

BASE

Call for APPLICATIONS

BASE MILANO DESIGN WEEK 2027

WE WILL DESIGN

APPLY BY 18.12.2026

Design Week at BASE MILANO

Every year, during Design Week, BASE presents We Will Design, a platform that transforms the spaces into a living lab of prototypes, radical visions and practices.

This is where the in-progress finds space and visibility. New and urgent voices using design as a tool to question the present—and rewrite it in ways that are more equitable, accessible, and conscious.

[LAST EDITION ↗](#)

[APPLY TO DW 2027 ↗](#)

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.

DAYDREAMING

DREAMING WITH OPEN EYES, SITUATED PRACTICES OF PREFIGURATION

APPLY TO DW 2027

A dream takes on a political dimension when it is shared: from a private experience, it becomes a common resource for interpreting the present, as Max Haiven suggests in “Dreaming Together” (2023). Daydreaming can be read in the same way: a space in which reality temporarily loses its air of inevitability, a margin of slippage between what is and what could be. In the passage from individual perception to word, image, gesture and relation, daydreaming becomes a collective practice of knowledge.

DAYDREAMING

In 2027, BASE Milano dedicates its cultural research to daydreaming, understood as a situated, shared, and resistant practice of the imagination.

The theme emerges as a new inflection of the biennial path HELLO DARKNESS, developed in 2026 as a territory of the invisible, the uncertain, of fears and of forces that escape control.

If HELLO DARKNESS moved through darkness without erasing its ambivalence, the 2027 programme seeks to question what can be born within it.

What happens if we dwell in uncertainty long enough to generate other images, other desires, other forms of relation.

Daydreaming is a situated act:

the images that pass through the mind are already woven through with environments, languages, memories, institutions, and relations of power. Even the capacity to desire depends on the historical and material conditions from which we look at the world.

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.

This is not about imagining an abstract elsewhere, but about recognizing the lateral possibilities hidden in practicing the otherwise, the unexpected relations and forms of life already present, if fragile, intermittent, or incomplete.

Daydreaming thus becomes an exercise in displacing the gaze, escaping predetermined solutions, and making other ways of inhabiting the present perceptible.

DREAMING COMMONS

The dream as shared infrastructure, not private refuge: who today has access to the time, space, and words to imagine a public future, and who remains excluded from it? We are looking for projects that treat imagination as a resource to be redistributed: common spaces, participatory devices, formats that open up the right to dream to those who are not normally addressed — from the neighbourhood to the school, from the workplace to the city.

SYNTHETIC REVERIES

The increasingly thin line between desiring and being predicted by an algorithm: what remains unpredictable when machines anticipate what we might want? We are looking for devices, speculative objects, and design fiction that test this line: prototypes that simulate non-optimised futures, interfaces that make visible the difference between dreaming and being profiled, design exercises that bring the incalculable back to the centre.

OTHER ECOLOGIES

Relations with matter, territory, and non-human forms of life that already exist. Fragile, lateral, rarely designed. We are looking for projects that start from coexistences already under way: practices of care for the land, objects and infrastructures that include the non-human, prototypes that give form to ecologies already present around us.

SOFT REVOLUTION

Explores the body as a site of intimate dreaming and transformative imagination: a space where desire, pleasure, intimacy, vulnerability and eroticism can challenge norms and open up other ways of being together. Within DAYDREAMING, design becomes a tool to question how objects, environments and interfaces shape what we feel, desire and consider possible. This line involves body design, interaction design, textile and material design, wearable technologies, furniture and spatial design, organic, sound and sensory design, as well as projects addressing care, intimacy and wellbeing. A soft revolution begins in the most sensitive and intimate sphere and yet has the potential to transform how we inhabit spaces, relationships and shared life.

NIGHTSWIMMING

Explores the night as a performative and undesigned space: a temporal zone in which routines, functions and social codes loosen, allowing other behaviours, encounters and forms of attention to emerge. In contrast to DAYDREAMING, which works through projection and imagination, NIGHTSWIMMING focuses on immersion, presence and the unpredictable. The night becomes a space not fully scripted in advance, where performance can happen through bodies, sound, movement, darkness, duration and chance. This line may involve performance design, spatial and scenographic design, sound and light design, temporary architecture, club and nightlife cultures, choreographic practices, urban interventions and immersive environments.

