

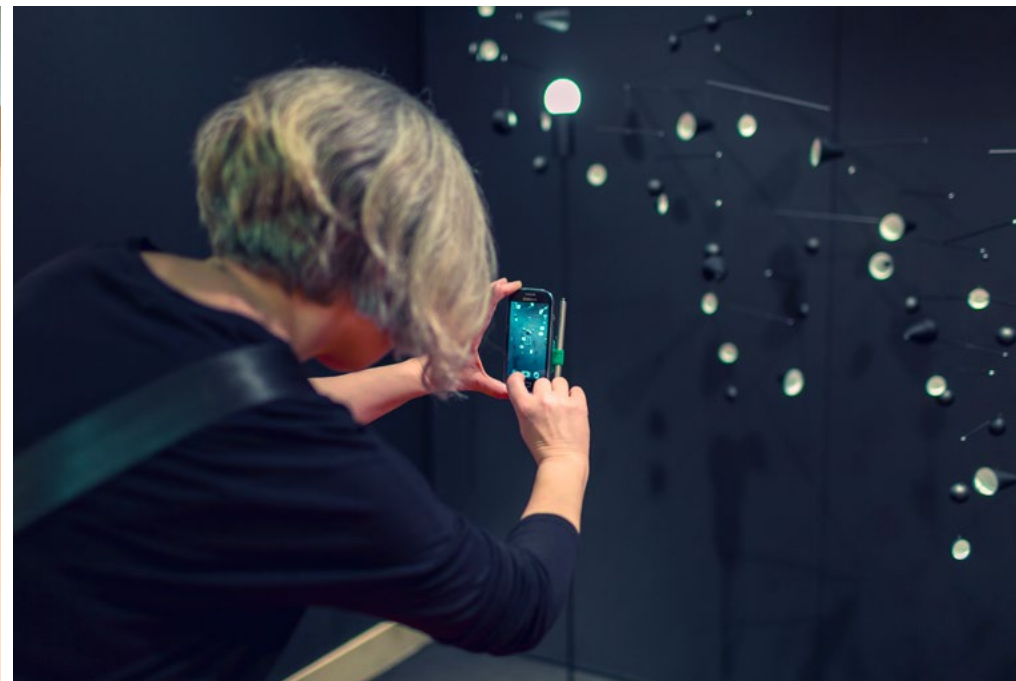
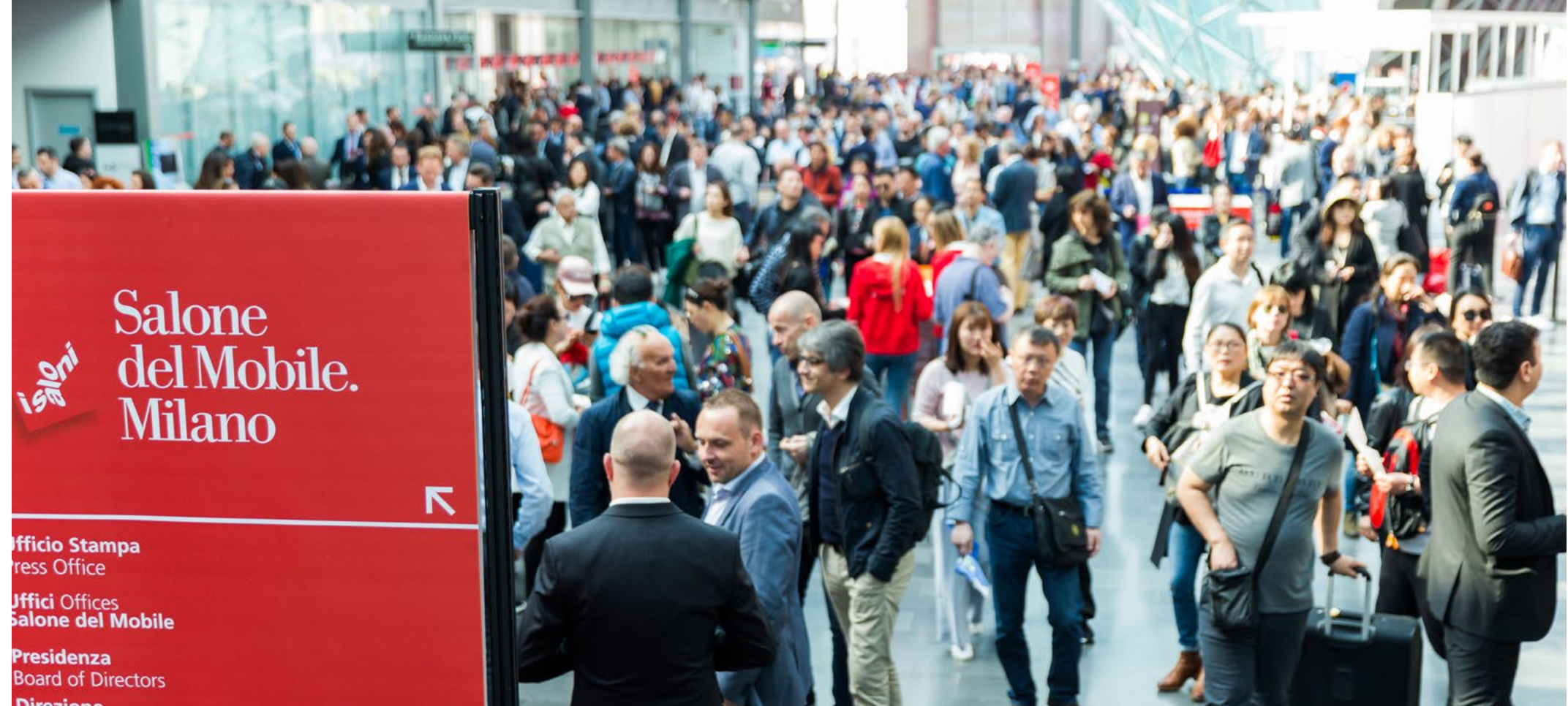
MILAN DESIGN WEEK 2018

