MILAN DESIGN WEEK @ BASE MILANO

APPLY BY NOVEMBER 27TH 2026

CALL FOR APPLICATIONS

ADDRESSED TO DESIGNERS
BASED IN THE UK

WE WILL DESIGN 2027

BASE

BRITISH COUNCIL

OPEN CALL FOR DESIGNER BASED IN THE UK

BASE Milano and British Council are looking for one emerging designer/early years of practice, based in the UK that will have the opportunity to participate to the Milan Design Week at BASE Milano.

Join the next edition of Temporary Home at BASE Milano. Develop, experiment and showcase your project during We Will Design, 12–18 April 2027.

We welcome applications from women, disabled people and people from marginalised communities

APPLICATION FORM ↗

We Will Design

is a large experimental platform 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.

An ecosystem of research, residencies, collective projects and experimentation that lives all year round.

Temporary Home

BASE is a multidisciplinary research centre dedicated to the performing arts, architecture and design.
Besides the general Exhibit and the Public Program, during Design Week, BASE hosts a special program called Temporary Home: 5 designer from around the word have the chance to investigate design, its possible evolutions, and its applications in a longe term residency that tooks place in our hostel, casaBASE.

More than a place to show your work

Temporary Home is an international residency programme where designers live, research, experiment and develop their projects at BASE Milano.



Two chapters, one residency. Your research starts before Design Week.

→ → → → → → → →

Chapter 1.

*THIS FIRST STAGE OF THE RESIDENCY MAY BE DIGITALLY DELIVERED, ANY TRAVEL EXPENSES ARE INCLUDED IN THE OVERALL BUDGET.

HAVE A LOOK AT
↗ casaBASE, a place for housing & experimenting
↗ past editions of We Will Design and Temporary Home

Dec. 2026 — Feb. 2027 Research, mentorship & project development.

- Meet the curatorial and mentorship team.
- Explore the curatorial framework, research context and project opportunities.
- Define your research direction and develop your project proposal.
- Accommodation in a private room at casaBASE during the residency.
- Communication support and visibility across BASE Milano and Temporary Home channels.

Chapter 2.

Exhibition period: 12th – 18th April 2027
Designer Arrival: 2 to 3 days prior to installation
Designer Departure: 1 - 2 days after the closure of the event

A BUDGET* OF € 6.000,00
DESIGNER PROJECT FEE / PERDIEMS DURING RESIDENCY
MATERIALS BUDGET / TRAVEL COSTS

↘ THE BUDGET SHOULD INCLUDE ANY WITHOLDING TAX

↘ AN ADDITIONAL ACCESS BUDGET IS AVAILABLE TO SUPPORT ACCESSIBILITY REQUIREMENTS, WHERE NEEDED.

April 2025 (12 — 18) Residency, Open Studio & public presentation during Milan Design Week.

- Develop and present your project through an Open Studio format.
- Connect with fellow residents, professionals and the public, building opportunities for future collaborations.
- Dedicated exhibition space and private accommodation at casaBASE.
- Technical and design support from the BASE team throughout the residency.
- Communication support and visibility across BASE Milano and Temporary Home channels.



DAYDREAMING

CURATORIAL FRAMEWORK 2027

What if dreaming wasn't an escape from reality, but a way to rethink it? For We Will Design 2027, BASE Milano explores daydreaming as a shared, situated and transformative practice. A way to question the present, challenge what seems inevitable and imagine alternative futures. Design becomes a tool to turn imagination into possibility.

Dreaming with open eyes, situated practices of prefiguration

Dreaming is never separate from the world we live in. Our environments, experiences and social conditions shape what we can imagine.
Daydreaming asks us to question who has the time, space and freedom to dream — and whose visions remain unseen.
We are looking for design practices that challenge established perspectives, explore unexpected connections and create new possibilities for inhabiting the present.

To think of daydreaming as a situated practice means questioning not its contents, but its conditions: who can afford to dream, where, for how long, sheltered from which pressures? Which imaginaries become shareable, and which remain confined to the invisible? Design enters this field not to illustrate the dream, but to design its conditions of possibility: the spaces, objects, devices, and relations that determine who imagines, what, and with which tools.

