



Disegno di Paolo Ulian

GOODESIGN2013

BEST
bello equo sostenibile
UP 

circolo per la promozione
dell'abitare sostenibile



CASCINA
CUCCAGNA

Milan, January 2013

Exhibitor proposal

“GOODESIGN in Cuccagna” 2nd edition – Fringe event of the 2013 International Furniture Exhibition

Co-ordinated by Best Up/Circuit, promoting sustainable living with Cascina Cuccagna

The Cascina Cuccagna farmhouse located in the central Porta Romana district, will host the second edition of Goodesign, which will take place in **Milan from the 9th to the 14th of April 2013**, as a fringe event part of the ‘Fuori Salone’, to the International Furniture Exhibition.

The values upheld by Goodesign are those which Best Up/Circuit, promoting sustainable living (**bestup.it**) has in common with Cascina Cuccagna (**cuccagna.org**), the most urban farmhouse on the Milan territory. The farmhouse acts as a hub for citizens by hosting cultural and community events. Forms of beauty, well-being, fairness, social and environmental responsibility, innovation, active participation and respect for the common good are the values that guide the activities of the two partners.

The numbers of the first edition (16th to 22nd April 2012) were outstanding and Cascina Cuccagna has become a cult destination attracting a huge audience and creating a vibe. The customary drumbeat of the press, experts and visitors, during the Milan Design Week gave rise to an endless flow of well-informed and inquisitive visitors.

The whole complex of the seventeenth century farmhouse, which underwent painstaking restoration and conservation works directed by the Studio Dezzi Bardeschi, was open to the public in all its splendour. Its rooms were the backdrop to fifty exhibitors, including designers, small to medium enterprises, research centres, independent producers and associations

Photographs, videos and press releases are available on the website goodesignfuorisalone2012.tumblr.com



(Photo by Fabrizio Cicconi)

- The synergy with the exceptional bar and restaurant ‘un posto a Milano’ (unpostoamilano.it), with the new hostel, with the Campagna Amica food stall, the courtyards, the garden and the vegetable plot, all contribute to make GOODESIGN in Cuccagna the most unique and desirable location. Exhibitors participating in Goodesign 2013, will be able to take advantage of the special packages offered by ‘Un posto a Milano’ regarding their daily food and beverages, together with the organization of small or large events.
- Logistics, communication, press office, press conferences, signage, maps and postcards and promotional activities during Design Week will be coordinated by Best Up and Cascina Cuccagna.
- For the GOODESIGN 2013 edition, the event will have its own dedicated web-portal.
- Set up and staging will take place on the 7th and 8th of April; dismantling on the 15th of April



Some numbers of the 2012 edition:

18,000 visitors; **100** journalists from national and international press; **14,000** viewings of the goodesignfuorisalone2012.tumblr.com website; **50** exhibitors including companies and designers; **20** workshop and themed events ranging from green building to sustainable mobility; **10,000** copies distributed of the Map/Newsletter focusing on the Goodesign theme; **10** videos shot by various broadcasters.

ATTACHMENTS:

- 1) Cascina Cuccagna: its location and how to reach it
- 2) ground floor and first floor layout and prices
- 3) photographs of Cascina Cuccagna, of the “un posto a Milano” bar-restaurant and of the hostel

For further information and visiting by appointment:

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HOW TO REACH US:



Cascina Cuccagna

The places: ground floor



Cascina Cuccagna

The places: first floor



