



HOW TO APPLY

17 - 22 APRIL 2018,
MILAN DESIGN WEEK



VENTURA PROJECTS

Ventura Projects are **curated exhibition** areas that cover the latest developments in contemporary design. Each Ventura Project involves **carefully selected** exhibitions that also feature temporary initiatives, special projects and/or creative hospitality concepts. Whether as a design district or an integrated exhibition, Ventura Projects stand out with their **focus on content, creativity and experimentation**. Since the start in Milan in 2010, with Ventura Lambrate, the Ventura Projects family has grown a great deal globally. Ventura Projects have presented in **Milan**, Berlin, London, Kortrijk, New York and in 2018 we'll add Dubai to the list as well.

Taking place during the Milan Design week, Ventura Projects have attracted in total:

- 929 exhibitors coming from 39 different countries
- over 4000 participating designers;
- 48 International Academies;
- over 115.000 visitors yearly
- and 8 Milano Design Award nominations of which 5 winners

For 2018 we will no longer present Ventura Lambrate*, instead we will start a **new adventure** and launch the **newest member of the internationally renowned** Ventura Projects; **Ventura Future**. From **17th to 22nd April 2018** Ventura Future will run simultaneously with the Salone del Mobile and Ventura Centrale in Milan

* In these days an organisation called "Promote Design" is contacting many previous exhibitors of Ventura Lambrate to request for them to participate in the show "Fuorisalone 2018 - Din - Design In". The show will be held in Lambrate in via Massimiano, as it has been in previous years. Please note: By no means does this show pertain to the communication package, selection criteria, concept criteria or contact network of Ventura Projects. Ventura Lambrate will not be replaced by any other similar event in Lambrate, instead we created Ventura Future!



VENTURA FUTURE

With Ventura Future, we wish to broaden the visibility of designers through a curated environment in Milan where they can present their latest projects to design professionals from all over the world.

Ventura Future, will focus, as is embedded in the name, on the next development in design. With a special eye on **future concepts**, **innovative techniques**, **new materials** and progressive visual language. We will exhibit **the cream of the crop** in contemporary and experimental design.

In an era in which the world innovates with an unbelievable speed, conflicts start in a wink, and climate change evolves rapidly, designers show bold and **powerful visions for our future** in which they are not afraid to address today's discussions and to **show direction**. Ventura Future will present design that keeps you wondering. The presentations will give **food for thought** about our fast changing world, all in the heart of Ventura Future, which makes it **unique** in the landscape of the Milan Design Week.



THE LOCATIONS

Ventura Future will occupy multiple locations, each of them with their own beautiful stories. Amongst these locations are:

FuturDome

FuturDome is a housing museum. Once this liberty house was the meeting place of world renowned artists who were part of the **Futurist Movement** where they met, worked and debated, setting the basis for groundbreaking aesthetic currents.

Piscina

An outdoor **swimmingpool!** The complex was built in 1929 and it was the first outdoor swimming pool in Europe having a garden surrounding the pool. The main building comprises the ticket office and the changing rooms, all built around the former cloakroom which is still equipped with the **original** coat hangers. This gives the building an **old fashioned charm** not affected by the passage of time.

And there will be more! Ventura Future will create a special hub for the Academies to present their latest projects! More details will follow soon.

The Ventura Future locations are a stone's throw away from the Loreto metro station and Piola metro station (green and red line). The green line also connects Ventura Future to **Ventura Centrale** and other key areas of Fuorisalone such as Brera, Tortona and Triennale. With **Bar Basso** and other Ventura Future locations just a few steps away, the **position is strategic!** In addition to guiding visitors, optimising their time and granting a constant flow, Ventura Projects is organising a shuttle bus service between the locations.

Besides the exhibitions Ventura Future will also include special services such as food and coffee corners, special initiatives and guided tours. Conclusion: Ventura Future will become the new **must see destination** characterised by the moving nature of Ventura Projects. **The future is moving!**





THE EXHIBITORS

To apply for Ventura Future 2018 it is necessary to submit a complete application. The Ventura Projects art direction will select those exhibitors that fit best with the concept of Ventura Future and can benefit most from the business opportunities offered by the show. For all Ventura Projects our art direction carefully reviews each application during the selection phase in order to create a never seen before event and to put the accent on the latest design evolutions of the design practice.

Ventura Future invites **avant-garde** and **talented designers**, upcoming design **labels**, **academies**, design **collectives** and **well-known names** of the design field to apply and create a futuristic circuit together based on the extreme creativity, quality, elegance and groundbreaking power of the projects that will be selected.

For Ventura Future 2018, we will be glad to receive all applications and in particular to open different focuses on projects which explore or concretely involve the following themes and elements:

- Future concepts on environment, daily life, professions and ...
- Pioneering design researches, projects and prototypes;
- Contemporary design
- Crossovers between design and art
- Immaterial and forward looking design: sound and video design and design technologies
- Outdoor projects



WHAT'S IN IT FOR YOU?

The Ventura Future participation fee includes*:

- Rental of the exhibition space;
- Assistance by the Ventura Projects staff during your whole application process
- General guidelines for the preparation of the show, the exhibition period, building up and dismantling;
- **Shuttle service** between the locations of Ventura Future and Ventura Centrale
- The Ventura Future Communication Package**, which will indicatively consist of :
 - Ventura Future press mailings will be sent on a well-chosen moment to over **25.000 international contacts**;
 - Ventura Future **street signage**;
 - A mention on the official Ventura Projects website;
 - Communication on the official Ventura Projects **social media**;
 - Ventura Future press desk and information point;
 - Production and distribution of the Ventura Future map;
 - Collaboration with international **media partners**;
 - Digital press kit;
 - Preview press conference;
- And of course being an exhibitor of this year's **place to be** in Milan!

