

We Will Design

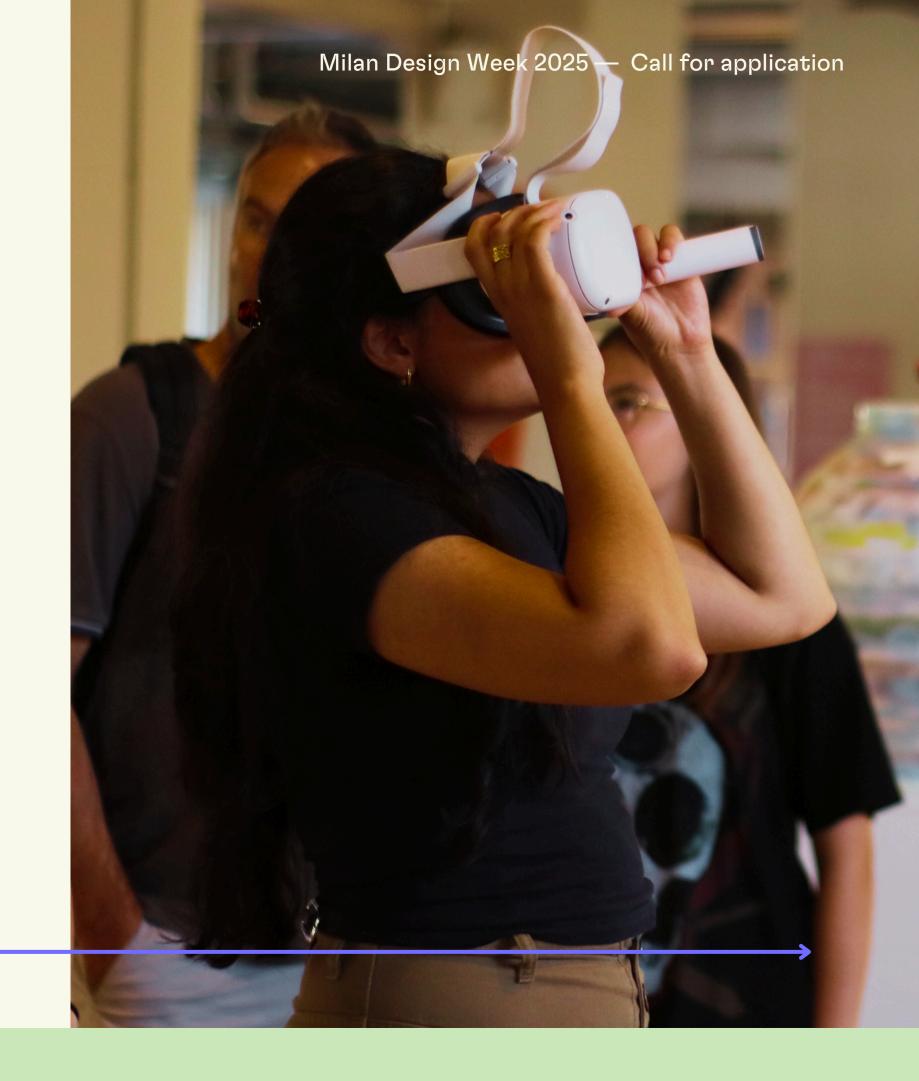
We Will Design is a large experimental laboratory produced by BASE Milano.

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

At We Will Design practices and experiences of design become a tool to read – and sometimes solve – the many contradictions of our present.

BASE Milano is waiting for you to participate We Will Design 2025: Making Kin

Keep reading and apply to the call for application!



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.