Night as an open score, where what matters is not only what is designed, but what is left intentionally undesigned.

PEOPLE & PROJECTS

The background image shows an art installation in a gallery. In the center, a man with short brown hair and a pink tie stands looking towards the camera. To his right, two women are looking at a large, light-colored artwork. In the background, other people are visible, and a large, ornate mirror with a gold frame is mounted on the wall. The overall atmosphere is that of a contemporary art exhibition.

PARTICIPATING TO WE WILL DESIGN @ BASE

Means building meaningful connections and opportunities.
Have a look on people and projects from the last edition.



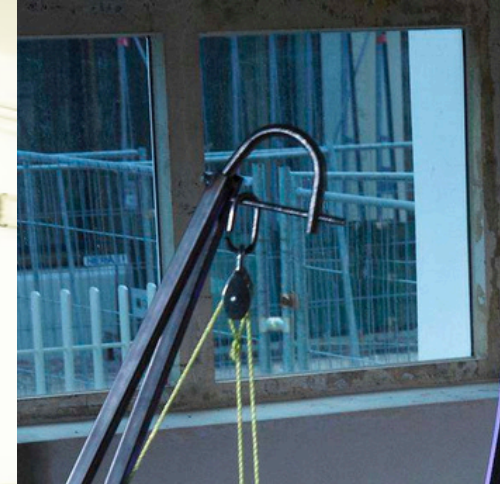
STUDIO SMARIN



GIGI TOTARO



PARASITE



PEOPLE AND PROJECTS



CHRISTOS VOUTSAS



ALE RAMUNDO



ATELIER ATOLLO



GIL MONTEVERDE



COMMON INDEX



GINEVRA PETROZZI



GIULIA TOMMASELLO



ACHE WANG

BASE MILANO

WE WILL DESIGN

PEOPLE AND PROJECTS

BASE MILANO / EXHIBIT AREA



BASE MILANO

WE WILL DESIGN

PEOPLE AND PROJECTS



BASE MILANO / EXHIBIT AREA



BASE MILANO

WE WILL DESIGN

OLFACTORY ECHOES
— LUCREZIA ALESSANDRONI



TECHNOSPOONISM
— BIANCA CARAGUE



PEOPLE AND PROJECTS

ἘΝ ἈΡΧῇ ἔΠΟΙΗΣΕΝ ὁ θεὸς τὸν
οὐρανὸν καὶ τὴν γῆν.

Ἦ δὲ γῆ ἦν ἄορατος καὶ
ἀκατάσκευαστος,
καὶ σκοτὸς ἦσαν τῆς ἀβύσσου,
καὶ πνεῦμα θεοῦ ἐπέφερετο
ἐπάνω τοῦ ὕδατος.

καὶ εἶπεν ὁ θεός· γένηθὼτὶ φῶς.
καὶ ἐγένετο φῶς.

