

Ventura Lambrate April 10 Wednesday



4 degrees of food by At Amaro



Beating heart of Lambrate



Day two at Ventura Lambrate. Top marks so far, everything is running smoothly, we are on our way to a super edition. And the coffee at the hostesses Margriet and Margo's table in Ventura At Work tastes *perfetto*, so early in the morning.

In the overwhelming volume of design in Milan this week, where it is all about innovation, aesthetics, potential and commerce, Ventura Lambrate has grown to become an institution. Designers register willingly for the area, because they know that it is exactly here that people think in terms of creative solutions.

Ventura Warehouse, during the design week the beating heart of Lambrate, is the place where this is expressed the best. It offers a stage for talent that does not yet have a complete collection or whose budget is too limited for a presentation of its own. This is unique for the Milan design week. Other locations around the city are not quick to risk backing designers who have not yet earned their spurs. In this collective building you can see all kinds of work from no fewer than 51 newcomers, and they come from around the globe; from Mexico and the United States to Japan. Their presentations, exhibited inventively on specially designed rack cupboards by Scaffsystem, more than 1000m² of jam-packed design. Trendsetters and followers can indulge themselves; there is tonnes of refreshing design just waiting to be discovered here.

The novices are flanked by one of our longstanding wishes: a restaurant with balls belonging to the Dutch-Portuguese pull-out-all-the-stops chef André Amaro and the jeans brand Diesel. We think that the unique cooperation gives the Ventura Warehouse exactly the rock 'n roll vibe that this incubator of rising stars was looking for.

And there's more. In the back, you'll find a cosier space with more commercial, but certainly no less interesting, labels like DHPH, Rizz and Imperfect Design, and along the building's sideline a very special presentation on wooden cable reels with the must-haves from the Polish Łódź Design Festival, a loyal guest at the Ventura Lambrate for the last three years.

This is how we create a Ventura Lambrate that is just that bit different and just that bit better each year. That is our challenge. Our adventure. And this year we sought a beating heart. This is the beating heart.

Margriet Vollenberg and Margo Konings
Ventura Lambrate Curators



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 #2
Thursday 11th April: Text as Product, Product as Text
Moderator: Tracy Metz
With: Jan Boelen (head of master Social Design Design Academy Eindhoven), Joseph Grima (Editor in Chief Domus), Angela Rui (designer) and Paola Antonelli (design curator MOMA) Tamar Shafrir (designer)

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

Description:
Every design tells a story that extends beyond its practical use. When we look closely at a work's materials, its production process, the context it was born in and the contexts it ends up in, we soon realise the degree to which a design is a 'text' we can read. Designers are exploring the boundaries between design and other fields. Are they losing the balance or opening new vistas that enrich the discipline? In this second of three Milan Breakfasts, we'll examine how design education can make use of the stories that are worth telling today. We'll look at whether it's time to find new criteria for judging design's value and relevance. The discussion will also touch on the changing role of the designer and how it's being shaped by academies, as well as on design criticism – texts about texts.

Where
LAP Via Privata Cletto Arrighi 19, 20134 Milan
MAP **N**

When
April 11 2013
9.30 am - 11 am

Links
Jan Boelen: www.designacademy.nl
Joseph Grima: www.domusweb.it
Angela Rui: twitter.com/_angelarui_
Tamar Shafrir: tamarshafrir.com
Paola Antonelli: www.moma.org

Enjoy them while they're young!

Remember the letter J. Look up the letter J on the map, it's on the Via Privata Oslavia, go on foot, catch a shuttle bus, but whatever you do, get there, you'll be amazed by what you'll see. Why? Because this is where no less than 10 academies are presenting their students' work. We can only give you a brief impression, a taster. Just to whet your appetite. But do yourself a favour and sample the flavour of ambition, talent and future success for yourself.



Let's start with the Aalto University in Finland. Here, Noora Liesimaa presents a bench called Kiila. Inspired by the thin, sleek form of a sailing boat's stern. For internal and external use, constructed from COR-TEN steel. A feast for the eyes.

And speaking of feast, the Free University of Bologna – Bozen is all about apples and how not to eat or use them the usual way. Inspired by a local economy thriving on apples. Charming and tasty.

Charming also describes the designs by Winde Rienstra. Want to know what to wear to a cocktail party? Visit Winde who graduated from the HKU, Utrecht, the Netherlands.

The Master of Interior Architecture & Retail Design programme at the Piet Zwart Institute presents a foodie and especially funky exhibition. Ilias Markolefas and Natalia Martinez Saavedra present their Flip Food Lunchbox. You'll have to see it to grasp it.

We conclude this appetizer in the Czech Republic. In the Academy of Arts, Architecture & Design in Prague to be exact. Elena Gergová proves that the deliberate elimination of complicated shapes results in lower costs, leading to lower prices and wider availability for a larger group of users without compromising on aesthetics.

Headgear Today



More headgear 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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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!

