

Ventura Lambrate

Old news.

A newspaper isn't old school.

It's very old school.

So call us old fashioned but that's
exactly what we're gonna do:
publish six daily papers on
Ventura Lambrate.

On the 'how' and 'what' we cannot
be specific – just yet.

The adventure starts today.

We welcome it and hope
you'll welcome us.

Read us. Join us. Mail us. Love us.

Call us. Use us.

Or just shoot us.

See you.

Alphons, Andreas, Chloë, Lisa, Marc, Stijn, Twan

April 9 Tuesday

Experience and have fun We will.



Curators column.

Welcome everyone. Here we are again at the start of the fourth edition of the Ventura Lambrate. With no fewer than 135 designers and 66 exhibitions across fifteen locations a hotspot during the Milan design week. Not bad. Not bad at all, even if we say so ourselves.

Size is one thing. Experience quite another. Because this year the Ventura Lambrate really is an experience. We have given it our all to create a real adventure for everyone. A journey of discovery through the design of today with tomorrow in our sights. Hypercharged by the tension between the different aspects and disciplines of the profession.

The area basically comprises five themes: the latest work from the academies, the thin line between art and design, fledgling and established talents, a look behind the scenes at the design processes and the world of edgy design commerce. They run across and through each other, at one of the many individual spaces, or are to be discovered clustered in theme furnished locations.

Apart from the oh so important content of all the exhibitions there is one thing, one message we want to start the week with: it's going to be a damn good year. Packed with positive energy and with eyes in front. We will show the world a thing or two from here in Milan.

Using the map and the complete programme overview in the heart of this newspaper you will have no problem finding your way around. All 10,000 m² of exhibition space can be reached on foot or with one of our shuttle busses. The stops for this free transport are marked in red on the map.

One of the greatest scoops this year must not go unmentioned. You are reading it right now: Ventura Lambrate Today. The tabloid that tells you every day who, what, where and especially why. But also what you missed yesterday and what you can't afford to miss today.

Experience the day. Get around, soak it up and get inspired. And talk to the countless designers about their work. Have fun. We will.

On the spot Location A Ventura at work

INTERSECTION OF VIA DEI CANZI AND
VIA GAETANO CRESPI, 20134 MILANO

ACADEMY OF ART AND DESIGN BASEL (CH)
WERNER BAUMHAKL, INGRID MAGNUSSON, DAMIAN SCHNEIDER, LARS IMHOF
- STUDENTS INSTITUTE INDUSTRIAL DESIGN, FHNW, INSTITUTE ID
THE INSTITUTE INDUSTRIAL DESIGN AT THE UNIVERSITY OF ART AND DESIGN, BASEL FHNW, SHOWS IN A WORKSHOP THE PROCESS OF CREATING IN CONTEXT OF SOCIAL QUESTIONS. FROM UPCYCLING OLD NEWS PAPERS AND "SAMPLING" OTHER OBJECTS, NEW INDEPENDENT ESTHETICS, ARE BEING CREATED.
WWW.FHNW/HGK/II

ANDREA BRENA (I)
KNITTED ARMY
KNITTED ARMY IS BASED ON THE REINTERPRETATION OF TRADITIONAL TECHNIQUES (ARM-KNITTING AND HAND-CROCHET) AND THE REUSE OF DISCARDED MATERIALS. EVERY PRODUCT IS STRICTLY RELATED TO ITS MAKER THEREFORE ITS FOCUS IS NOW SHIFTING TOWARDS THE POTENTIAL THAT SOCIAL DYNAMICS CAN PLAY IN ITS PRODUCTION.
WWW.ANDREABRENA.COM

ATELIER BONK (B)
GRAPHIC ART MEETS DESIGN!
ATELIER BONK IS A LABEL WHERE GRAPHIC ART MEETS DESIGN! A DRAWING BECOMES A BENCH, BECOMES A DRAWING. THE ILLUSTRATION OF THE THREE BENCHES DESIGNED BY ATELIER BONK WILL BE CONTINUED BY ARTIST STROOK SO THE ROOTS OF THE PRODUCTS WILL BE REVEALED.
WWW.ATELIERBONK.BE