TREND REPORT
AUTHOR: JIM BIDDULPH

DESIGN
BCFA INSIDER

ATMOSPHERE

Milan Design Week is a global watermark event with venues of all kinds, spanning the entire city, opening their doors to showcase and celebrate design. Now in its 57th edition, the biggest of the shows [Salone Del Mobile](#) alone houses more than 2000 companies, 30% of which travelling from abroad to do so. This year marked its first ever manifesto in an effort to promote the idea of new beginnings and renewal. Whilst aiming to consolidate its established leadership role within design, the manifesto also urged exhibitors and visitors alike to go above and beyond, to aim for “sustainable quality, collaboration, inclusion and sharing” whilst simultaneously “valorising young talent and cultural heritage.” Examples of such endeavour could be seen in spades across the entire city, whether in established districts such as Berra and Tortona, permanent design hubs as the likes of Rosanna Orlandi’s and the Prada Foundation or in pop-up exhibitions in palaces, courtyards, galleries, disused railway arches and warehouses alike.

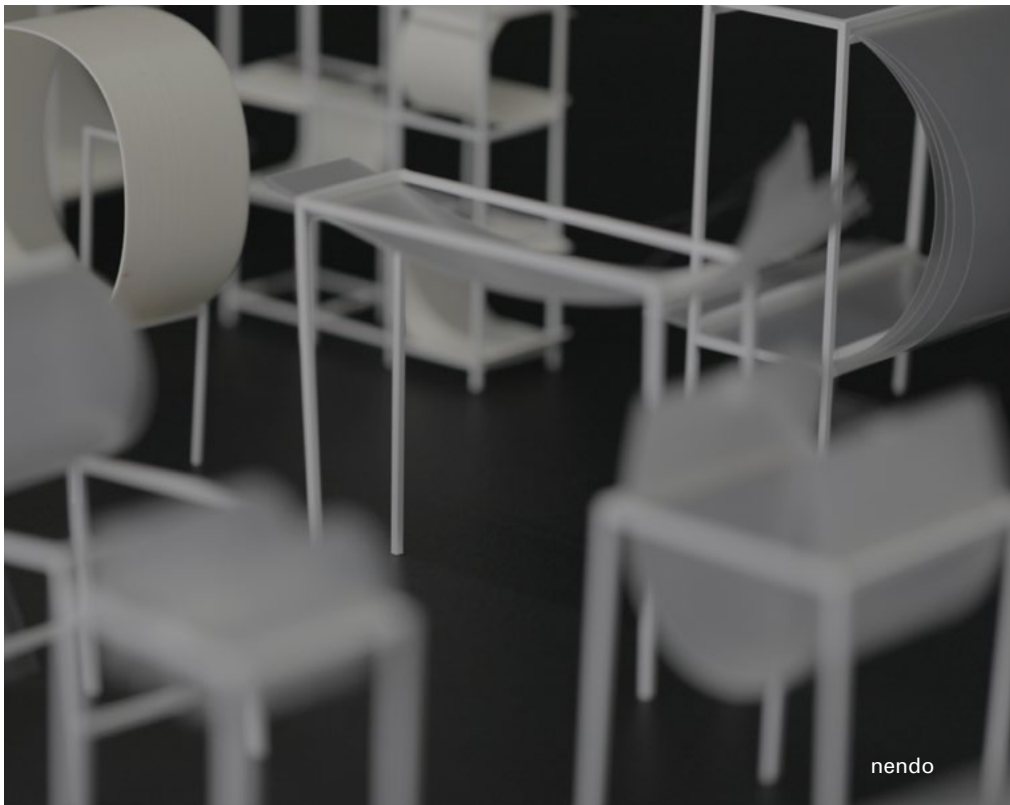
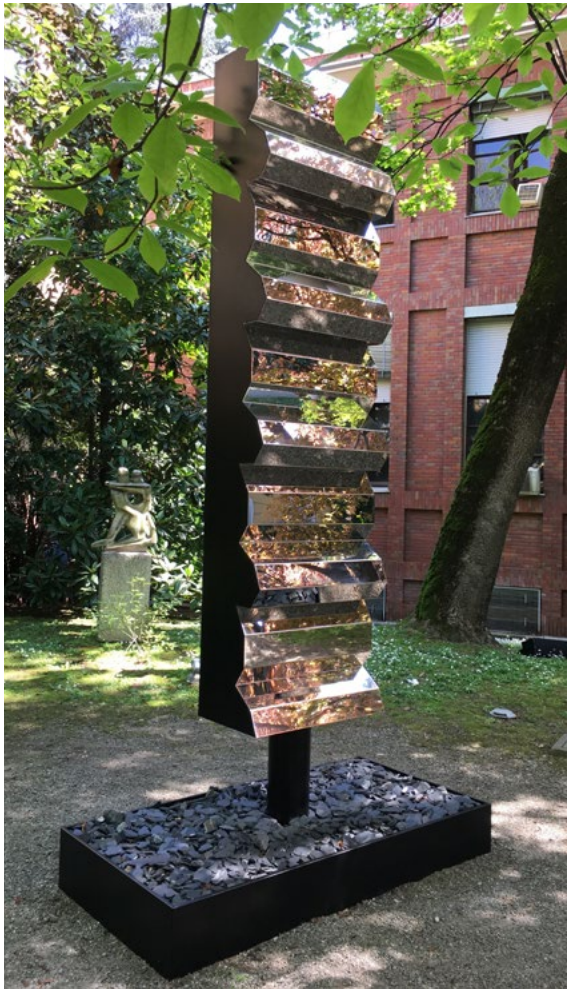




FOCUS - ARRESTING SPACES

With a wealth of big brands and an incredible array of ever-changing spaces visitors to the Salone are spoilt for choice when it comes to large-scale installations. [COS](#) invited [Phillip K. Smith III](#) to interpret the brand ethos in the