

Ventura Lambrate

A 12 Friday

Floorplan inside

Ventura At Work:
a totally new experience in a totally new location

Designers at work!

Most of us see designers when they're presenting their work. Just like here in Milan. Ventura Lambrate therefore presents a totally new phenomenon: designers actually at work and they show it too. So come to Ventura At Work. Three minutes out of the route but not to be missed! Seriously! Map A and B.

Stampiet Kaas & Drop

For anyone who can't imagine what a barber and a worstenbroodje (*sausage roll*) have to do with each other, go see Piet. The instant-hit from last year who is doing something completely different this year. Piet and his crew have an exceptional way of uniting people and location and food and drink. In his own words: 'It doesn't matter what you do. It is all about the how and why. And ultimately it's all about the people.' We can't resist mentioning that it's really tasty too.

And here's another 13 reasons to visit 'At work' today



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01 Progetto Lucina
Marco Morandi and Vincenzo Pucella make an out-of-the-ordinary object from old lamps and old kitchen stuff, combined with a synthesizer on which visitors can compose their very own 'unvollendete'. David Bowie would say: 'Sound and Vision'.

02 Bulbo
Bulbo is almost hidden. Where industrial LED light has been redeveloped for domestic use. For the herbs in the kitchen, indoor plants or, especially for the Dutch, an entirely different use.

03 Institute of Industrial Design Basel FHNW
More at work than here at the University of Art and Design – that's almost impossible. Research and experiment within the scope of social issues are the core business. Looking is understanding. Seeing is believing.

04 Studio Ritger de Regt / Marlies van Putten
Under the banner Excavate these two designers present their own individual and a joint collection. In their own words: 'By guiding instead of controlling, shapes emerge during the process. Within set parameters, freedom is found.' Amen to that.

05 Scan-to-production
One takes a piece of wood. Tosses it through a scanner with a – for us – unfathomable algorithm and prints the result on the same piece of wood. And voila: breathtakingly beautiful objects. The enthusiasm of the three cheerful chaps is thrown in for free.

06 Bonk
The Bonk men work continuously. During the last few days things have appeared on the wall behind their presentation. But they have more to show us. And one thing more beautiful than another. So drop in and be a nuisance.

07 Ventura Lambrate Today
That's us. Busy with tomorrow's paper today. And we love it and are having non-stop fun. Tried and tested during Dutch Design Week. Lisa, Chloé, Twan, Marc and Alphons from Scherpontwerp and in the picture the only one who remains calm when things get hectic: our unsurpassed Andreas.

08 Studio van Asseldonk
The group of friends around Van Asseldonk call the presentation in the centre space 'Modern Times'. Inspired by the former industrial period, the romantic Van Asseldonk presents functional products characterized by their machine-like appearance. Really beautiful and relaxing to visit (see 09).

09 Pim Wetzels
Pim makes things funky at Van Asseldonk. The serving DJ. From early in the morning to late at night, Pim funks and grooves 'At work' and the visitors to great heights.

10 Workbench
Alberto Fabbian and Paola Amabile believe in sitting down at a table together, talking to each other, working together and sharing ideas and thoughts to reach new insights and, believe us, to deliver splendid results. To the table.

11 cr.one
What happens if you apply an industrial finish, let's say car paint, to more domestic products, let's say a coat hanger. You'll see all that here. Sunglasses are recommended.

12 Iridescent Copper
Our photographer Lisa thinks this is the most beautiful thing she has seen to date. And Lisa has really seen a lot over the last few days. What Studio Besau Marguerre is presenting is a feast for the eyes. MUST SEE!

13 Tonki
If you've ever wondered who thought up and made those ingenious frames with a portrait in one, you have your answer here at Tonki. Ruggero Frigoli poses provocative questions and provides practical answers. Proof positive.

Fresh from the box



New, newer, newest. Lambrate is *the* place to be for anyone wanting to admire rising-star designers close-up. Slap bang in the middle there is loads of space for design academies from around the globe: Scandinavia, the Netherlands, Poland, the United States and, of course, Italy itself. Side by side they flash an impressive sample card at visitors full of promise for the coming years. So Ventura Lambrate visitors really get to see it first.

So many students in one place, it's a hive of creativity in which discernible diversity does not limit itself to courses, but cultural differences are apparent too. Of course this is terrific for the visitors, but invaluable to the students themselves. Talents criticise and admire each other's work, enter dialogues and later on they will head home with suitcases packed with new ideas. The academies too see what the synergy and added value offers both their courses and their students. And it draws in exactly the kind of visitors they are looking for: scouts for example, always on the look-out for fledgling talent.

In addition to the academies we consciously reserved a space for balance in the form of more established names. A presentation by Vienna Design Week in cooperation with MAK, selected by Sophie Lovell, is one of our favourites. Looks absolutely fabulous. Stuck in between an odd one out: Eindhoven Avant-Garde under the leadership of Tessa Koot and Niek van der Heijden. In more ways than one, many worlds meet during the Ventura Lambrate.

