

MDW24 _MILAN DESIGN WEEK 2024 | FUORI SALONE

CRAFTING DIALOGUES

Public meetings, design exhibitions and installations
to bring handicraft, stories and knowledge into dialogue

15th ————— 21st
april 2024

At:

Stecca3, sociocultural hybrid space

Via Gaetano De Castilla, 26 - 20124 Milano (I)

edited by:

Temporioso, srl

MDW24 _MILAN DESIGN WEEK 2024 |
FUORI SALONE at Stecca3

15th April, monday | 6 pm

CRAFTING DIALOGUE #01 OPENING and storytelling of designers, Institutions

On Stecca3 staircase facing the BAM park, the **Stecca3** curators in collaboration with **Isola design Group** will welcome you with the designers, institutions and associations and will explain the **Crafting Dialogues** projects.

Followed by a guided tour with: **Constructlab**, **Collective Works** (NL), **IAAD**_ Istituto di Arte Applicata e Design, **Accademia Italiana** in collaboration with **Fercam Echo Lab**, **ISIA Urbino**, **Nieuwe Instituut**, Rotterdam (NL), **Stecca3**, **Temporioso** in collaboration with **BRICHECO**, **+BC**, **Lidi Bus** (NL), **Giulio Iacchetti** and **Matteo Ragni** designers.

Institutional greetings:

Dewi Van de Weerd_ Ambassador for International Cultural Cooperation of the Kingdom of the Netherlands

Mascha Baak, Consul General of the Netherlands in Milan

Sharvin Ramjan_ Creative Industries Fund NL. Stimuleringsfonds Creatieve Industrie (NL)

Anita Pirovano_ president of Municipio 9, Municipality of Milan

Isabella Inti_ president Stecca3

Francesca Colombo_ Director BAM, Biblioteca degli Alberi Park

16th April, tuesday | 6 pm

CRAFTING DIALOGUE #02 NEW STORE, towards alternative forms of exchange

Alessia Cappello_ Councillor for Economic Development and Labor Policies, Design and Fashion- Municipality of Milan

Aric Chen_director Nieuwe Instituut, Rotterdam (NL)

Francien van Westrenen_head of AgencyNieuwe Instituut, Rotterdam

Martijn van der Mark_Policy Advisor Creative Industry & Media, Municipality of Rotterdam (NL)

Matteo Poli_ Faculty of Architecture Politecnico di Milano

Syb Groeneveld_ Executive Director, Creative Industries Fund NL. Stimuleringsfonds Creatieve Industrie (NL)

Piervito Antoniazzi_ DUC Isola, District of Commerce Isola

Peter Zuiderwijk_Constructlab, Collective Works (NL)

Introduction and moderation: **Isabella Inti**_Stecca3, Temporioso

17th April, wednesday | 6 pm

CRAFTING DIALOGUE #03 MAJOR EVENTS and LOCAL LEGACY

Luca Velo_ IUAV University of Venice

Nadia Troeman_Nieuwe Instituut, Rotterdam (NL)

Zachary Jones_ Faculty of Architecture Politecnico di Milano

Mattia Cherubini_ Lineculture (BS23 former Italian Capital of Culture)

Giulia Cantaluppi_Temporioso

Alex Römer_Constructlab, Transnational Network engaging with Communities through Architecture and Design (D)

Rete Spazi Ibridi Socioculturali

Introduction and moderation:

Isabella Inti_ Stecca3, Faculty of Architecture Politecnico di Milano

18th April, thursday | 6 pm

CRAFTING DIALOGUE #04 KIOSK of RECIPROCITY, which Economy of proximity?

Syb Groeneveld_ Executive Director, Creative Industries Fund NL. Stimuleringsfonds Creatieve Industrie (NL)

Alex Römer_Constructlab, Transnational Network engaging with Communities through Architecture and Design (D)

Peter Zuiderwijk_Constructlab, Collective Works (NL)

Giulia Cantaluppi_ Temporioso

Roberta Mastropirro_ Stecca3

Ellen Zoete_Nieuwe Instituut, Rotterdam

Antonella Bruzzese_Politecnico di Milano, M-US-T Master Temporary Uses

Rete Spazi Ibridi Socioculturali

Introduction and moderation:

Isabella Inti_ Politecnico di Milano, M-US-T Master Temporary Uses

+ special aperitif

CRAFTING DIALOGUES?

The current international geopolitical context of conflicts, political, economic, social, environmental uncertainties and the new fragilities, especially in terms of affordable housing and working conditions, in Milan, present us with necessary choices and changes. **Building new devices to dialogue, find synergies and carry out collaborative projects**, but also to fight and protest in the most diverse forms (demonstrations, solidarity bicycle rides, sit-ins and occupation camps...). **Crafting Dialogues gives space to new design tools and critical and collective action.**

At Stecca3 we are pleased again this year to welcome and give space and visibility to these critical issues and craft new project and conversation opportunities with designers, artisans, architects, journalists, curators and experts, local, Italian and international Institutions.

What will we discuss about?

Experimenting pop-up shops, where you can test **alternative forms of exchange**, but also rediscover neighborhood shops and a proximity economy.

Are we truly facing a new model based on the revitalization of the local economic fabric through **neighborhood relations and social and environmental relationships**, which also revolve around small businesses and local products?

On **which vision and economic models is the city based?** Can international competition and attractiveness be based on **major events** such as the Salone del Mobile, Biennials, Triennials or future Olympic Games? What is the **legacy and impact on local communities?**

Will we talk about it with experts, institutions and activists. **Shall we try to dialogue and build collaborative projects?**

In Milan the **proximity economy** is also a collaborative economy when it also includes **hybrid socio-cultural spaces**, managed by associations and cultural entrepreneurs that provide self-organised services to the neighbourhoods, subsidiary but not substitutes for municipal services. You are all invited to the Crafting dialogues!

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CRAFTING DIALOGUES is the public program of talks, exhibitions and installations of artisan design curated by Stecca3, hybrid space and socio-cultural centre, as part of the Isola Design District for Fuori Salone 2024.

In collaboration with **Nieuwe Instituut Rotterdam, IAAD**. Institute of Applied Art and Design, **Accademia Italiana, SAE Institut, ISIA Urbino**, cultural partners **Constructlab, Collective Works (NL), Temporiuso**, technical partners such as **BRICHCO** social carpentry, **FERCAM Echo Lab, +bc ciclofficina, Mirror**, the participation of designers Italian and international such as **Giulio Iacchetti and Matteo Ragni, Lidi Bus (NL)**, with the contribution of **Regione Lombardia**, the contribution of **Stimuleringsfonds** and the support of the **Dutch Consulate in Milan**.