The four lines that follow are as many fields of intervention on these conditions.

DREAMING COMMONS
Imagination as a shared resource.
Projects that make space for collective imagination, participation and more inclusive ways of shaping our shared futures.

SYNTHETIC REVERIES
Dreaming beyond algorithms.
Speculative design, experimental interfaces and alternative futures that challenge technological predictions and predetermined desires.

OTHER ECOLOGIES
Designing with the more-than-human.
Projects exploring relationships between people, materials, territories and non-human life, through care, coexistence and ecological experimentation.

SOFT REVOLUTION
The body as a space for transformation.
Exploring intimacy, desire, care and vulnerability through body, material, sensory and interaction design, to challenge norms and imagine new ways of living together.

NIGHTSWIMMING
The night as an open space for experimentation.
Exploring darkness, sound, movement and collective experiences through performance, spatial design, temporary environments and nightlife cultures.



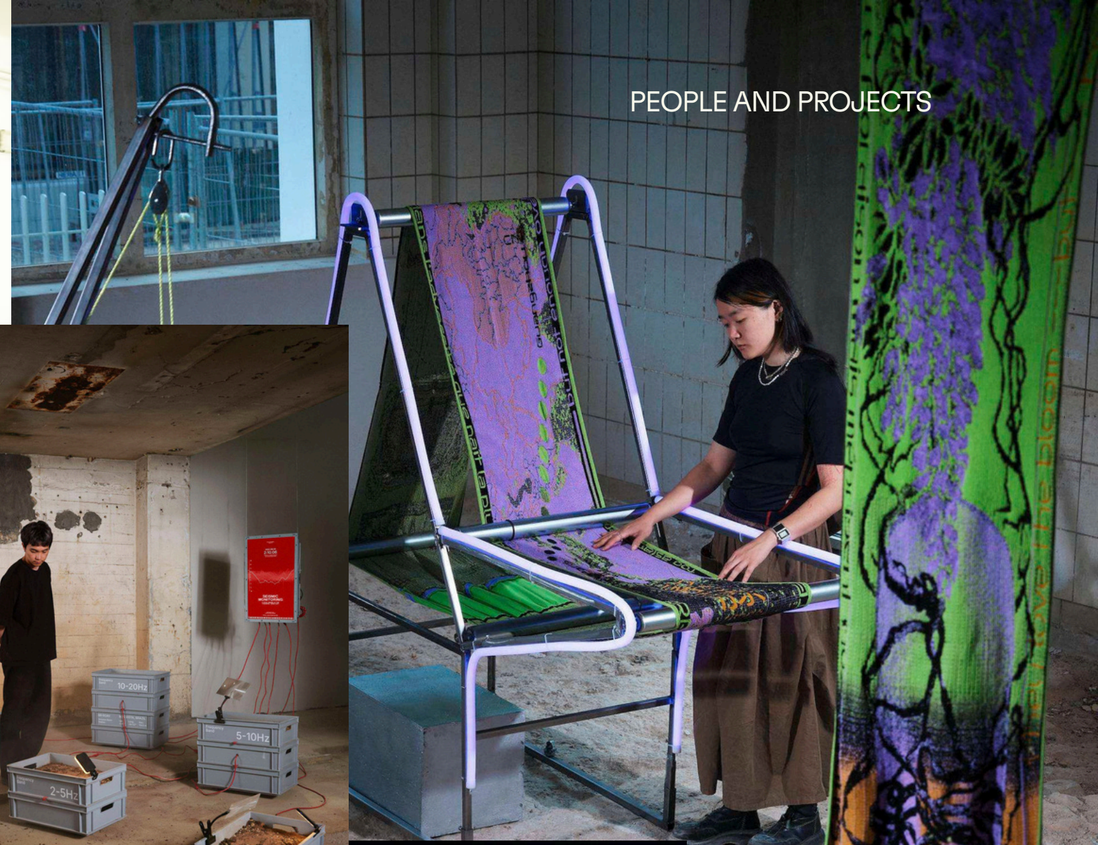
MORE THAN A RESIDENCY.
A COMMUNITY TO GROW WITH.
Connect with an international network of mentors, designers and creative professionals who will support your research and help you explore new opportunities.

