

MILANO DESIGN WEEK CALL #2

EXPOSE
YOUR
VISION
AT

PARK ASSOCIATI

EXHIBITION

21/26
APRIL 2020

Park Associati are launching the second edition of their call for applications for young designers making available Park Hub, the exhibition area within their Milan architectural studio, to those wishing to propose their work to the international public of the upcoming Milan Design Week 2020.

DEADLINE 20th DECEMBER 2019

More info and subscription at parkassociati.com/designweekcall

Send us your ideas!

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CALL #2

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EXPOSE YOUR VISION AT PARK ASSOCIATI

Park Associati are launching the second edition of their call for applications for young designers offering Park Hub, the exhibition area within their Milan architectural studio, to those wishing to propose their work to the international public of the upcoming Milan Design Week, which will take place from 21st to 26th April 2020.

The call aims to promote a vision that investigates the relationship between design and contemporaneity. The great political, social and cultural changes that are taking place globally are the starting point for an analysis that aims to renew the connection between spaces, objects and people. This also offer the opportunity to give an interpretation of the emerging needs, customs and relationships. Therefore, the observation of private and public contexts opens up the language of design to new perspectives: a criticism tool that strikes a balance between tradition and technology, analysis and creativity.

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ELIGIBILITY

Participation is open to design students and young designers from around the world who have not yet turned **30 by 31st December 2020**.

Applications will also be accepted from groups whose members fulfil the terms regarding the admission age.

APPLICATIONS

The participation to the competition is free.

To take part in the call for applications, the following digital documentation is required:

- CV/s;
- portfolio including a selection of the candidate's works (no more than 6 pages, in pdf format optimized for video viewing);
- description of the project that is the object of the call, together with a preliminary proposal of installation (no more than 2 pages, in pdf format optimized for video viewing).

The documentation, in either Italian or English, must be emailed to designweekcall@parkassociati.com no later than 12 p.m. of Friday 20th December 2019.

The material for participation is available to candidates and can be downloaded directly from the Milan Design Week Call section of Park Associati's website:

www.parkassociati.com/designweekcall

AWARD AND EXHIBITION

The exhibition of the winner project will take place at Park Associati from 21st to 26th April 2020.

Park Associati is offering to the selected designer:

- A total expense reimbursement of € 2.000;
- Hospitality for two people from 18th to 27th April, for the preparation stage and for the Milan Design Week;
- The exhibition space at the office's premises, located in the Porta Venezia district, one of the most important ones of the Fuorisalone circuit;
- A press presentation and a presentation event of the project;
- Communication of the event through Park Associati's digital and social channels and printed promotional material, and the inclusion in an official guide of the Salone del Mobile fringe events.

The winning designer (or a representative from the design group) must undertake to be daily present at the office during the exhibition period from 21st to 26th April 2020.

The costs of installation and dismantling operations of the exhibition, as well as any production cost related to the work are payable by the designer.

SELECTION

Applications will be assessed by a jury that will comprise Filippo Pagliani and Michele Rossi, partners at Park Associati, Alexia Caccavella, interior designer at Park Associati and two external members: Annalisa Rosso, Director of Icon Design, curator and co-founder of Mr Lawrence and Mario Trimarchi, designer and founder of Fragile.

The selected project will be announced on Park Associati's website on 31st January 2020.

RIGHTS

The designers retain at any time the copyright and remain the owners of all intellectual property of the project presented. The designers grant Park Associati unrestricted user rights in respect of publications, press and advertising activities. No liability whatsoever, not even third party claims, can be assumed by Park Associati.

FAQ

Any questions can be emailed to designweekcall@parkassociati.com until 30th November 2019.

The answers will be published regularly on www.parkassociati.com/designweekcall

IMPORTANT DATES

Closing date for FAQ	30 November 2019
Closing date for applications	20 December 2019
Announcement of the winner	31 January 2020
Exhibition period	21-26 April 2020

Click [HERE](#) for some information on the previous edition.

PROFILES OF THE MEMBERS OF THE JURY



Alexia Caccavella

Graduated in Interior Design at Politecnico Milano, Alexia joined Park Associati in 2006. Responsible for the design of furniture and finishes of the studio, she has been constantly part of important retail and interior design projects, among them the travel restaurants The Cube and Priceless Milano and the store concept for the international boutiques of the fashion brand Brioni. More recently, Alexia collaborated with the design team for the project of Tenoha in Milan, a retail, bar, restaurant and co-working space. Currently Alexia is responsible of the interior design for the new offices of Allen&Overy in Milan and Luxottica Headquarters.



