

**We
Will
Design**

**Milan Design Week
2025 ——— call
for a UK—based
designer**

BASE

**BRITISH
COUNCIL**

**Temporary Home
international residencies**



UK—based Designer wanted

BASE Milano and British Council are looking for one UK—based emerging designer and/or creative that will have the opportunity to participate to the Milan Design Week 2025.



Design Week at BASE

Every year BASE welcomes and promotes projects by designers from all over the world, schools, universities, international institutions and young students.

Besides the general Exhibit and the Public Program, during the Design Week BASE hosts a special program called Temporary Home: 5 designer from all over the world have the chance to share with the public their research in a sui-generis residence that took place in our hostel, casaBASE.

Keep reading and apply to the call for application for one of our special formats : Temporary Home



Temporary Home

THE PROJECT

Five rooms of casaBASE - BASE hostel - become home and place of experimentation for 5 designers from all over the World, who will develop, exhibit and tell the public about their projects here.

The residencies are dedicated to emerging designers, have the following characteristics:

- Exhibition period: 7th – 13th April 2025
- Designer Arrival: 3 to 4 days prior the starting of the building up
- Designer Departure: 2 – 3 days after the closure of the event

have a look at

↗ [casaBASE, a place for housing and experimenting](#)

↗ [past editions of We Will Design and Temporary Home](#)

THE OPPORTUNITY FOR A UK—BASED DESIGNER

Thanks to the partnership between BASE and British Council, one UK—based emerging designer and/or creative will have the opportunity to participate to the Milan Design Week (2025) Temporary Home project at BASE, receiving:

- One special exhibition room for Design Week 2025 (April 7th – 13th)
- One bedroom for the period April 3rd – 14th
- Technical assistance - and design assistance for collaborative projects - from BASE team throughout the collaboration period
- Communication plan and visibility

A budget* of € 5.100,00 including:

- Designer project fee
- Perdiems during residency
- Materials budget
- Travel costs

*The budget should include any withholding tax

We Will Design 2025 Making Kin*

“Genealogies are not only about tracing lines of descent; they are also about recognizing the interconnections, the friendships, and the alliances that we forge in the world.”