ATELIER VAN ASSELDONK (NL)
MODERN TIMES
"MODERN TIMES", BY AART VAN ASSELDONK IS ABOUT PLAYING WITH TIME. COMMON THEME OF THE COLLECTION IS THE CRAFTSMANSHIP AND EXPERIENCE FROM THE EARLY INDUSTRIAL ERA REPRESENTED BY LAMPS, HEATING STOVES AND A CLOSET. A TRIBUTE TO BYGONE TIMES IN A CONTEMPORARY SETTING AND STRONG VISUAL LANGUAGE.
WWW.AARTVANASSELDONK.COM

BULBO (I)
FARM DIFFERENT: LIGHT AND FOOD
BULBO FOSTERS EVERYONE TO BE PART OF THE CONSUMER CULTURE RENEWAL BY DRIVING NEW FOOD SUPPLY CHAIN SCENARIOS. BULBO GROW LIGHTS, DESIGNED AND PRODUCED IN ITALY, PROVIDE ANYBODY WITH THE OPPORTUNITY TO EASILY GROW AT HOME VEGETABLES AND HERBS ALL YEAR ROUND. LET THE GARDEN MOVE IN, HOME FARMING IS NOW POSSIBLE.
WWW.BULBOLIGHT.COM

COOKIE BROS. (NL/CDN)
DOUGLAS VAN DER PAS AND GRAHAM VAN DER PAS PRESENT: COOKIEBROS.
THE COOKIE BROS TAKE A MEAT & POTATOES APPROACH WITH THEIR DEBUT COLLECTION. INFLUENCED BY CLASSIC TATTOO CULTURE, ITS BAWDY BABES & BAR BRAWLS, THE DANNY BOY CHAIR AND PARLOUR PAPER ARE EVERYDAY OBJECTS TRANSFORMED BY TRADITIONAL AMERICAN FLASH ARTWORK IN COOKIE BROS STYLE.
WWW.COOKIEBROS.COM

GRUPPO DI INSTALLAZIONE (I)
FABIO TIMODEI, FABRIZIO FLACCOMIO, SAMANTA MANCONE
PRESENT: THE MAN-MACHINE
ABOUT THE MAN-MACHINE RELATIONSHIP IN CONTEMPORARY CRAFT CREATION: A CO-EVOLUTION OF HISTORY, CULTURE, TRADITION AND TECHNOLOGY.
WWW.GRUPPOINSTALLAZIONE.TUMBLR.COM

HIRONORI YOSHIDA (JP/I)
GIACOMO CANTONI AND PIETRO PAGLIARO PRESENT: SCANTOPRODUCTION
SCANTOPRODUCTION IS THE PARADIGM OF A NON-STOP PROCESS, ANALYTICALLY SENSING IRREGULAR INPUTS FROM LUMBER MATERIALS, SUCH AS WOOD GRAIN, AND CUSTOMIZING FABRICATION METHODS OR INTERVENTION PROCEDURES BASED ON THE HETEROGENEOUS CHARACTERISTICS OF DIFFERENT MATERIALS.
WWW.HY-MA.COM

IN FLAGRANTI (NL)
KLAAS KUIJEN, DIETER VOLKERS, PASCAL MULDER, CHARLEY REIJNDERS, ANNA KORSHUN
IN FLAGRANT: FIVE YOUNG DUTCH DESIGNERS WHO WILL SHOW THEIR LATEST WORK. THEY WILL SHOWCASE THEIR COMPLETED COLLECTIONS, SEDUCING THE SPECTATOR TO EXPLORE HOW THE PIECES ARE CREATED BY GIVING INSIGHTS IN THEIR DIFFERENT PRODUCTION PROCESSES. VARIOUS PERSPECTIVES ARE BROUGHT TOGETHER WHERE EXPERIMENTATION, SIMPLICITY AND UNICITY ARE PREVALENT.

