

BASE

BASE AT DESIGN WEEK

We Will Design: We have an I.D.E.A. is the topic of 2023 edition

From 17th to 23rd April “We Will Design”, the experimental laboratory promoting 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.

The aim of this edition is to start a reflection around the concept of a democratic, plural and inclusive design, able to include people of all ages, abilities, gender and culture.

The Design Week at BASE Milano:

- In the Ground Hall at BASE’s entrance: Cancel Patriarchy, a large immersive installation by the French artistic collective Claire Fontaine.
- We Will Design 2023 is Temporary Home. Exhibit. Kids. Music. Public Program.

Temporary Home: five designers from France, England, Germany, the Netherlands and Greece, will turn casaBASE into an atypical residency, a home, an experimental place, a space of storytelling and interaction with the public.

Exhibit: a big research platform that gathers Italian and international projects and installations on topics and challenges of our time, curated by universities, multidisciplinary collectives, designers and young talents, together with the projectualities arising from the design residencies promoted by BASE during the year.

We Will Design – Kids: a child-sized guide and a series of workshops to give to the youngest the opportunity to get closer to the world of design.

We Will Design 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.

Public Program: three meetings to explore and experiment the concepts of accessibility, future, community, creative cities, movement, change.

Press preview: Monday, April 17th, 10.30AM - 7PM

BASE Milano, via Bergognone 34
www.base.milano.it

** BASE uses inclusive forms of language. Since this is a press release, we will use the overextended masculine in the communication.*

Milan, April 2023 — **Inclusion. Diversity. Equity. Accessibility:** From 17th to April 23rd **BASE** presents the third edition of **We Will Design: We have an I.D.E.A. to Design Week 2023**, with worldwide designers, schools, universities, international institutions, young students reflecting on the concept of plural and inclusive design.

During the Design Week, **BASE** is presenting original projects, exhibitions, workshop and events developed around the acronym **I.D.E.A.** — **Inclusion, Diversity, Equity and Accessibility.**

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

DIVERSITY: the perception 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: intended as 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. 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 design promoted by **BASE** 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.

We Will Design is 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 that will be released during the Design Week.

Following these reflections, for the Design Week 2023, **We Will Design** has curated several macro-projects for **Fuorisalone 2023**: **BASE's** Ground Hall is welcoming the public with an installation by **Claire Fontaine** collective; the formats of **Temporary Home** and **Exhibit** — are hosting over thirty works from all over the world; **We Will Design — Kids**, is proposing a child-sized guide and a series of workshops that focus on the values of accessibility and inclusion and, last but not least, people will have the chance to take part to a rich musical schedule, in collaboration with **Volvo Studio Milano**, **Le Cannibale** and many other artists.

BASE'S DESIGN WEEK INTO DETAIL

Cancel Patriarchy: Claire Fontaine's installation for BASE

BASE welcomes Design Week visitors with *Cancel Patriarchy*, a site-specific LED installation by the artistic collective Claire Fontaine.

Patriarchy kills (love) and *We are all clitoridian women* are two monumental sentences 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.

Claire Fontaine, is an artistic collective 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 that sounds like the name of a French woman and is inspired both to the Duchamp "Urinal" (Fontaine) and a famous French stationery brand (Clairefontaine). Her aim is to create a desubjectivisation space where the artists working under this name can experiment liberty, without feeling constrained by their gender, race, social class...

Claire Fontaine's practice, instead of focusing on the individual genius and the excellence of the singularity, seeks the activation of forces and the shapes contained in art history, highlighting their political content.

Claire Fontaine uses different medias 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. She uses video, sculpture, luminous text, often neon, painting, literary as well as theoretical writing.

We Will Design 2023: format and projects

Temporary Home

With Temporary Home casaBASE – BASE's guesthouse – turns once again into a unique residence for five women designers hailing from 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.

- In particular, the artist **Adi Hollander** together with **Otherabilities**, **Andrea Tegnander** and **Ildikó Horváth** — with kind support of the Embassy and the General Consulate of the Netherlands in Italy, Creative Industries Fund NL — is presenting "Haptic Room Study #2: Traveling Tactile Concert", 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 atypical 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 installation “Butterflies of the Beautiful” by **Maria Varela** — realised in collaboration with Stathis Mitropoulos and The Sustainable Sequin Company and commissioned by Onassis Stegi and British Council as part of the programme Circular Cultures — visualises gender equality data reports from UN Women into algorithmically generated butterflies. Maria Varela attempts to create butterflies following the protagonist of Nathaniel 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 state of contemporary global femininity scope.
- Designer and researcher **Sanne Visser** — in collaboration with British Council, as part of the Circular Cultures programme — presents “Locally Grown”, 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.
- With “Queering School/s” the designer, artist and curator **Emma Sfez** — in collaboration with Institut français — throws a challenge and a reflection on languages, representations, images, structures and narration surrounding and rooted in the educational system.
- Inside the project “Botanical Role Play” by **Louisa Wolf** — supported by Goethe-Institut Mailand — gender studies, feminism and BDSM intersect with botanic and gardening through a variety of tools, outfits and objects.