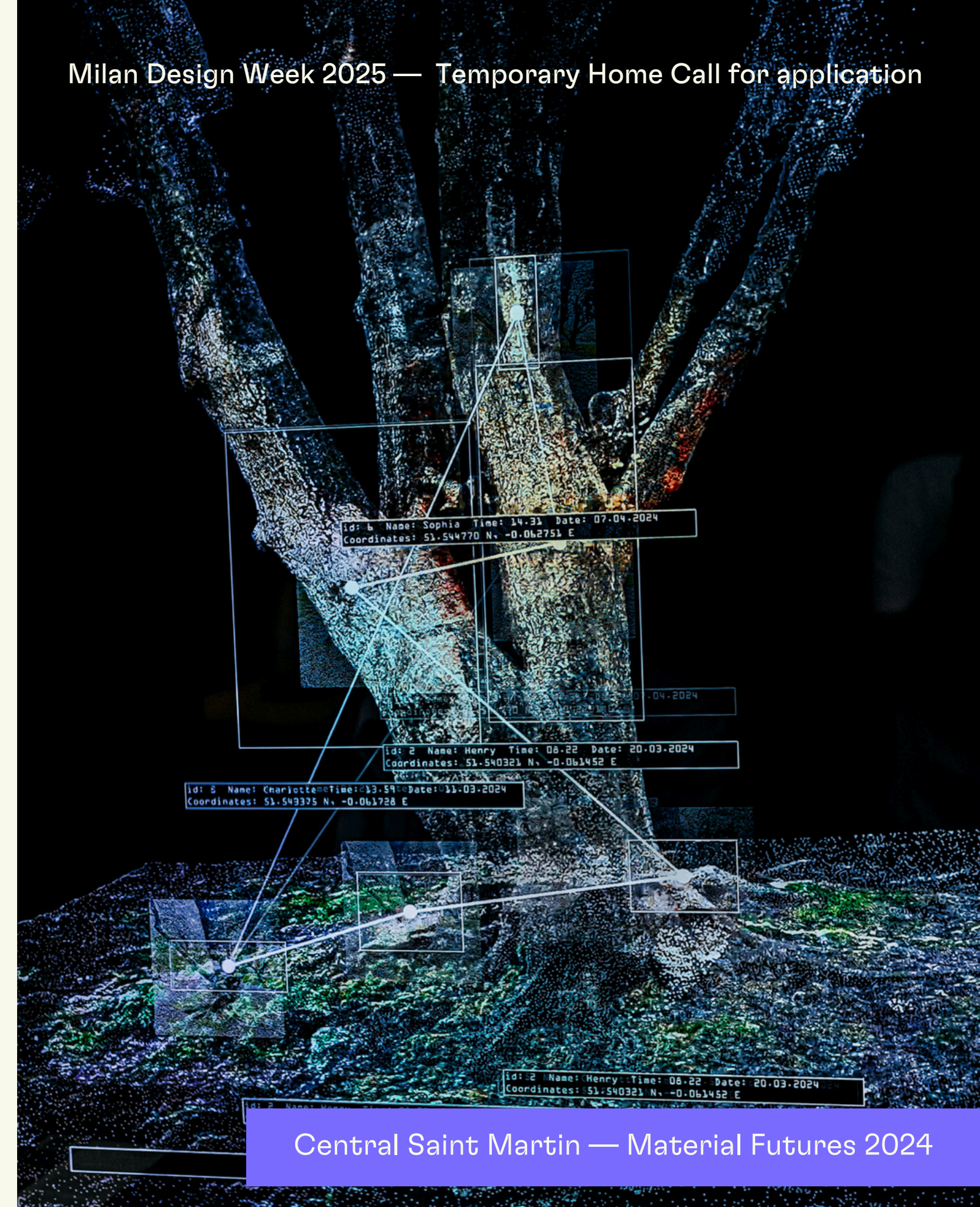
— Bayo Akomolafe, *These Wilds Beyond Our Fences*

Making Kin*

* The concept of "making kin" is strongly associated with the work of feminist scholar Donna Haraway, particularly in her essay "Staying with the Trouble: Making Kin in the Chthulucene" (2016). Haraway uses "kin" to rethink relationships beyond traditional family ties, advocating for new forms of connection and care between humans, non human and more than human.

In 2025, BASE will focus on making kinship, as an intentional and creative act, going beyond biological connections to build meaningful relationships among humans, non-humans and more than humans.

This exploration aims to rethink relationships from an ecological and intersectional perspective, to create new ways of coexistence and collaboration, where interdependence and alliance replace division and exclusion.



for Design Week 2025 we seek projects working on kinship with humans, non humans and more than humans.

Making kinships represents an invitation to rethink our ways of relating between generations and genders as well.

