

MILAN DESIGN WEEK @ BASE MILANO

APPLY BY DECEMBER 19TH 2025

CALL FOR APPLICATIONS

WE WILL DESIGN 2026

BASE

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Band 1

DESIGN WEEK @ BASE MILANO

Every year, during Design Week, BASE transforms 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 ↗

APPLICATION FORM ↗

BASE MILANO

WE WILL DESIGN 2026

HELLO, DARKNESS

WE WILL DESIGN 2026
ATMOSPHERE

Embracing the dark to reimagine how we live, resist, and create together. Welcome to the Abyss where darkness is not absence — it is a beginning. From silence and pressure, luminous possibilities emerge.

SHORT WAY TO
APPLICATION FORM ↗

HELLO, DARKNESS

WE WILL DESIGN 2026
ATMOSPHERE

In times marked by hyper-exposure and individualism, darkness returns as a sign of our present: obscurantism, perturbation, invisibilized communities, and the sense of a world on the edge of collapse. **HELLO DARKNESS** invites us to acknowledge the abyss — political, ecological, aesthetic — facing it not only as a place of fear, but above all as a space of regeneration, resistance, and imagination. Darkness here is not absence, but a fertile condition: a teacher, an ally, a landscape where unexpected forms of life, knowledge, and relationships emerge.

It is both disturbing and fertile — a metaphor for the shadows of our present, where uncertainty dominates and voices are silenced, yet where seeds of resistance and renewal can take root.

Drawing inspiration from extreme ecologies and from Black feminist thought — in particular Alexis Pauline Gumbs' *Undrowned: Black Feminist Lessons from Marine Mammals* — **HELLO DARKNESS** challenges us to find ways of breathing, coexisting, and imagining futures in the midst of pressure, trauma, and systemic violence.

At BASE, darkness becomes a field of possibility: a porous infrastructure that welcomes invisible gestures, marginalized knowledges, and luminous resistances. **It is a call to design new ways of inhabiting the present, building alternative communities, envisioning unexpected futures, and revealing the hidden systems that sustain collective life.**

HELLO DARKNESS
opens up a space where design
becomes a tool to overturn
hierarchies, weave together ecologies
and technologies,
and imagine cities and societies
yet to come.

FOUR TRAJECTORIES
GUIDE THIS EXPLORATION:

Inhabiting the Uninhabitable

Strategies for adapting and creating in hostile or unstable environments. Not just a response to crisis, but an invitation to imagine new ways of living and inhabiting the present under conditions of pressure and uncertainty.

Underground Practices

Radical processes that dismantle existing orders and nurture countercultures. Darkness becomes a space where alternative communities and forms of coexistence can emerge, challenging dominant systems and hierarchies.

Prophecies

Speculative visions that question the future and its possibilities. These trajectories are not escapes from reality but imaginative exercises that open space for unexpected narratives and critical reflections on what is to come.

Invisible Architectures

A focus on the submerged systems that sustain collective life yet often remain unseen. Design here becomes a tool to reveal and reimagine the hidden infrastructures that support our societies.

DESIGN AMBASSADORS

To shape the 2026 edition of We Will Design, three Italian designers and curators have been invited to guide the selection of the participating projects. Their role is not only to evaluate, but to open perspectives, recognize resonances, and identify practices that embody the spirit of HELLO DARKNESS.

With their diverse backgrounds and sensibilities, they will accompany the program as critical voices and cultural practitioners, helping to weave together the trajectories of research, experimentation, and collective imagination that define this year's framework.



CECILIA CASABONA
curator specializing in design

Her work focuses on collective approaches to thinking and making, with a particular interest in participatory methodologies and performative practices.



MATILDE LOSI
designer, editor and curator

MA in Design Curating & Writing at the Design Academy Eindhoven. She writes for Elledicon.it and Zero.eu and works on projects ranging from writing to curating, organising public programmes and producing national and international exhibitions.