creation of a series of sculptural forms. The largest of which, Open Sky, was housed in the courtyard of the magnificent 16th century Palazzo Isimbardi. The wall of angled stainless steel mirror offered a moment of calm amongst a busy city, prompting visitors to take in the surrounding architecture, whilst

simultaneously seeking the best angle for their Instagram image. Equally as calming, [Snarkitecture](#) created Altered States for [Caesarstone](#). The installation invited architects and designers to consider the future of the kitchen and how to use their materials within it via one it's central elements, water. Replacing light for darkness, Forms of movement by Tokyo based [Nendo](#) explored innovative alternatives to everyday objects including the zipper, the hourglass and lids to kitchenware, via acts of motion.



 WATCH VIDEO ONLINE

nendo



Vitra

FOCUS - LOOKING BACK TO LOOK FORWARD

Taking over the former sports arena La Pelota, furniture super brand [Vitra](#) presented Typecasting. Curated by Robert Stadler, the exhibition represented a museum-like spread of the companies history on an enormous acid yellow plinth, "an assembly of iconic, forgotten and new Vitra characters." Returning to Tortona, [Moooi](#) presented room sets by New York designer Megan Grehl and Amsterdam collective Concrete Architectural titled Through the eyes of... Alongside side them were new surface materials and products produced for The museum