COMMUNITY


STUDIO SMARIN


GIGI TOTARO


PARASITE

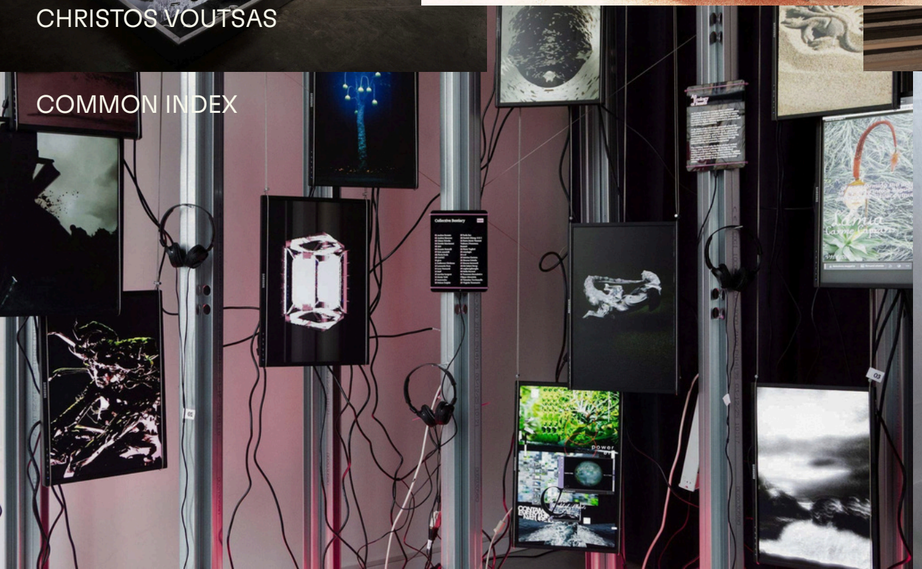

PEOPLE AND PROJECTS


ALE RAMUNDO


CHRISTOS VOUTSAS


ATELIER ATOLLO

GIL MONTEVERDE


COMMON INDEX


GINEVRA PETROZZI


GIULIA TOMMASELLO



ACHE WANG



BASE MILANO / EXHIBIT AREA



BASE MILANO / EXHIBIT AREA



OLFACTORY ECHOES
—— LUCREZIA ALESSANDRONI



TECHNOSPOONISM
—— BIANCA CARAGUE



DOMAIN DE BOISBUCHET INVITES JEAN-BAPTISTE DURAND
—— BITTERSWEET SYMPHONY



A DREAM HOUSE —— SAÚL BAEZA & MANUELA VALTCHANOVA

RED NOISE —— CRISTINA DEZI



TALAMO —— LEMONOT



THE CAMP, BASE MILANO TERRACE

LEMONOT + ROYAL COLLEGE OF ARTS STUDENTS



