

## Spring Italian Style in Milan, New York, and San Francisco

Joelle Grosso (April 01, 2017)



All across the international schedule of design events held every spring around the globe, talented Italians are always among the top participants.

Look around this spring; design is everywhere. From the building you're in to the coffee cup in your hand, design is an essential part of life. Some of the biggest and brightest companies are celebrating and promoting the art of design all across the globe. Milan, New York, and San Francisco are just three of the cities whose exciting programs will help everyone better appreciate the art of design—and take part in the creative process as well.

### Starting in Milan

In one of the great capitals of design, [Milan's Design Week](#) [2] encompassed both the Salone del Mobile—the annual international furniture fair at the Rho Fiera exhibition hall—and Fuorisalone, a variety of events held in venues around the city.



This year's Salone del Mobile featured some 200 exhibitors showcasing a wide range of innovative concepts for living as well as tons of gorgeous accessories for every corner of the home. Just as the right pair of shoes or an eye-catching purse can make an outfit, this exhibition demonstrates how the choice of a rug or the placement of a pillow can bring a fresh change to any living space.

For Fuorisalone, twelve different areas in Milan are busy all month long. In the Brera Design District alone, known as the city's artistic and historical core, 190 events are free and open to the public. Just to name a few, the Barbara Frigerio contemporary art gallery is hosting the 2017 exhibition of the best in packaging, with nineteen pieces selected for their inventive use of materials, design, and sustainability. And it's not just about Italy. The Dreamfactory Laboratory on Corso Garibaldi celebrates 60 years of the revolutionary "Mole" armchair, designed in 1957 by the "father of Brazilian furniture," Sergio Rodrigues.

### **Meanwhile in New York City...**

Design Week in New York unites all the disciplines of design in a collaborative global platform for culture and commerce. This year's edition includes more than 500 events throughout the five boroughs. As always, the goal is to spotlight established and emerging design practices and increase everyone's appreciation of design. The Italian presence this year is strong. One of the biggest events will highlight Italian creativity with an authentic aperitivo at Gaspare Asaro-Italian Modern, one of New York's most important collections of Mid-Century Modern and Contemporary limited edition Italian furniture and lighting. Times Square will become a playground of design with the arrival of the famous "Spun Chair" created by Thomas Heatherwick for the Italian furniture company Magis. Then head to Brooklyn for PBA's party at their Industry City showroom. PBA, an Italian designer and manufacturer of advanced door hardware, is launching a new product line called STEEL ALU. Their new line offers designers "the flexibility of anodized aluminum finishing, while using a stainless steel base" in a typically Italian solution that combines high performance and tons of style.

One intriguing program will be a special collaboration between Miniwiz's Arthur Huang, an expert in engineering, and Bonotto, one of the most important textile firms in Italy. At the GCU Fair Fashion Center, "Gardening the Trash" will

showcase the science of transforming waste into treasure in the future of fashion-tools to help the industry become completely sustainable, both environmentally and commercially.

### **... and in San Francisco**

From tech inventions to culture changing products, human centered design, emerging fashion to international architecture, San Francisco Design Week is an opportunity to experience the regions unique design talents, impact and innovations.

Anticipating design week, earlier this year a major worldwide initiative was launched by Italy's Ministry of Foreign Affairs and the Triennale Design Museum, with March 2 declared as "Italian Design Day." For this special project, the Consulate General of Italy and the Italian Cultural Institute of San Francisco held a screening of Stefano Boeri's film Tell Me about Vico, about the influential Italian industrial designer Vico Magistretti. The screening included a conversation with Milanese designer Giulio Iacchetti and art historian Marina Pugliese about the evolution of Italian postwar design and its distinctively sleek sophistication, a perfect blend of classical elegance and modern creativity.

For the first time in the United States the exhibition "[Vivere alla Castiglioni](#) [3]" pays tribute to Achille and Pier Giacomo Castiglioni, undisputed Italian masters of twentieth-century design. Achille's daughter and son, Giovanna and Carlo Castiglioni, will visit San Francisco during San Francisco Design Week as representatives of the Fondazione Castiglioni. Within a "familiar" space recreated with objects designed by their father and uncle, Giovanna and Carlo will bring to life some of the Castiglioni's best-known creations in a small theatrical performance. Italian design culture and the unique Castiglioni approach to design and lifestyle will merge in an entertaining and engaging dialogue about design.



**June 14 - 15 Lecture/performances by [Giovanna and Carlo Castiglioni](#) [4]at the Design Hub**

Pier 27, San Francisco

**June 16 - 5:00 PM Reception, 5:30 PM Lecture/performance by Giovanna and Carlo Castiglioni**

[CoorItalia](#) [5]

151 Vermont St, #10, San Francisco

**June 17 - 12:30 PM Aperitif & Lecture/performance by Giovanna and Carlo Castiglioni**

Italian Cultural Institute, 601 Van Ness Avenue, Suite F, San Francisco

**June 17 - June 22**

The exhibition will be on view at the Italian Cultural Institute;

For more information please click [here](#) [3].

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**Links**

[1] <http://www.iitaly.org/files/designweekspringitalianstyleinmilansanfrancisconewyorkjpg>

[2] <http://www.designboom.com/tag/milan-design-week-2017/>

[3] [http://www.iicsanfrancisco.esteri.it/iic\\_sanfrancisco/en/gli\\_eventi/calendario/2017/06/vivere-alla-castiglioni-a-san-francisco.html](http://www.iicsanfrancisco.esteri.it/iic_sanfrancisco/en/gli_eventi/calendario/2017/06/vivere-alla-castiglioni-a-san-francisco.html)

[4] <http://2017.sfdesignweek.org/events/casa-castiglioni-reception-lecture-at-cooritalia/>

[5] <http://www.cooritalia.com/>