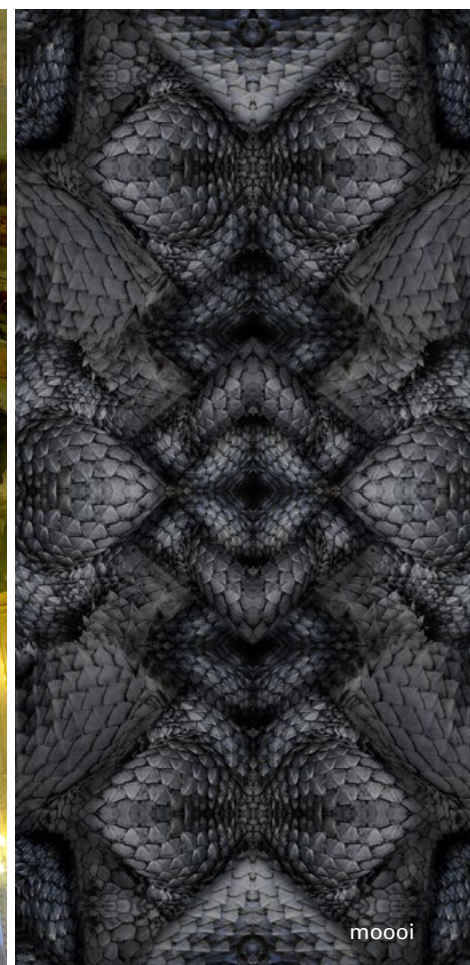
of extinct animals which was inspired by drawings of lost animals. [Stellar Works](#) chose to use the streets of their native Shanghai as a visual reference for the backdrop of their juxtaposing exhibition of luxuriously crafted new furniture collections by Neri&Hu and Space Copenhagen as well as vintage reissues. Danish brand [Hay](#) teamed up with [Sonos](#) and [WeWork](#) to present their shared vision of the future of design. The collaborative effort spanned the old and the new, filling the historical Palazzo Clerici with fresh installations and homeware accessories.



Hay x Sonos



Hay x Sonos



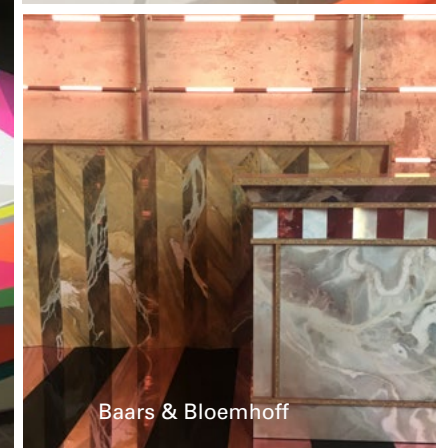
moooi



moooi

FOCUS - VENTURA CENTRALE

Returning for its second year, Ventura Centrale brings life and design to the ordinarily unused railway arches of Milan's Central Station. Pulling together a rich mix of renowned brands and emerging talent, each arch is occupied by a unique immersive installation. Solid surface supplier [Baars and Bloemhoff](#) returned with the third incarnation of Transitions, an exhibition that invites designers from their native Holland to reinterpret their materials. It's a truly international affair; Japanese brand Nitto launched [Haru stick-on design](#) with an explosion of colour, Parisian based [Pierre Frey](#) created a series of installations that question the role of the image in contemporary design for Fabrice, whilst Swiss furniture manufacturer Horgenglarus teamed up with [Stephen Hurlemann](#) to create a series of interactive wooden puppets.