Exhibit

An exhibition, that extends from the ground floor to the first floor, bringing together work from emerging designers, design studios, academies, and universities - such as the School of Design-Politecnico di Milano, Central Saint Martins, Ecole Supérieure d’art et design Saint-Étienne, Manchester School of Art, Tecnológico de Monterrey - thus becoming a place of research and experimentation focused on new design perspectives.

Among the designers: **Eva Lotta Landskron**, with the installation “Do Touch”, introduces a state in-between solid and fluid, in the metaphorical research of an alternative way to extreme beliefs and visions and polarizations of public debate. For **Sohye Shin (Shi Soh)** her project “Inside-Out” is a game, an investigation on how eating habits mirror social pressure. **Juliette Vandermosten** presents “Meanders”, a collaborative board game supporting families that face dementia and other similar conditions. **Hyukjoon Choi** brings “Where positivity is plugged in”, a performative installation that invites to think about the consequences of an imposed happiness and a necessity of a positive mindset forced by the contemporary standards in order to increase productivity. For the designer **Matilde Brizzi** “Broccoli Bar” is a convivial corner that invites people to sit and participate to debates about social phenomena regarding them or that affect them, but are usually exclusive to academic environments. With “Amor? Luta!” **Margarida Coelho** represents a necessary overturning of political propaganda about gender equality. Traditional folkloristic costumes of Portugal are redesigned collaborating with local women artisans, with feminist messages and symbols.

Through the digital and physical platform of The Vanity Table, **Ava Asaadi** presents “Cosmetic Footprints”, a series of objects that capture the value of discarded cosmetic articles, collected over years by the designer herself. With “My Dream Bunker” **Studio Sophia Shullan** reasons on how toys can be redesigned to offer useful narrative tools to future generations growing up in the inevitable effects of the climatic crisis.

Four designers of the **Newcomer Society**, from Design Academy of Eindhoven, exhibit four projects that go from digital to material mediums, mapping a social and cultural scenario of consumption behaviour, throughout their nomadic perspective in the Netherlands. The artist and designer **Guus Hoeberechts** explores the normative ideas around the concept of family with “(De)constructing family models”. The Polish designer **Agnieszka Cieszanowska** presents “c l u s t e r e d”, materializing the phenomenon of tryphobia, the fear or disgust towards irregular patterns and clusters of holes and circles. **Atelier Ad Hoc** with “co-LIZA”, realised in collaboration with Romanian Design Week and Istituto Romeno di Cultura e Ricerca Umanistica di Venezia, proposes a mobile and adaptable unit aimed to the co-management of collective activities by communities, NGO and different local actors on the inclusion of migrants, immigrants and refugees in Bucharest. The designer and researcher **Bruno Szenk** proposes “I=Fe”, an auto-investigative reflection on being-material through the creation of tools, documentation and storytelling. **Collettivo AAA** presents the projects of three selected groups from the results of the course “Inclusivity Design” at Politecnico di Milano; Tangity Design Agency finances and sponsors the initiative. **Co.arch studio & Endelea & Equilibri Forniture** present “Karibu Kiti”, a seating line inspired by the rounded lines typical of Tanzanian chairs, built with a bamboo structure covered in leather. **Eungym Kim** tackles the theme of illness and self-esteem with the project “Dis+ease”. Designer **Greta Ballschuh** proposes “Question of Matter”, a focus on the reciprocal relationship between body and nature. **Miocugino** and **Alvar Aaltissimo** present “Case Milanesissime in 3D”, a description about temporary inhabiting of the nowadays Milan, in collaboration with Corraini Edizioni, HPO, The Digital Circle. **Standard404 & Eretico** present “Cinema Parentesi”, a tribute to the contemporary language of moving images. The interior designer **Subin Seol** reflects on the way of remembering demolished architecture through tangible objects in our everyday life with “Remembrance”. **Despise Design Group** presents the installation “Despise design, all bless the fair!”. The project is a research, aiming at contending and reflecting the economies of participation and expectation that shape design events. **Simon Dogger, Boey Wang and Matteo Proietti** present “Design Beyond Vision 2.0”, an intuitive design approach that connects visual and non-visual worlds through the sense of touch. **Matteo Proietti** developed also “Supra Modus”, a site-specific installation where sounds and vibrations that we usually don’t see and feel can be felt in and through the environment surrounding the audience. **Onomatopee** presents “Design in Conversation: thinking - knowing - making”, five projects embodying the process through which their authors think and know - and, eventually, work - and question the unquestionable truths of design.