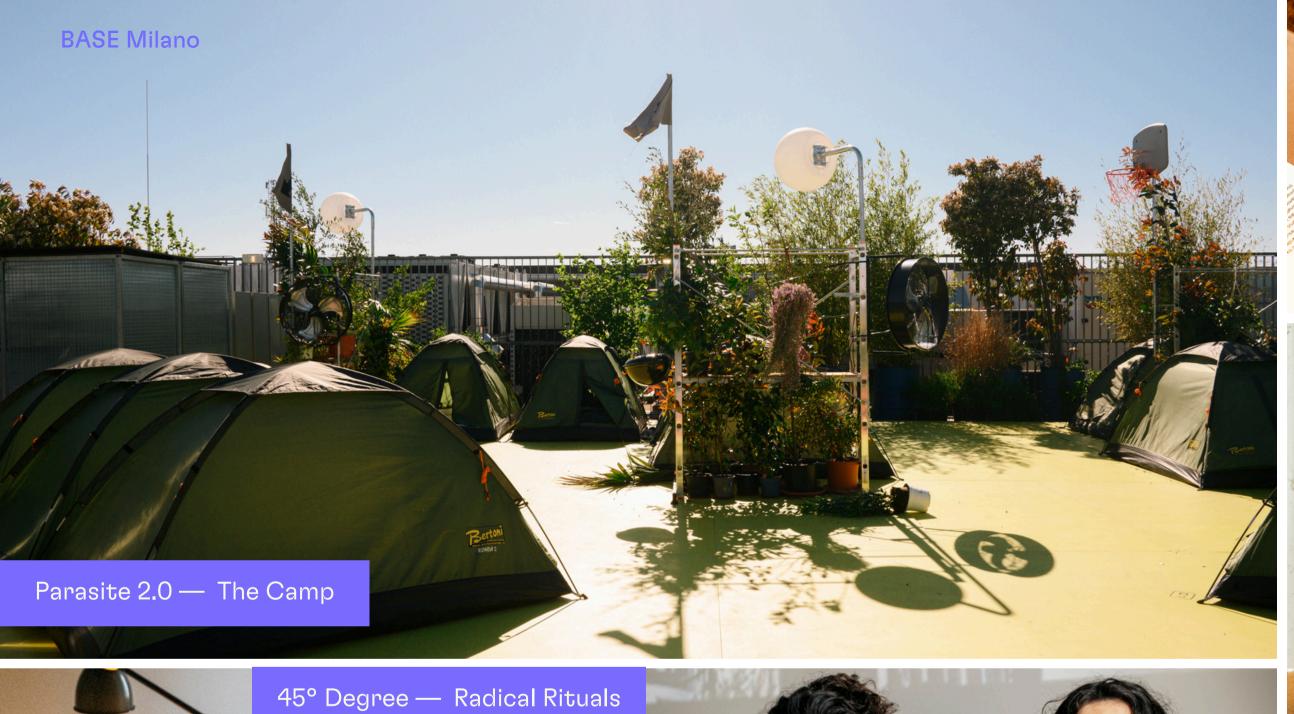
By rethinking traditional hierarchies and boundaries, design practices can encourage new ways of cohabitation and ecological responsibility, highlighting our interconnectedness with the broader world, including humans, non humans, and more than human













