

GOODDESIGN 2013

LAVORARE BENE / ABITARE MEGLIO



A COLLECTIVE GROUPING OF INTERNATIONAL SOCIAL ENVIRONMENTAL DESIGN

A project of Best Up with Cascina Cuccagna

Responsible design, which we call **GOODDESIGN**, is an essential tool for improving skills and resources, and for creating harmony - through beauty - between individual well-being and the common good. "WORK WELL, LIVE BETTER" means that there is a close and important relationship between working well and living well: the first of the two deals with and tries to improve people, places and culture; the second is directly linked to justice, social cohesion and respect for the environment. All these factors are interlinked and produce efficient, effective and practical results. Spreading good models, providing examples, promoting meetings and relationships is necessary: this is why Goodesign was created for 2012, a collective grouping of creative professionals and businesses, and this is why we are repeating the experience in 2013 and enriching it with new stimuli. Concept Clara Mantica and Giuliana Zoppis - Best Up with Giovanna Fra

Best Up

Best Up is the first circuit for the promotion of sustainable living, created by Giuliana Zoppis and Clara Mantica in 2006. Today it is a non-profit organization that acts as a "bridge" between businesses, designers, associations, organizations and schools. Accessibility and appreciation of skills, and know-how, ethics in relationships, solidarity, sobriety and sustainable life-styles are the values to which Best Up aspires in its relations with all the various interlocutors it comes into contact with, and in the following of its mission. www.bestup.it

Partner/Cascina Cuccagna

After years of abandon, and thanks to an important restoration initiative, the Cascina Cuccagna (in Milan since 1695) is once more open to the city to welcome and support creativity, the desire to participate and express civic duty on the part of individuals, groups and associations. Shared vegetable gardens, restaurants and bars, agricultural workshops, facilities for children and families, a bicycle workshop, hostel, farm shops, and open spaces for events and projects go to make the Cascina Cuccagna a centre for initiatives and community participation able to bring the country back into the heart of the city and offer a new way of living urban spaces. www.cuccagna.org

The event

Inauguration

8th of April at 10 am

Opening times

Thursday 9 April - Friday 12 April _ from 10 am to 10 pm

Saturday 13 April - Sunday 14 April _ from 11 am to 11 pm

How to find us

metro_ M3 (MACIACHINI - S.DONATO), stop Lodi

tram_ 9, fermata Porta Romana

autobus_ 90, 91, 92, stop Viale Umbria/Via Muratori

GOODDESIGN 2013

LAVORARE BENE / ABITARE MEGLIO

**BEST
UP**
bello equo sostenibile

 CASCINA
CUCCAGNA

SHOWS AND EVENTS

Made for goodesign2013

L'ESSENZA E L'ECCESSO - Paolo Ulian/Effegieffe/Corraini

DESIGN COME STRUMENTO DI SVILUPPO - Integral Studio Vinaccia/Nemes

COACH - LEFTOVER/Studio 427

WHO'S OUT IS OUT / WHO'S IN IS IN - MUST Gallery (Alessandro Ciffo, Andrea Salvetti e Dum Dum)

VAGABONDABLU - Sabina Belfiore Lucovich

LA NATURA DELLE COSE - No Curves per tesa®

EXHIBITORS

Izzurba, Arch'es/Oikos/Ofelia, Architetti Ambulanti Associati, Atelier dell'innovazione/Adi/Fsc, Caporaso Ecodesign Collection, C-Fabrick, Civette sul Comò, Cotton & Wood, De Mura, Degni Di Nota, Eutopia/Vipot, F.Ili Levaggi, Federica Bubani, Flowerssori, Gennaro Cassiani, GreenTrenDesign, Hendrik', James Ennis, Integral Studio Vinaccia/Nemes, L'agorà di Cuccagna, L'essenza e L'eccesso, Leftover/Studio427, Marzia Mosconi, Must Gallery, Nautinox, No Curves per Tesa®, Nuup, Our House, Re-Do Studio, Remida/Altrementi, Rivaviva, Sabina Belfiore Lucovich, Santovetti Studiolar, Sergio Calatroni, Stone Wen, Stories Of Belonging, Systema Bamboo, Vicolo Paglia Corta