Upon an invitation by the interdisciplinary agency 2050+ **Central Saint Martins’** students and alumni create “Material Futures. Where Science, Design and Technology collide”, a project that explores alternative narratives to what will become the defining issues of our times. Students and alumni look beyond existing disciplines to anticipate our future needs, desires, and challenges for the 21st century. “Design for future fragilities” is the main theme of the work presented by the **School of Design of Politecnico di Milano** and coordinated by **Giulio Ceppi**, which focuses on the concept of Design for All, a holistic approach to design based on social inclusion and equality. With the exhibit “ManDesign: a

manifesto of principles, propositions and potential in relation to Manchester, people and place”, **Manchester School of Art** exhibits the academic works of the Department of Design, with a collective project that shows how design is rooted in the “place”, connected to the past, the present and the future of Manchester. The design students of Tec de Monterrey — School of Architecture, Art and Design (EAAD) at **Tecnológico de Monterrey** will interact with the public to explore, reflect and dialogue on the ways in which design relates to the four dimensions of I.D.E.A., through the project “IDEA Machines: Data-Gathering artifacts that will make us reflect on Inclusion, Diversity, Equity, and Access”. With the project “Office Futures” they present a platform to speculate on the future of workspaces through research and critical design. **Ecole Supérieure d’art et design Saint-Étienne 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), presents “Manger, Dormir, Communiquer”: not a simple exhibition, but a “foyer” (in French, “fireplace”, a place of community gathering) where it is possible to eat, sleep and communicate, questioning the new apolitical solution of design, making resistance through these three simple human tasks. With the project “Materia Bottega”, a multisensorial, multi-material and evocative experience, **NID Nuovo Istituto Design** tries to draw attention on the great discrepancies that can be created between local production – connected to its context – and the large globalized production. **Xi’an Jiaotong — Liverpool University (XJTLU)** presents “Picto-Furniture”, 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.

Festival Divercity’s project “Costitüire”, aims to interpreting care as a counterpoint to the systemic aggression against the rights and health of marginalized and racialized communities and from a migratory background, also perpetrated through the technical tool of design (or its absence).

In the framework of the **residencies** hosted this year by We Will Design - working on the concept of limit and removal of architectural barriers of the ex-Ansaldo factory to keep alive the dialogue between BASE and the city - the research of **Analogique** results into the project “*FR*OG* a collection of frugal objects”, a project-process that works on the extended time of social dynamics, to activate new relations between the buildings, the surrounding urban fabric and the inhabitants of a portion of the city. **Simon Dogger and Matteo Proietti** explore the possibility of transforming BASE in an even more accessible cultural place by redeveloping a whole new wayfinding system.

All the participant of Temporary Home, Exhibit and Residency for Design Week 2023

Analogique, Atelier Ad Hoc , Ava Asaadi (The Vanity Table) , Greta Ballschuh, Matilde Brizzi, Central Saint Martins, co.arch studio & Endelea & Equilibri Furniture, Despise Design Group, Agnieszka Cieszanowska, Hyukjoon Choi, Margarida Coelho, collettivo AAA, Simon Dogger, Boey Wang, Festival Divercity, Guus Hoeberechts, Adi Hollander Andreas Tegnander and Ildikó Horváth with Otherabilities, Eungyun Kim, Eva Lotta Landskron, Mancdesign – Manchester School of Art, School of Design – Politecnico di Milano with Giulio Ceppi, Miocugino e Alvar Aaltissimo, Tec de Monterrey — School of Architecture, Art and Design (EAAD) at Tecnológico de Monterrey, Ecole Supérieure d’art et design Saint-Étienne with Ernesto Oroza , Matteo Proietti, Newcomer Society, NID Nuovo Istituto Design, Onomatopee, Sohye Shin (Shi Soh), Studio Sophia Schullan (Sophia Schullan), Subin

Seol, Emma Sfez, Standard404 & Eretico, Bruno Szenk, Juliette Vandermosten, Maria Varela, Sanne Visser, Luisa Wolf, Xi'an Jiaotong-Liverpool University (XJTLU).