GIULIA TOMASELLO
interaction designer & educator

Committed to female intimate care and its innovation. Co-founder of ALMA Futura, a research and consultancy studio where design, science and anthropology combine

PEOPLE & PROJECTS



PARTICIPATING TO WWD

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



BASE MILANO

WE WILL DESIGN

ROYAL COLLEGE OF ARTS
—— MATERIAL KINSHIP



EINAIDEA BARCELONA
CURATED BY MANUEL CIRAQUI
—— ECOSYSTEM SAMPLER
(SPORAL PROPERTIES)



PEOPLE AND PROJECTS

DOMAINE DE BOISBUCHET E ALÉA WORK
—— PROCESSO E FUNGHI: THE GARDEN LAB

BASE MILANO

WE WILL DESIGN

PEOPLE AND PROJECTS

MATILDE CASSANI, ANOTHER WEEK
— FEATURING MARTINA ROTA, WITH ALL MY STRENGTH



BASE MILANO

WE WILL DESIGN

PEOPLE AND PROJECTS

GIOVANNI AMERIO A.K.A. GGTHH
—— SHARP PARTITIONS AND PARASITIC BRICKS

FEDERICO RIZZO
—— MULTISPECIES DINNER

ANAS CHAO
—— HOMES AWAY FROM HOME

BASE MILANO

WE WILL DESIGN

PEOPLE AND PROJECTS

THE CAMP, BASE MILANO TERRACE



FACTS AND FIGURES

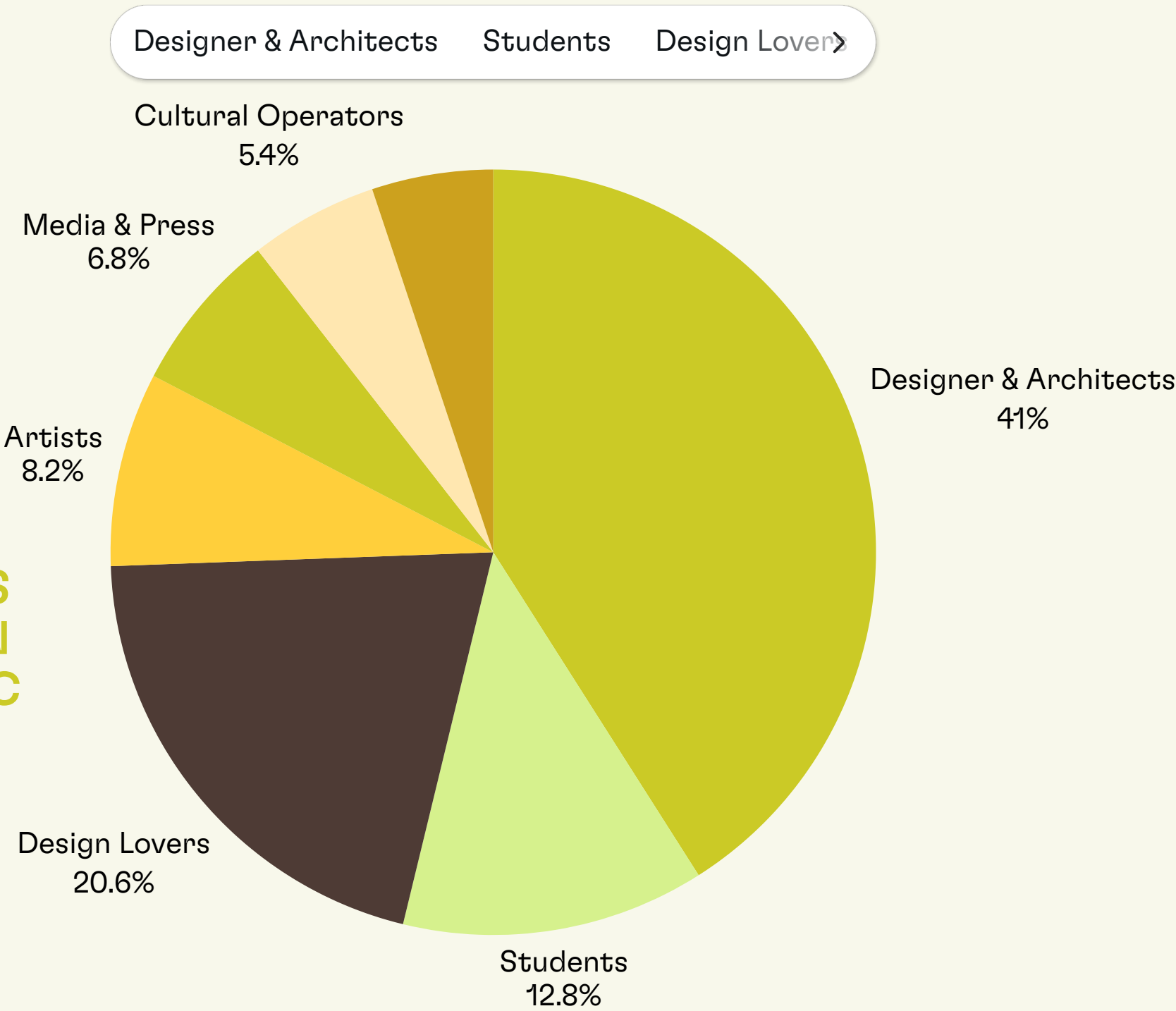
EVERYTHING YOU WOULD
LIKE TO ASK TO BASE

Thinking at applying to the next We Will Design Edition

BASE IS A LAAAAARGE PROJECT HUB

Of 12000 squared meters,
500k visitors per year and
90k visitors during Milan Design Week.

