

Ventura Lambrate

April 13
Sat

Floorplan
inside



In and around Via Ventura

There where it all began,
Via Ventura, is still a fantastic
place to begin your Ventura
Lambrate adventure.

[MAP D](#)

And here's another 13 reasons to visit 'Via Ventura' today



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In and around Via Ventura Info / press desk (Plan E)
Recovering from the shock, turn right for the press desk. For info, but also to learn and admire the Curators' Choice. A handful of designs and a true insight into the world of Margriet and Margo. Come follow us.

01 Alberto Fabbian
Fabbian's PlusMinus Stool. Superb for sitting on of course, but we just can't take our eyes off it.

02 Dom van der Laan
Van der Laan presents seating too, with 'the power of simplicity'. The sum of an architect and a Benedictine monk in one single design. Handmade in the studio in Breda, the Netherlands.

03 Svenja Keune
Emotional Dialogue is the name of this work by Keune that stands at the press desk. If ever a name fitted, this is the one. Take five minutes to look at this from afar and see for yourself the dialogue and the emotions. We saw many people leave a lot happier than they arrived.

04 The Cottage Industry
This studio's work goes by the name 'Big Bloom'. And that's exactly what it is. And at the same time, it isn't. Find out for yourself.

05 Vanessa Redondo Design
Our memory is a precious but unfathomable possession. These days everything we want to remember is online. Free or for next to nothing. Redondo draws our attention to this with a series of USB sticks disguised as exceptional jewellery. Strikingly idea. Strikingly beautiful.

06 Koppers&Wuytens
We leave here with the DIY Ventura Bag. We loved it. The curators too. What more could you want.

07 Jo Nagasaka (Plan E)
Twice during the Tour de Ventura we were overcome with intense greed. Firstly at UDUKURI. What a splendour and opulence. This one time we say: more beautiful in real life than in the photo (sorry Lisa).

08 Head Geneva MA Design (Plan O)
Something entirely different but then really different is this presentation of 270 photos and a film by Ray and Charles Eames: RE - THINK / the / EAMES. A video presentation in situ, a film that plays in Geneva (to be viewed through a peephole on location) and a most exceptional way to enter a dialogue with the students particularly about the presentation and of art and design in general. Just around the corner. Certainly worthwhile.

010 - 020 (Plan D)

09 Lex Pott
Our second greedy moment, and because it was so affordable, we succumbed to our urges. Rings stamped from ten and twenty eurocent coins. Bonus points for the gift wrap.

10 Studio WM
Wendy Legro and Maarten Collignon show us what they're good at. This collection is called Reflecting in Colour.

11 Jeroen van Leur
This corkscrew goes by the name Bit of Wine. With which Van Leur just wants to say that life can sometimes suddenly become a party. We don't want to short-change the others with this quick stop at 010 - 020. Drop in and play the curator for yourself.

12 Curtimello & Youtool (Plan C)
How do you get a metal works without work back in business? You ask designers from around the globe for designs. No fewer than 270 responses inside a fortnight. And a lot of it is on show here. We could only show you one. But that's a good thing too, because that leaves plenty to discover today.

13 Subalterno1 (Plan Q)
Under the banner 'Here we go again' and just around the corner from Via Ventura, nine Italian designers and studios present their wares. A little treasure trove for passionate treasure hunters. That's Andrea Gianni in the photograph. One of the nine pirates who has hidden treasures along the side of the picturesque courtyard.

Back to our roots



Back to Via Ventura, where it all began for us. With this street and this name. And a name that – with a stretch of the imagination – could also stand for adventure (*Avventura*). That is exactly was it was, and still is today.

But Via Ventura is also a transitional area between urban and industrial. With garages, the odd gallery, a design school, and a former coffee machine factory, Faemma. For lovers of courtyards, we have what we believe is the most beautiful one in Milan.

Via Ventura is also the place to start a visit to Ventura Lambrate. Call in at our press desk (MAP E) for example. Here we present, for the first time this year, the *Curator's Choice*. An exhibition of five designs that represent our joint vision, our curatorship. And we are cocky enough to claim: worth your while. The press desk is also the indicator for the media attention we generate, together with all the participants, worldwide.

