

BASE



Milan
Design Week
2025
call for application

We
Will
Design

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!](#)



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.



Laura Stachon — Walls that match my mood

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](#)

People and projects



BASE Milano



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



Computer Room — Found in translation



Lemonot + Arisandmartha — Talamo, in a restless state

BASE Milano



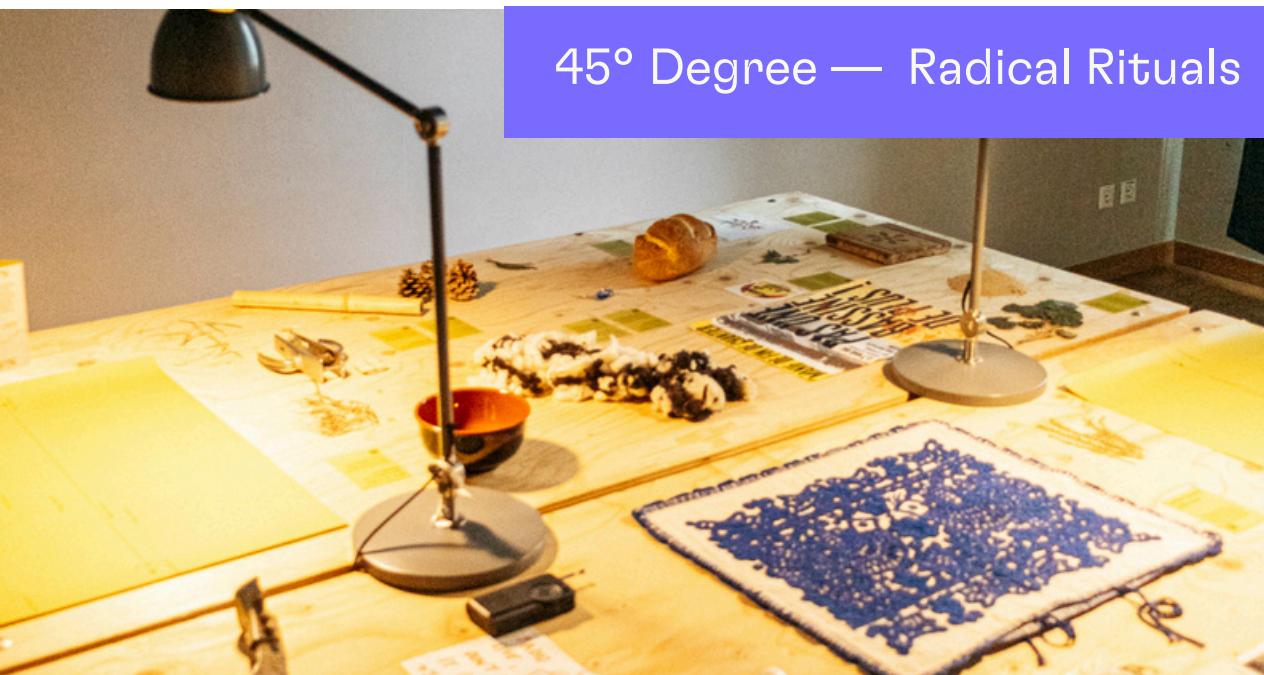
Parasite 2.0 — The Camp



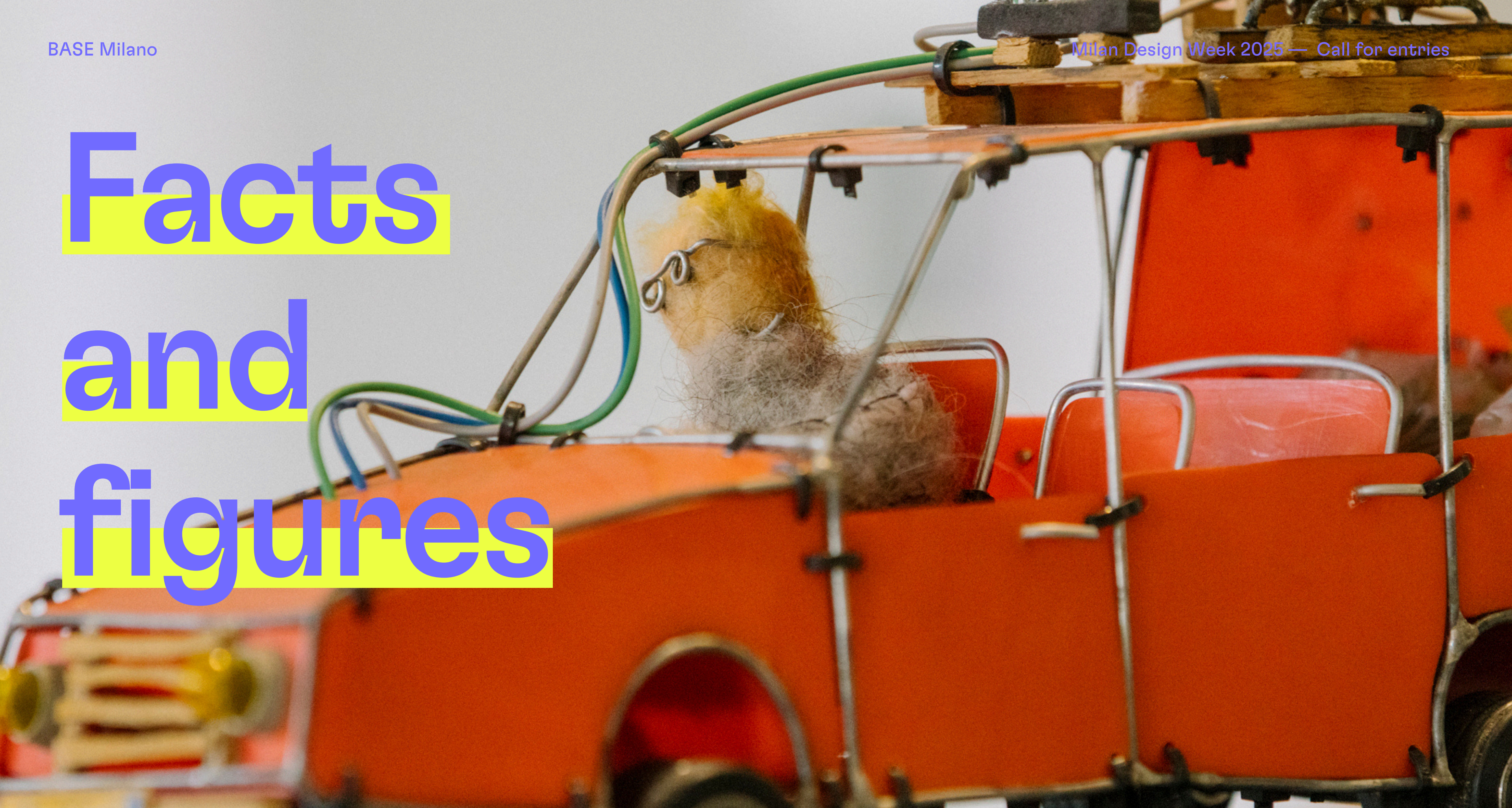
Central Saint Martin — Material Futures



45° Degree — Radical Rituals



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

→ advantages

→ costs

→ communication



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.

*for spaces that exceed 50m² write directly to design@base.milano.it

Communication

BASE dissemination assets

91k+ Instagram community members

50k+ 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 7 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 webpage](#).

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.



BASE

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 base.milano.it/wewilldesign
- subscribe to [In-Depth newsletter](#)

We Will Design team
design@base.milano.it