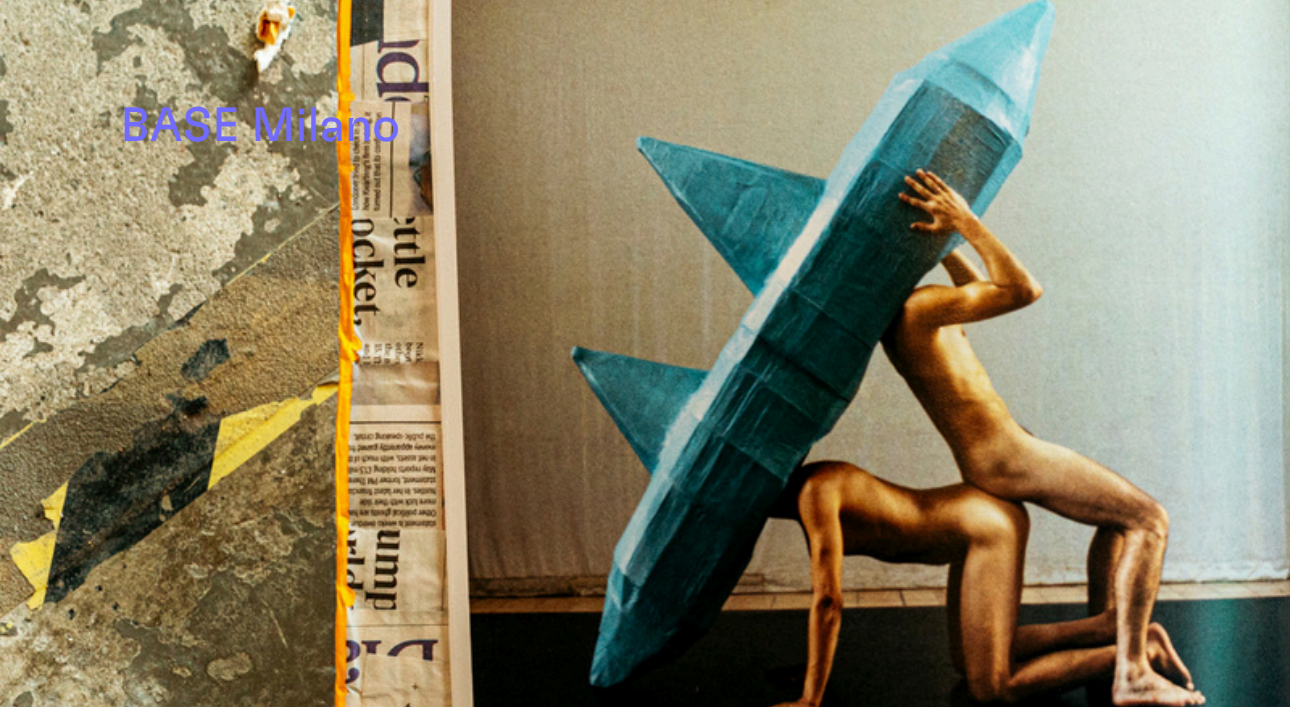
We want to explore the possibilities of alliances that are no longer based on familistic or speciesist ties, but on conscious choices, shared affinities, common interests and mutual sensitivities.

Next year theme emphasizes creating relationships based on mutual care, interdependence, and collaboration.

By rethinking traditional hierarchies and boundaries, design practices can encourage new ways of cohabitation and ecological responsibility, highlighting our interconnectedness with the broader world, including humans, non humans, and more than human

[READ MORE ABOUT OUR VISION](#)

