

VARESE DESIGN WEEK “BEYOND DESIGN” 7 – 13 April 2017

After the successful first edition in 2016, Varese Design Week will be back from 7th to 13th April 2017.

The Varese Design Week 2016 theme was neuroscience. Designer-object and user-object relationships were analysed, studying the rules underlying the different stages, from ideation to purchase, and how senses, emotions, spaces and experiences are involved.

Wareseable Association with Varese Design Week 2017 wants to continue the exploration of these boundary themes, observing and investigating “behind the scenes” of design, everything which is behind the object we all see and judge, studying in deep the heuristic aspect of the project, the sketch, the idea and the inspiration, analysing also themes connected to marketing, production, prototyping and patents, with the support of scholars, designers and institutions through workshops and debates.

The date of Varese Design Week 2017, which coincides with some days of Salone del Mobile and Fuorisalone of Milan, has been chosen with the aim of connecting the city of Varese to national and international realities, also proposing it as a **tourist destination for visitors and insiders** who happen to be already staying in the area for one of the most important events of the sector, which every year attracts about three hundred thousand visitors.

Interaction with other environments and cultures, on **themes related to the world of design**, will involve in the first place local and economic realities of the city.

- **The epicentre of the event will be the city centre, including Piazza Repubblica, and will actively involve the commercial businesses of the city. However the event will also extend to other locations of the territory, including the peripheral zones and quarters, seeking a global systemic approach to urban belonging.**
- **Comerio** - Villa Tatti Talacchini Park – Music Park
- **Besozzo** - formerly Sonnino Blanket Factory

The program also features a guided visit to **Rossi di Albizzate Company’s Museum Area** “*the long soft line since 1935*”, which is the pride of Varese as well as one of the greatest Italian design brands in the world.

Honorary president of the event will be **MARCELLO MORANDINI** architect, designer and sculptor; among the various personalities involved there will be **MAURO PORCINI**, **Chief Design Officer of PepsiCo**, one of the most well known Italian managers and esteemed designer.

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In consideration of Varese's vocation as Garden City of Italy there will be a section dedicated to **GREEN DESIGN**.

Giorgio Caporaso, renowned Varese architect, who has won important awards, has been dealing for many years with the themes of **sustainable architecture** with a sensibility oriented towards environment and urban green presence through an autonomous research path in the field of design and **ecodesign**.

Designers and companies will be invited to participate in a **COMPETITION OF IDEAS** for realizing a bench. The goal is to revitalize some outdoor areas of the city.

The Competition draws inspiration from the book *"Sulla panchina. Percorsi dello sguardo nei giardini e nell'arte"* by Michael Jakob (Einaudi).

The Competition is sponsored by **Openjobmetis** that has been supporting worthy activities in the territory for many years and by **Faberlab – Confartigianato**.

*"Innovation, creativity, desire to put oneself on the line: all this goes hand in hand with **Openjobmetis** - explains **Rosario Rasizza**, Managing Director of the first and only Employment Agency currently listed on Italian Stock Exchange – for this reason we have decided to support this wonderful initiative. Openjobmetis is specialised in valorising the talent of the thousands of people who turn to us every day seeking employment and Varese Design Week represents the ideal setting where our social identity can converge. We are convinced that an event of such breadth will be successful in involving and enthralling a city and a province where, we are proud to say, we were born and that deserves to have the right chances to be second to none as far as inventiveness and culture are concerned."*

Faberlab- Confartigianato, besides contributing actively to the event communication through its means and spaces, as technical sponsor will print in 3D ten projects sent by ten designers and will manage the production and realization of the bench which will win the competition.

As in the first edition, the aim of this event is to **INVOLVE VARIOUS PROFESSIONAL FIGURES**, such as architects, designers, scholars, writers, musicians, artists, companies, but also the students of **Liceo Artistico Frattini**, the true motor of a generation that has to look ahead, towards progress and technology.

Everyone, thanks to their competence and professionalism, will have the opportunity to dialogue and expose the theme through stories and direct testimonies, with the aim of communicating these disciplines to noninsiders, to interested, curious and sensitive citizens, to **retailers, restoration and hotel operators of the territory**, involving them with conferences, debates, as well as entertaining and *friendly* events, thus incentivising, through this project, **the city's tourist vocation**.



The program includes art installations, projects which will actually involve the citizens: **Fuorilingua**, where “artistic tongues” of free interpretation will be realized, and **Dreaming Jeans**, a collective art performance, which has become itinerating, almost a social experiment.

Cinema too will intermingle with Design. In cooperation with *Living is life* magazine and **Giulio Rossini**, the director of **Filmstudio** and **Cinema Nuovo**, the final evening of Varese Design Week, on 13th April, will feature, at 9.00 p.m. at **Cinema Teatro Nuovo**, the projection of the cult movie “**Mon oncle**” by **Jacques Tati** and the documentary “**Pierluigi Ghianda, l’uomo che firma il legno**”, presented by his daughter Marialuisa, direct witness of the ebonist who was so thoroughly appreciated by international designers, and whose works were shown in 2016 in a great exhibition in the Villa Reale of Monza, in cooperation with the Triennale of Milan, and in a prestigious exhibition in Tokyo.

The strength of this initiative is its capacity of **NETWORKING**.

The significance of the values of sharing, collaboration and cooperation will foster important connections with other local realities and other national and international design weeks such as Catanzaro Design Week (www.catanzarodesignweek.com), Venice Design Week (www.venicedesignweek.com), Czech Design Week in Czech Republic (www.czechdesignweek.cz), resulting in a great exchange of visibility, and especially important cultural exchanges.