PATRONAGE



MEDIA PARTNER



TECHNICAL SPONSOR



Organization, logistics and coordination

Matteo Maggi / Cascina Cuccagna

Corporate Image

Alberto Ghirardello e Irene Sartor

Press Office

Martina Gamboni communication design consultant
press@martinagamboni.it

Emanuela Plebani / Cascina Cuccagna
ufficiostampa@cuccagna.org

Download Press Kit

www.goodesign2013.tumblr.com

GOODDESIGN 2013

LAVORARE BENE / ABITARE MEGLIO



A COLLECTIVE GROUPING OF INTERNATIONAL SOCIAL ENVIRONMENTAL DESIGN

Espositori

L'ESSENZA E L'ECESSO

Paolo Ulian/Effegieffe/Corraini

Paolo Ulian presents a prescribed journey through stages where "essential" and "excessive" answers are supplied to the same question, which provoke reflection and which are intended to create awareness. Installation created by the craftsmen and women of the Voce del legno-Effegieffe. Corraini Editions.

www.paoululian.it; www.effegieffesnc.it; www.corraini.it

DESIGN COME STRUMENTO DI SVILUPPO

Integral Studio Vinaccia/Nemes

The architects Giulio and Valerio Vinaccia revisit artisan's skills with a variety of initiatives that reinterpret community forms and techniques. Design as agent of change for local communities. Interpretation with a Holodisply by Nemes (arch. Andrea Riccardi).

www.vinaccia.it; www.gesto.biz

COACH

LEFTOVER/Studio 427

The project by Alfred von Escher/studio427 and Raffaella Guidobono unravels through tables, worktops and seating elements through the internal areas and on the terrace. A vocation devoted to the quality of self-produced design, attention paid to handcrafted working processes, utility and long life. Rezina® resins on wood.

www.studio427.it; www.rezina.it

WHO'S OUT IS OUT / WHO'S IN IS IN

MUST Gallery

The new art and design Gallery from Lugano with Alessandro Ciffo, Andrea Salvetti and Dum Dum in a cage-format installation. Objects, performance, poets, musicians and intellectuals led every evening by Vincenzo Costantino Cinaski with improvisations between Art, design, music and food.

www.xxisilico.com

VAGABONDABLU

Sabina Belfiore Lucovich

An installation in copper and LEDs. By day the artificial light appears mysterious and delicate, in the dark the material disappears leaving the image and its reflections to shine.

www.vagabondablu.com

LA NATURA DELLE COSE

No Curves per tesa®

The world's equilibrium is created by the creatures that live in it. An installation of Tape Art on sheets of Plexiglas and tesa eco-friendly tape: the adhesive tape is the material, the scissors the tool, the cut the gesture.

www.tesa.it; www.nocurves.ws

A COLLECTIVE GROUPING OF INTERNATIONAL SOCIAL ENVIRONMENTAL DESIGN

Espositori

!ZZURBA

Arago Design/Macmamau/Musa Projects

A project developed by three Abruzzese creative groups through the use of skilled artisans, to give an impetus to and re-evaluate the culture of the community. Elements for food preparation, ceramic objects between memory and contemporary taste, fabric manufacture inspired by tradition.

www.macmamau.it; www.aragodesign.it; www.progettomusa.it

ALACARTE

Arch'es/Oikos/Ofelia

Collection of accessories for the house and table produced by the creative re cycling of wallpaper, according to the Arch'es and partners project. In collaboration with Oikos-Colore and material for architecture and Ofelia Tuttotorna.

www.ofeliatuttotorna.com; www.oikos-group.it; www.studioarches.com

ARCHITETTI AMBULANTI ASSOCIATI

The first "furniture architecture" studio wishes to make the profession of designer accessible and intends to spread the culture of salvaging current building heritage to a wider public. Sustainability as quality of life. In the display: worktop table inspired by Le Corbusier.

www.architettiambulantiassociati.it

ATELIER GOES ECO

Atelier dell'Innovazione-ADI- FSC

Atelier dell'Innovazione by ADI presents examples of young innovation mindful of sustainability: Anna De Marchi with the MYO project, Mariachiara Casarotto and Teresa Palmieri with the CUCI:NATO project and the Studio Graffe with creative and material lamps. FSC® Italia is also a participant with Design Award 2013 and the special award for students and professionals under 41.

www.atelierdellinnovazione.com; www.fsc-italia.it/it/designaward2013

LESSMORE

Caporaso Ecodesign Collection

Modular More, More-Light, Minimore and Moretto systems. The pieces by Giorgio Caporaso come in cardboard versions, with "dog-tags" in FSC certified wood or bamboo. Chaises-longues, modular cubes, complement sets. Simplicity of line and disassembly potential, thus giving a long-lasting and sustainable life-cycle.

