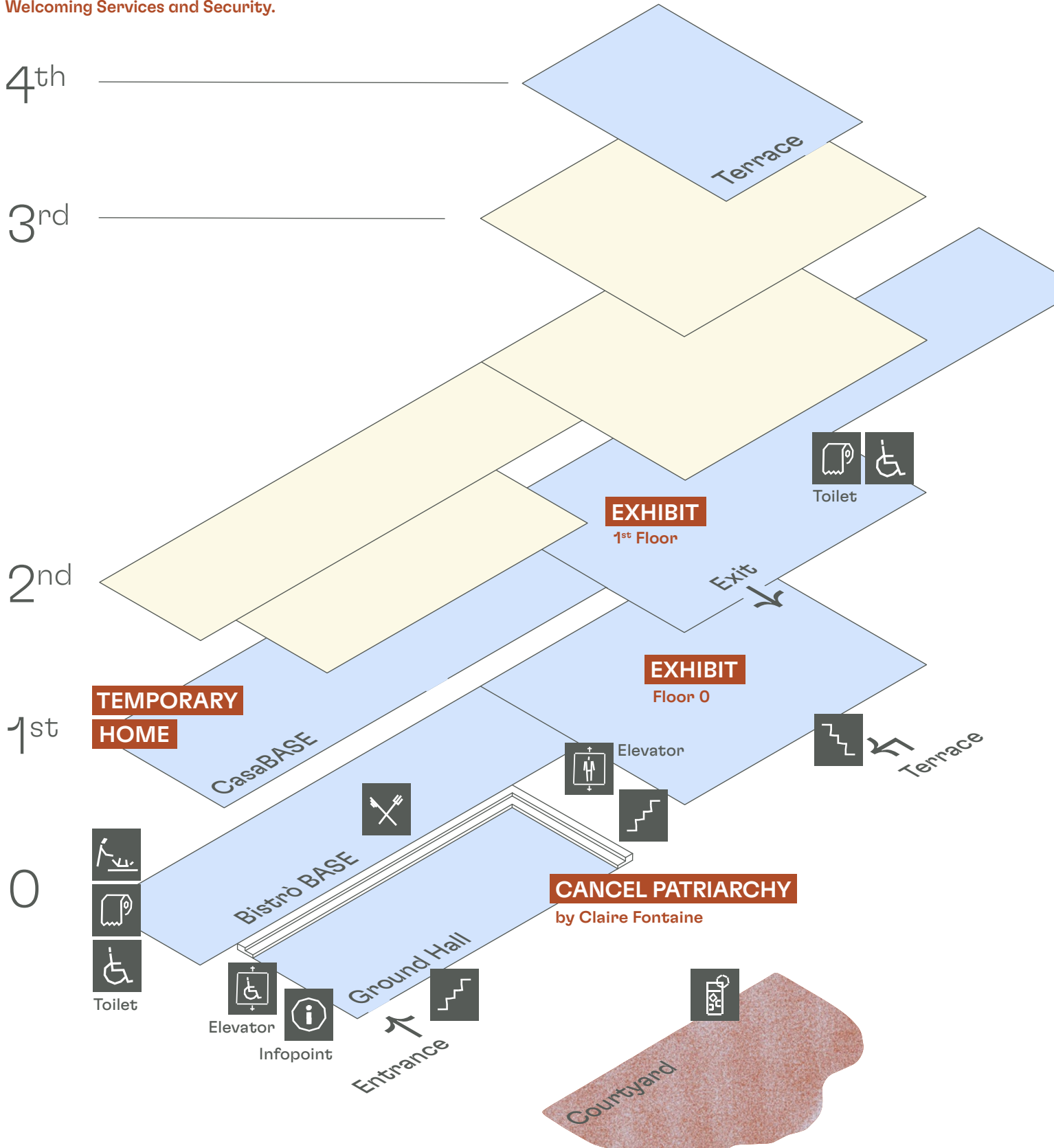
ACCESSIBILITY

BASE is committed to becoming more and more accessible by finding solutions that allow the majority of people to join our activities in the most effective way possible. This map will guide you through our spaces during this Design Week. Following the QR code you will also get some more informations on our Welcoming Services and Security.

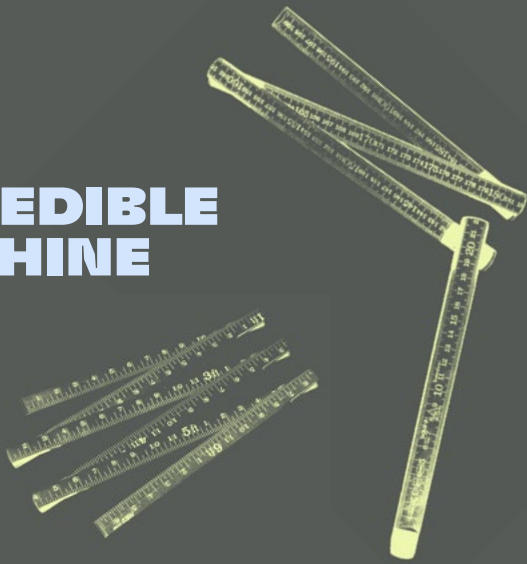


OPENING HOURS

MON: 10.30 AM — 7 PM
TUE — SAT: 10.30 AM — 8 PM
SUN: 10.30 AM — 6 PM



THE INCREDIBLE MACHINE



For the 2023 visual identity of We Will Design, the old fashion wooden folding meter of previous editions evolves into playful and ephemeral constructions.

An underground inspiration were the machines of Rube Goldberg, in the version of the video game The Incredible Machine (1993) - where collections of objects are organized in super complex ways, to perform simple and banal actions.

We like the idea of complicating things to get around challenges, facing them in an unprecedented and imaginative way.

These blocks of potential energy seem to us suitable to frame such a remarkable meeting of designers, ideas and relevant issues.

CHIARA COSTA E
SARA MARAGOTTO /
STUDIO FLUDD
VISUAL IDENTITY
+ ART DIRECTION

BASE MILANO IS
A COMMUNITY FOR
SOCIAL INNOVATION AND
CONTAMINATION BETWEEN
ARTS, COMPANIES AND
TECHNOLOGY IN MILAN.

@BASE_MILANO
WWW.BASE.MILANO.IT

A creative hub with an international atmosphere, a multi-functional cultural centre serving the city. 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.

BASE assets rise from the co-existence of research, experimentation and social design activities together with the production and co-production of cultural and entertainment initiatives.

BASE pursues its mission as plural and inclusive artistic institution by supporting decanonisation processes and promoting a creative space where ethnicity, gender, social class differences and access to culture are intertwined.



Put both bowling balls into the large column box in the center.

BASE



INSTITUTIONAL PARTNERS BASE



INSTITUTIONAL PARTNERS DESIGN WEEK



PARTNERS



TECHNICAL PARTNERS



MEDIA PARTNERS



DESIGN Studio Fludd

This magazine is made of Tree-Free, a recyclable, biodegradable paper (FAVINI srl): 25% cotton linters, 75% bamboo. The emissions generated for producing this ecological paper are fully offset by Carbon Credits acquired to finance activities capable of absorbing CO2 in the atmosphere.

WE

HAVE

AN

IDEA.