* All other services (such as, but not limited to, catering, delivery and shipping, security, stand building, stand lighting, accommodations, etc.) are not included, but can be quoted separately on request.

** Organisation in Design always beholds the right to freely decide about all contents of PR expressions.





de
zeen

MOT 明日誌
TIMES

FRAME

TLmag
True Living of Art & Design

ARCHI
TONIC

dude
dutch designers magazine

ELLE
DECORATION

SURFACE

WOTH
wonderful things



PREVIOUS
MEDIA
PARTNERS

COST INDICATION

Since Ventura Future offers different exhibition possibilities, the participation fees may vary considerably. Once a project is selected, we do our utmost best to propose suitable solutions according to the ideal budget indicated by the exhibitor. The following ranges might fit the project of the exhibitor:

Collective space

Ventura Future offers spaces dedicated to small projects. These 1 m² spaces, of which you can occupy several neighbouring spaces, provide a low cost opportunity for those talented designers who do not need a ballroom to present their project. Prices start from Euro 750,- depending on m²*

Independent space

Independent spaces in a collective location are offered starting from 10 m². Prices depend on several aspects such as requested m², facilities of the venue, etc. Exact cost indications can be given only once we know more about the size and space you are looking for. Prices start from Euro 1.500,-.*

Academy space

Ventura Future offers specially for Academies spaces starting from 10 m² up to 120 m². The Academies will be placed near each other to create a campus. Price range is between Euro 80,- and Euro 170,- m².*

Individual locations

Participation fees for individual locations are determined case by case.

Outdoor locations

Participation fees for position in outdoor locations (gardens, courtyard, streets,...) are determined case by case.





APPLY NOW

To apply for Ventura Future, you are required to subscribe to the Ventura Projects application system, which will allow you to start and complete the Ventura Future application process. In case of successful selection, meaning being selected, you will be presented with the participation fee, which includes all services mentioned at page 6.

Applications for Ventura Future 2018 (17th-22nd April) are now open and will close on **December 12th, 2017**. Organisation in Design invites the following exhibitors to send in their application for Ventura Future 2018:

- International designers/ design studios;
- Design labels and creative brands;
- Academies;
- Design collectives;
- Companies with exceptionally new projects;

To submit your application, just go to apply.venturaprojects.com and register yourself. Please note that in order to complete your application you will be required to provide your details together with the following information:

- Your contact details;
- Details of the project / concept, what are you planning to show. Including the names of the designers involved;
- Visuals / sketches of the project or, if not available yet, of your latest works;
- Description and size of your ideal space;
- Indication of the available budget, in order to help us find the most suitable solution in terms of location, appearance and technical requirements.

Please note that if you have participated in a past Ventura Project, then you probably already have an account which you can use for this exhibition again. Forgot your account details (e-mail address and/or password)? Just send us an email: milano@organisationindesign.com



WHAT HAPPENS NEXT:

1. Organisation in Design will confirm the receiving of your application;
2. The art directors of Ventura Projects will carefully review your complete application during the selection procedure;
3. You will receive a notice informing you about a successful or an unsuccessful selection, or in any case an update about the status of the review of your application by the end of December*;
4. In case of successful selection, Organisation in Design will send you one or more personalised space proposal(s), including the pricing.

** Please note that the timing of the selection procedure will depend on the amount of applications received.*



Previous Ventura Projects



Lidewij Edelkoort



Patricia Urquiola



Studio Mieke Meijer



Central Saint Martins



Central Saint Martins



Brook Sigal



VanTot



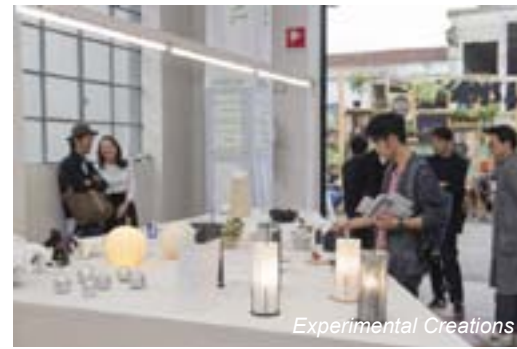
Lensvelt



Studio Plott



Logotel



Experimental Creations



Studio WitekGolik

Close ups of some of the new locations



FuturDome



FuturDome



FuturDome



FuturDome



FuturDome



FuturDome



Piscina



Piscina



Piscina



Piscina



Piscina



Piscina

CONTACT

The Ventura Projects team will be glad to assist you with any enquiries about participation, applying, locations, logistics etc. Just send an email (in English) to: milano@organisationindesign.com.

To learn more about the other Ventura Projects, you can visit our website: www.venturaprojects.com.

To get all the news and background information about Ventura Future 2017, you can follow us on social media: [Facebook](#), [Twitter](#) and [Instagram](#).

You can also sign up for our [mailing list](#) to be kept updated about our events and to receive all the Ventura Projects press releases.

Wish to apply now? Just [click here](#) and fill in your application.

We look forward to receiving your submission!
The team of Organisation in Design, producer of Ventura Projects

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