Filippo Pagliani

Filippo Pagliani is partner and founder of Park Associati. After graduating in Architecture at Politecnico Milano in 1992 he has been collaborating for several years with Renzo Piano in Paris and Michele De Lucchi in Milan. Since 1996 he has been teaching design at Politecnico Milano, School of Building Engineering / Architecture, in Lecco and since 2013 he is Professor in charge of the course of 'Architectural Design'. He is regularly engaged as a lecturer in conferences on issues related to architecture and in particular urban regeneration.



Michele Rossi

Michele Rossi is partner and founder of Park Associati. After graduating in Architecture at Politecnico Milano he has been working for several years with Michele De Lucchi in Milan and with David Chipperfield in London. During his stay in London he has been teaching as visiting professor at the St. Martin School of Art. Alongside the design activity he teaches architecture and interior design, holding workshops and laboratories at Politecnico Milano. He is regularly engaged as a lecturer in conferences on issues related to architecture, urban regeneration and the design of work places environments.



Annalisa Rosso

Currently editor-in-chief of Icon Design magazine (Mondadori), she co-founded Mr. Lawrence design consultancy studio in Milan. In charge of Domusweb from 2017 to 2018, she collaborated with international magazines including: Wallpaper, Casa Vogue Brasil, 032c, Purple, Elle Decor, AD. Among the most recent projects as a design curator: Human Code by Roberto Sironi and Panorama, a show for happy eyes by Valentina Cameranesi (both for 5VIE district during MiArt and Milan Design Week), Musica da Viaggio by Vito Nesta for Bonaudo at Grand Hotel et de Milan, 5Rooms for collector Silvia Fiorucci-Roman with Villa Noailles, and the seventh edition of Operae, independent design fair in Turin.



Mario Trimarchi

Born in Messina, Sicily, Mario is a renowned designer living and working in Milan. As part of the Olivetti Design Studio, he designed terminals for banks and personal computers together with Michele De Lucchi. As a result of his unconventional research, in 1999 he set up the multidisciplinary practice FRAGILE, where among other things he designs communication and identity systems for companies and institutions. His projects gained him several awards, including the Red Dot Award and the XXIV Premio Compasso d'Oro ADI for the Ossidiana coffee machine he designed for Alessi.

In the years, he has been running several teaching activities: he was head of the Master of Industrial Design at Domus Academy, he taught Corporate Identity at the University of Genoa and since 2013 he has been running a course in Brand Design at Naba Academy in Milan.

PARK ASSOCIATI'S PROFILE

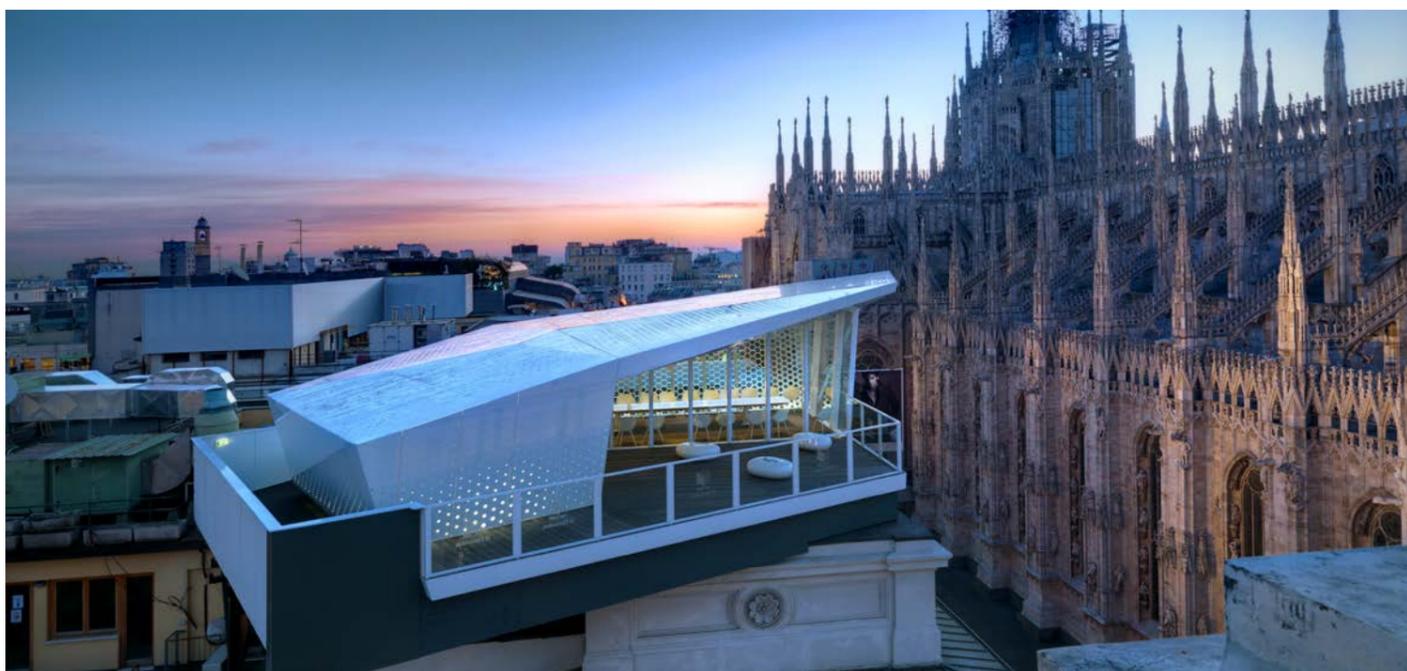
LISTENING, INTUITION AND EXPERIMENTATION ARE THE TRADEMARKS OF THE DESIGN CULTURE OF PARK ASSOCIATI - THE ARCHITECTURAL PRACTICE FOUNDED IN MILAN IN 2000 BY FILIPPO PAGLIANI AND MICHELE ROSSI.