FACTS AND FIGURES

EVERYTHING YOU WOULD LIKE TO ASK TO BASE

Thinking at applying to the next We Will Design Edition

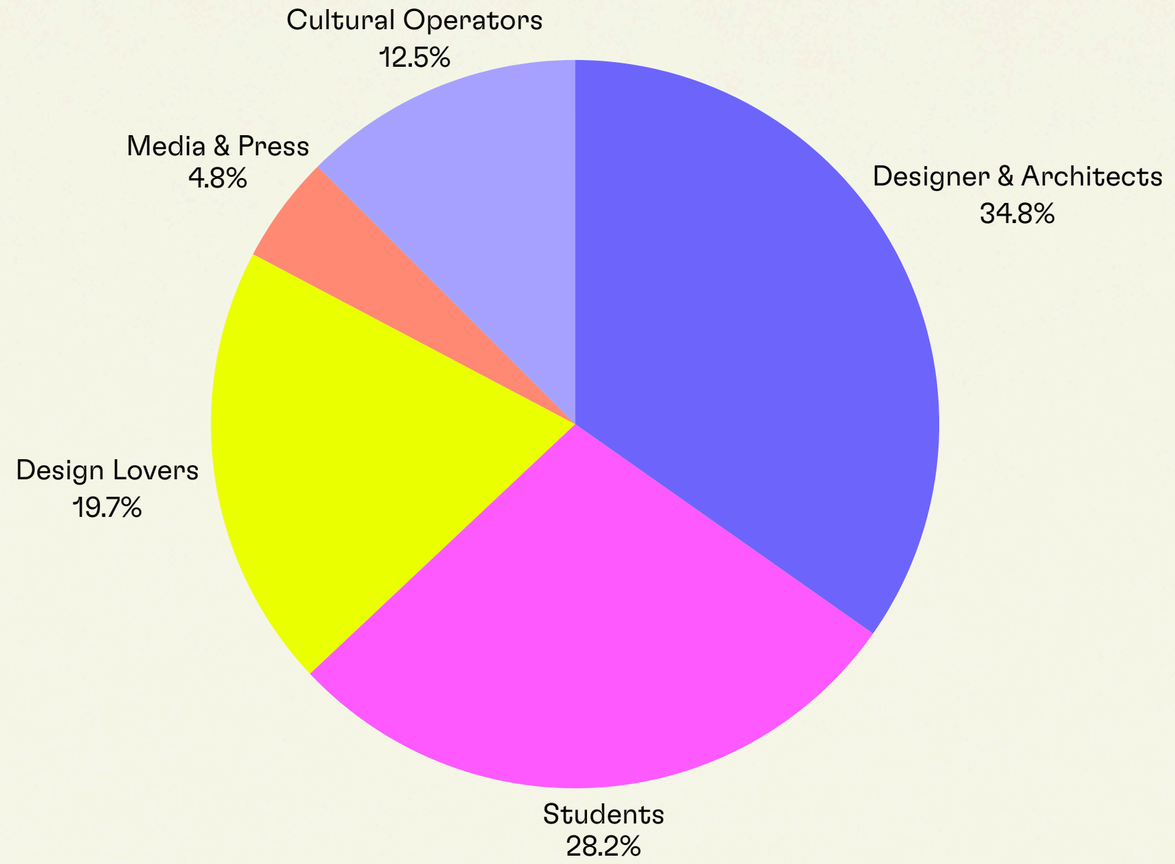
YOUR PROJECT AT BASE

A LAAAARGE PROJECT HUB ↘

12000 squared meters
500K+ visitors per year
80K+ visitors during Milan Design Week

PUBLIC COMPOSITION ↘

Designer & Architects | Students | Design Lovers | Media & Press | Cultural Operators



WE WILL DESIGN IN NUMBERS

+ 60 Research projects

+ 100 Emerging Designers
Artists and creatives

+30.000 Participants
to Public Program Activities:
talks, workshops,
performances,
aperitifs & clubbing