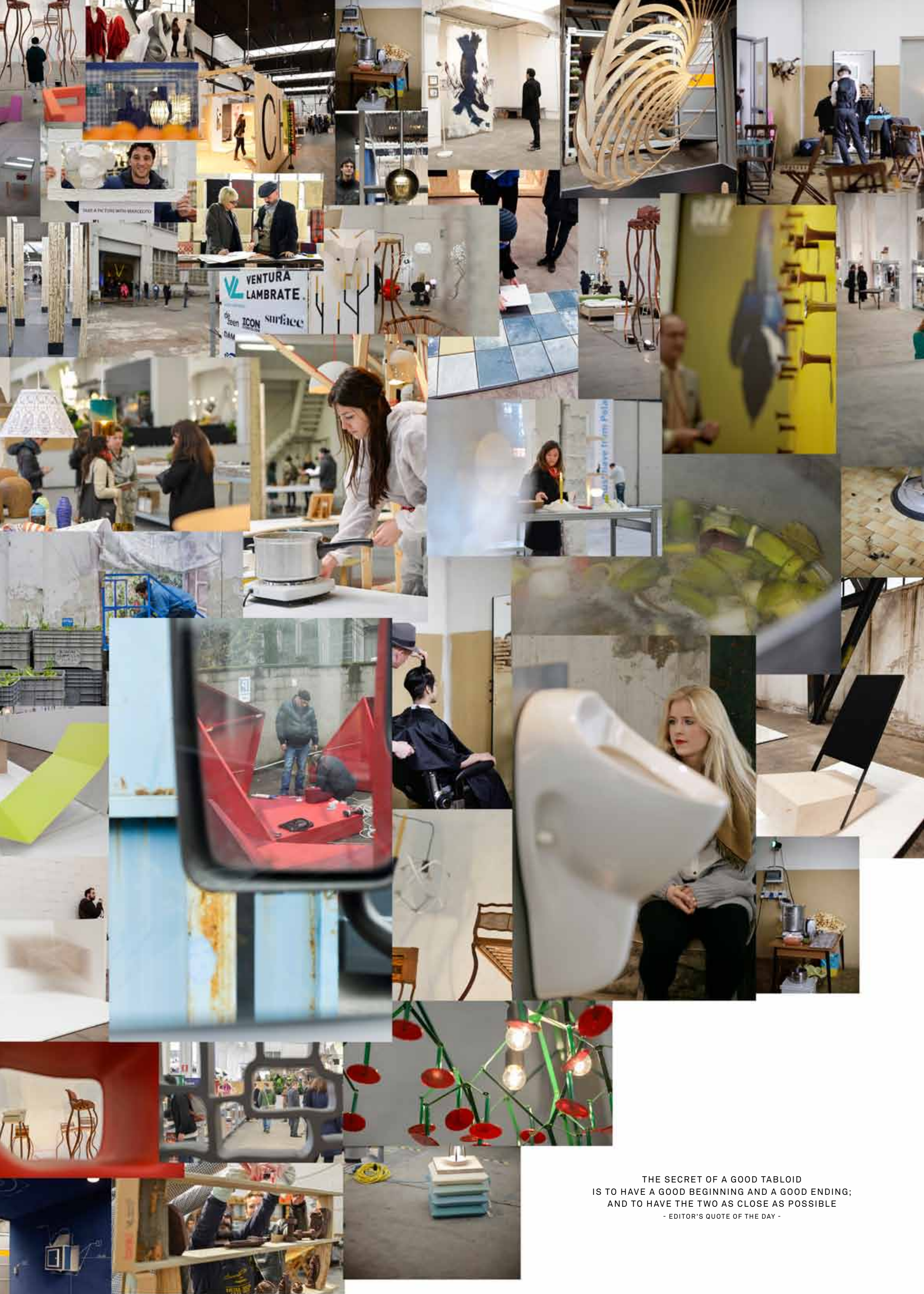
For six days, we grant you the opportunity to tell all visitors of Ventura Lambrate about your work, your expo, your business or yourself – multiplied a 15,000 times. In other words, your ad could have been here. Unfortunately, it isn't. Better luck tomorrow? Stop by at our headquarters today (Via dei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

Cookie Bros. (NL/CND)

Douglas van der Pas and Graham van der Pas present: Cookie Bros.

We love ink. And we figured that if we spill it on a 15,000 tabloids a day, we might as well put some on ourselves, too. Especially since one of our close neighbours happens to be a fine tattoo artist. So we decided to go for a skin deep souvenir to take home and have ourselves enriched with the name of the tabloid that we love almost as much as you do. We'll provide you with proof in the next four days! Ink & art by The Cookie Bros., who 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.

Ventura At Work, Via dei Canzi 19 [MAP](#) [A](#) www.cookiebros.com



Design Stated Design has never been afraid of making bold statements. Celebrating this tradition, we've submitted a number of one-liners to some heavyweights in the business. Here's what they had to say.