DOMAIN DE BOISBUCHET INVITES JEAN-BAPTISTE DURAND
— BITTERSWEET SYMPHONY

BASE MILANO

WE WILL DESIGN

PEOPLE AND PROJECTS



A DREAM HOUSE — SAÚL BAEZA & MANUELA VALTCHANOVA



RED NOISE — CRISTINA DEZI

BASE MILANO

WE WILL DESIGN

PEOPLE AND PROJECTS

TALAMO — LEMONOT



BASE MILANO

WE WILL DESIGN

PEOPLE AND PROJECTS



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

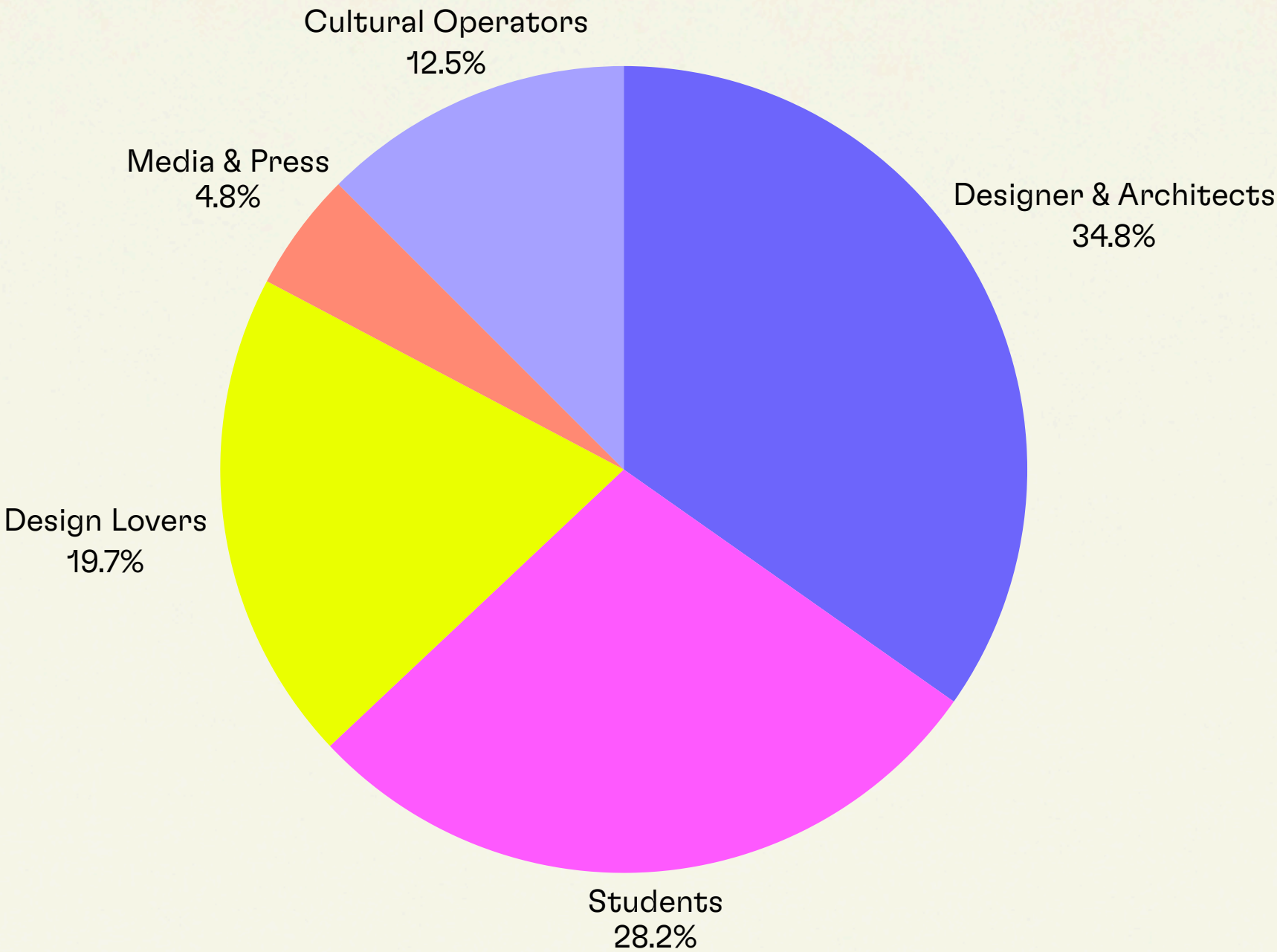
YOUR PROJECT AT BASE

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

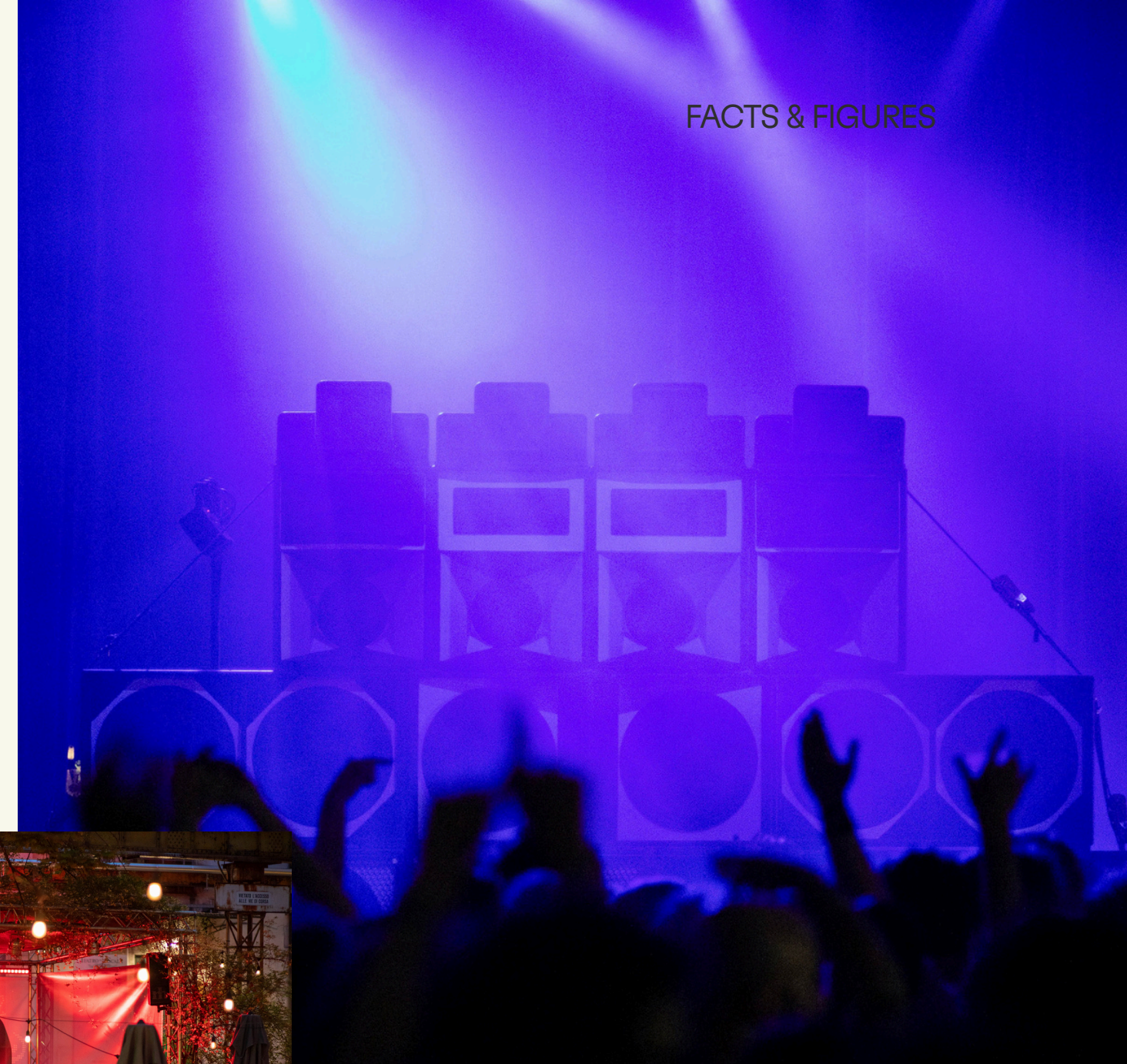


WE WILL DESIGN IN NUMBERS

