

## 62<sup>nd</sup> Salone del Mobile.Milano Design Kiosk goes to Piazza della Scala

*A new project dedicated to learning and knowledge is further expanding the cultural breadth of the Salone del Mobile, reinforcing the ties between the event and Milan. A programme of meetings will transform the Design Kiosk, making it an unmissable opportunity for connection and direct dialogue between established and emerging designers and a curious, passionate public.*

As well as the Welcome Project, set up in various focal points around the city, providing a dedicated service to people passing through Milan, the Salone del Mobile.Milano was extremely keen to establish another presence in a strategic position in the city, to further underpin its ties to the design culture and community and its synergy with Milan, a global crossroads of design.

**Designed by DWA-Design Studio**, the Design Kiosk will be open every day (except for Friday 12<sup>th</sup> April), in Piazza della Scala, in the heart of the city, between 10am and 7pm from 8<sup>th</sup> to 21<sup>st</sup> April. The project was conceived in collaboration with Interbrand, and is designed to promote and amplify in time and space the role of the event as a destination of excellence for the entire design community, 365 days a year.

Highly technologically innovative and **made from sustainable materials**, the kiosk is designed to be dismantled and reused and is an interactive tool – hosting presentations and conversations directly involving many designers – capable of communicating the values of which the Salone is a mouthpiece. The authors include Piero Lissoni, Stefano Boeri, Parasite 2.0, Cino Zucchi and Luca Nichetto. Curated by Corraini Edizioni, the editorial selection includes new publications, second-hand books (for collectors), a selection of international design and lifestyle magazines and Salone del Mobile.Milano publications.

### **Programme Design Kiosk**

Piazza della Scala

**Thursday 11<sup>th</sup> April**

6.00 pm

**A conversation with Stefano Boeri**

**Saturday 13<sup>th</sup> April**

6.00 pm

**A conversation with Piero Lissoni**

**Monday 15<sup>th</sup> April**

6.00 pm

**A conversation with Luca Nichetto**



**Wednesday 17<sup>th</sup> April**

6.30 pm

**Collective keywords, collective books. Parasite 2.0 with Alessio D'Ellena, Lukas Feireiss, Matylda Krzykowski and Jerszy Seymour**

**Saturday 20<sup>th</sup> April**

6.30 pm

**A conversation with Cino Zucchi**

The programme is being finalised: further dates will be announced in the coming days. In case of bad weather, the meetings will be postponed.

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