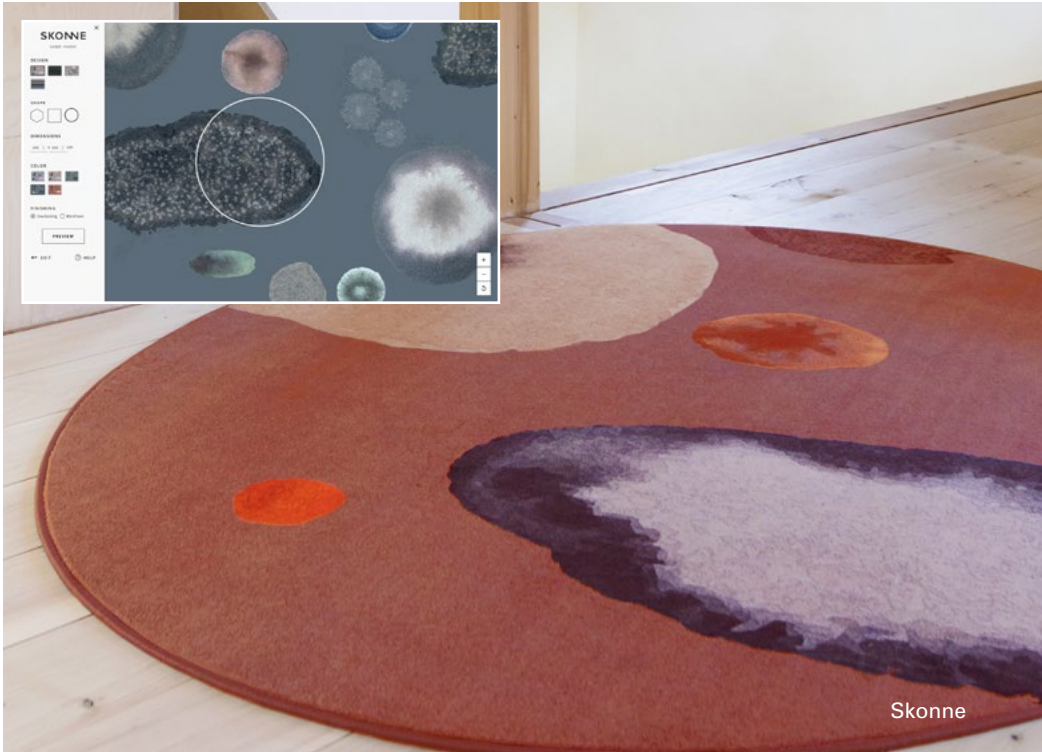
WATCH VIDEO ONLINE

TRENDS - CHAMPIONING THE NEW

Carrying on the tradition set by previous incarnations of Ventura Projects events over in Lambrate, the inaugural Ventura Future exhibition turned its focus upon emerging design practices. Spread across 3 venues of significant cultural value, Loft, FuturDome and the former pharmacy faculty of Viale Abruzzi housed 82 exhibitors. An emphasis is placed on blurring the boundaries

between traditional disciplines and cross-pollination. [Skonne](#) showcased their radical Carpet Creator, digital software that allows one to select a section of a pre-made pattern, which is printed onto carpet. A number of the exhibitors at Ventura Future also tackled issues surrounding waste as covered in the Waste No More trend. Over at the Salone del Mobile the incubator exhibition

SaloneSatellite is a platform for designers under the age of 35. This year the event had African & Latin America Rising Design as it's primary theme, although design schools and individual practices from around the globe show their wares and hope to win a SaloneSatellite award, now in it's 9th year.

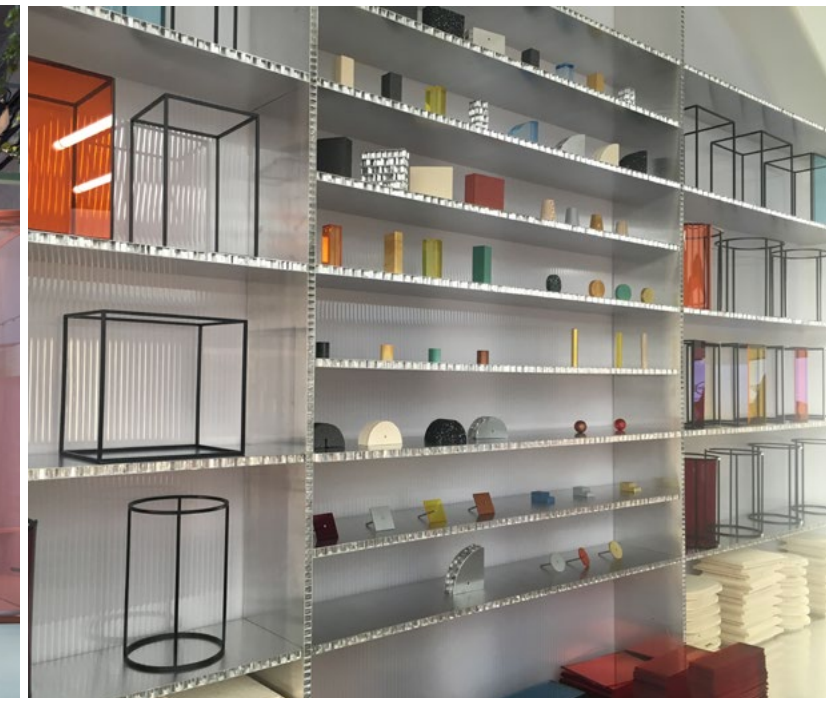




containerwerk



MINI Living



TRENDS - **COMPACT LIVING**

As the population continues to increase and more and more people find themselves in urbanised cities, space is becoming a premium. Alongside this, as the world becomes ever more digital, there is a growing trend for downsizing and editing our physical possessions. Individuals begin to seek out experiences 'out there' in the world or if not, on a screen or VR visor. [Mini Living](#) is a long-term research project set-up by automotive brand Mini to explore the future of urban habits. This year they commissioned [Studiomama](#) to create Built By All,

a series of colourful living capsules that cleverly utilise a small footprint, whilst integrating maximum storage, sleeping and 'action' areas within. Visitors were encouraged to join in the process in the adjacent Factory of Ideas, where modular model homes could be created from an array of colourful blocks of material. [Containerwerk](#) repurposes disused sea freight containers, extending its life cycle beyond the average 13 years of usage. The aim is simple - to offer affordable but high quality living spaces.