BASE Milano



The Royal College of Art — Regenerative Transitions: the value of design



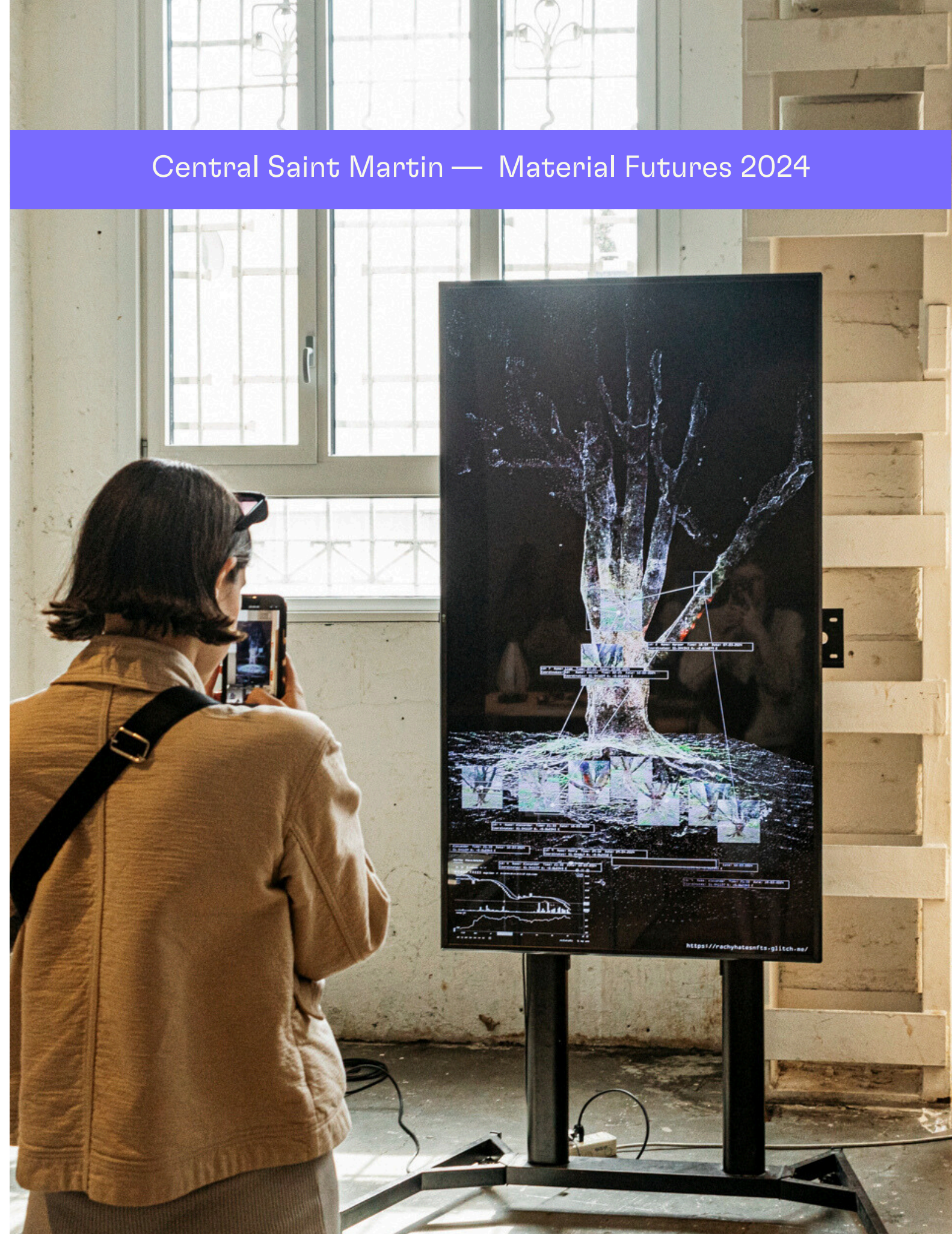
Computer Room — Found in translation
Temporary Home 2024



Sanne Visser — Locally Grown / Temporary Home 2023



Central Saint Martin — Material Futures 2024



Facts and figures



We Will Design

12000mq 500k+ 90k+

BASE is a laaaaaaaaarge Project Hub

visitors per year at BASE

visitors during the Design Week

Facts and figures from the last edition

400+ pieces of media coverage

3.31 M estimated views

40+ hosted international research projects

150+ hosted emerging designers

90% of them where less than 30yo!



You @We Will Design / Temporary Home

→ communication

Communication

BASE dissemination assets

96k+ Instagram community members

54k+ profiled subscribers to “In-depth”
We Will Design monthly Newsletter

70k+ subscribers to BASE General Newsletter

10k+ visitors per day on BASE website

Please notice that We Will Design has a dedicated
Press Office, with italian and international media coverage



