

Design Week Milano: The third edition of space&interiors closes with a wide impact on visitors the Exhibition-Event, THE FUTURE OF LIVING AND THE PLANET OF THE FUTURE shined a light on finishings and solutions for living spaces in the world of architecture

With over 8,000 visitors from across the globe, the third edition of **space&interiors** came to a close. The exhibition-event dedicated to finishings and solutions for architecture was held from April 17-21, 2018 as part of Milan's Design Week. Over 80 international delegations, 150 journalists and a strong media presence active in social networks brought an outreach to more than 20,000 followers.

It was a singular, highly acclaimed event amidst a wide panorama featuring hundreds of events and initiatives all across Milan's Design Week.

Curiosity was stoked by the transformation of The Mall in Porta Nuova into a place for **space exploration – looking at the future of living spaces in outer space – on Mars**. Conceived by **Stefano Boeri Architetti**, the show brought visitors into **THE FUTURE OF LIVING AND THE PLANET OF THE FUTURE**.

Massimo Buccilli, President of **Made Eventi**, the operational arm of Gruppo FederlegnoArredo behind **space&interiors**, commented: *"The third edition closed with satisfaction and great interest in our window showcasing innovations for architectural finishings and solutions. Thanks to Stefano Boeri, our exhibition imagined Life on Mars; creating provocative environments guided by a voice that first led us into the science surrounding the Red Planet itself and incorporating film footage on it as well. Once inside, visitors heard from leading architects and visionaries whose presence were the pearl in the crown of the exhibition.*

An increasing number of visitors passed through the exhibition areas, totally immersed in the special atmosphere that was created in The Mall. There, they found solutions put forth by the leading lights in various fields as part of a truly unique journey, thanks to the guiding hand of Stefano Boeri Architetti."

"We invited a few select companies working in interior design to consider a far-off future, one that perhaps signified life on another planet. We created an immersive visitor experience while at the same time urging people to consider the real effects of climate change. It served as a catalyst setting off myriad unusual interactions resulting in a positive impact on ideas, projects and technical solutions," added **Stefano Boeri**.

The perimeter walls served as screens for 10 projections of future visions of life; unraveling new contexts for products and materials on display. It was an all-encompassing scene, thanks to the contribution of architect - videomakers **Giorgio Zangrandi** and **Davide Rapp**. Using film as their vehicle, they brought us to

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imagine a fully automated future and urban development on the Red Planet. The scenes created were the outcome of their own intense visual research of over 600 films, ultimately selecting 300 film clips that would bring each visitor to conquer Mars.

The event's theme brought architects of international fame together to offer their own visions: **Carlo Ratti** underscored the significance of research, while **Italo Rota** highlighted the importance of interior design on everyday life. Italian astronaut **Luca Parmitano** recounted a number of fascinating anecdotes about life in space, while designer **Valentina Sumini** offered her vision of the hotel of the future and **Jakob Lange** envisioned projects to make life habitable on the Red Planet.

Participating companies in the 2018 edition of **space&interiors** showcasing products and solutions were: BIANCHI LECCO, COMIECO, DICEWORLD, DIERRE, ENRICO CASSINA, ESSENZE ART STUDIO, FORNACI CALCE GRIGOLIN, GAROFOLI, GRAPHENSTONE, ITALSERRAMENTI, LAMITEX, MATTEO BRIONI, MOSAICO DIGITALE, NARDIN, ORAC DECOR, PHONOTAMBURATO - FLOEMA, OIKOS, OLI, RENOLIT, ROCKFON, SAPIENSTONE, SIMES, TESSITURA TELE METALLICHE ROSSI, TURATI BOISERIES, VELUX.

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