KASK – SCHOOL OF ARTS GHENT (B)
MILAN BENCH
KASK - SCHOOL OF ARTS GHENT OFFERS HIGHER EDUCATION IN VISUAL AND AUDIOVISUAL ARTS, MUSIC AND DRAMA. THE 'MILAN BENCH' AIMS TO REPRESENT THE NUMEROUS DESIGN PROGRAMS AT KASK, AS AN INTERVENTION SPREAD ACROSS THE EXHIBITION, THE BENCHES INVITE TO REFLECT UPON AND CHALLENGE COMMON NOTIONS OF DESIGN.
WWW.SCHOOLOFARTS/DESIGN

MAMMAFOTOGRAMMA STUDIO (I)
WOODSKIN AND MUSICAL CHAIRS
MAMMAFOTOGRAMMA PRESENTS WOODSKIN AND MUSICAL CHAIRS - TWO PROJECTS BORN FROM OUR INTERNAL RESEARCH AND DEVELOPMENT UNIT. WOODSKIN IS A COMPOSITE MATERIAL THAT ALLOWS WOOD TO BECOME MALLEABLE AND SIMULTANEOUSLY STRUCTURAL. DESIGNED IN TIME AND SPACE, MUSICAL CHAIRS COME TO LIFE AS IF UNDER A SPELL!
WWW.MAMMAFOTOGRAMMA.IT

MARCO MORANDI / VINCENZO PACELLA (I)
PROGETTO LUCINA
PROGETTO LUCINA IS AN INTERACTIVE INSTALLATION MADE OF LAMPS, A COMBINATION OF DESIGN AND TECHNOLOGY WHICH ALLOWS PEOPLE TO PLAY WITH LIGHTS AND SOUNDS.
WWW.PROGETTOLUCINA.TUMBLR.COM

MARCO PAPA MAX BOTTICELLI (I)
FONDAZIONE MILANO TEATRO SCUOLA PAOLO GRASSI ASSET & RETAIL MANAGEMENT PRESENT: CONIUGI PROJECT
THE BOUNDARIES BETWEEN MASCULINE AND FEMININE, INTERPRETED AS DUALISM AND SYMBIOSIS OF THE HUMAN CONDITION, ARE THE SUBJECTS OF THE INSTALLATION/PERFORMANCE "CONIUGI" CONCEIVED BY ARTIST MARCO PAPA AND PHOTOGRAPHER MAX BOTTICELLI. PERFORMERS: MILANO TEATRO SCUOLA PAOLO GRASSI. SETTING: ASSET & RETAIL MANAGEMENT. ART / DESIGN WORKS ARE MADE OF CARBON FIBRE AND REALIZED IN 9 SAMPLES.
WWW.CONIUGIPROJECT.COM

NOUMENON (B)
MEMORIES OF THE FUTURE
NOUMENON AIMS TO ALTER SELF-BUILT FURNITURE BY USING SHAPE MEMORY POLYURETHANE, A MATERIAL ABLE TO RETURN FROM A CERTAIN SHAPE TO ITS ORIGINAL FORM. IN THIS CONCEPT PACKING AND END PRODUCT ARE THE SAME THING. OUR PRIME EXAMPLE: A TINY CUBE MUTATING INTO A SEAT WHEN PLUGGED INTO THE ELECTRICITY GRID.
WWW.NOUMENON.EU

PETER PICHLER (I)
CR.ONE, THE CLOTHING RACK
CR.ONE IS CHARACTERIZED BY ITS EXPRESSIVE DESIGN LANGUAGE. THE PROGRESSIVE SURFACE FINISH THAT IS USED IN THE ARTS AND AUTOMOTIVE SECTOR MAKES ITS APPEARANCE EVEN MORE APPEALING. THIS RESULTS IN A COMPLETELY NEW PERCEPTION OF THE CLASSICAL CLOTHING RACK THAT HAS MET TO DATE A PURELY FUNCTIONAL SENSE.
WWW.PETERPICHLER.EU

RUTGER DE REGT AND MARLIES VAN PUTTEN (NL)
RUTGER DE REGT MARLIES VAN PUTTEN
UNIQUE PIECES AND SERIE PRODUCTION, REVEALING THE PRODUCTION PROCESS.
WWW.RUTGERDEREGT.COM,
WWW.MARLIESVANPUTTEN.COM

STUDIO BESAU-MARGUERRE (D)
EVA MARGUERRE, MARCEL BESAU
THE HAMBURG BASED STUDIO BESAU-MARGUERRE PRESENTS NEW PROJECTS, EXPERIMENTAL STUDIES AND PRODUCTS. IN COOPERATION WITH "STILWERK LIMITED EDITION DESIGN GALLERY"
WWW.BESAU-MARGUERRE.DE

