

FIBER ART SPOT

PIAZZA GINO VALLE | VIA BRUNELLI
MILANO DESIGN WEEK
05-10 SEPTEMBER 2021



CURATORSHIP.

Gabriella Anedi is an art historian, gallerist and curator with many publications to her credit in the field of ancient and twentieth century Art and Fiber Art. She has collaborated with various institutions including Pinacoteca di Brera, Museo Poldi Pezzoli, Gallerie d'Italia.

She has curated exhibitions in museum venues including Palazzo Reale in Milan, Villa Reale in Monza, Villa Manin and Fondazione Orestiadi. She has initiated an artistic exchange of European landscape artists, with internships in Liguria and exhibitions organised with the County of Levante.

FiberArtAnd was founded in 2008 with the aim of promoting the knowledge and dissemination of fiber art and artists who work exclusively or predominantly with flexible materials, natural and artificial fibers.

Directed by Gabriella Anedi, the activity is flanked by collaboration with public and private institutions, for the planning of events linked to the heritage and local textile traditions: since 2010, with "Muse Diffuse" in the area of Gressoney Saint-Jean and since 2013 in Rosignano Monferrato with the annual appointment of Contemporary Embroidery.

www.fiberartand.com
IG @fiberartand

**FIBER
ART
AND**



THE TEMPLES OF DESIGN.

On the occasion of Fuorisalone 2021, Alpha District proposes - to designers and companies - the Cathedrals: **pop-up exhibition booths** promoting projects and products for the entire duration of Design Week.

Under the curatorship of **Gabriella Anedi**, the cathedrals will take on a special earthy-toned livery and will host a specially selected collection of products.

From Piazza Gino Valle, the heart of Alpha District, this series of design temples will follow one another **along the pedestrian streets of the district**. Cattedrali will display a series of objects and projects that will be available to the public **24 hours a day**.

Inspired by Giorgio De Chirico's Italian squares, using shapes recalling typically Italian architectural concepts, these exhibition booths play with the idea of mystery and enigma, capturing the viewer's attention from afar with their color.

Approaching the cathedrals will create optical effects thanks to the succession of arches on all sides of the volume. Once closer, the different openings will reveal the precious content, allowing patrons to enjoy the projects at a glance.



OUTDOOR SPACE.

The **COVID-19** emergency has led to the gradual introduction of increasingly restrictive rules on the movement and activities of people. Those restrictive measures have serious, negative effects on social/economic and sports/cultural activities.

In the current phase, **for Alpha District, it is necessary to give impulse to designers and exhibitors** by allowing the carrying out of the activities planned for the upcoming Design Week by adopting all the measures to contain the contagion, and in particular, the maintenance of the correct social distancing, **using most of the outdoor spaces in the area as the location of the scheduled events**. Alpha District is the only design district in Milan to have **large urban spaces**: its **370.000 m²** and pedestrian paths orbiting around an urban park of **65,000 m²**. The district has all the potential to take full advantage of the opportunity to organize **exhibitions and events "en plein air"**.

In particular, **"Fiber Art Spot"** represent a **safe investment** for all companies and designers interested in not missing the opportunity to participate in the Milan Design Week 2021 when the restrictions regarding indoor spaces may vary. **The Cattedrali "Fiber Art Spot" will be exempt from the restrictions regarding opening hours and reduced access** as they will be placed on public land and appropriately spaced to allow safe use by the public. In particular, they will be positioned along the main pedestrian paths of the district and also will have the maximum accessibility to the public because they'll be available 24 hours a day.

To be located in the pedestrian area of the district - the epicentre of the district - **Cattedrali will have maximum accessibility to the public as they are available 24 hours a day**.

GINO VALLE TERRACE.

Thanks to Alpha District this impressive, **modern location** will become one of the main hubs of Fuorisalone 2021. Visitors will be guided by its dynamic shapes to identify the exhibition route that, starting from here, will cross Viale Serra through the futuristic walkway that connects the square to Via Brunelli until reaching the commercial area of Piazza Portello.