The objective of Park Associati's work is to give form to a vision, by interpreting and synthesising the variables at stake, specific to each project.

While **listening** to the concrete elements dictated by regulations and budget constraints, climatic or environmental conditions, attention is also paid to the intangible and concealed dimensions: the clients' identity values, the users' wishes and requirements, the urban, social, and political context.

Intuition brings quality to all the projects of the studio. The creative twist always accompanies the analytical process to decipher complexity, adding value to the design intervention.

Experimentation with languages technologies, and the collaboration with other disciplines, lead Park Associati to tackle the most diverse projects with a broad spectrum of interventions, ranging from urban planning to design.



The practice proposes specific and rigorous projects, without losing sight of the compositional and aesthetic aspects.

An important field for Park Associati's work deals with the world of Headquarters, designed to be the companies' home and welcome their identity values. Daring buildings, such as the Salewa Headquarters in Bolzano and Luxottica and Nestlé in Milan, are characterised by an ever-changing and characterful stylistic line that also reflects the open, wide-ranging and scientific creative process.

The utmost attention to detail and innovation in materials, forms and functions characterise The Cube and Priceless travelling restaurants, as well as Park Associati's retail projects: from the multifunctional spaces for the Japanese brand Tenoha to the Hermès store in Rome or the Brioni's worldwide.

Park Associati is fascinated by hybrid solutions and has experience on the design of new alternative residential forms, in particular related to student housing.

Urban regeneration and the retrofitting of historic and Modernist buildings are other key themes for the practice. Bearing witness to this approach in Milan are the restorations of La Serenissima and Gioiaotto, the recent conservative intervention in Piazza Cordusio, and the complete refurbishment of the new Engie Headquarters and the Urban Cube office building in the Bicocca former industrial area. In the field of masterplans, the studio has been working on the renewal of the Catania Waterfront, on the sensitive area adjacent to Milan Expo2015, and the redevelopment of Rozzano in Southern Milan.

Park Associati are always keen to explore new fields in order to face, in their personal way, the challenges and the complexity of contemporary architecture.

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PARK HUB

PARK HUB WAS CREATED WITH THE AIM OF GROWING AND INNOVATING PARK ASSOCIATI'S ACTIVITY, OPENING IT TO THE CITY AND CONTAMINATING IT WITH THE MOST INNOVATIVE EXPERIENCES THAT MAKE MILAN A PLACE IN FULL TURMOIL AND TRANSFORMATION.

In April 2018, Park Associati expanded their office space. More space available has meant creating new meeting rooms, a place where models can be showcased, a larger kitchen and, of course, more design stations for a practice that, in just over a year, has doubled its staff.

The new layout includes a room that has been thought as a place for both welcoming people and experimentation. This eclectic space has allowed us to imagine our office opening up towards the outside, hosting exhibitions, events, forays into fields related to architecture. An opportunity for dialogue and exchanging ideas and thoughts on art, literature, design and science. Above all, an open door to all that is happening around us.

Milan has become, or rather is once again, a laboratory, a place where stimuli and energies converge from all sectors of society. In recent years, architecture changed the face of the city and new activities have been set up and are growing: technological, scientific, artistic and academic centres are enriching the city's fabric. The turmoil that is sweeping across Milan and is making it converse with the rest of the world has been inspiring us.

In the first period of activity we have linked our activities to the most important moments of Milan's cultural calendar, and so far we have proposed the solo exhibitions of the photographer Mario Frusca and of the artist Thomas Berra. We have hosted the installation by From Outer Space, a couple of young Italian designers during the Salone del Mobile 2018, and presented the book "Disegnare con gli alberi" by Marco Bay for Bookcity.



In 2019 we hosted the personal exhibition "Costruito ad Arte" of the photographer Andrea Martiradonna, in the occasion of the Art Week and the installation INSECURE, of Žan Kopal and Weixiao Shen, winner project of the first edition of our Milan Design Week Call for designers under 30.