

# BASE

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CALL FOR ENTRIES - WE WILL DESIGN 2024



# WE WILL DESIGN

“We have lost the pleasure of being together. Thirty years of precariousness and competition have destroyed social solidarity. Media virtualization has destroyed the empathy among bodies, the pleasure of touching each other, and the pleasure of living in urban spaces. We have lost the pleasure of love, because too much time is devoted to work and virtual exchange”.

Francesco Bifo Berardi and Geert Lovink. 2011. “A Call to the Army of and to the Army of Software» published online by the Institute of Network Cultures, Amsterdam

# IN-DIFFERENCE DESIGN, SPATIAL ACTIVISM, CONVIVIALISM

WE WILL DESIGN 2024 stands at the intersection of spatial and cultural dynamics as a platform to promote conviviality, intended as a collective need based on cooperation, mutual care and solidarity.

New domestic landscapes peep out, from cohousing, to a new generation of cooperativism, to self-building collectives.

New inhabitants of different origins, faiths, cultures and socio-economic statuses inhabit contemporary cities.

New public space uses make visible unexpressed possibilities and challenge the question, who is in the wrong place?

**We celebrate the spaces informed by conviviality as those where racial, ethnic, religious, class, and gender differences are rendered unremarkable and ordinary.  
These are spaces where inequalities are neutered.**

# IN-DIFFERENCE

## DESIGN, SPATIAL ACTIVISM, CONVIVIALISM

**WE WILL DESIGN** seeks to imagine new forms of coexistence and interdependence based on Convivialism principles such as cooperation, democracy, dialogue between cultures, equal dignity, and ecological responsibility.

**We want to explore the ability to create different forms of interdependent relationships, contemplating our behaviours, feelings, and spatiality.**

**We will use performativity as a tool to rewrite the spatial conditions of everyday life.**

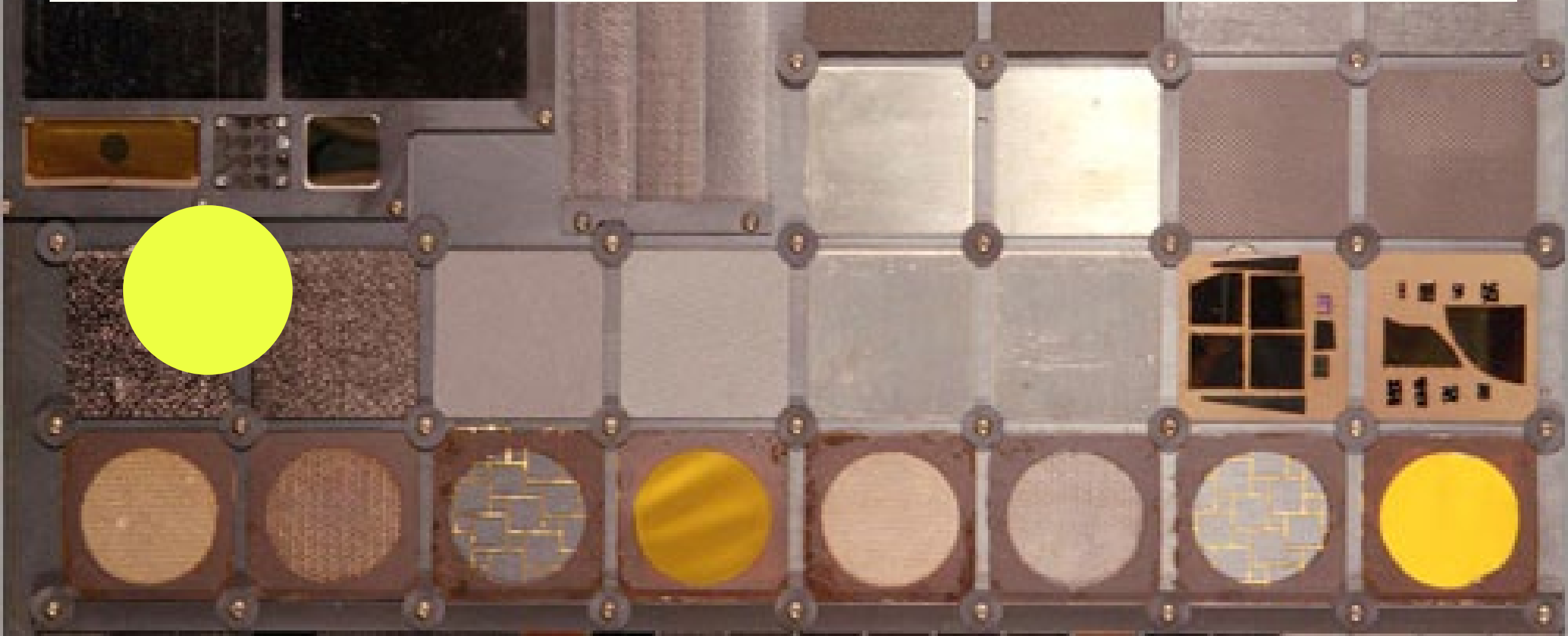
**We will promote the fantastic and the desirable as guiding principles.**

