

Productivity

WIDE STREETS, BROAD VIEWS

The ventures of Ventura Lambrate

You don't have to be Hannibal Lecter to appreciate that a gut feeling goes well with a trained eye. And for Margo Konings and Margriet Vollenberg of the self-explanatory Organisation in Design, this mix of intuition and experience is a way of making sure that Ventura Lambrate - the project they launched in Milan during the FuoriSalone in 2010 - stays on course. Ventura Lambrate brings together a broad, global selection of design from creative brands, schools, collectives, individual designer-makers and galleries. Taking advantage of its locations' former industrial past and existing links to the Milan design and art communities, as well as the district's ongoing transformation as an area for contemporary creativity, familiar and fledging designers alike get both the warehouse and gallery treatment.

In terms of statistics, this year's inclusion of 90 exhibitions represents a more than tripling since the first outing. But it's not just about packing-in the numbers; this growth is also reflected in the amount of exhibition space. For Konings, unlocking the potential of the district's industrial heritage gives Ventura Lambrate an edge when it comes to space and pace: "The streets are wider and there is more green and open space than in other areas during Design Week. Furthermore, it is really important for us to give each exhibition the space it deserves; so as not to fill up every square metre, but to leave enough room for exhibitors to breathe, for the public to view the exhibitions and the works freely...and for the exhibitors to be able to speak with the public in a [less hectic] atmosphere."

1. BACK HOME

Antonio Arico

Antonio Arico has made powerful furniture pieces with a retro feel, following his philosophy and personality: work and fun. www.antonioarico.com

2. REDEFINING THE SELF

Charlotte Wagemaker

What is a photo? Where does design start? What is the essence of communication? How do I relate my design? www.charlottewagemaker.com

3. JAMIE HAYON

New designs for Kddi, Orolog, Se London, Bosa, Choemon, & Tradition www.hayonstudio.com

4. BOMBUS SIDETABLES

Studio WM

A family of side tables inspired by beetles. Three individual characters with their own size and purpose. Placed below each other they form a small cabinet. Each table consists of tapered legs that supports its body. www.wendymaarten.com



Margo Konings & Margriet Vollenberg
Photo: Claudio Grassi, courtesy Organisation in Design

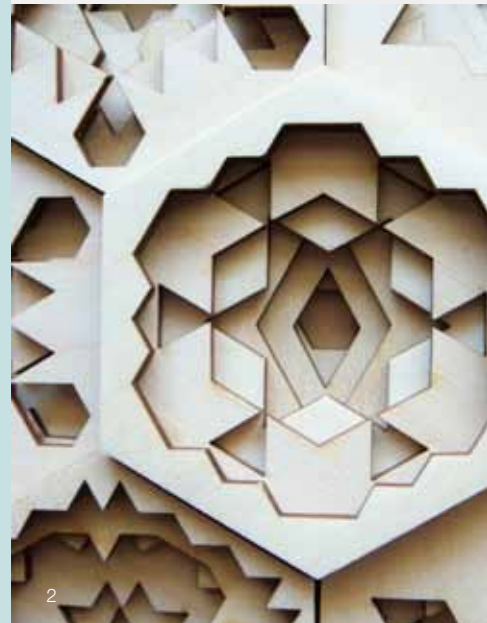
The 2012 edition of Ventura Lambrate features experimental selections in Ventura Lab and Ventura Runway, alongside individual presentations from the likes of Jaime Hayon and overviews from Chi Ha Paura...?, and from its own collection of works by the Campana Brothers, Gijs Bakker, Konstantin Grcic, Studio Job, Marc Newson and Marcel Wanders, and others. Elsewhere, the Royal College of Art's Design Products programme presents work by art and design students in the exhibition Paradise, and in its mission to highlight the people 'who take things that are no longer being used and instead of throwing them into the great Pacific garbage patch make something beautiful, clever and useful', the Supercycler's show, SOS (Supercycle Our Souls), includes examples from Dutch, German and Australian designers. With such disparate projects, looking for a common thread may be like chasing fool's gold, but Konings' design antennae are attuned to "a world where globalisation makes it just as easy to find inspiration on the other side of the universe as it is closer to home... We notice that contemporary designers are embracing the resourcefulness and efficiency of nature and its natural processes, while also displaying an amazing capability to use technology and reinvent forgotten techniques."