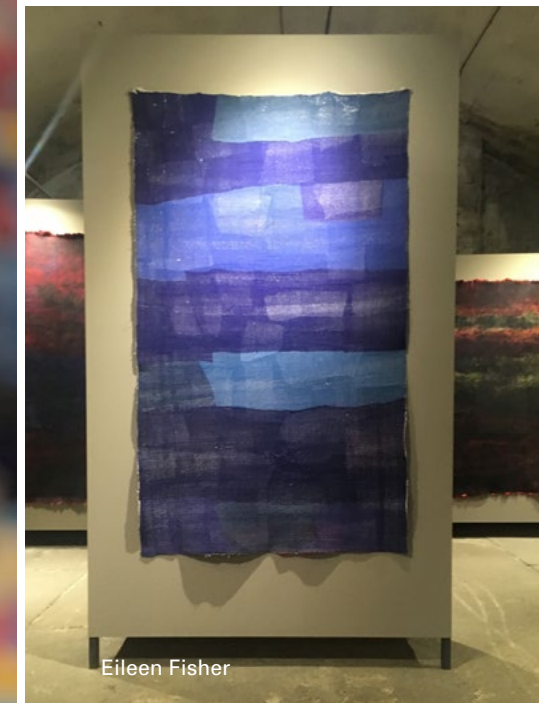
TRENDS - WASTE NO MORE

Whilst the gauntlet may have been thrown within the Salone Manifesto, there was much evidence to show that designers have already taken the initiative in engaging with sustainable practices and tackling waste. [Eileen Fisher's](#) installation DesignWork at Ventura Centrale was produced from textile waste and designed to encourage fashion brands to upcycle. Textile manufacturer [Kvadrat](#) returned with their [Really](#) project, inviting designers to show the potential of their Solid Textile Board, which is made from end of life textiles. The debate surrounding the over consumption of plastic and how to deal with burgeoning waste was felt across the show. [Spazio Rossana Orlandi](#) hosted a series of talks to address the potential of "guiltless plastic" at its directors bequest. [Kodai Iwamoto](#) showed blown vessels made from waste plastic, whilst [ecoBirdy](#) launched their new range of children's furniture from old and unused toys. Whilst the premiere of [Rubdish](#) offered a visualisation of the waste that finds it's way back to our plates.

Kvadrat



Ecobirdy



Eileen Fisher



Kvadrat



Rubdish

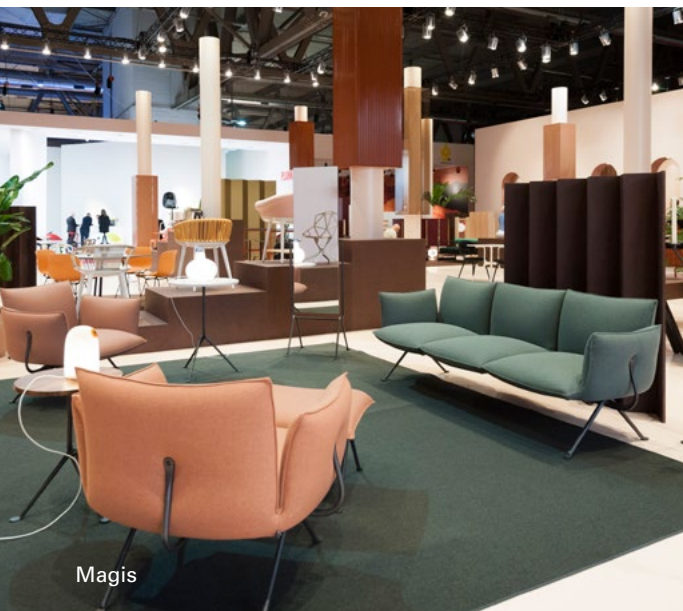


Kodai Iwamoto

TRENDS - **SOFT MODERNISM**

A notable styling direction in 2018 has involved clean and straight modernist inspired lines mixed with smooth and softening curves, with a particular emphasis on tall and narrow arches with circular forms. This was apparent in the blockbuster space designed by [Moooi](#) as well as a large amount of the furniture on display. [Magis](#) incorporated multiple arches within the structure of their stand, which shared a palette of warm and dusty reds, pinks, oranges and browns with the furniture within. [Giopato and Coombes](#) exquisite new brass lighting oozed with elegance,

a perfect balance of fine straight and curved lines set against a rich warm rouge. This sensual palette and reoccurring form was at the very core of [Cristina Celestino's](#) new glazed ceramic tile exhibition, which subtly straddled modernist and antiquity styles. Responding to an invitation from [Seeds Gallery](#) to reinterpret the steel tube, [BCxSY](#) chose to soften the linear form by creating arched forms from the warm brushed brass. [Samuel Wilkinson](#) chose a similar curve in the creation of his Smile lamps.



