

VIENNA DESIGN WEEK

EXCURSION SALONE DEL MOBILE MILAN

Date: 8.-12. June 2022

Group size: min 5 max 10 people

HERE IS THE LINK FOR THE REGISTRATION

OUR OFFER

- Handout on site with programme tips and impulse questions
- Joint visits to exhibitions
- Visits to the studios of designers
- Daily end and sum up of the day

WHY ARE WE GOING TO SALONE DEL MOBILE MILAN

Salone del Mobile, the world's biggest and most important furniture fair, takes place the 60th time in 2022.

The fair takes place concurrently with Milan design week, which is the informal name for the fringe events that take place across the city, which are collectively known as the fuorisalone.

Salone del Mobile Milan, also referred to as Milan Furniture Fair, is the most influential exhibition of its kind. That is why the team of VIENNA DESIGN WEEK will visit its sister festival and offers the unique chance to come along to get an intimate glimpse into how design is changing our world.

The goals of this learning journey are primarily to get to know different ways of teaching design by means of examples. The topic of design can be viewed and addressed from different perspectives, and participants will get to know designers from a wide range of disciplines. In addition, they will learn how current, socially critical topics in the design field can be treated creatively and brought closer to the viewer.

One of the tasks of the participants will be to check whether the ambitious EU Greenddeal goals around the Salone del Mobile are achieved and whether there are design projects with this content.

ABOUT SALONE DEL MOBILE MILAN

Salone del Mobile Milan 2022 will be a special edition - the 60th anniversary of the design exhibition. It will feature the SaloneSatellite event for young designers and international design schools. With the furnishing sector undergoing a profound transformation, professionals will find the next Salone Internazionale del Mobile changed accordingly – more sustainable, inventive and open to the global community through its new application, podcasts and increased presence across all relevant social channels.

Italian and international brands of all sizes will present innovative design concepts and will launch new products in each of Salone del Mobile's three main categories. The emphasis of Classic will be on the timeless style and traditional furniture. Design will be dedicated to functional and novel objects, while xLux will blend together luxury items and contemporary style.

In 2022 Salone del Mobile Milan will focus on the reimagining of the domestic spaces, their recently emerged function as a working area and the design solutions which bring the much needed flexibility and versatility.

salonemilano.it/en

VIENNA DESIGN WEEK

ABOUT VIENNA DESIGN WEEK

VIENNA DESIGN WEEK is Austria's largest curated design festival and has been taking place in Vienna since 2007. Recently it welcomed over 40,000 visitors to around 200 events per year.

VIENNA DESIGN WEEK 2022 will take place from 16th to 25th of September.

During ten days in autumn VIENNA DESIGN WEEK proves that Vienna is a "City Full of Design". Overlooked corners of the city turn into stages for design, both critical and playful approaches, entry-level communication and professional discourse explore new perspectives on the objects around us and design as well as manufacturing processes are revealed often in experimental ways specific to their location.

The multifaceted output that product, furniture and industrial design, architecture, graphic design and social design as well as experimental and increasingly digital positions produce and that is the mark of quality of the Viennese and Austrian design scene is at the heart of VIENNA DESIGN WEEK. The festival aims to internationally connect this local potential which is something that clearly shows in its programme.

In addition to the festival formats such as Passionswege, Stadtarbeit, Laboratory/Graphics, Debut and Urban Food & Design, VIENNA DESIGN WEEK focuses on annually changing topics and their implications for design. Another crucial addition are the contributions organised by the numerous Programme Partners. Finally, celebration and informal networking find their due place in the festival.

The VIENNA DESIGN WEEK was founded by Lilli Hollein, Tulga Beyerle and Thomas Geisler. Gabriel Roland has been the festival's director since 2021. He works on the conception and implementation of the festival together with a team that is made up of different fields of knowledge and diverse approaches to design. In addition, the work at the VIENNA DESIGN WEEK relies on a strong network of people involved.

viennadesignweek.at/en

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