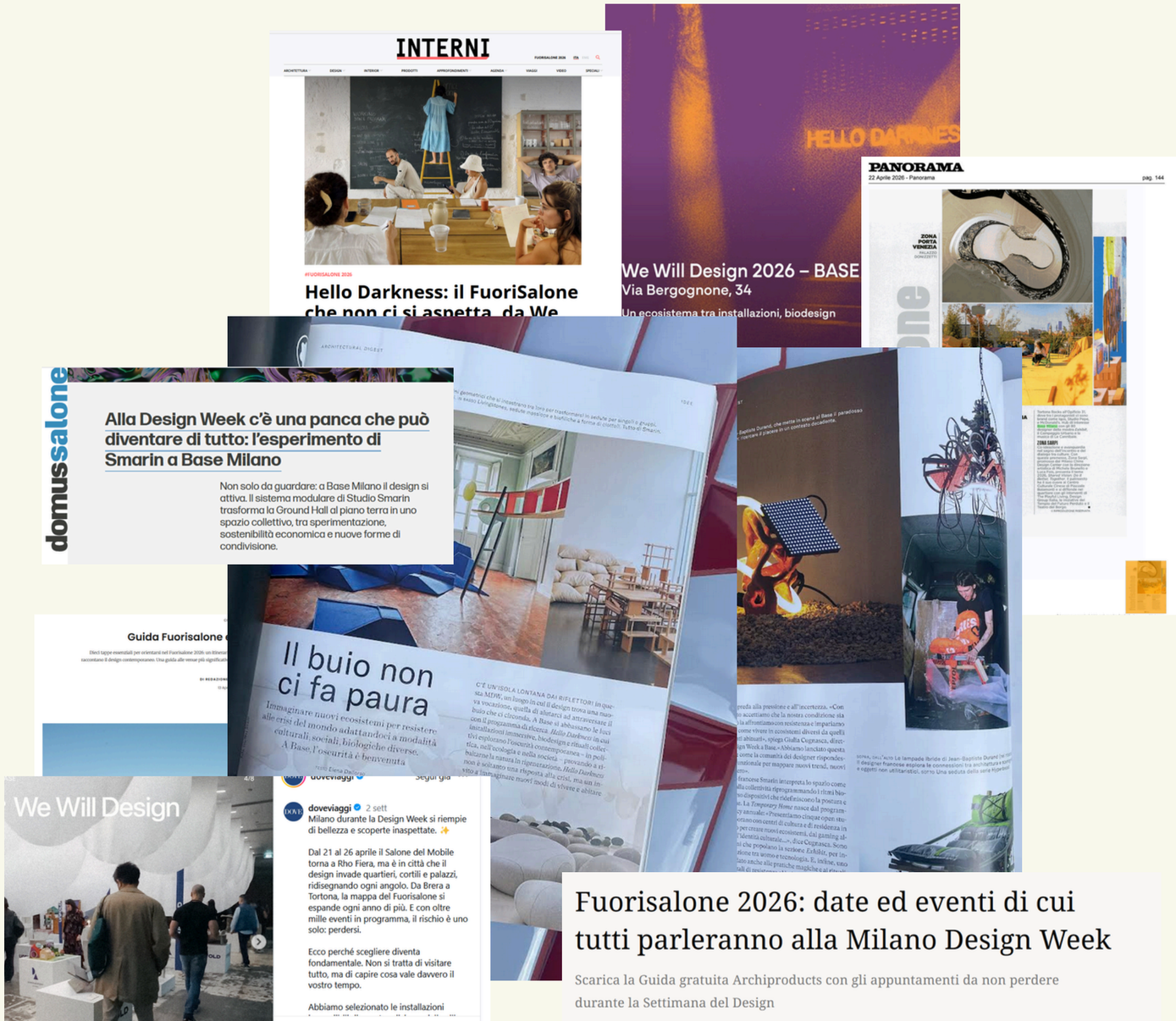


AUDIENCE, VISIBILITY & EDITORIAL REACH

↗ 30K+ subscribers to ‘in-depth’ BASE's newsletter entirely dedicated to design

↗ 800K+ views generated by We Will Design content

+ 100 Pieces of Media Coverage per edition







Powered by BASE Ecosystem

↗ 5.1M+ annual digital contacts across BASE's owned channels

↗ 340K+ followers & newsletter subscribers

↗ 1.4M+ newsletter deliveries every year

↗ 161K+ active website users


YOU
AT WE WILL
DESIGN
ADVANTAGES — COSTS — COMMUNICATION

ABOUT THE DISSEMINATION PLAN

↘ International newsletter visibility through at least 3 features in In—Depth BASE's design-focused newsletter
↘ Official press kit inclusion
↘ Italian and international media outreach through at least 7 press releases
↘ Dedicated social media coverage across BASE's channels
↘ Featured presence on the BASE Milano We Will Design website
↘ Inclusion in the official exhibition catalogue

HOW TO APPLY

APPLICATION FORM ↗

The call will remain open
until the 27th of November 2026.

After a careful process of assessment and selection, BASE will invite a small group of applicants to interview in December, thereafter, all applicants will be notified of the outcome of their application in January



WOULD YOU LIKE TO GO IN—DEPTH ?

A monthly dispatch for those who want to see design through fresh eyes. in—depth is our editorial letter: a curated selection of projects, reflections, collaborations, and stories that explore design as a social, political, and emotional practice.

Each issue is a deep dive into: in-progress research, residencies, recommendations, and open-ended questions. It's an autonomous editorial space, shaped by the same critical and experimental outlook that animates all of We Will Design.



SUBSCRIBE ↗

ARCHIVE ↗

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