www.caporasodesign.it

INNER FASHION & STOOL UNIT

Laura Lynn Jansen & Thomas Vailly

Jansen and Vailly are two designers with completely different approaches and signatures. Inner Fashion is a line of self-production with innovative and sustainable techniques, where a custom-made suit takes shape in one hour. Stool Unit is a low tech and compact process to create plastic tables.

www.lauralynnjansen.com, www.vailly.com

GOODESIGN 2013

LAVORARE BENE / ABITARE MEGLIO

**BEST
UP**
bello equo sostenibile



A COLLECTIVE GROUPING OF INTERNATIONAL SOCIAL ENVIRONMENTAL DESIGN

Espositori

AVAROOM

Civette sul Comò

From Finland, the new collection in solid wood demonstrating a simple and comfortable design, with multi-coloured pouffes and Marimekko linen.

www.lecivettesulcomo.com

COTTON & WOOD

Kokura creation/ Tanaka Industries/ IoU Design

A textile collection from the Japanese tradition: the pure cotton stripes and folds from the Kokura Creation brand and the material sponges of Tanaka Industries. Wooden objects for outdoor and sculpted vases by IoU Design.

www.shima-shima.jp; www.goldpearl.co.jp; www.ioudesign.se

TRA ARTE E DESIGN

De Mura

A collection where Art and Furniture fuse together to overcome the threshold of circumscribed time. A journey where the protagonists, design and the power of Art cancel out the limits between the two worlds.

www.demura.it

DEGNI DI NOTA

Design in Italia in critical times. The project in progress edited by Gianmaria Sforza, inaugurated at the DMY at Berlin 2011, is enriched by new designers, projects and visions: Antonio Scarponi, Claude Marzotto, esterni, Servomuto, Leitmotiv, Esploratori dello spazio and even more!

www.degnidinota.eu

EUTOPIA/VIPOT

Totalpackaging

This new project is the fruit of the synergy between qualified garden nursery companies and Vipot. A wide assortment of aromatic and flowering plants in rice chaff pots and special vegetal mixtures created through a low-environmental impact procedure.

www.eutopiaplanet.eu, www.vipot.it

LA SOSTENIBILE LEGGEREZZA DELLA SEDIA DI CHIAVARI

F.lli Levaggi

Quality and know how symbolizing the excellence of "made in Italy" through the creation of the famous Chiavari chairs. Time-honoured construction techniques refined by generations of craftsmen to create "Artistic" chairs that have inspired modern design.

www.levaggisedie.it

GOODDESIGN 2013

LAVORARE BENE / ABITARE MEGLIO

**BEST
UP**
bello equo sostenibile



A COLLECTIVE GROUPING OF INTERNATIONAL SOCIAL ENVIRONMENTAL DESIGN

Espositori

FEDERICA BUBANI

Lamps and lights resulting from research combining Art, self-production and design. Mixed use of materials and components: metal, clay and wood.

www.federicabubani.it

ECOLOGICAL DESIGN FOR CHILDREN

Flowerssori

Eco-friendly furniture for children in hand-worked and crafted curved wood, inspired by the Montessori pedagogic philosophy: cots, chairs, table-desks with rounded shapes and eco-friendly finishes.

www.flowerssori.it

ARCHIMADE

Gennaro Cassiani

Linearity and clarity of cut, studies of materials and production processes. With the minimum of cuts and folds, a metal sheet is transformed into a bookcase or a chair and wooden building site walls become a table.

www.gennarocassiani.it

GREENTRENDESIGN

Furniture, objects, solar power devices and experiences tell the story of one of the most virtuous communities in the country. With the participation of: Arte Sella, Trentino Marketing, Dolomiti Unesco and STEP, Osservatorio Paesaggio, Comunità delle Giudicarie with "Waste Re-design". Servizi editoriali di LIST Lab, ALPS e GreenTrenDesign Factory; scientific supervision by TALL/UNITN.

www.greentrendesign.it; www.listlab.eu

VAN RIET ONTWERPERS

Hendrik'

The brand from the Dutch designer offers a journey between tradition and innovation, sustained and supported by community businesses. Collection of vases in eco-friendly materials, printed with designs and patterns inspired by the world of Art (from Van Gogh to Bramante, to the present day).

www.hendrik.nu

FLY CATCHER

James Ennis

Back to Goodesign 2013, the Irish designer, founder of Positiveflow and winner of the European Award for a Sustainable Present 2009, with Be(e) Diverse, a habitat for solitary bees. This year in Cascina he presents another object of promoting biodiversity: 'FlyCatcher', a LED lamp in wood and glass exterior, designed to accommodate a spider and web to catch-flies naturally. Each lamp will be aesthetically unique, a spider contributing to the design, weaving the shade, creating and living with nature.