EXHIBITION.

The project involves the construction of a series of cathedrals located within the Gino Valle - via Brunelli path: a pedestrian area that laps the Alfa Romeo Industry Park and leads to the Piazza Portello shopping centre.

Strategically positioned at the pitches and crossroads of the pedestrian axis, the Cattedrali will offer the **highest level of inclusiveness**, giving anyone and without distinction the chance to run into the exhibition.

Each cathedral will provide all the information material necessary to entertain the public through analogue and digital media.



AD HOC.

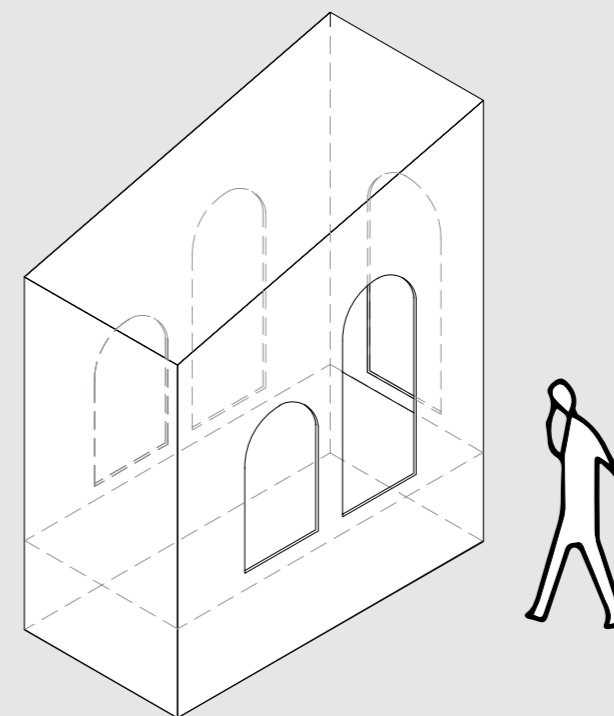
Cattedrali can be modified in size and colour to meet the exhibition needs of designers/brands.

The most requested customizations by exhibitors are:

- external colour modification (brand image colour)
- internal colour change
- addition of internal structure for hanging
- construction material modification
- windows modification
- coverage inclination modification
- additional custom graphics
- addition of information panels
- additional QR codes

FORO Studio, as a design studio, **will follow the executive project and the set up.**

Modifications not listed can be evaluated on request.



CATTEDRALE A

Dimensions: 2.50x1.25xH3m
Windows with 5mm thick tempered glass
Overall surface: 3.1mq

Each module is designed with a basic independent lighting system.

COMMUNICATION.



Alpha District, thanks to a **dedicated team**, offers consulting services for the **organization and production of events** within the district, evaluating solutions also looking at new social and digital scenarios.

Alpha District also has an integrated **network of communication tools** that aim to bring visibility through multiple channels.

The **website** is a hub for the retrieval of all the information regarding the district. Here - during the events - will also be available a **digital map** in which to find a list of the places of interest, exhibitions, temporary events and services present on the territory. At the same time, the **social media** channels - Instagram and Facebook - act as a sounding board for the website for the communication of all the most interesting contents.

Also, online, exhibitors and events, will be included in the **official Fuorisalone circuit** through the fuorisalone website.

As for the offline, institutional communication towards the Italian and foreign press will be lead by a **press office** that, not only has the task of promoting the district, but also to present the actors involved in exhibitions and events.

Eventually, **10.000 printed catalogues** will be released on the territory and can be found in the info points and in the venues of the main events.

FIBER ART AND BENEFIT

Selected designers who exhibit their products in the "Fiber Art Spot" cattedrali will also benefit of visibility on Fiber Art And's web and social channels.

Note: For exhibitors who choose the CATTEDRALE A option - not to be shared with other designers/ brands - an exclusive communication services plan will be provided.

GOALS.

