

Milan Design Week 15 & 16 April 2015 Program

Program Milan Design Week

1. April 15 Wednesday, 09:30 Polimi
Via Giovanni Durando, 10 20158 Milano
 Meeting at Bovisa Campus of Politecnico di Milano University, the purpose is to check the exhibition at Politecnico di Milano for Design Week, but most importantly to check the Politecnico Store (the official shop of Politecnico di Milano that sells university branded products), to see existing merchandise for sale. This is part of the market research where we first see the existing possibilities and best practices, type of merchandise that could be customized etc. During this trip I will be explaining and providing ideas on why the inventory in Polimi Shop is selected as is and explain further the merchandising process for outsourcing, production and sampling. Before coming please ensure you already had your breakfast. After checking the Polimi Store and exhibition, we will have quick lunch and move to Zona Tortona by Metro.

2. April 15 Wednesday, 13:30 Zona Tortona
Via Tortona, 27, 20144 Milano
 If you miss us early morning, on 13:30 we hope to be at Zona Tortona. Most design exhibitions are open till late but designers and relevant people could leave earlier, thus it is a better idea to visit the exhibitions and booths as early as possible. The Zona Tortona is a zone where there are many industrial design themed exhibitions, two things will be useful for us: 1. For inspiration and trend analysis, we need to have our eyes wide open, we can see many interesting and original ideas. 2. We should also pay attention to exhibitions by companies, the “gadgets” as distributed by companies are a good example of “merchandise”. The very best gadgets are given to press members, big buyers but we could try to ask some items from the companies. We will spend the whole day at Zona Tortona, the meeting will conclude at 19.00. Each individual will need to write a different and original and unique article about this visit to Zona Tortona, do not write the articles together. You will need at least 20 photos for your article. Write the articles same day after the conclusion so that your memory is fresh. You will need to explain the photos in your article. Topic of Article on April 15 is “Zona Tortona – Inspirations and Trends 2015

3. April 16 Thursday, 09:30 Salone
Salone del Mobile, Fiera Milano, Rho Fiera.
 The Salone del Mobile, without doubt is the most important design happening in Italy, especially for industrial design, light, furniture and related fields. Unlike Zona Tortona where inspiration is a key aspect of the space, the Salone is focused more on business. We will visit Salone with two objectives in mind. First, we will try to collect as many gadgets by visiting companies and asking for gadgets (as you would recall we want to gather examples of merchandise), second we will try to collect as many ideas possible by seeing new designs, novelties and original concepts for this year. The Salone del Mobile is very big, therefore we will not visit it completely, our visit will focus on halls of Modern and Contemporary sections as indicated in the guide. Furthermore, we wish to visit the Salone Satellite near lunch time, visiting the Satellite can give us some original ideas but it is subject to a further entry fee. The visit to Salone will be exhausting, we will have lunch at Salone so that we could move quickly to Zona Brera at about 15.30. You will need to write an article about Salone del Mobile, please take as many photos as you can take to be able to use in your article. The topic of your April 16 article is a choice between: 1. “New Trends in Salone del Mobile”, 2. “How Companies in Salone del Mobile Attract Attention with Design (Merchandise, Gadgets, Booth and Communication)”.

4. April 16 Thursday, 15:30 Zona Brera
Museum of The Risorgimento, Via Borgonuovo,

23, 20121 Milano

The Zona Brera is rather more artistic, with an inclination to arts, crafts and functional art, we will visit the small exhibitions around this zone till 19.00 and after this hour the assignment and the program will finish and you will need to write your Articles. The Zona Brera can be interesting as it focuses more on fashion, and living trends. Visiting the Zona Brera can give us an opportunity to indulge in artistic venues. As a bonus, if you would like, you could also write an article about Zona Brera, or the Milan Design Week in General. Even though our obligation finishes at 19.00, I advise all prospective upcoming designers to spend more time in Milan to visit as many of the events and shows possible. For instance you could visit rest of the Salone del Mobile or you could visit other districts such as Ventura or 5Vie or revisit the Zona Tortona or Brera within the FuoriSalone.

Assignments

1. You will need to write 2 Articles for each day, first for April 15, second for April 16. Articles can be Italian or English, it is better (and a bonus point) if you can write the article in both languages.
2. For your articles, you need 20 photos.
3. For your articles, you need 20 paragraphs that explain the photos. A paragraph could have 6-8 sentences, 100-150 words.
4. You need to choose a "creative title" for your article that is similar to the topic.
5. To write and submit articles: Simply visit designamid.com and create an account. The best practice is to prepare your article in advance using word program. Prepare an article with 19 paragraphs plus 1 headline, 1 subtitle and 5 to 10 keywords, plus you should have 20 images for each of the paragraphs + headline. Images are really important as they help you to get real impact from the process. Headline image should be 600x600 pixels, other images should be at least 600 pixels

width, all jpeg. In case you fail, send me a copy by email: omc@omcomc.com

6. Deadline for Articles: At the end of each day at hour 23:59:59 ; it is better that you write the articles immediately after the visits.

Importance of Articles

The articles are important, because it pushes you to capture ideas, images and concepts during your visit. Instead of watching around, since you will be obliged to write the articles, you will need to focus, think and reflect to capture relevant views, perspectives and ideas on design that you will see during the Milan Design Week.

Good to Remember:

1. Please wear sports shoe, no high heels, we will walk a lot.
2. Do not travel with a bag. You will collect gadgets, documents etc, you do not need to have extra weight.
3. We will eat lunch together but you should plan your breakfast and dinner.
4. You might need extra money to enter to Salone Satellite or some other paid exhibitions.
5. Remember to take your photo camera. It is useful for capturing the best images as well as the bonus assignment.
6. If you have "business cards" or "name cards" they are going to be useful. You can exchange business cards in return of gadgets.
7. Prof. Dr. Onur Mustak Cobanli's phone number is +39 349 553 45 05, if you get lost, or need assistance call me. Otherwise Emergency: 112, Police: 113, Fire Brigade: 115, Medical emergency: 118, Road Assistance: 116 and Taxi Number is: 024040 and 0269669.