Magis



Beem X Samuel Wilkinson



Giopato & Coombes

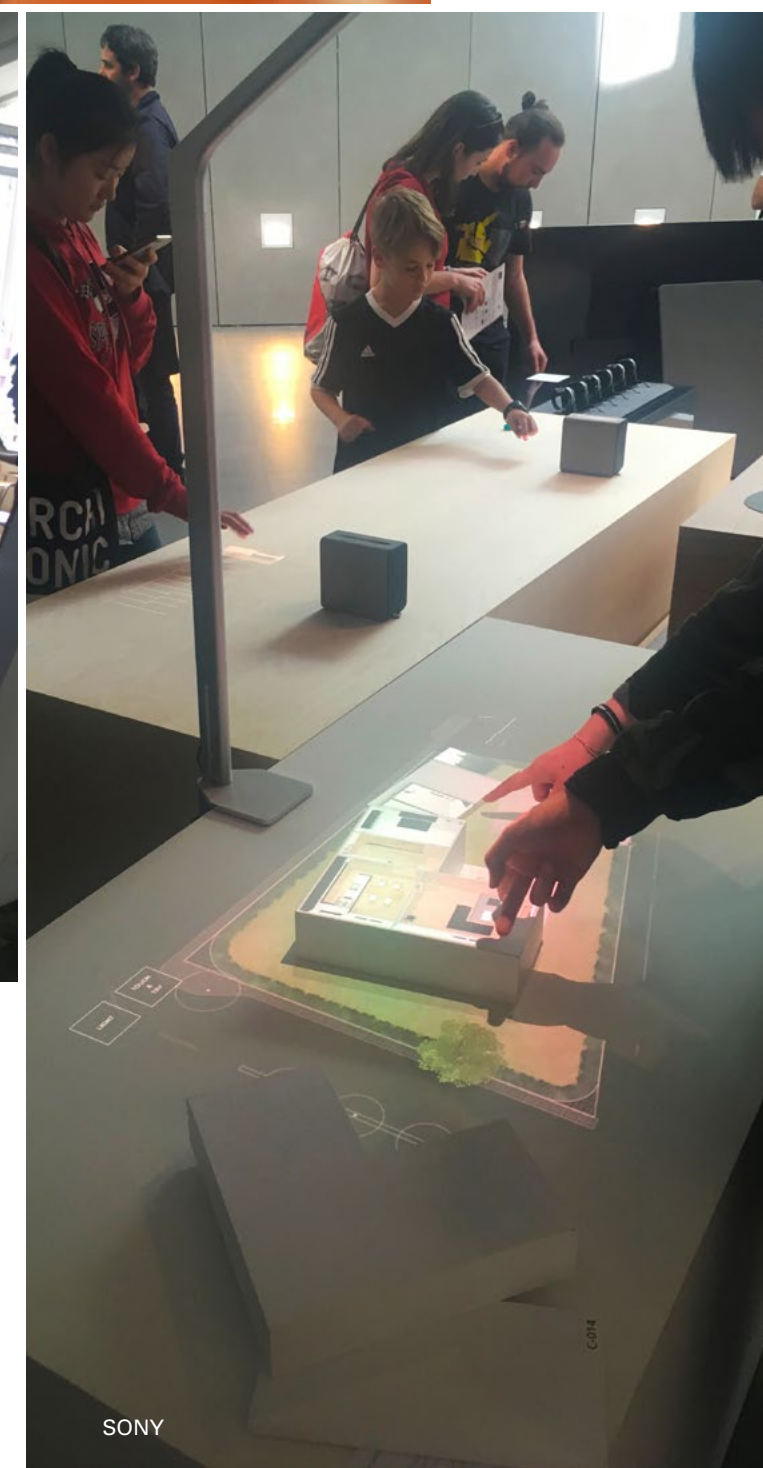
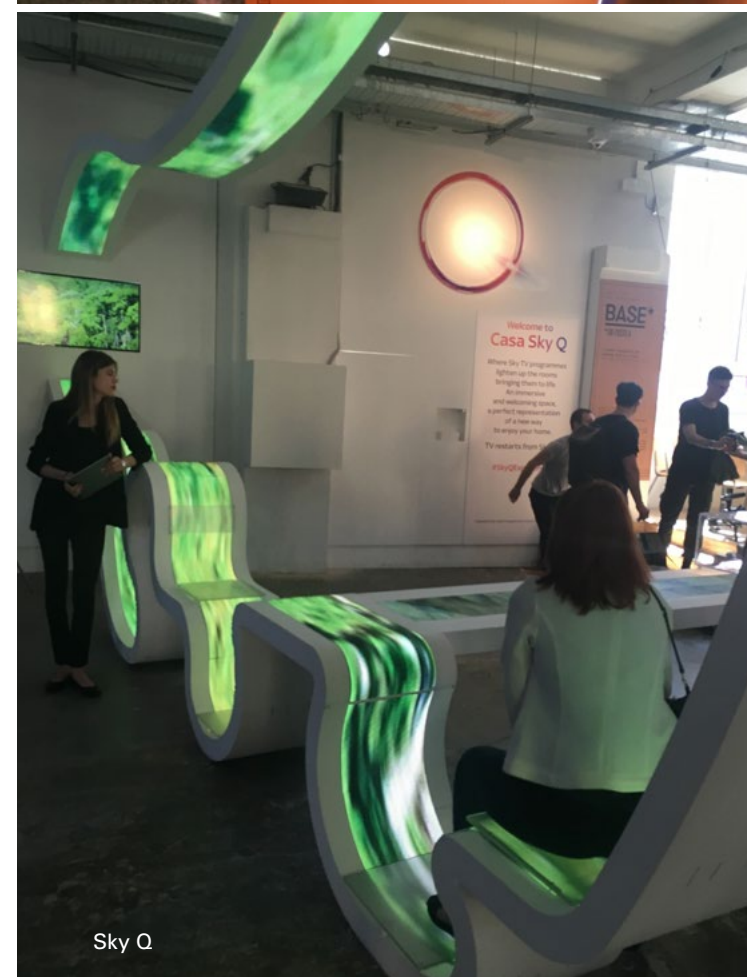