Around the press desk you'll find a number of unmissable locations (MAP C, D, F, G, H and Q) but do yourself and us a favour and don't forget O (MAP O). It's just a little bit off the beaten track but it would be a great shame if you didn't see the presentation *Head*, by the Geneva MA design students.

Adventure calls. Take the plunge, have lots of fun and immerse yourself in inspiration.

Margriet Vollenberg and Margo Konings
Ventura Lambrate Curators

Dutch invertuals Transform

Dutch invertuals Transform

By Cassandra Pizzey

Read the complete article on www.design.nl

Illustrations by Tim Enthoven

In an ever-evolving world the eleven designers that make up Dutch Invertuals are constantly searching for the limits of their profession. Reacting to the current economic and social climate, the eighth edition is named *Transform*.

Curator Wendy Plomp seems keen to lead us through the exhibition, and no wonder because once again the Dutch Invertuals have managed to create a moment of reflection and calm during a week that is a whirlwind of impressions. Plomp: 'We took the theme "Transform", see the designers as magicians who are able to create transformations.' For the exhibition, a number of existing Invertuals have taken their research a step further, they are always looking how to manipulate materials, pushing them to the limits.

Take Kirstie van Noort & Rogier Arents' study of raw red cabbage pigment and porcelain. By applying the cabbage pigment to ceramics and dipping it in various acid baths, the colour keeps transforming, creating various different layers upon the plate. The circles were then glazed and mounted on legs to create wonderful tables that seem soft as velvet yet are made from porcelain.

Raw Color has also taken its experiments a step further, this time showing the production process used in colour weaving. Instead of weaving various coloured threads over one another, they have managed to manipulate the weaving machine to weave threads next to each other. From a distance we see a colour blend, but up close there a different coloured lines.

Some designers however have chosen a completely new course – such as **Jetske Visser** and **Jeroen Wand**. Visser has applied an ancient Japanese technique of dripping oil and ink into water and printing silk with the created pattern named Hydrophobia. She has also applied the technique in 3D to a number of specially created vases. Wand has also created a series of vases, a new work that has been in the making for five years. By dipping the objects into plaster at different stages of the drying process, new layers keep forming in various thicknesses.

A piece which really grabs the viewer is *Blush* by **Roos Gomperts** and **Thalia de Jong**. 'Stand on the spot and see what happens,' instructs Wendy Plomp. A girl starts looking, somewhat shyly, then looking away. It really gives you a feeling of sincerity, almost uncomfortable. 'As designers, our products and research is always being looked at, but why not let us look back? That's exactly what this work is about, it reacts to you.'

www.dutchinvertuals.nl

O'artoteca, Via Pastrengo 12, 20159 Milan

Green with envy

A garden house, build-it-yourself bikes and a live fashion production line. There's lots of flabbergasting design on re-use and sustainability at the almost rural Cascina Cuccagna (farmhouse of good times) in Porta Romana. Independent project bureau StudioKlawer showcases architecture, fashion, textiles, consumer and industrial product design from no less than 16 international designers.

StudioKlawer, Via Cuccagna 2/4, Porta Romana
www.studioklawer.nl | www.cuccagna.org

Shoes Today

More shoes on www.facebook.com/VLT13



We are Ventura Lambrate Today. What will **you** do tomorrow?



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: @VLToday, #VLT13

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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.

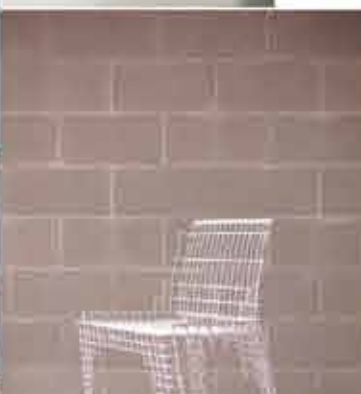
DutchDNA: Expression of life

Take the unique DNA of a human being and turn it into solid form – this, in a nutshell, was the idea of DutchDNA. Using the genetic code of dancer Giulia Wolhuis to ensure a gracious kickoff, DutchDNA offers mankind a first glimpse of our most individual characteristics when brought to the surface in jewelry, furniture and home accessories.