Today Sophie Lovell

Sophie Lovell is a freelance writer, editor, curator and consultant in the fields of architecture and design. Originally from London, she graduated in Biology at Sussex University and Design at Chelsea College of Art. Lovell writes for *Wallpaper** magazine and has been their Germany editor since 2000. From 2002-2004, she was architecture & design editor of the award-winning German magazine *Qvest*.

Sophie Lovell has written and edited a number of books, including *This Gun Is for Hire. From personal to corporate design projects*; *On Air. The visual messages and global language of MTV*; and *Furnish. Furniture and Interior design for the 21st Century*. Her latest work is the major monograph *Dieter Rams: As Little Design as Possible*. She is a frequent guest and contributor at international jury, symposium and think tank events on design and architecture. In June 2012, Lovell took on the post of Executive Editor of *form* magazine.

MAP K
Via Privata Oslavia 17, Milan
Date: 9 - 14 April. For more info: www.sophielovell.com



- 10 statements on contemporary design**
- 1 Design makes the world a better place.
 - 2 Avant-garde individualism becomes mainstream
There are signs all around that we are leaving the familiar formats of mass-production and mass-consumption and that they are being replaced with – what exactly?
In her speech at the opening of the David Bowie exhibition at London's V&A Museum in March this year, the actress Tilda Swinton talked about 'why we all live in David's world now'. In the 1970s Bowie was a freak, but in 2013 he has become the nation's darling. Somewhere in the past 50 years we began to leave the mainstream – or the mainstream became avant-garde.
We have become mass individualists, desperately clinging to anything that might make us feel a bit special and a bit different from our seven billion fellow humans.
The user (and the designer) is more empowered in the mass market than ever before. If mass-individualism requires mass customization, then industry is facing interesting challenges. Web communication facilitates connection to independent production sources, which means large scale manufacturers risk being cut out as the middle man – or the bogeyman – if we reject their products and/or their production and distribution methods and materials.
 - 3 The world is not yet fully aware of design's resolving power.
Apple Inc.'s interstellar profit levels, and success stories like Kickstarter in recent years have meant that the world's business community is suddenly all over anything to do with 'design'. Whereas we have got used to the expression 'interdisciplinary' in this context meaning design-meets-tech, design-meets-biology, or design-and-art, it now seems to be increasingly about design thinking-meets-business practice as well. Can design drive success?
Can the world of economics get over the idea that design is just about aesthetics?
With the rise in business graduate colleges the world over opening design and business courses at an increasing rate, it looks like 2013 is going to mark the point where business finally gets what designers have been telling them for the past century: it's not just about a pretty face.
 - 4 Networking takes up too much designers' time.
 - 5 'Sustainability' and 'co-creation' are just passing hypes.
 - 6 The economic crisis is a blessing and a source of creativity.
 - 7 The design world is too self-centered.
 - 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.

Tomorrow Karen Kjærgaard

We're very local *and* very global.



Collaboration

Designer Miriam van der Lubbe is at Ventura Lambrate as curator of the Design Academy Eindhoven exhibition, featuring young designers who just graduated. She earned a reputation as one of the founders of Dutch Design Week's and is well known as partner of Studio van Eijk & van der Lubbe and their label Usuals!.

Asked about their international network, she almost instantly replies it's very local. She highly values meeting people face to face and in the flesh, preferably within one or two hour maximum. However, after a few moments of careful consideration, she corrects that this goes merely for production-based contacts like manufacturers. A completely different situation applies to their network of presentation, commerce and publicity. This, by contrast, is as global as it gets – and she's clear about the place

2018 EINDHOVEN
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Proeftuin for Europe

If Eindhoven|Brabant wins the title European Capital of Culture, the programme in 2018 will be a cultural laboratory featuring experiment, research and testing based on the motto: '*Imagination designs Europe*'. This will be achieved by presenting the Proeftuin method: a co-creative and innovative way of working together. Proeftuin (roughly pronounced 'proof-town' and meaning 'experimental garden') is all about working together on a good idea to make it grow and produce concrete artistic results. The Dutch word *proef* doesn't just mean 'experiment or 'test', but also 'taste' and 'sense'. *Tuin* in Dutch means 'garden' and so gets close to the openness and development that we are looking to the Proeftuin projects to provide. 2018Eindhoven|Brabant wants the Dutch word Proeftuin to become a new concept in Europe – because the model and the word are inextricably linked. 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

to be when it comes to building such a network: Milan during the Salone. Although Dutch Design Week Eindhoven is becoming more and more important for her international contacts, she states Milan still rules: 'You're taken seriously in the Netherlands only after you presented your work in Milan.'

Business

A globalization of the network, says Van der Lubbe, increases the complexity of most assignments. In that respect, working on an international level isn't the easiest thing to do – which brings the subject on doing business whilst being a designer. 'Actually,' she says smilingly, 'I'm quite the businesswoman. I like both sides of my work, which is a blessing since both are required, and they should be in balance. The bigger the assignments get, the more time they will consume. And at that moment, you'll find that the required tuning and communication are quite hard to establish through just phone and email. But it becomes easier with experience. Of course, that holds for many things. Doing business the right way is definitely one of them.'



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