Moooi



TRENDS - RESPONSIVE TECHNOLOGY

Whilst it was not explicitly stated in the SaloneManifesto, one would expect cutting edge technology to be a feature of the show, and this year there was a move towards responsive technology. [Sony](#) captured the imagination with a series of sensorial installations. Each piece in Hidden Senses could be activated by human interaction, all expanding the horizons of everyday objects. [Sky Q](#) introduced their new multiscreen system with an installation of fluid screens with moving images that contoured around the room. German switch manufacturer [Jung](#) invited visitors into an interactive audiovisual 'playground' that served to highlight the various responses that their iconic switch can offer. Over at Spazio Rossana Orlandi, Google took up short-term residence to showcase Softwear, an exhibition that questioned potential of future synergies between everyday textiles and portable devices such as the mobile phone.





Curious Boy



Envisions



Missoni

TRENDS - MULTIPLE COLOURS - BLEEDS AND BLENDS

Whilst there is always an abundance of colour across the city, this year there were 2 strong trends running throughout the show. With the first, designers embraced a true maximalist approach, using multiple colours that sparked off of one another, blended or bled, to form riotous chromatic installations and products alike. [Missoni](#) adorned windows with a rainbow of coloured gels for their installation, which flooded the entire space within. Equally as impactful, Markus Benesch's playful furniture creations for [Curious Boy](#) used audaciously

bright coloured resin inlays. The second edition of [Envisions](#), an experimental collaboration between a team of young designers and Spanish timber manufacturer [Finsa](#), boldly upped the scale, invention and breadth of colours this time around. Elsewhere, [Altreforme](#) launched their Raw+Rainbow series, whilst at SaloneSatellite [Design Farm](#) revealed new knitted chromatic textiles and Finnish designer Hanna Anonen showcased Cocktail, a light inspired by the colour of fizzy drinks.



Adrenalinia

TRENDS - SHADES OF GREEN

Perhaps as a progression of recent trends that engage with the principles of Biophilic design, where nature is brought into the interior environment, another colour trend at this year's show was a move towards shades of green, most notably rich emerald tones and hints of sage. Darker greens were most prominent, as seen on furniture from [Hay](#) and [Magis](#). [Hem](#) brought together multiple shades of green together to create a 2-tone fabric that adorned furniture and cushions. Italian chair manufacturer [Jobs](#) and outdoor furniture brand [Kettal](#)

paired a scattering of greens with complementary raspberry, burgundy and mauve. Swedish furniture brand [Offecct](#) and Italian manufacturer [Adrenalinia](#) used more vibrant scarlet reds to accentuate dark greens. Away from furniture, Israeli studio [Raw Edges](#) created 30 spinning glass lamps in various green hues. Horah was inspired by a traditional Israeli dance of the same name and the gentle and constant motion, coupled with soft greens created a calming environment amongst the cut and thrust of the busy city.



HAY



Kettal



Jobs



magis