**We will commit ourselves to creating exceptional and ordinary rituals to share with the visitors and citizens of the design week.**

During the Design Week 2024 BASE opens the doors of its spaces to the construction of a temporary community of emerging designers, architects, and artists who will live and work within the spaces. Those will be transformed for the occasion into a laboratory of "conviviality" that invites visitors to reflect on the most innovative practices of coexistence, cohabitation and sharing currently present in Europe and their interrelation with the spectre of migration, gender, ability, health, and cultural background.

# WHAT WOULD IT BE TO TRANSFORM BASE INTO A PLACE OF POLITICAL PRESENCE

*where designers, artists and students live and reinvent the space?*

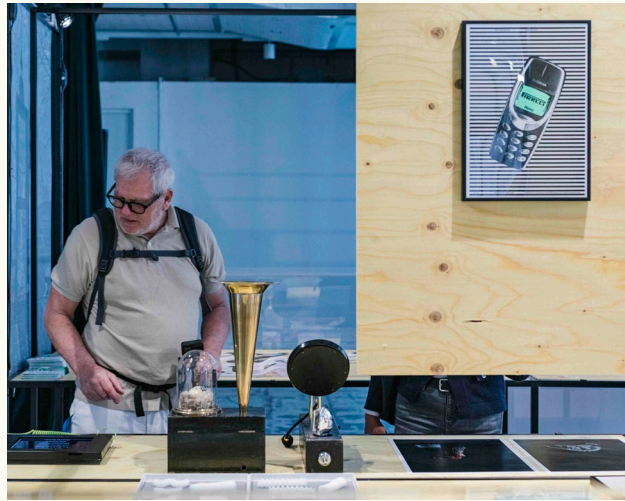




# WE WILL DESIGN – PEOPLE



Central Saint Martins | Material Futures



Manchester School of Art



Francesca Tambussi



Sanne Visser



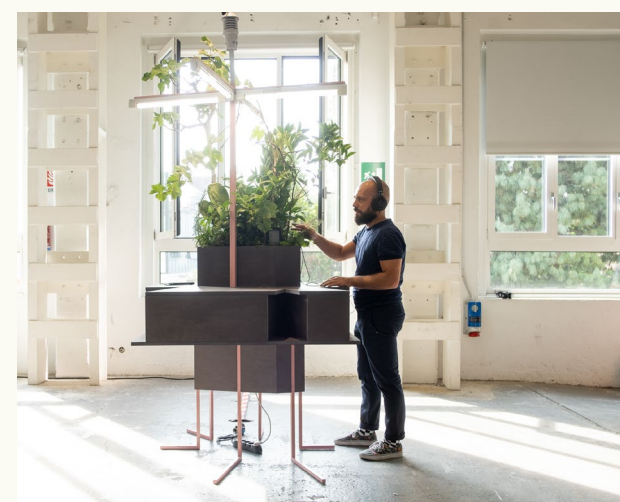
Matteo Guarnaccia



Parasite 2.0



University of Boras



Studio Analogique

# WE WILL DESIGN – PEOPLE

«My aim for the MDW was to get attention and have some good feedbacks from visitors. And thankfully I have got some so many, therefore it was satisfied.»

Choi Hyukjoon

«[...]I really enjoyed the overall week and I thought that BASE put together a very interesting exhibition, quite different from the rest of the design week which was nice. Because I had so many other things to do during the week for school and work I didn't get much of a chance to be at the space myself, but I was happy to just have my work there and hopefully it made some people reflect.»

