

The background is a white canvas filled with various abstract geometric shapes. There are several vertical blue bars of different heights and widths. A large, thick black horizontal bar is positioned near the bottom. A large, black, stylized letter 'C' is on the right side. A large, yellow, stylized letter 'V' is in the center-left. Several red rectangles and squares are scattered throughout. A thick blue horizontal bar is on the left side. A black horizontal bar is in the middle-right area.

**VENTURA
CENTRALE
2017**

WELCOME TO THE 1ST EDITION OF VENTURA CENTRALE 4 – 9 April 2017



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1ST EDITION OF VENTURA CENTRALE
4 – 9 April 2017

GENERAL OPENING HOURS

10:00 – 20:00 Tuesday 4 April – Saturday 8 April
10:00 – 18:00 Sunday 9 April

PRESS/INFO DESK

Via Ferrante Aporti 9, 20125 Milan, Italy

EXHIBITIONS ARE ON THE FOLLOWING ADDRESS

Via Ferrante Aporti 9-21

HOW TO REACH VENTURA CENTRALE

The warehouses of Ventura Centrale are on Via Ferrante Aporti 9-21. When facing the front of Central Station they are on the right side.

Train There are many trains arriving at Milano Centrale. After exiting the train follow the yellow indications for Piazza Luigi di Savoia and blue indications for Termini Bus Orio Al Serio and Linate Airports until you arrive outside of the station. Once outside you have to turn left and follow the stickers on the walking path which will bring you to the warehouses of Ventura Centrale. It's about a seven minute walk.

Metro Ventura Centrale can easily be reached by metro: MM2 Green Line and MM3 Yellow Line, exit at Centrale FS. Once you arrive in the hall of the metro station please pass the ticket office and ticket machines where you can take the escalator or the stairs up to the railway station. When you get upstairs go straight on until you get to the store, Celio, where you take a right. There you take another escalator up and from there go straight on towards the big clock. When you are standing underneath the clock follow the stickers on the walking path which will bring you to the warehouses of Ventura Centrale in Via Ferrante Aporti. It's about seven minute walk.

Ventura Centrale is only 4 metro stops away from Ventura Lambrate. From Centrale take the MM2 Green Line to Lambrate FS. See the above description to get from the station to the Ventura Centrale warehouses.

FACILITIES

-  Central Station
-  Metro Station
-  Press/Info Desk
-  Restaurant
-  Restrooms
-  Buses to Linate/Orio al Serio
-  Taxi
-  Tunnel



EXHIBITORS LIST VENTURA CENTRALE

PRESS/INFO DESK 1

The entrance is made possible by ecopixel®, FaberExpoize, Paco Puylaert Calligraphy & Design and BeART

MM LAMPADARI, NASON MORETTI, SCAPIN 1

ITALY
MATTEO ZORZENONI
- SET
www.matteozorzenoni.it

PASSAGES BY PANTER & TOURRON 2

SWITZERLAND (LAUSANNE)
PRESENTED BY: THE IQOS PATHFINDER PROJECT

MAARTEN BAAS BY LENSVELT 3

NETHERLANDS
MAARTEN BAAS
- "MAY I HAVE YOUR ATTENTION PLEASE?"
www.lensvelt.nl
www.maartenbaas.com

STREETFOOD MOBILE 4

ITALY
- SEA FOOD MOBILE
www.streeffoodmobile.com

BAARS & BLOEMHOFF 5

NETHERLANDS
DAVID DERKSEN, SABINE MARCELIS, KLAAS KUIKEN, DAPHNA LAURENS, PAUL HEIJNEN,

RENS

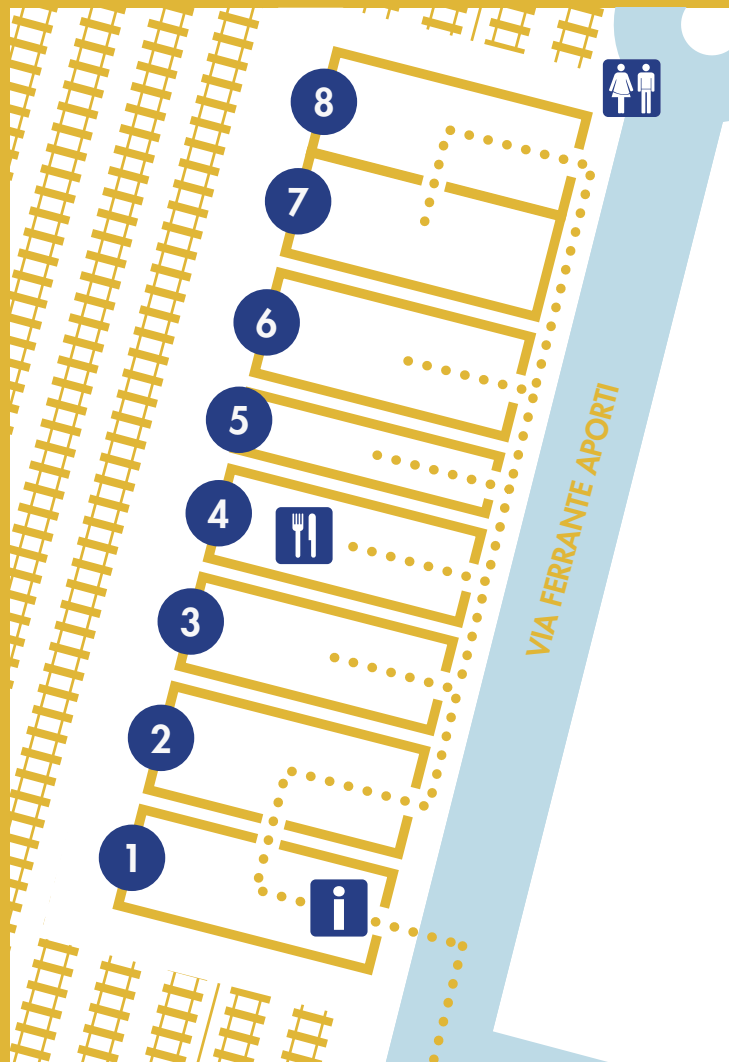
- TRANSITIONS II
www.baars-bloemhoff.nl

LEE BROOM 6

UNITED KINGDOM
- TIME MACHINE
www.leebroom.com

SALVIATI 7 & 8

ITALY
SALVIATI, LUCA NICETTO, BEN GORHAM
- Decode / Recode
www.salviati.com



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