AND THIS IS
WE WILL DESIGN
PUBLIC

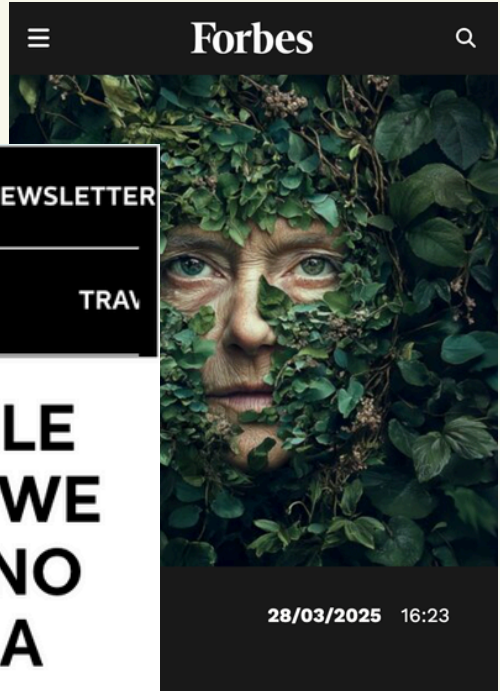


BASE MILANO

WE WILL DESIGN

WWD LAST EDITION

+ 40 Research projects
+ 70 Emerging Designers Artists and creatives
+ 400 Pieces of Media Coverage
+ 30.000 Participants to Public Program Activities:
talks, workshops, performances, aperitifs & clubbing



BASE Milano hosts the fifth edition of We Will Design, the major platform dedicated to new design talents, featuring speculative installations and collaborative practices. It offers an innovative perspective on the theme Making Kin: a concept inspired by the thinking of Donna Haraway, exploring new forms of kinship beyond speciesist and anthropocentric boundaries.

NEWSLETTER

102.061 total subscribers
56.479 subscribers to 'in-depth'
BASE's newsletter entirely dedicated to design

WEBSITE

133.430 active users
62.040 new users
+1m average duration of involvement per user
1.406 peak of registered users

INSTAGRAM

+138.604 reach
107.000 follower

PLEASE NOTICE THAT WE WILL DESIGN HAS A DEDICATED PRESS OFFICE,
WITH ITALIAN AND INTERNATIONAL MEDIA COVERAGE



YOU AT WE WILL DESIGN

ADVANTAGES — COSTS — COMMUNICATION

WHAT YOU GET

- Rental of one exhibition space for Design Week 2026;
- 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.

COSTS

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

- Presence in In—Depth Newsletter: international audience, at least 3 launches
- Presence in the official press Kit
- At least 7 press launches (Italian and International media coverage)
- Dedicated Social Media contents
- Visibility on www.base.milano.it/wewilldesign website
- Dedicated Webpost on the website

BASE MILANO

WE WILL DESIGN

HOW TO APPLY

just clic on the [APPLICATION FORM ↗](#)

The call will remain open until 19th December 2026.
After a careful process of assessment and selection, BASE will provide applicants with feedback by the end of January 2026 as latest.

The selection process will be carried out by a dedicated team within BASE staff together with the abovementioned Design Ambassadors.

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.

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

We Will Design IS DESIGN WEEK AND MORE

CASE ↗

How caring for the private dimension also means caring for the social environment.

CASE is the name of the Public Programme focusing on the themes of coexistence and cohabitation.

It is also a serie of Zine and a Residency Programme.

CASE REMAPPED ↗

The residency programme dedicated to the social islands challenging the established social cultural and economic order



We Will Design IS DESIGN WEEK AND MORE

PERFORMING ARCHITECTURE ↗

New ways of thinking
together to reshape the city:
Performing Architecture is a
widespread festival in Italy
and Europe that weaves
together architecture and
the performing arts to
transform urban space
alongside its inhabitants.



We Will Design IS DESIGN WEEK AND MORE

RESIDENCY
CALL AND
PROJECTS ↗
(selected)



SAUL BEZA
— (SUPER) MODELS, IN COLLABORATION WITH MAYRIT



FRANCA PETRONI E
LEONARDO RUVOLO —
POROUS CARTOGRAPHIES

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