Guus Hoeberechts

«I expected to meet a lot of people, improve and enlarge my network, build interesting connections and have quite some fun.

Those expectations have been met. »

Matteo Proietti



# BASE – FACTS & FIGURES



12,000 m2 CULTURE CENTERED PROJECT HUB  
With over 500,000 visitors per year

+ 50 DESIGN AND ART RELATED PROJECTS  
Realized in 2023

+ 30 DESIGN AND ARTISTIC RESIDENCIES  
Hosted every year

PART OF 7 NATIONAL  
& INTERNATIONAL NETWORKS  
Of cultural institutions, public spaces & creative hubs



# WE WILL DESIGN – FACTS&FIGURES



- 40 PRESENTED PROJECTS AND INSTALLATIONS
- 460 MEDIA COVERAGE INCLUDING PRESS, RADIO AND TV REPORTS
- + 50K UNIOUE VISITORS TO THE EXHIBIT AND TEMPORARY HOME
- 34.7K INSTAGRAM COVERAGE
- 158 JOURNALISTS VISITED THE VENUE
- 74K INSTAGRAM PROFILE VISITS



WE WILL DESIGN

2024





# FROM A WEEK TO A 1 YEAR-LONG PROJECT

Our desire to imagine a possible new future cannot be limited to one week a year. This is why BASE chooses to go beyond the confines of Design Week and proposes an approach that uses design as a tool for collective research and construction that can no longer be achieved through a short exhibition of projects but also through design residences and collaborative projects.

WE WILL DESIGN double approach can unfold as a longer journey that will develop throughout the year and culminate during Design Week or can be a shorter experience during one of the greatest moments of creative expression on the international stage in Milan.



# THE APPROACH

We will design will involves emerging designers, design universities as well as a range of cross-disciplinary learning experiences so as to offer a vision that blends architecture, urban design, social design, relational design, public design as well as graphic design and the art world.