ALBERTO FABBIAN (I)
WORKBENCH
AROUND THE TABLE WE CAN DISCUSS, CONFRONT EACH OTHER, SHARE THOUGHTS AND IDEAS. WORKBENCH IS A TABLE WHERE MATERIALS, PROCESSING METHODS ARE THE EXCHANGED WORDS. BLENDING SEVERAL SKILLS TOGETHER TO GET NEW OUTCOMES AND POSSIBILITIES.
WWW.ALBERTOABBIAN.COM

TONKI (I)
WE HANG IT
SNAP, CHOOSE, ORDER, ASSEMBLE, HANG. ALL IN ONE PIECE. TONKI IS MADE FROM A SINGLE CARDBOARD SHEET. NO GLASS, NO FRAMES. NO ANNOYING HOOKS.
WWW.WEHANGIT.IT

STAMPIET KAAS & DROP (NL)
PIET BERGMAN, TOM VAN DE WIEL EN ANNA VAN DEN BERG
PRESENT: STAMPIET KAAS & DROP
BASED UPON HIS NAME AND RATHER OUT OF THE BLUE, CREATIVE CHEF PIET BERGMAN DEVELOPED FOOD ITEMS SUCH AS PIETSA, STAMPIET, PIEDRO BOLAS, PIERRE CAMEMBERT AND FRITES V. PIET. THE MORE UNSUITABLE A SPACE, THE BETTER IT GETS! THIS YEAR'S INGREDIENTS ARE HOLLANDESE KAAS & DROP, ANNA'S BREAD AND BRABANTS' WORSTENBROOD. WITH A SPECIAL APPEARANCE OF THE BARBIER.
WWW.PLUMBUM.NL

Coffee with content: The Milan Breakfast

Coffee with content: The Milan Breakfasts

Start your day in Milan with quality conversation on design while enjoying free coffee and croissants. Dutch and international designers and design professionals will join the conversation. The Milan Breakfasts are moderated by arts journalist and author Tracy Metz.

Milan Breakfast #1

Wednesday 10th April: Creativity, Solutions and Morality

Moderator: Tracy Metz

With: Guus Beumer (director The New Institute), Jurgen Bey (designer), Alberto Bonisoli (Dean Domus Academy). Justin McGuirk (writer and critic)

Program:

10.00 Tracy Metz introducing the guests

10.10 start of the (intimate) discussion moderated by Tracy Metz

10.50 possible questions from the audience



USUALS – Golden Dirt

Description:

The Salone traditionally paid more attention to practice than to theory. The Design Academy Eindhoven was one of the schools that helped to change that. Now, many new graduates make it into the headlines of blogs and newspapers and see their work snapped up. But what's the next step? How do you stay true to your creativity while developing your practice and making a living? And how can we make sure designers keep doing artistic research after graduation? At this first of three Milan Breakfasts, we'll take this discussion outside the Netherlands and ask an international group of experts to contribute new insights and share their experiences.

Where

LAP Via Privata Cletto Arrighi 19, 20134 Milan

[MAP N](#)

When

April 10 2013

9.30 am - 11 am

Links

Guus Beumer: www.hetnieuweinstituut.nl

Jurgen Bey: www.studiomakkinkbey.nl

Alberto Bonisoli: www.domusacademy.com

Justin McGuirk: www.justinmcguirk.com

Today Gijs Bakker

The portfolio of Dutch designer Gijs Bakker (1942) comprises too much to mention. In 1993, he was one of the founders of the renowned Droog Design. Bakker has taught at different schools and was head of the Masters Programme of Design Academy Eindhoven until 2012. In current projects, he investigates the relation between craft and design. During Ventura Lambrate, he holds the position of artistic director for Chi Ha Paura...? and HAN Gallery – not to be missed in the LAP building (Lambretto Art Project). [MAP N](#)
Via Cletto Arrighi 19, Milan
Date: 9 - 14 April. For more info: www.gijsbakker.com.

10 statements on contemporary design

- 1 Design makes the world a better place.
“As long as there are too many lousy designers, design has no global impact at all.”
- 2 Good design becomes mainstream.
- 3 The world is not yet fully aware of design's resolving power.
- 4 Networking takes up too much designers' time.
- 5 ‘Sustainability’ and ‘co-creation’ are just passing hypes.
“Memphis, Alchimia, Droog, they were all hypes in their time, just as sustainability is now. History will prove their value and add them to the canon of the profession.”
- 6 The economic crisis is a blessing and a source of creativity.
- 7 The design world is too self-centered.
“In ten years time every consumer has a 3d-printer. Products and tools are made at home. There will be only space on the market for designers and producers with intelligent ideas.”
- 8 People need design to shape their identity.
- 9 Design had its highlight at the seventies.
- 10 The importance of the Milan Design Week is overestimated.
“Let's be happy that we have a platform where global ideas can be exchanged.”