Giulia is thrilled with the outcome of this unique collaboration between designer Frank Tjepkema of Tjep. and her father Eric Wolhuis, founder of DutchDNA. 'It's almost literally an expression of life. In all its organicness, I really recognize my own personality – an expressive flower, with a freakish peak here and there. It doesn't get more personal. This truly is ultimate customizing.' DutchDNA and more by Tjep. has been on show at Ventura Lambrate all week. Take your last chance at Via Ventura 6, **MAP F**. www.dutchdna.nl | www.tjep.com

Photo: Giulia Wolhuis with the Darwin table.

A large, framed, three-dimensional relief sculpture of a dragon, displayed in a gallery setting. The sculpture is mounted on a dark wooden frame and depicts a dragon in a dynamic, coiled pose. The background is a plain white wall, and a small potted plant is visible in the foreground to the right.



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'The Danny Boy Tattoo chair is a tribute chair for tattoo art enthusiasts and a design chair for those who appreciate the aesthetics and quality of Dutch Design. We believe that designing is like getting a tattoo... If it isn't BADASS then don't f*ckin' do it!' The Cookie Bros. (Graham & Doug)

**'A TABLOID IS A BLANK CANVAS,
AND YOU NEED TO THROW ALL THE PAINT ON IT YOU CAN.'**
- EDITOR'S QUOTE OF THE DAY -



Baptism of fire

Collaboration

How about your collaborations?

'The collection *Modern Times* is my international debut. I was determent to present it on the most important international design fair in the world, which is what I am currently doing. I haven't been able yet to accomplish any international collaborations, but I'm really happy about the collaboration with Ventura Lambrate. They gave me the freedom to create my own presentation in Milan. I believe in my products and the experience they induce. By presenting *Modern Times* this way, our visitor gets a feel of our atelier, my vision on design, and of the people around me.'

Any words of advice to the envious?

'My advice for people who want to present their work on an international platform is simple but strong. Follow your dreams! Last year I visited Ventura Lambrate together with DHPH feeling like a little boy in the candy store. Look what we accomplished now.'

Business

Do you manage on your own?

'I have a great team around me and the people that handle the PR bring as much craftsmanship to the table as I try to do in my field. However,



World design expo

Over the past decades, Eindhoven has become one of the best-known cities for design in the world. This is partly thanks to the Design Academy Eindhoven, which for many years has been a cradle of top-level international design, but Dutch Design Week (DDW) is also a prime example of Brabant's pioneering spirit. Having started as a small-scale experiment, after ten editions DDW has grown to become one of Europe's most important festivals of design.

If 2018Eindhoven|Brabant will win the title European Capital of Culture, one of the key projects will be the first World Design Expo. With hundreds of pavilions from all over the world, the exhibition will attract at least a million visitors. It will take social design as its central theme. The success of Eindhoven design is proof of what can happen when creativity, engineering and manufacturing industry get together. The 2018 World Design Expo will take shape via a Proeftuin operating from 2014 onwards. Proeftuin is the model 2018Eindhoven|Brabant has chosen to develop a significant part of the cultural programme for 2018. Local residents, experts, artists and academics will get together in multidisciplinary teams, under the guidance of the artistic director, and roll up their sleeves to create and present art and culture. 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

making great products alone won't get me where I want to be. So besides running the atelier, I also need to manage my team. Being a control freak, I want to have some like-minded 'freaks' around me that help me with their particular specialism. I demand the highest quality from everyone in the team and the same goes for the materials I use in my designs. Same thing in life. Always looking for all sorts of things that can enrich my life, from people to interior. Makes me happy.'

Do you get any financial support?

'My dad is a creative jack-of-all-trades, so I learned about the entrepreneurship that comes with that at first hand. I'd definitely call him a big inspiration and example. Until now, I never had any financial support. It's been a big deal to get everything together for this collection. All the more reason to be proud to be here with my presentation. But of course I'm always thinking of future projects, and looking for people who can help Atelier van Asseldonk grow bigger.'

www.aartvanasseldonk.nl

Aart van Asseldonk (28) founded Atelier van Asseldonk in 2008. He is responsible for the entrance of interior paint shop Mari Jansen in Nuenen, designs the furnishing of several shops in Amsterdam and Rotterdam, and adds the decoration of the Slokdarm Festival in Veghel to his track record. Furthermore, he works for numerous established designers on a regular basis. His collection of glasses was on show during Amsterdam Fashion Week.

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.



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