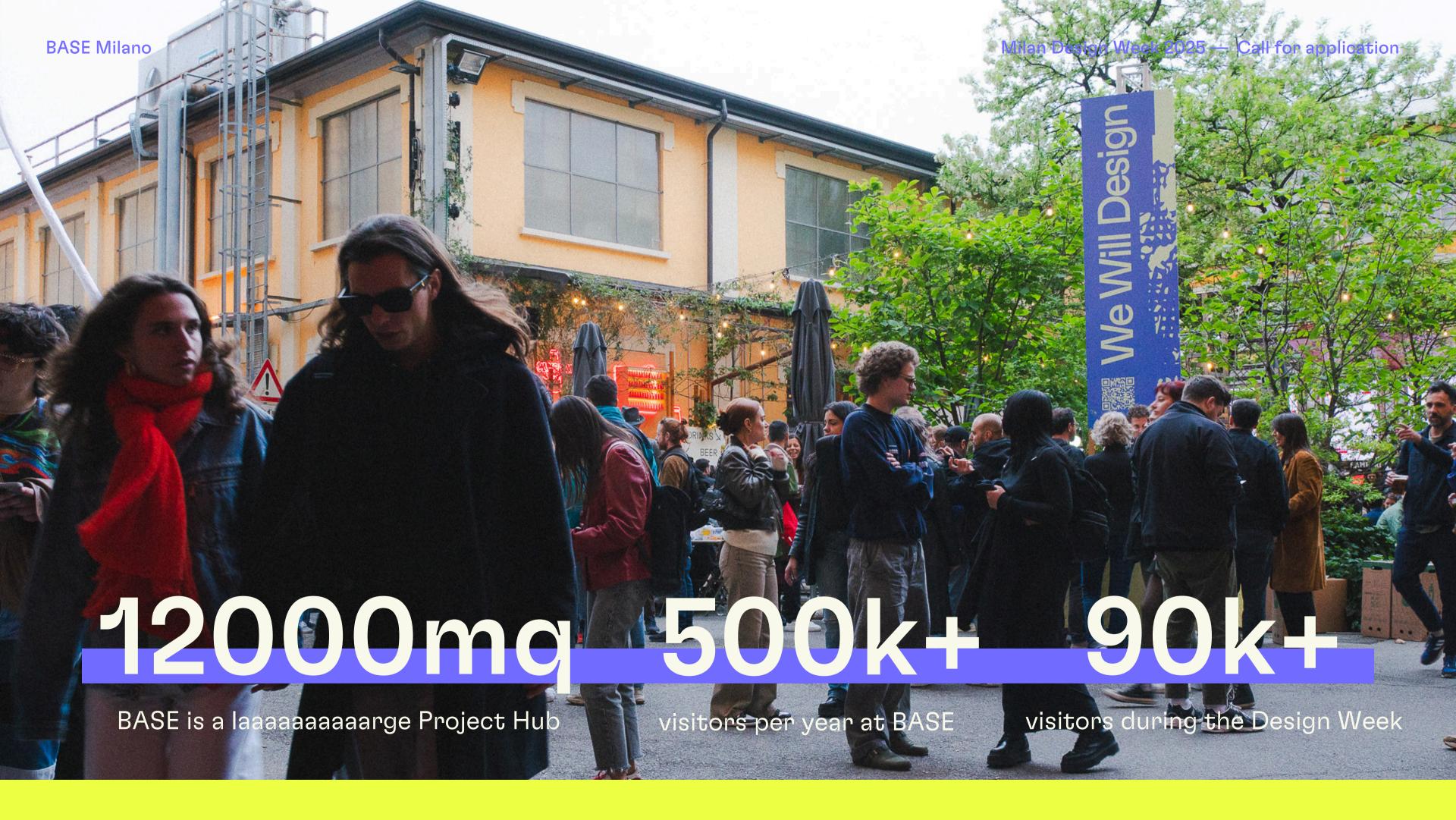












Facts and figures from the last edition

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!





Costs

5m2 → €1400 + VAT

10m2 → €2800 + VAT

20m2 → €4400 + VAT

50*m2 → €8000 + VAT

Rough costs for Exhibition (max 10 days including set-up + dismantling)

Costs and surface areas should be considered approximate, for the whole week, and defined in comparison to previous editions.

What do you get

- → Rental of one exhibition space for Design Week 2025;
- → Technical assistance and design assistance for collaborative projects - from BASE team throughout the collaboration period;
- → Communication plan and visibility;
- → General guidelines for the preparation of the show, the exhibition period, building up and dismantling.

Communication

BASE dissemination assets

91k+ Instagram community members

50k+ profiled subscribers to "In-depth" We Will Design monthly Newsletter

70 + subscribers to BASE General Newsletter

10 + visitors per day on BASE website

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



BASE Milano

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 lanches)

Press

- → presence in the press-kit (ita and eng)
- → at least 7 press launches provided (italian and international media coverage)

TINTERNI

FUORISALONE

ARCHITETTURA DESIGN INTERIOR PRODOTTI APPROFONDIMENTI AGENDA OGGETTI DA AMARE VIDEO SPECIALI SPEC

Dove vedere i giovani designer al Fuorisalone 2024

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

Italia - Abbonamenti

People Show News Beauty & Health Fashion Lifestyle Food & Travel Next Video Podcast Vanity Scelti Per Te Festival di Sanremo

Milano Design Week: quando il design (s)travolge la città

Dal centro di Milano alle periferie, gli eventi, le installazioni e le mostre da non perdere durante la Milano Design Week

DI LIDIA PREGNOLATO

Lei sette giorni dedicati alla Milano Design Week - da

gn Week - dal

The New York Times

INTERNATIONAL EDITION

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 offering 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 creative space and cultural center in Milan's southeast Corvetto neighborhood. During Milan Design Week, Dopo is presenting "Runaways," an exhibition exploring the complicated topic of housing in Milan through a home envisioned by young designers that will also function as a real temporary residence for the 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 rentfor a two-bedroom in Milan is €1,850

10 percent higher than in 2022.
The proliferation of short-term recan partly be attributed to a short hotels. According to Milan's tour

gia Sound, an electronic music festival In March, the seamstress Greta Nasell organized a workshop for the academy's students, 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 sunshade during Ortigia Sound's event in Syracuse, Sicily, in August.

A second bedroom was built by the Milanese architectural collective Zat tere using discarded materials found on the Dopo premises to create a tempo rary sleeping space.

For the third bedroom, Ceclia Casabona, a curator from Rotterdam, invited young Dutch designers — who are experiencing a housing crisis of their own — to supply makeshift furnishings. "The Dutch Embassy of Living," as this project is called, includes a carpet and fireplace by Jonas Hejduk; colorful, abstract lighting by Diego Faivre and Hugo Béhérégaray; seating by Teun

Communication dissemination plan

Social Media

→ 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 (example here)

How to apply

To send your application, go to our <u>dedicated webpage.</u>

The call will remain open until 11th December 2024.

After a careful process of assessment and selection, BASE will provide applicants

with feedback by the end of December 2024 or beginning 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
- → visit <u>base.milano.it/wewilldesign</u>
- → subscribe to <u>In-Depth newsletter</u>

We Will Design team design@base.milano.it