Bonus: A must see during Milan Design Week is...
'Analog Blast, design through the Lens of Ramak Fazel'
at the Casa degli Atellani, Corso Magenta 65, Milano.

Tomorrow Sophie Lovell

Glasses Today

More glasses 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

Editors: Andreas Donker, Twan Hofman, Alphons Janssen (Scherpontwerp)
Graphic Design: Marc Koppen (Scherpontwerp)
Photography: Lisa Klappe, Chloë van Diepen, Stijn Rompa
Translations: Double Dutch (www.double-dutch.nl)
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Contact: Ventura At Work (MAP A) Via dei Canzi 19 20134 Milan, T: +39 02 392 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.

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.

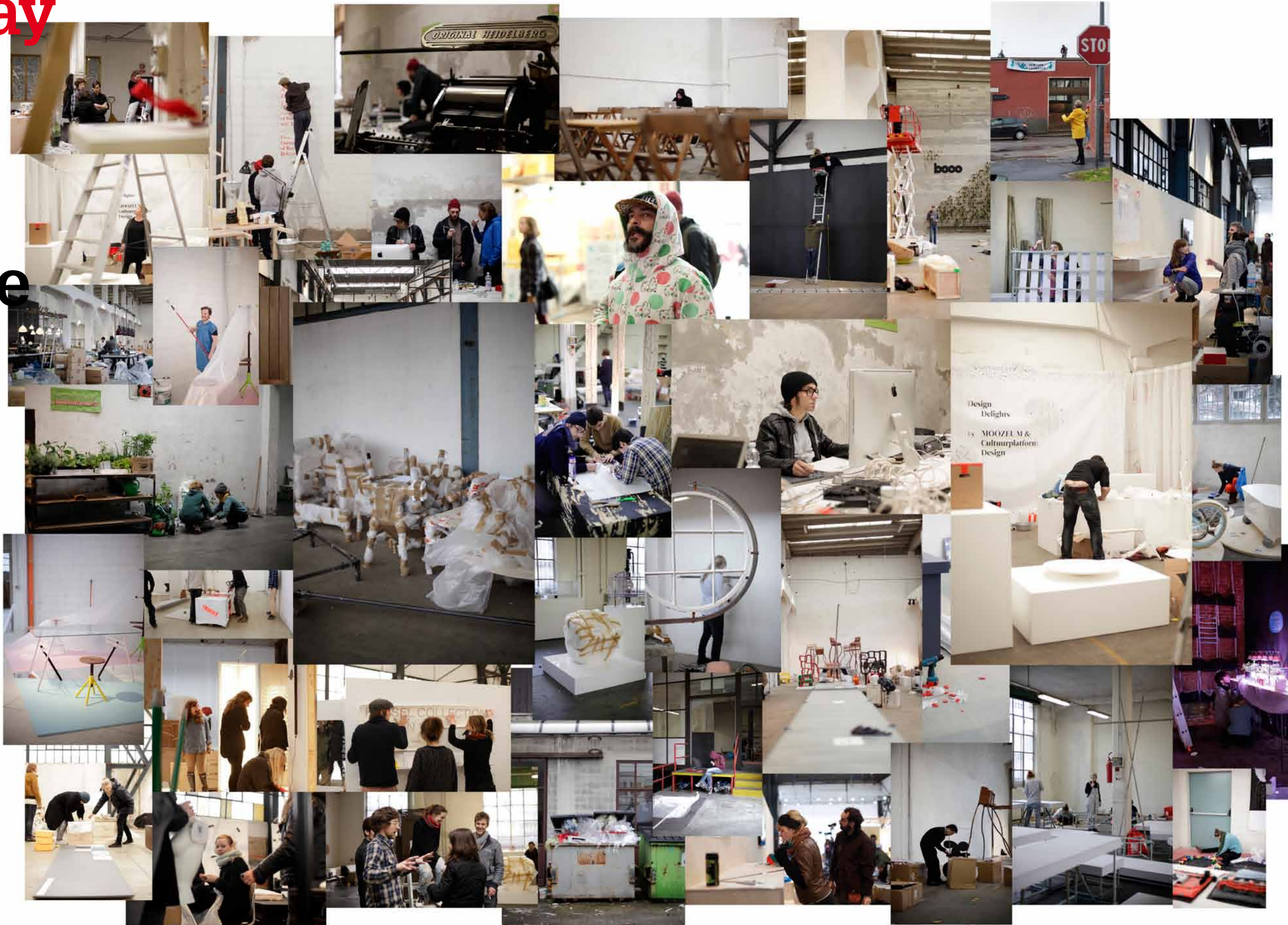
De Gustibus Catering e Banqueting

“To eat is a necessity, but to eat intelligently is an art.”

Driven by the above quote of François de La Rochefoucauld, De Gustibus provides catering, lunches and coffee breaks that will satisfy those who prefer to not only eat intelligently, but also with great taste. Located on the Via Gaetano Sbodio (Lambrate district), De Gustibus has been the place to be for 25 years helping out the hungry and the demanding. Or, as their own website states, ‘delizie in scatola!’ We haven't got a clue what that means, but it sure sounds good. For special requests and more info, check www.degustibuscatering.com or call +39 02 3962 4063. Via Gaetano Sbodio 30, 20134 Milano, Metropolitana Milano Lambrate.



Ventura Lambrate Monday Let's get ready to rumble



Imagination Designs Europe

Europe needs imagination. 2018 Eindhoven|Brabant uses the creative power of art and culture to seek new inspiration and insights for the European society. Eindhoven, largest city in the Dutch province of Brabant and home to institutions like Design Academy, Technical University and Dutch Design Week, is a major candidate for the nomination to become European Capital of Culture 2018. No wonder, considering the vast amount of artistic talent that has been brought forth by the city that so successfully made the transition from industrial labour to internationally orientated incubator of innovation and design – thus functioning as a blueprint for a new Europe. Supporting the candidacy and depicting the Dutch Design network, we question six Eindhoven|Brabant-based designers about their transboundary business, ambition and collaborations.

JAN HABRAKEN BY ALISSIA MELKA-TEICHROEW



Form

nation

Business

What does it take to survive commercially?