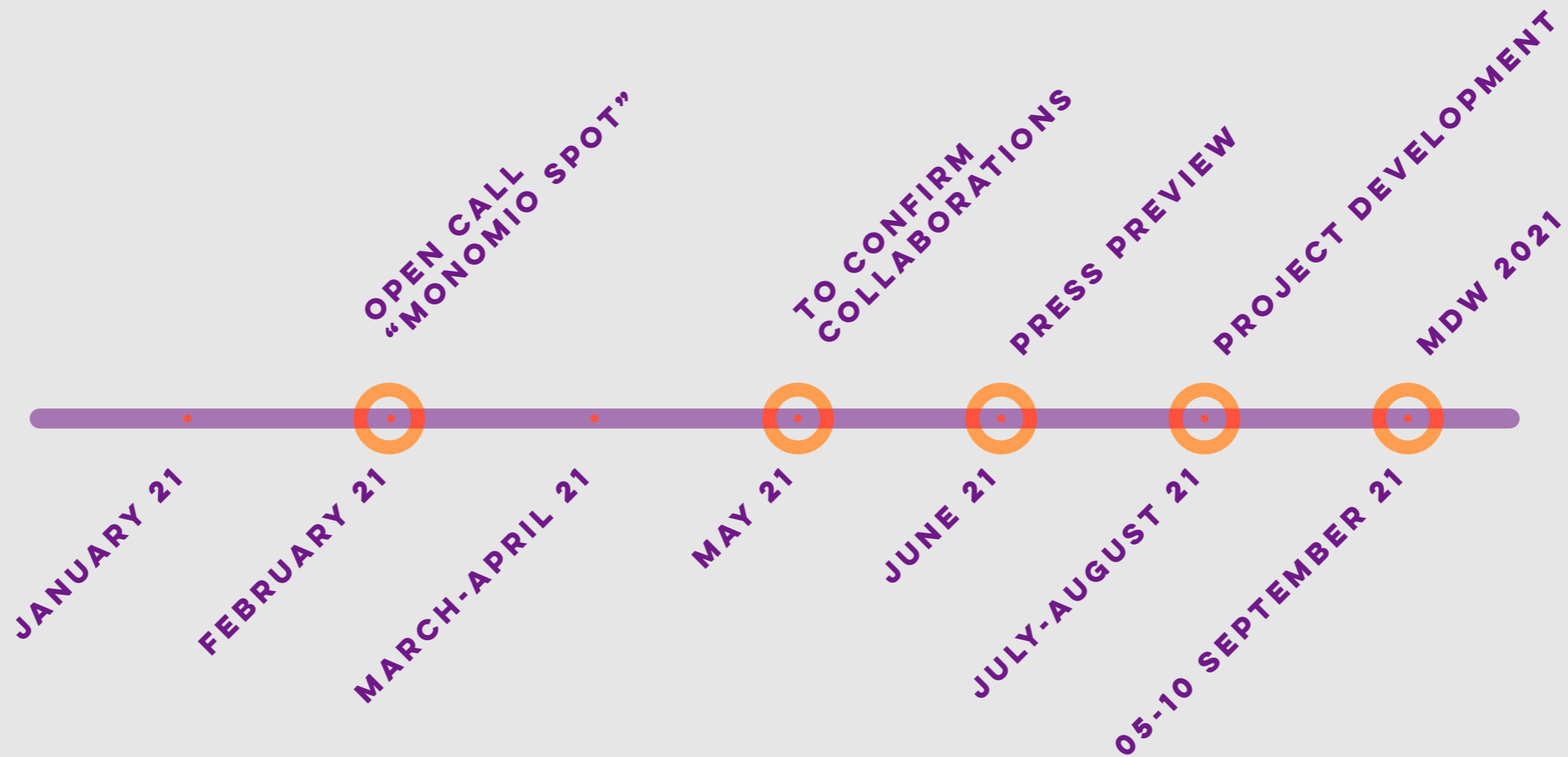
The goal of Alpha District is to create a **point of connection, sharing and culture through design** within the territory.