Another crucial factor has also made its presence felt here: money. As Konings explains: "... this year we really felt the influence the 'crisis' is having on the design world; budgets being taken away or cut completely. But it is also exactly this challenge that has led us to believe that we have been able to create the best VL so far; we have been allowed to host many more new, unexpected, conceptual exhibitions alongside the more established names." And a tightening of purses has not restricted the concept's ability to travel, with Ventura Berlin making its debut last October at the Qubique trade show and a similar partnership to be unveiled at the Interieur Design Biennial in Belgium later this year.

www.venturaprojects.com



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1. COLLECTION 2

A E C and guests

A C E is a furniture company based in Lausanne that focuses on quality furniture made out of wood. They worked closely with Swiss and foreign designers on small objects for daily use. www.a-c-e.ch

2. SPIDERFARM

Thomas Maincent

The Chinese have done it for thousands of years, carefully cultivating silk worms for silk. Now, Thomas Maincent's Spider Farm concept creates a 'bio-factory' for the magnificent golden silk of the Madagascar silk spiders, which is elastic and five times stronger than steel. www.z33.be

3. WITH MOVEMENT

Laikingland

A creative label whose fundamental theme is movement. Each year, kinetic objects are developed collaboratively with invited artists and designers. This exhibition acknowledges both the objects and the collaborative process. www.laikingland.co.uk

4. BALADI

Galia Tammuz

Extruded stainless steel cutlery inspired by local culture. Galia is a member of TLV Express, a collective of six young Israeli designers. www.tlv-express.com

5. WWW

Victor Matic

Part of the Vertigini show by the University of Bolzana, Art and Design faculty. www.unibz.it

6. CLOUD

Anna & Marek Lorens

Modular table whose unusual structure reminds us of a honeycomb. www.lorenslorens.pl

7. BLUB

Fermetti

Made in natural oak, Blub lights are handcrafted in the laboratory. www.atelierbelge.eu

8. COLLABORATORY PROJECT

AAAD

The Collaboratory Project presents the 'industrial face' of the AAAD in Prague - evaluating the social and technical challenges of collaborating with industry partners, accompanied by the resulting projects and final products. www.vsup.cz

9. UNBEARABLE

Arpa Pelidesign

Champagne cooler.

Productivity

1. COLLECTION 5060

Iconic Indoors

Iconic Indoors is a small design practice for unique furniture objects and exclusive interiors that wishes to generate a greater awareness of glass crafts by isolating them from their context.
www.iconicindoors.com

2. FAT WILLI

Nino & Svenja

Like Karl the Nerd and Smart Tim, Fat Willi is your new storage friend.
www.svenjadiemmann.com

3. SEE ME

Iris Nieuwenburg

Glass mirror in silver.
www.chihapaura.com

4. GOODS & BADS

Dante

Part of the Dante collection.
www.dante.lu

5. MARAMALDO

Michele De Lucchi

Part of the 'Sapete com'è' collection at the Design Gallery.
www.designgallerymilano.com

6. PUBLIC HOUSE

Lee Broom

www.leebroom.com

7. PLASTIC CERAMICS

Pili Wu for Han Gallery

In eggshell porcelain.
www.hangallery.net

8/9. NENDOO & CONCA

Rosenthal and Sambonet present a preview of a collection designed by Gio Ponti that includes a table concept by Metz & Kindler.
www.rosenthal.de
www.sambonet.it

10. TEATIME

Maastricht Academy of Fine Arts and Design

A selection of works in which the interaction between producer and designer is of great relevance.
www.abkmaastricht.nl



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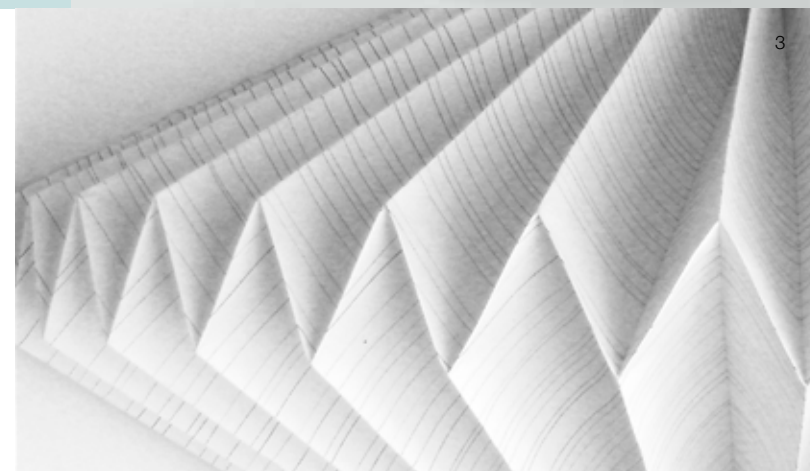
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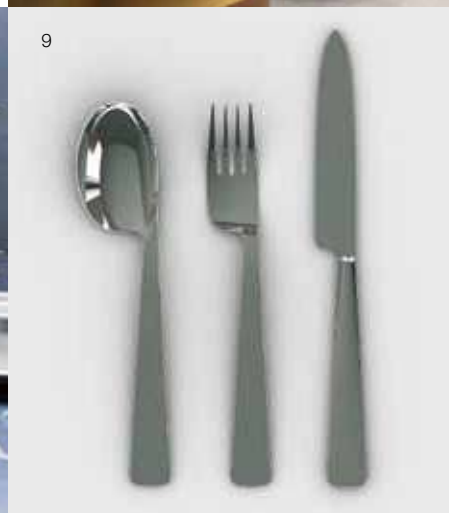
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1. DESIGN BONANZA