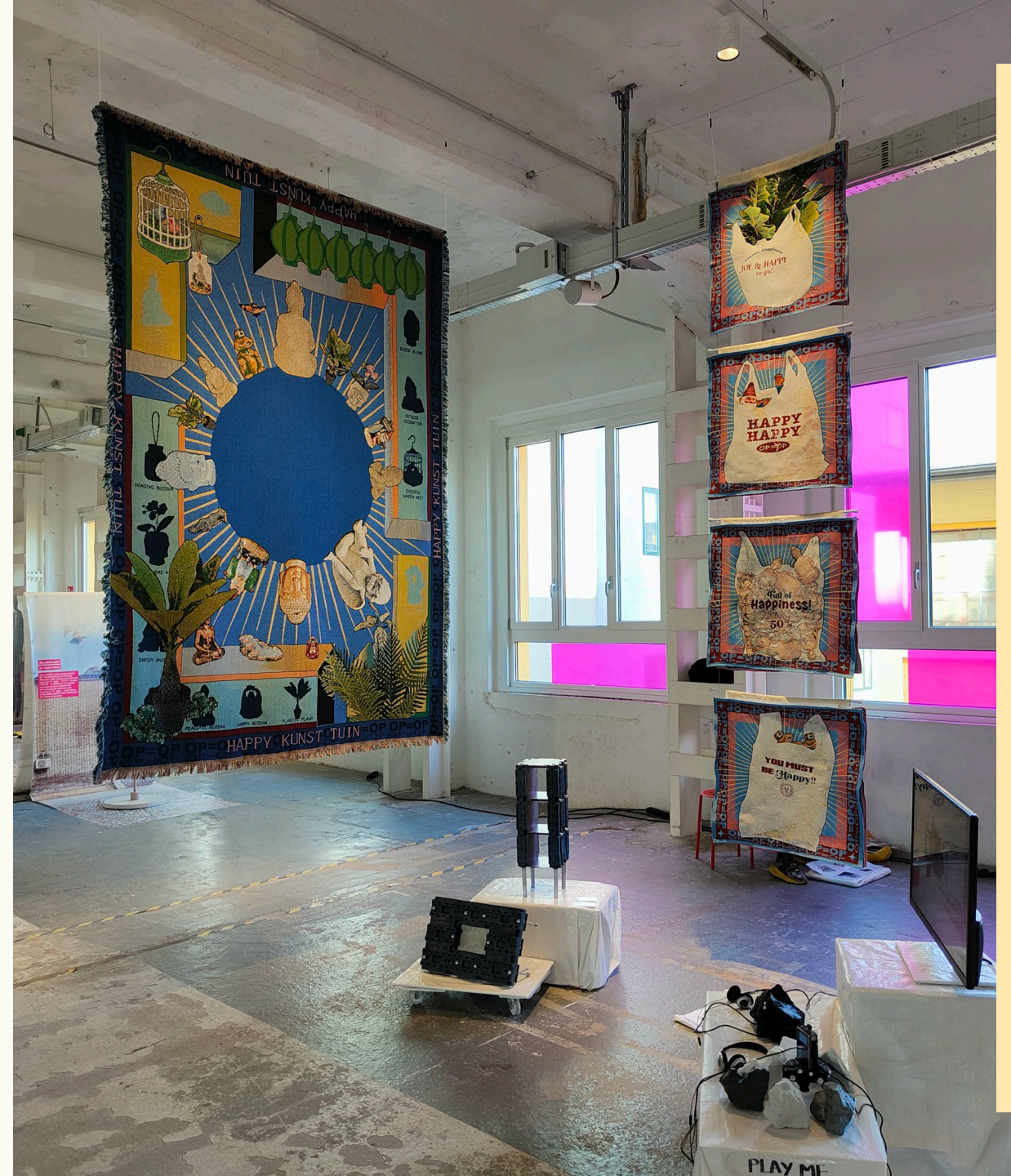
# TYPES OF COLLABORATION

## ONE YEAR PROJECTS:

BASE provides universities, design studios and brands with the chance to elaborate a research and co-create a project to be developed over the course of the year, with a possible exhibition moment during Design Week.

## DESIGN WEEK FOCUSED PROJECTS:

BASE spaces become the perfect stage where emerging designers, universities design studios and collectives can exhibit their works.







We are eager to collaborate with entities that have a focus on process-driven concepts and projects such as:

- education centres looking for new challenges;
- designers who want to confront themselves with a collaborative way of working and producing design;
- universities which are interested working hands by hands with a cultural institution and let their students to create out of their comfort zone.

As well as offering the opportunity to exhibit, BASE can also provide the participants with the chance to co-create a project and to develop it through a shared design process over the course of the months, with a possible exhibition moment during Design Week.

We are also open to collaborate in the joint creation of residencies and site-specific projects.



# EXHIBIT SPACE



2100 m<sup>2</sup> space as the perfect stage to show your project whether you are an emerging designer, a design studio or part of a university course.

BASE calls upon design studios, emerging designers, academies and universities worldwide to exhibit during Design Week 2024.

Temporary initiatives, concepts, projects and researches will be selected and exhibited, without wanting to provide solutions but with the aim of opening a debate regarding the role of design and the designers in the contemporary society.

\* Room 2100 and the courtyard will be the spaces where the projects will be on show (see Venue form). Participation is subject to a fee for the space, accommodation and communications.

# TEMPORARY HOME



Showcase space, 5 rooms offering a vision of 5 future-proof scenarios.

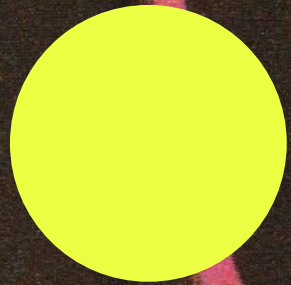
Dedicated to young designers who are eager to travel through time and conjure up a vision of possible futures within casaBASE, a unique residence which serves as home, workshop and exhibition space throughout the Design Week period.