Alpha District is active in different areas and offers services not only dedicated to the area, but also to companies in terms of **strategic and creative consulting**.

With **Cattedrali** it intends to give a **widespread visibility to products and ideas** by inserting them directly into the renewed urban context that characterizes the district.

Through strategic projects of **integrated communication** on the **online and offline** sides, the event will be able to intercept and promote to a **wide and varied audience** that visits the city during the design week, besides of course to the audience directly present on the territory of the district.

TIMING.



TAKING PART.

Alpha District is open to companies and design insiders from all over the world, with customizable projects and partnerships based on individual needs.

EXHIBITOR

Company/Designer

For those creatives who want to take part as a display/designer and organize a dedicated event or exhibition.

JOIN NOW

To know the costs and the available variants foreseen for MONOMIO SPOT download the form in the "Call to Action" section on the website www.alphadistrict.it and follow the instructions in the file "**FIBER ART SPOT_Open Call for Alpha District_MDW2021.pdf**"

*For the FIBER ART SPOT project:
The possible exhibitors of the district are the brands and designers who want to tell their reality and/or production.*

EXECUTIVE

Sponsor and Main Sponsor

For all the realities that intend to promote their brand by following a targeted, strategic, operational and communication plan, with global visibility inside Alpha District.

JOIN NOW

To sponsor FIBER ART SPOT project or to plan a sponsorship tailored to your company contact us at info@alphadistrict.it by entering the reference "EXECUTIVE" in the subject.

*For the FIBER ART SPOT project:
Alpha District is looking for companies interested in promoting their brand by sponsoring the initiative, which operates in cultural contexts related to the world of design. The event is also suitable to receive sponsorship from institutions and foundations operating in the same contexts.*

OPERATIVE

Technical sponsor

For all the realities that want to join the district and its projects through different visibility options, providing services and products supporting the technical realization of the system Alpha District.

JOIN NOW

To know the different ways of collaboration, or to propose a partnership, please contact us at info@alphadistrict.it by entering the reference "OPERATIVE" in the subject.

*For the FIBER ART SPOT project:
Alpha District seeks companies and realities that want to take part as a technical partner, offering products/ services useful to the realization of the installation - such as prints, materials, signage or installation services - or products/services useful for the creation of events, such as catering, entertainment, cleaning, vigilance etc.*

OUR STRENGTH.

ALPHA DISTRICT

The **creative direction** is lead by **FORO Studio**, which will follow not only the curatorship of Alpha District but - thanks to its design approach and its multidisciplinary know-how - also the supervision of the installations presented, ensuring a **stylistic coherence to the project and aesthetics**.

For Alpha District, FORO Studio imagines a design that invites **interaction** and arouses **amazement** and **curiosity**, leaving to the audience the **interpretation of his message**.

FUORISALONE AND HOMI 2021

The **2021** edition will be a special edition of the Design Week because for the first time all the trade fairs will be open, even the biennial ones such as **Euroluca** and **Eurocucina**. Milan will be even more consecrated as the **design capital of the world** and will be a sure **pole of attraction** for the most influential players in the sector.

HOMI, the Lifestyle Exhibition, entirely dedicated to the world of the living and home decoration, lands to Alpha District and will take place in coincidence with the Salone del Mobile and the Milano Design Week. **From 5 to 8 September 2021 the Fieramilanocity and Mico facilities - facing Piazza Gino Valle - will host the event.**

DESIGN NETWORK

The **Fuorisalone** is a **crucial strategic period** for promotion, not only for companies operating in the furniture and design sector but for all the realities working in many related fields, including automotive, technology, telecommunications, art, fashion and food. These players generate a **business** that creates an **economic sector** of the total value of **350Mln € a week**.

PARTNERS.



CONTACTS.

ALPHA DISTRICT



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**CAN'T WAIT
TO MEET YOU.**