+ 60 Research projects

+ 100 Emerging Designers
Artists and creatives

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

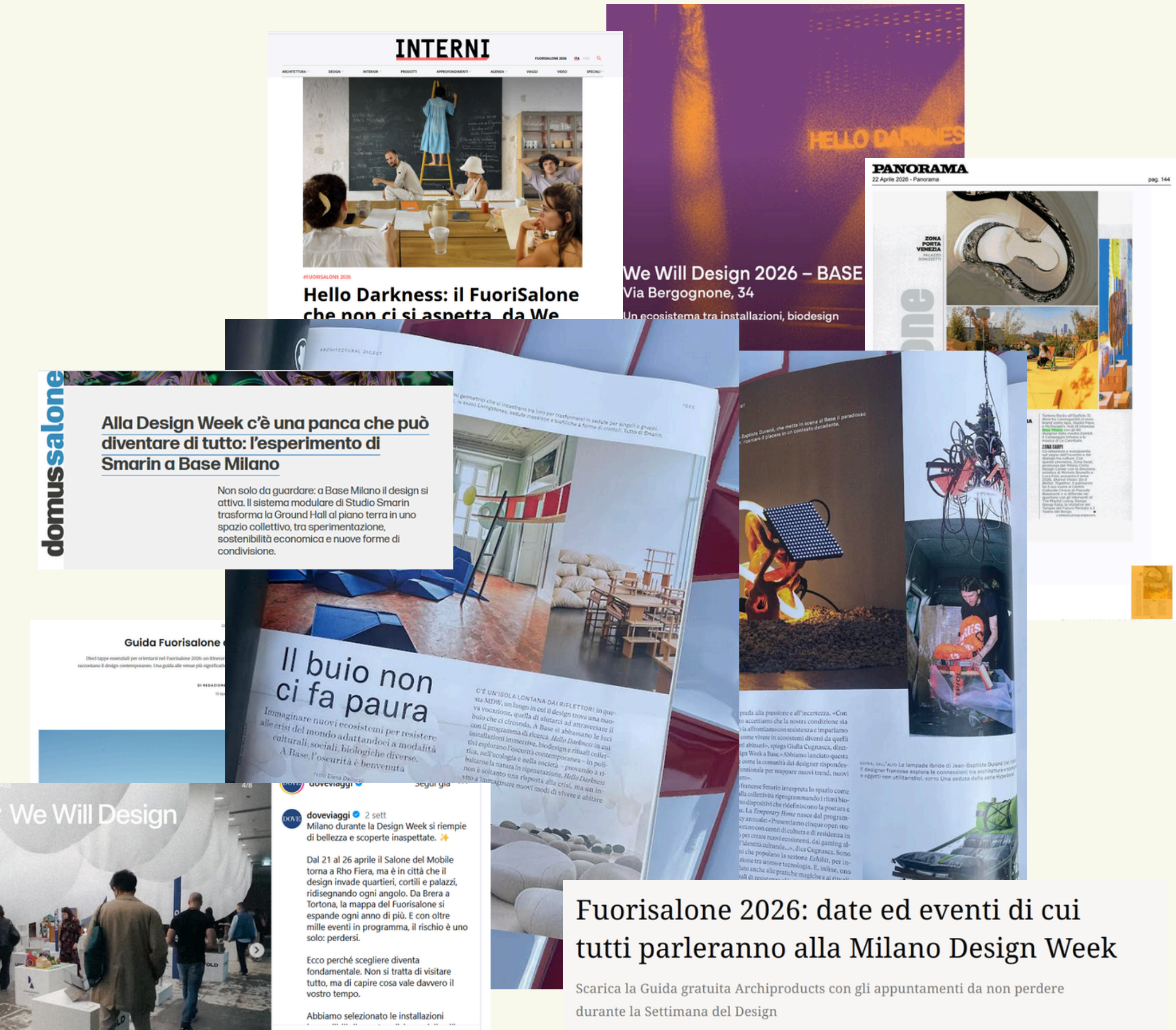


AUDIENCE, VISIBILITY & EDITORIAL REACH

➤ 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



WHAT'S INCLUDED, WHAT TO EXPECT,
AND THE COSTS OF TAKING PART IN WE WILL DESIGN 2027.

TAKING PART

WHAT YOU GET

- Rental of one exhibition space for Milan Design Week 2026;
- Technical assistance - & design assistance for collaborative projects - from BASE team throughout the collaboration period;
- Communication plan & visibility;
- General guidelines for the preparation of the show, the exhibition period, building up & dismantling.

FEES & CONDITIONS

- less than 5m2 → 500€
- 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.

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

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

BASE MILANO

WE WILL DESIGN

HOW TO APPLY

APPLICATION FORM ↗

The call will remain open
until 18th of December 2026.

After a careful process of
assessment and selection, BASE will
provide applicants with feedback by
the end of January 2027 as latest.