Margriet Vollenberg and Margo Konings
Ventura Lambrate Curators

FAIL!
Never compare apples to oranges. Unfortunately, in yesterday's paper we did, much to our regrets. The charming and tasty show about apples in location J is by the Free University of **Bolzano** (Bozen), not Bologna.



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Dutch grand master in Milar

Dom van der Laan Meubeldesign Curators' Choice Ventura Lambrate

Dom van der Laan Meubeldesign tells more than one story. Each piece of furniture expresses the natural balance between Peace & Chaos, Inner & Outer, Nature & Culture, Sobriety & Luxury and Design & Functionality. This year the furniture of Dom van der Laan, a renowned Dutch architect and Benedictine monk, is included at the Curators' Choice of Ventura Lambrate.

Ventura Lambrate is one of the new design districts. The emphasis at Ventura Lambrate is on creativity, quality, experimentation and content. The organizers of Ventura Lambrate make a selection of designs every year, which they exhibit in their own space. It's not very surprising that Dom van der Laan Meubeldesign has been chosen as Curators' Choice of Venture Lambrate. Hans van der Laan (1904-1991) may have had a small body of work, but his legacy is highly regarded in the world of architecture. He played a vital role in the history of Dutch architecture and remained unswayed by his architectural contemporaries Rietveld and Berlage. His search was a personal quest for the essence of architecture. To which he found the answer in his theory of 'architectural space'.

A Dutch grand master
Dom Hans van der Laan sought a system that represented a general norm for sizes and measurements. The plastic number, a three-



dimensional representation of the golden ratio, plays a central role in his theory of proportions. Dom van der Laan's legacy is encapsulated in The Bossche School. The theory of 'architectural space' has been met with universal acclaim. Dom van der Laan is a grand master in his own right, following in the footsteps of Vitruvius who successfully developed his own theory.

The power of simplicity
Dom van der Laan furniture embodies the perfect proportions between length, breadth and height; conveying the symmetry between the dimensions of the whole and its interrelated parts. All furniture is based on a fundamental shape. Closer inspection will reveal the secret of this specific fundamental shape.

The wooden monastery furniture is characterized by the power of simplicity. Each piece of furniture has its own distinct character and adapts fully to the environment in which it is placed; a living room, the garden, an office environment or a conference hall.

Original and authentic
The Dom van der Laan furniture collection is crafted entirely by hand in the Dom van der Laan Meubeldesign production studio. All furniture is created using the original drawings as a basis. Nine basic elements have been selected from the total furniture designs. The specific colour spectrum for the furniture was defined in consultation with Bossche School colour specialist Wim van Hooff, with whom Van der Laan collaborated on all his projects. The furniture is exclusive and crafted by individual commission. Pieces can be purchased on site from the production studio in Breda in the Netherlands.

www.domvanderlaan.nl
T 0031 76 581 68 65
info@domvanderlaan.nl

Lips Today



Tomorrow...

'UNITED, UNITED, UNITED WE STAND. UNITED WE NEVER SHALL FALL. UNITED, UNITED, UNITED WE STAND. UNITED WE STAND ONE AND ALL' – JUDAS PRIEST



Space 4 Sale: be supportive today, get published tomorrow!

For six days, we grant you the opportunity to tell all visitors of Ventura Lambrate about your work, your expo, your business or yourself – multiplied a 15,000 times. In other words, your ad could have been here. Unfortunately, it isn't. Better luck tomorrow? Stop by at our headquarters today (Via dei Canzi, 19) and make us an offer. This space will be sold to the highest bidder.



konkurs dla utalentowanych projektantów / design talents competition

Must have from Poland

For the 7th time, the renowned Łódź Design Festival will be hosting the *make me!* contest, considered to be one of the most important competitions for design talents both in Poland and internationally. This contest is now open for entries and is calling creators between 20 and 35 to compete for victory. Check www.lodzdesign.com for competition rules and find out how to win € 5,000, a study tour or an internship award to further develop your skills. Award-winning designs will be presented in the post-contest exhibition during the 7th International Design Festival in Łódź. In the meantime, Łódź Design Festival invites you to the exhibition *must have from Poland*. Via Privata Oslavia 8, Milano. **MAP L**

More lips on www.facebook.com/VLT13

Credits

Ventura Lambrate Today is a series of daily tabloids exploring Milan's Ventura Lambrate – upcoming hotspot of the world's largest design event. A six-day focus on groundbreaking design and extraordinary locations, brought to you with an attitude fueled by quality food & espressos, music & the good vibrations. Swift and striking reports and photography from the sunny side of the street.