Bezalel academy for art and design

The term 'bonanza' expresses the alchemic moment when a new idea is born, the discovery of a treasure. The exhibition presents the mining process of new ideas, like a golden artery within familiar patterns, an opportunity within the material or object.
www.designbonanza.weebly.com

2. MAKE & MOLD

Ruther De Regt

Furniture series made from recycled plastic.
www.rutgerderegt.com

3. PAPER PLANET

Hettler Tüllmann

Paper sheets become voluminous through folding and twisting.
www.hettlertullmann.com

4. PARADISE

Royal College of Art

Paradise includes art work, furniture, product design and conceptual pieces by students from across the College's programmes, selected by Tord Boontje.
www.rca.ac.uk

5. OPPOSITES ATTRACT

Sander Muller

Our mind is capable of passing beyond the dividing line we have drawn for it. Beyond the pairs of opposites of which the world consists, other, new insights begin.
www.sandermulder.com

6. GUDPAKA LAMP

gt2P

Merging digital and traditional (in its manufacturing process), the global and the local (in its design process), vegetable and animal (in its appearance), smooth shapes and flat faces (in its geometry), northern and southern (in the Chilean materials used).
www.gt2p.com

7. UHRTOPIE

Nino & Svenja

A set of clocks showing new time formats based on personal feelings.
www.svenjadiemmann.com

8. GRAVITY STOOL

Jolan Van Der Wiel

The Gravity Stool thanks its unique shape to the cooperation between magnetic fields and the power of gravity. Live demonstrations show a dialogue with a natural phenomenon and reveal a new handcraft. This project won the Interior Innovation Award for Young Talent 2012.
www.jolanvanderwiel.com
www.enostudio.net

Productivity

1. HAPPY MISFITS
Ruiger De Regt
www.rutgerderegt.com



2. WWII
Atelier Van Lieshout
The huge blue cannon celebrates 12.5 years of collaboration between Atelier Van Lieshout & Hans Lensvelt.
www.lensvelt.nl



3. FURNITURE PAN
Sapore dei Mobili
Sapore dei Mobili was born to reflect on the velocity of the contemporary furniture industry.
www.saporedimobili.com



4. ROOD
Design: rENs
www.madebyrens.nl



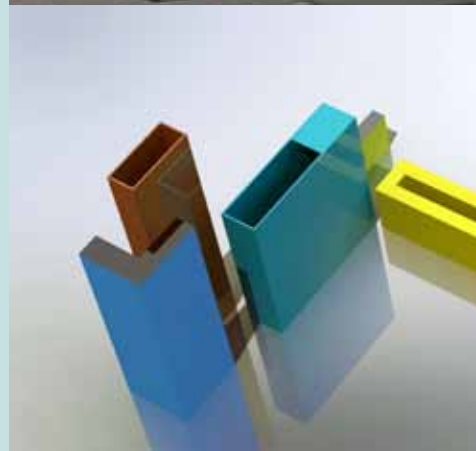
5. TEMPORARY TREES
MU, Raw Color & Studio MKGK
www.mu.nl



6. MAJORTOM
Jack Brandsma
Presented at Plusdesign Gallery.
www.jackbrandsma.com



7. ARTETURA
Design Centrum Kielce
By designing 3D objects from flat ceramic tiles, this project expands the product's potential utilisation.
www.dckielce.com



8. GEOMETRIC VARIATIONS
Cynthia Viale
Combinable geometric lattices leave the design process open to an active and shareable experience.
www.cynthiaviale.com



9. OUTSIDE IN
Zuzunaga
Knitted blankets, rugs, plus two new collaborations with Teixidors and Danskina.
www.zuzunaga.com



10. WEEKEND
Oxyo & Made In Design
www.oxyo.fr
www.madeindesign.com



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www.DAMNmagazine.net