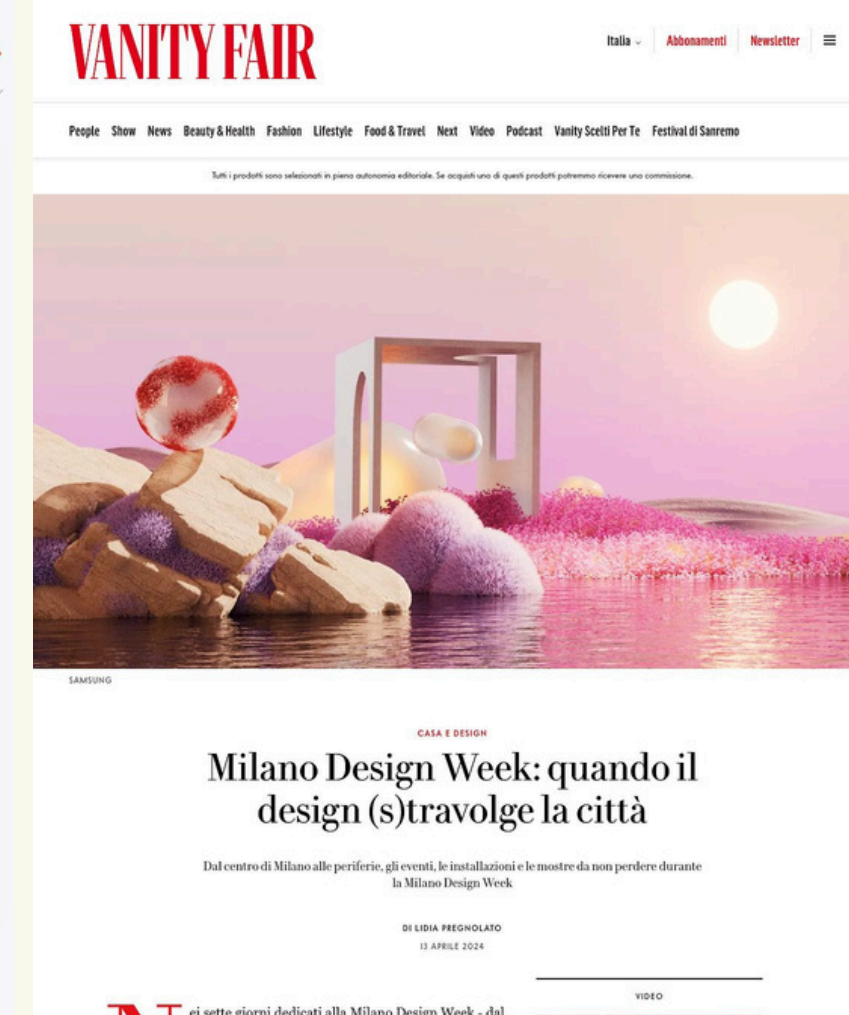
Communication dissemination plan

Mailing

- presence in **In-depth** BASE monthly newsletter dedicated to Design (international public, at least 4 launches)
- mention in BASE general monthly newsletter (italian public, at least 4 launches)

Press

- presence in the press-kit (ita and eng)
- at least 4 press launches provided (italian and international media coverage)



Communication dissemination plan

Social Media

→ possibility to develop together dedicated social contents

Website

→ Mention and visibility on base.milano.it/we-will-design/ and Design Week 2025 dedicated page ([example here](#))

→ Dedicated blogpost on BASE website ([example here](#))

How to apply

To send your application,
go to our [dedicated application form](#)

The call will remain open until 6th January 2025.
After a careful process of assessment and selection, BASE will provide applicants with feedback by the end of January 2025 as latest.
The selection process will be carried out by a dedicated team within the BASE staff.



You haven't recognized yourself in the call
but you still want to propose us your brand or project as an
exhibitor ?

Please email design@base.milano.it

To get all the news and background information about We Will Design you can:

- follow us on social media [@base_milano](https://www.instagram.com/base_milano)
- visit base.milano.it/wewilldesign
- subscribe to [In-Depth newsletter](#)

BASE



We Will Design team
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