ADVANTAGES

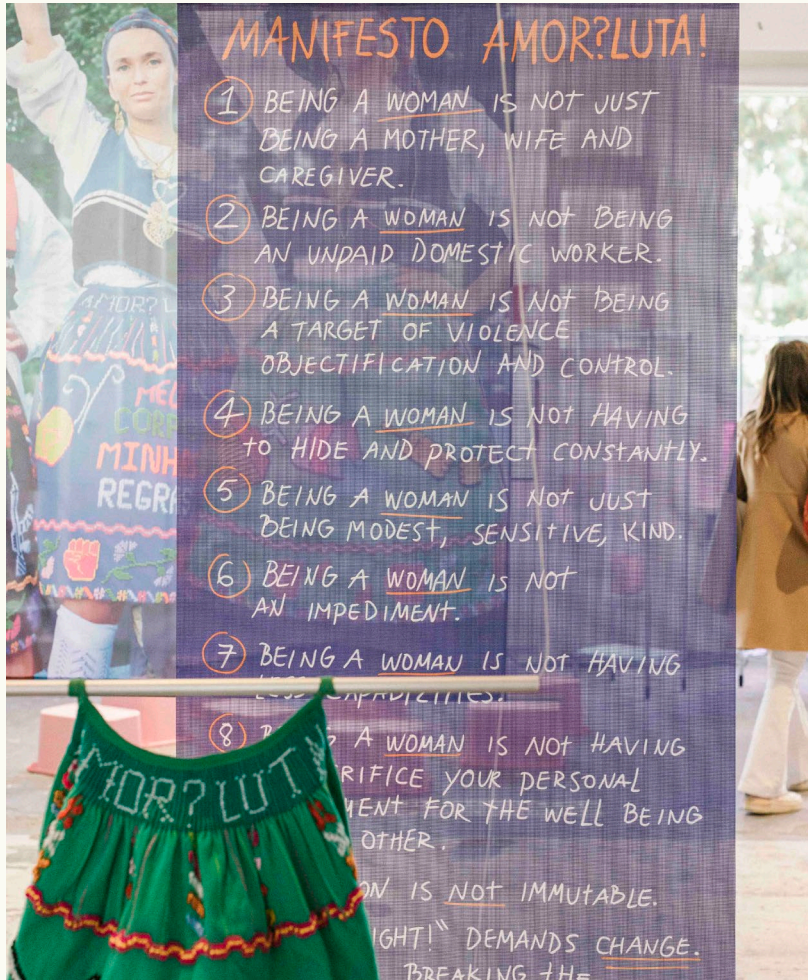
COSTS

COMMUNICATION PACKAGE





# WHAT DOES TAKING PART INVOLVE?



- Rental of one exhibition space for Design Week 2024;
- 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



Rough costs for Exhibition (max 10 days including set-up and dismantling)

Costs and surface areas should be considered approximate, for the whole week, and defined in comparison to previous editions.

5 m<sup>2</sup> > €1400 + VAT + €500 deposit

10 m<sup>2</sup> > €2800 + VAT + €500 deposit

20 m<sup>2</sup> > €4400 + VAT + €1000 deposit

50 m<sup>2</sup> > €8000 + VAT + €1000 deposit

For spaces that exceed 50m<sup>2</sup> write directly to [design@base.milano.it](mailto:design@base.milano.it)

# COMMUNICATION PLAN AND VISIBILITY

- Newsletter dedicated to Design Week 2024 with mention of designers and link to news item on website
- Inclusion in dedicated news item for Design Week 2024, featured on home page from 2 weeks prior to the event;
- 1 dedicated Story during launch period and 1 dedicated Story during live storytelling for Design Week (with your channels tagged)
- Tags on collective Facebook and Instagram posts dedicated to Design Week at BASE and the results of the Call;
- Exhibitors featured in dedicated boxes in BASE print magazine (number of characters and use of image to be defined);
- Press preview on 15 April 2023;
- Inclusion in We Will Design digital press pack, sent out by BASE press office at the various launch events (dates and deadlines to be defined)



# HOW TO APPLY

To send your application, go to our [dedicated webpage](#). To complete and send your application you will need to provide the following info:

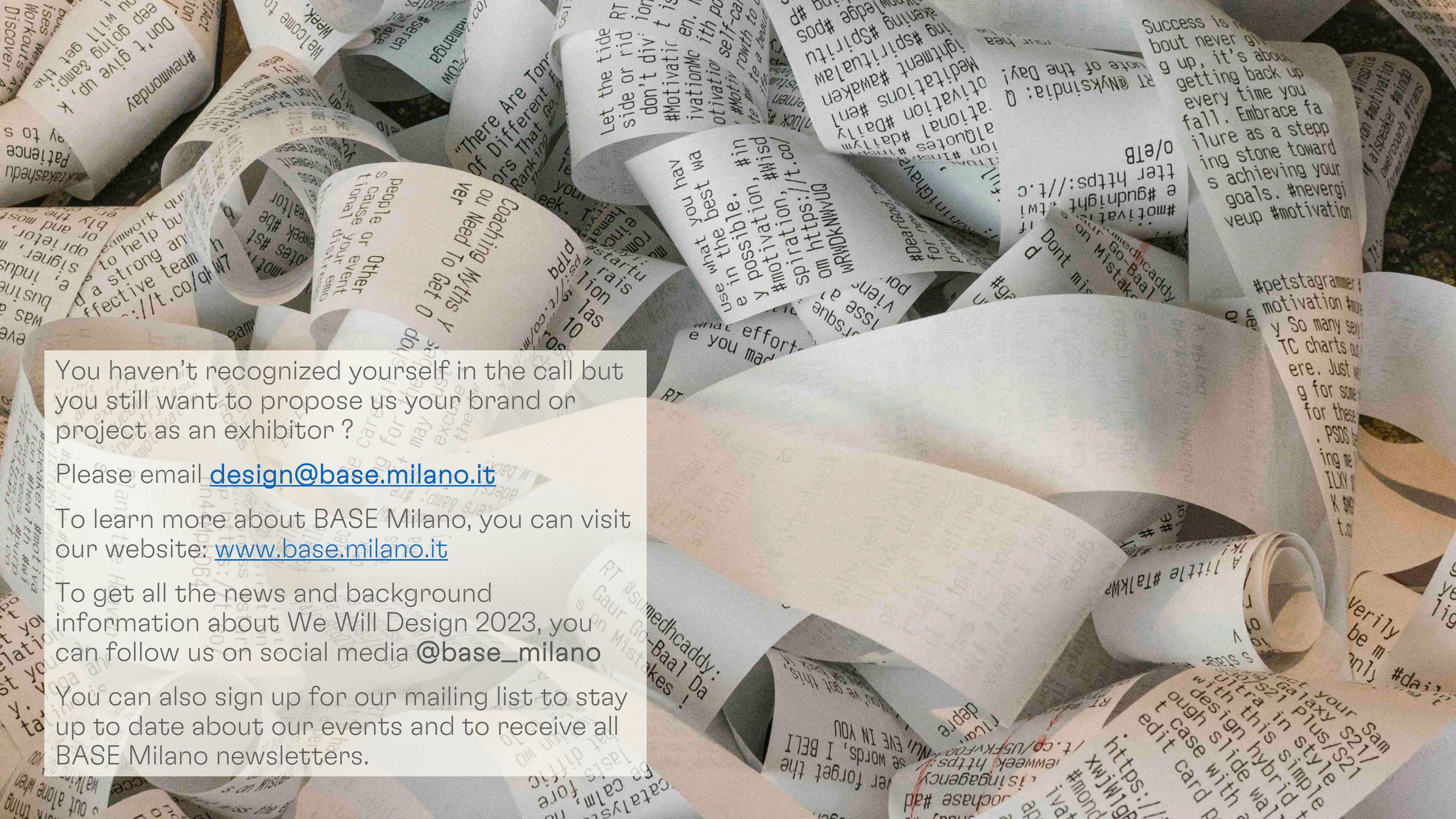
- Your contact details;
- Details of your project, including the names of designers and/or universities involved;
- Images/sketches of the project or of most recent work on it;
- Description and size of space required (if already known);
- Estimate of available budget in order to help us identify the most suitable space in the event that your application is successful

**The call will remain open until 18th January 2024.** After a careful process of assessment and selection, BASE will provide applicants with feedback by the end of January as latest.

The selection process will be carried out by a dedicated team within the BASE staff.

BASE reserves the right to launch further, calls throughout the year.





You haven't recognized yourself in the call but you still want to propose your brand or project as an exhibitor ?

Please email [design@base.milano.it](mailto:design@base.milano.it)

To learn more about BASE Milano, you can visit our website: [www.base.milano.it](http://www.base.milano.it)

To get all the news and background information about We Will Design 2023, you can follow us on social media [@base\\_milano](https://www.instagram.com/base_milano)

You can also sign up for our mailing list to stay up to date about our events and to receive all BASE Milano newsletters.