The US market is the most commercial one in the whole world, so in order to survive, you have to operate accordingly. Killing my darlings has, unfortunately, become a daily routine for me. From a designers' perspective, it's not always the best product that will push you forward, it's the most commercial one. The pricing is very important, but something like the wrong color can ruin your best efforts. Therefore, I make different things than I would do in the Netherlands, but at the same time, that enables me to grow with my business. And that, in turn, allows me to initiate projects that aren't commercial at all. There's always this tension between making money and doing your own thing. I'll admit that at times, I feel some envy when I look at all the grants and funding that you have in the Netherlands, but such a working environment also tends to make you lazy. Subsidized utopias remain utopias, and I have seen too many projects realized just because some big story brought them funding – to die a quick death shortly after because they never were viable to begin with.

So, the secret to success is...?

I strongly believe in 'every man to his own trade'. I am good at designing, and luckily, my accountant is good at bookkeeping. To each his specialty – and ranging from my accountant to my pr agency and staff, I surround myself with specialists. www.formnation.com

Collaboration

You moved your business to New York. How did that affect your work?

There are huge differences. Both on a cultural and creative level, I am dealing with completely different values. Design that does well in one country, can evoke a very different response in another. America, for instance, attaches a lot of value to functionality – a clock that has no digits will not sell. Whereas in Europe, style is much more appreciated, although there are limits to that as well. The neighbors must not think it's weird. Another thing that working abroad entails, is that the market you operate on, tends to become your priority. In the meantime, the media in your home country seems to forget all about you. Out of sight, out of mind. Unfortunately.

Any words of advice to those who want to want to make a similar move?

First of all, ask yourself if it's necessary. The internet has made the world much smaller: I have clients located at a six-hour time difference and I've never met them personally. One of my designers works 5,000 kilometers away from me. We keep in touch by mail, which works just fine. But if you want to move abroad, immerse yourself in the market you wish to operate on. Simple things like language differences can make or break you. Like with many things, if not all, clear communication is a requirement for success.

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