We Will Design



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

Temporary Home international residencies

Designerwa

Dasec

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 2025 — Temporary Home Call for application





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 allover the word have the chance to share with the public their research in a sui-generis residence that tooks place in our hostel, casaBASE.

Keep reading and apply to the call for application for one of our special formats : Temporary Home Milan Design Week 2025 — Temporary Home Call for application

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

 \nearrow casaBASE, a place for housing and experimenting

 \nearrow past editions of We Will Design and Temporary Home

THE OPPORTUNITY FOR A UK—BASED DESIGNER

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

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

*The budget should include any witholding tax

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

A budget* of \in 5.100,00 including:

We Will Design 2025 Naking 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."

Milan Design Week 2025 — Temporary Home Call for application

- 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

Milan Design Week 2025 — Temporary Home Call for application

READ MORE ABOUT OUR VISION





Computer Room — Found in translation Temporary Home 2024









EST

Materia Futures

. .

The intersection of science, technology, and cu

Material Futures strives for al Accepting that materials the changing and anarchic. This material star

Facts

anc

figures

Design Week 2025 — Temporary Home Call for application



BASE Milano

F2000mc 500kH

BASE is a laaaaaaaaaaaa Project Hub

visitors per year at BASE

Milan Design We

one Call for applicati

visitors during the Design Week

Facts and figures from the last edition

- 400+ pieces of media coverage
- 3.31 M extimated views
- 40+ hosted international research projects
- 150+ hosted emerging designers

90% of them where less than 30yo!



You @We Will Design/ Temporary Home

-> communication

Milan Design Week 2025 — Temporary Home Call for application

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

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

Press

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



Talenti emergenti, studenti ma anche designer già riconosciuti però ancora dediti alla sperimentazione ardita: i luoghi dove

The New York Times

Need a place to stay for the fair?

Dopo takes on Milan's housing challenges during Design Week and beyond BY LAURA MAY TODD

> In this city of 1.35 million, a particular ritual happens in the weeks leading up to the Salone del Mobile. Ads start popping up on Facebook and Instagram of fering private rooms and entire apartments for a few hundred euros a night Then, just before the doors open at the Fiera Milano - the exhibition center on the outskirts of Milan - residents pack up and move out of their homes, making way for the more than 300,000 fairgoers

who descend on the city each April. "We were fascinated by this phenomenon of people leaving their home just for the week of Salone," said Salvatore Peluso, 34, one of the founders of Dopo, a reative space and cultural center in Milan's southeast Corvetto neighborhood During Milan Design Week, Dopo is resenting "Runaways," an exhibition exploring the complicated topic of house ng in Milan through a home envisioned by young designers that will also function as a real temporary residence for he duration of the week. This migration

headquarters operates as a shared studio space that often opens its doors to exhibitions and parties.

The curators said they saw this "design week migration" as a microcosm of the larger problems surrounding housing precarity in Milan. According to Abitare, a real estate company, the short-term rental price of a furnished two-bedroom apartment jumps 245 percent during Design Week. In the Brera neighborhood, where many of the highend design showrooms are based, an apartment costs an average of 7,000 euros (about \$7,500) for the week.

Profit-making opportunities have led to an explosion of homes that have been converted into short-term rental units exacerbating the already squeezed housing stock. The monthly average rent for a two-bedroom in Milan is €1,850 10 percent higher than in 2022.

The proliferation of short-term rentals can partly be attributed to a shortage of hotels. According to Milan's tourism

gia Sound, an electronic music festival In March, the seamstress Greta Naselli organized a workshop for the academy's idents, who scoured local bazaars for fabric scraps that they then sewed into tents inspired by the vibrant awnings shading southern Italian markets. The shelter will be repurposed as a sur shade during Ortigia Sound's event in Syracuse, Sicily, in August.

A second bedroom was built by the Milanese architectural collective Zattere using discarded materials found or the Dopo premises to create a tempo rary sleeping space

For the third bedro Casabona, a curator from Rotterdam, in vited young Dutch designers - who are experiencing a housing crisis of their own — to supply makeshift furnishings "The Dutch Embassy of Living," as thi project is called, includes a carpet and fireplace by Jonas Heiduk: colorful, abstract lighting by Diego Faivre and Hugo Béhérégaray: seating by Teur

13 APRILE 202

T ei sette giorni dedicati alla Milano Design Week - da

Communication dissemination plan

Social Media

 \rightarrow possibility to develop together dedicated social contents

Website

- → Mention and visibility on <u>base.milano.it/we-will-design/</u> and Design Week 2025 dedicated page (<u>example here</u>)
- → Dedicated blogpost on BASE website (<u>example here</u>)



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.

Milan Design Week 2025 — Temporary Home Call for application

You haven't recognized yourself in the call but you still want to propose us your brand or project as an exhibitor? Please email <u>design@base.milano.it</u>

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

- \rightarrow follow us on social media <u>@base_milano</u>
- \rightarrow visit <u>base.milano.it/wewilldesign</u>
- \rightarrow subscribe to <u>In-Depth newsletter</u>

BASE BRITISH

Milan Design Week 2025 — Temporary Home Call for application

We Will Design team design@base.milano.it