Get your free copy in print or online during Ventura Lambrate 09, 10, 11, 12, 13 and 14 April 2013. Join us on Facebook www.facebook.com/VLT13 and follow us on Twitter: @VLTToday, #VLT13

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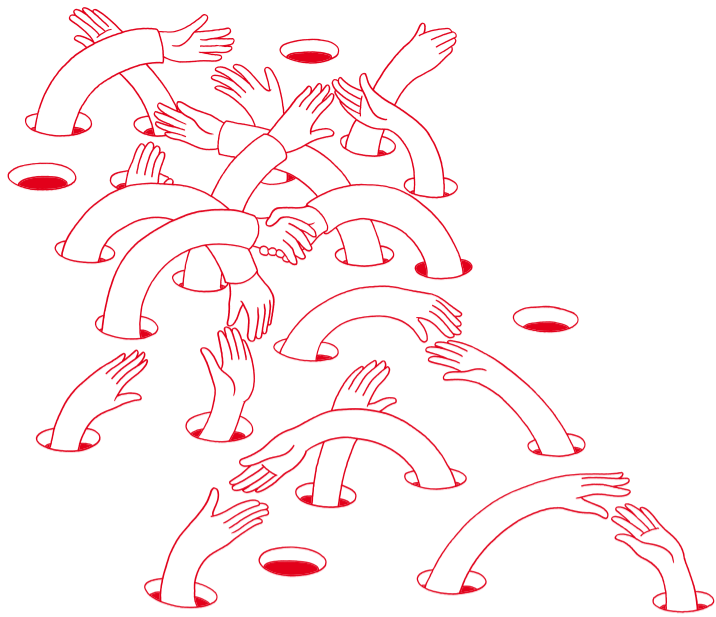
Contact: **Ventura At Work**

(MAP A) Via dei Canzi 19

20134 Milan, T: +39 32 09 32 00 46

E: venturalambratetoday@gmail.com

Support us: Ventura Lambrate Today is for free, but not cheap. And there's no such thing as a free lunch. So if you like what we're doing, please come by at our headquarters and make a donation. Or consider our 'Space 4 Sale' offer.



Words by Borre

Collaboration

In what way do you collaborate internationally?
In several ways. Currently, I'm working for Louis Vuitton with Maarten Baas, and I've done stuff with Nike, Dior and Moncler in the past. Furthermore, I've worked abroad independently, resulting in designing my first collection in Paris. I also made video clips there.

What's it like to work for such major clients?
Working for big companies is fun, but especially in the beginning, you're merely a figurant who's being tolerated at most. Which is fine, you gain tons of experience and learn a lot in a short period of time. However, what I liked best was doing my own thing abroad. That really made me feel like playing the starring role in my very own movie, an acting with total freedom. At the same time, that's also quite difficult.



Networks as playing field

Over the past decades, different sectors have become stranded on their own islands. Politics has been left to politicians, research to scientist, the arts to cultural institutions. With the European Capital of Culture title 2018Eindhoven|Brabant wants to weave artists, designers and citizens permanently into the Triple Helix. By this they are moving from a Triple Helix to a Multi Helix. Eindhoven|Brabant believes in a new, cooperative culture of solidarity between European citizens, between neighbourhood residents, between government, industry and knowledge institutions.

Art and culture have isolated themselves too much from society, for one thing because in the Netherlands and other European countries they have become over-dependent on subsidy. 2018Eindhoven|Brabant wants to increase the legitimacy of art and culture in society by giving the sector join responsibility for finding solutions to the problems of our age. In Eindhoven we believe in doing away with the divisions between sectors and disciplines. Networks are the new spaces in which we operate. Eindhoven is also a node in networks of regional and European partners. The network society is their habitat. Supporting the candidacy and depicting the Dutch Design network, we question six Eindhoven|Brabant-based designers about their transboundary business, ambition and collaborations.
en.2018eindhoven.eu

Business

How important is pr?
I firmly believe in networking, but I believe even more in working hard. And in courage: just going with your work to where you want to take it, and present it there. Most importantly, and also the best way to get things done, is doing what you really like to do.

What about support from the homebase?
Being supported from the country where you come from is crucial. Once you have that support, one can feel strong when the time comes to show your work in a new surrounding. With enough support, you have a better story to tell and you will stand much stronger.
www.byborre.com

Borre Akkersdijk (1985) showed his first ready-to-wear collection on October 4th 2011, during Paris Fashion Week. The multi-talented 27-year-old describes himself as a creator rather than a designer, which is reflected in the diversity of his work. After studying at the Fashion Institute of Technology (NYC), Parsons (NYC) and the Design Academy in Eindhoven, Borre now works as a trend forecaster at Studio Edelkoort in Paris. In 2009, Borre graduated in Eindhoven with an innovative new production process.

ABN AMRO embraces DUTCH DESIGN

ABN AMRO is aware of the crucial role that Dutch Design plays for the Dutch economy and this is why it has such strong ties with Dutch Design Week. The partnership began in 2009 and in 2011 ABN AMRO became the main sponsor for Dutch Design Week. ABN AMRO is committed to Dutch Design and Dutch Design Week and wants to share its contacts and industry knowledge with both established entrepreneurs and new talents. It is the exchange of knowledge and information that is so important and it contributes to the forging of long-term links with the public, companies and designers, according to ABN AMRO Sponsor Manager, Ilona Roolvink. The bank is keen to contribute to the stimulation of entrepreneurship and the further development of the creative industry in the Netherlands. This is the reason for the ABN AMRO initiative of an annual Master Class for young designers.



ABN·AMRO