We Will Design – Kids

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, curated by **Associazione Ludosofici**. 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. We Will Design - Kids proposes a workshop on Saturday, April 22 at 11.30 am with free admission upon registration on eventbrite at the link <https://www.eventbrite.it/e/biglietti-we-will-design-2023-kids-607558954187>

Music and Design Week

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. BASE brings Volvo Studio Milano "Warm-Up," evenings with Italian and international artists and musicians such as Claire Fontaine, Alex Fernet and P L Z.

Le Cannibale animates BASE's Design Week with two special events: two relevant figures in the international music landscape on stage, HAAi and Dj Python, two peculiar and unscrupulous performers of the electronic music panorama. Two days of music that cross the continents with the Australian HAAi, the American DJ PYTHON, the Japanese Hiroko Hacci and the Italian Fabio Monesi.

Each evening of the Design Week at BASE features music events with Alex Fernet, Milan Shanghai, RIL Factoru, WALULA Wave and Jay Abey, Nick Nuwe, Spaghetti Disco, P L Z and Luce

All WWD Music Evenings:

18.04 23.00: Alex Fernet + Milano Shanghai @BASE

19.04 18.00: Select Night powered by Select Aperitivo @BASE

19.04 19.00: RIL Factory W/ WALULA Wave, Jay Abey, Nick Nuwe @BASE

19.04 21.00: P L Z @Volvo Studio Milano

19.04 23.00: Spaghetti Disco @BASE

20.04 23.00: P L Z + Luce @BASE

21.04 23.00: DJ Python + Hiroko Hacci @BASE in collaboration with Le Cannibale (upon purchase of ticket)

22.04 .23.00: HAAi + Fabio Monesi @BASE in collaboration with Le Cannibale (upon purchase of ticket)

We Will Design – Public Program

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

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Public Program Talks:

18.04 – 5pm, Ground Hall BASE: Access by design (the talk will be held in English)

19.04 – 5pm, Ground Hall BASE: Creative Cities, Inclusive Cities (the talk will be held in English)

20.04 – 5pm, Ground Hall BASE: Quanto sarà un futuro diverso? (the talk will be held in Italian)

For more information: <https://base.milano.it/en/we-will-design-2023-public-program/>

Also for this edition, NOI Libreria will set up a bookshop at BASE, in the first part of the Exhibit - on the ground floor. NOI Libreria is NoLo's independent bookstore that has made its relationship with the neighborhood (geographic but not only) its hallmark. At BASE NOI Libreria will bring a selection of publishing projects - graphics, essays, self-publishing, artists' books, albums - related to the theme of inclusivity.

BASE MILANO

BASE Milano is a community for social innovation and contamination between arts, companies and technology in Milan. 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 race, gender, social class differences and access to culture are intertwined.

BASE AT DESIGN WEEK 2023

We Will Design: We have an I.D.E.A.

Under the patronage of: Municipality of Milano

Partner: Volvo Car Italia, Moleskine, Select, Torre Rosazza

BASE's Institutional Partners: Ministero della Cultura - Direzione Generale Creatività Contemporanea, Creative Living Lab, Comune di Milano, Fondazione Cariplo, Fondazione Banca Popolare di Milano, Fondazione Maurizio Fragiaco, Creative Industries Fund NL

Design Week's Institutional Partners: Embassy and the General Consulate of the Netherlands in Italy, Goethe-Institut Mailand, Istituto Romeno di Cultura e Ricerca Umanistica di Venezia, British Council, Onassis Foundation, Romanian Design Week

Design Week's media partners: Abitare, Archiproducts, Artribune, Dezeen, Domus, Exhibart, Fuorisalone.it, Lampoon, Vita Magazine

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INFORMATION

April 17th-23rd, 2023
BASE - Via Bergognone 34, Milano
www.base.milano.it

Opening hours: Monday 10.30AM - 7PM / Tuesday-Saturday 10.30AM - 8PM / Sunday 10.30AM - 18PM

Press preview: April 17th, 10.30AM - 7PM

We Will Design – Kids
Workshop Saturday April 22nd, 11.30AM
Free entrance upon registration on [Eventbrite](https://www.eventbrite.com)

Free entrance
Facebook: www.facebook.com/BaseMilano.aplacefor-cultural-progress
Instagram: www.instagram.com/base_milano/

For accreditations and press materials:

BASE's press office: ddlArts | basepress@ddlstudio.net
Alessandra de Antonellis | E-mail: alessandra.deantonellis@ddlstudio.net | T +39 339 3637.388
Maria Carla Forina | E-mail: mariacarla.forina@ddlstudio.net | T +39 334 8385.350
Elisa Fusi | E-mail: elisa.fusi@ddlstudio.net | T +39 347 8086.566

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VIA BERGOGNONE 34
20144 – MILAN – ITALY
WWW.BASE.MILANO.IT