TECHNICAL NOTES

When submitting your project, please keep in mind a few specific technical guidelines.

STRUCTURES

A structural report and certification of correct assembly, both signed by a qualified professional registered in Italy, are required for installations involving:

- new walls, cladding or false walls;
- large panels, display units or other large-scale structures;
- structures and/or environments accessible to the public;
- heavy suspended elements;
- structures designed to be walked on or otherwise accessed by the public;
- specific or exceptional cases.

ELECTRICITY

An electrical design signed by a qualified professional registered in Italy will be required for any electrical connection that beyond the standard plug-and-socket supplies specifically provided by the organisation within the assigned space.

Any such connections must be agreed with the organisation in advance.

All electrical equipment must comply with current regulations and bear the CE marking.

FIRE SAFETY

All the installation materials must be certified as Class 1 for reaction to fire, in accordance with current Italian regulations.

This requirement is particularly relevant to combustible materials installed vertically and exposed on both sides, such as curtains and drapes.

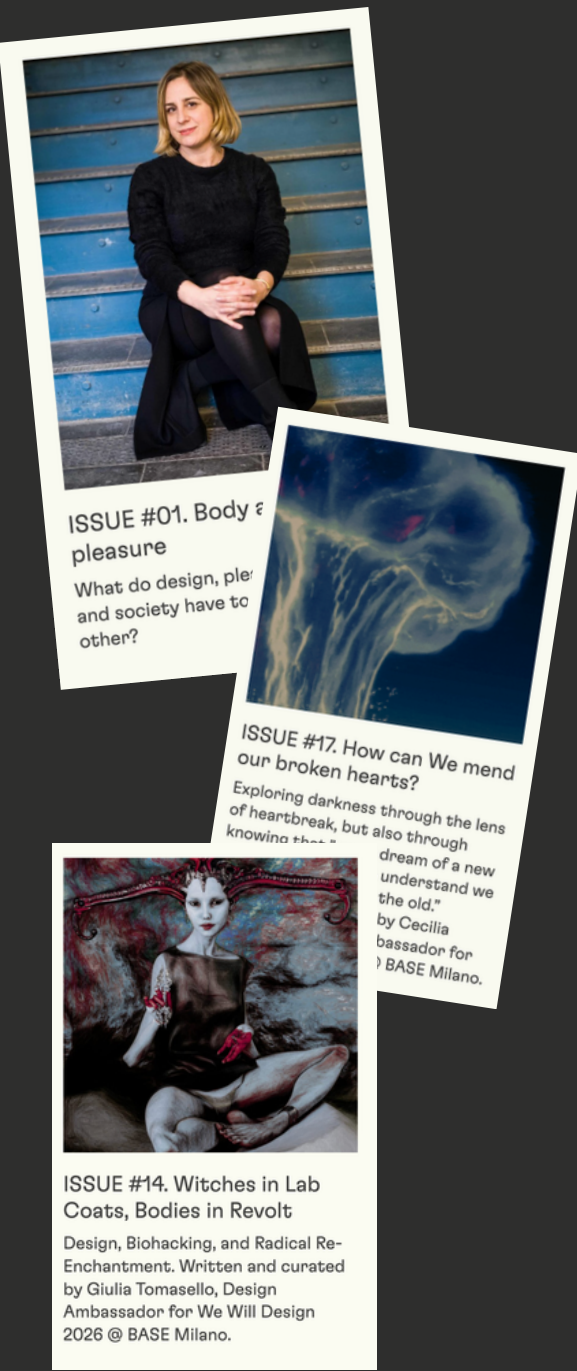
This requirement does not apply to exhibited objects.

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 ↗



ISSUE #01. Body & pleasure
What do design, pleasure, and society have to do with each other?

ISSUE #17. How can we mend our broken hearts?
Exploring darkness through the lens of heartbreak, but also through knowing that...
dream of a new understand we the old."
by Cecilia
bassador for
BASE Milano.

ISSUE #14. Witches in Lab Coats, Bodies in Revolt
Design, Biohacking, and Radical Re-Enchantment. Written and curated by Giulia Tomasello, Design Ambassador for We Will Design 2026 @ BASE Milano.

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