GOODDESIGN 2013

LAVORARE BENE / ABITARE MEGLIO

**BEST
UP**
bello equo sostenibile



A COLLECTIVE GROUPING OF INTERNATIONAL SOCIAL ENVIRONMENTAL DESIGN

Espositori

L'AGORÀ DI CUCCAGNA

On the octagonal external bench (with Jair Straschnow, Wouter Nieuwendijk and Degni di nota): meetings of the network for greener cities Lunedi Sostenibili (sustainable Mondays n.d.t.). Mapping the green sustainability points "sewn together" over the years, open to visitors for pointing out and highlighting green design.

www.esterni.org; www.lunedisostenibili.org

ARREDI MARZIANI

Marzia Mosconi

Collection of pendant lamps, table lamps and appliqué lamp-shades in Plexiglas, methacrylate and aluminium wire. Bouquet and Bird-House incorporate LED bulbs.

www.arredimarziani.it

MYGREEN

Nautinox

Modular collection for aromatic and decorative plants by Nautinox Living. Methacrylate containers with chrome details and stainless steel supports. "Cash & carry" low impact packaging.

www.nautinox.it

PUNTO ZERO- PUNTO UNO

Nuup

Wooden bookcases, tables and stools with neither nails nor glue. Examples of woodworking production from the "Legnamèe" Woodworking Social Cooperative 2000 with the Prison Management group of Monza Prison.

www.nuup.it

OUR HOUSE

Dutch designers from Eindhoven Academy

The Dutchman Martijn Koomen presents a wooden bio-prefab house. Inside: eco-design furniture and objects brought together by a researched desire for sustainability, warmth and the skill of the artisan.

www.akkogoldenbeld.com; www.espressostrietman.com; www.giuliaberra.blogspot.nl;

www.jetskevisser.nl; www.martijnkoomen.com; www.michieltmartens.com; www.sprucestove.com;

www.roeldeboer.com; www.sprucestove.com; www.rogierarents.nl; www.stevenbanken.nl;

www.kirstievannoort.nl

RE-DO BICYCLE AND KETTLE

Re-Do Studio

Bicycles created from the meeting between design and self-production. Tools and components lead to a reduction of the cycle between producer and consumer.

www.gaspardtineberes.com; www.tristankopp.com; www.re-do-studio.com

GOODDESIGN 2013

LAVORARE BENE / ABITARE MEGLIO

**BEST
UP**
bello equo sostenibile



A COLLECTIVE GROUPING OF INTERNATIONAL SOCIAL ENVIRONMENTAL DESIGN

Espositori

OGGI, DOMANI, IERI

Remida/Altrementi

A journey towards raising awareness of re-cycling and a reduction in waste. Design meets hands-on practices and digital experimentation in the tangible form of objects, tools and other items. Together with Tecnificio, NO3, Laura Cantarelli.
www.altrementi.info; www.tecnificio.com

ALBA E ARTISAN

Rivaviva

A line of eco-compatible furniture by RivaViva, in solid wood with interlocking joints and vegetable material finishes: from the new Alba bookcases to the tables and chairs from the Bosnian Artisan concern, a small yet historical company of artisans. Pouffes and accessories by Seletti.
www.rivaviva.it

SABINA DESIGN CENTER FOR SUSTAINABLE LIVING

Santovetti Studiolar

Presentation of a new complex through the reworking and salvage of an agricultural and farm holiday area in Sabina. Residential complexes and workshops in order to give life to a place for living, working, cultivating, carrying out research and training.
www.santovettistudiolar.com

TECOLLECTION

Sergio Calatroni

Tables, moving tables and chairs both for outside and inside in rare and precious marble, conceived by the artist with Japanese designers. Lucecalma, pendant lamps in cashmere and silk felt, marble and bamboo by Sergio Calatroni with Ninni Fussone, Nunzio Tonali & co.
www.tecollection.it

STONE WEN

An avant-garde Chinese designer in terms of research and working processes that have a low ecological impact, this display presents items for the house and the table in forged metal in a minimal and unusual style. Lamps, table decorations, fruit bowls, teapots and decorations accessories.

STORIES OF BELONGING

North Identity

A collective of designers from Norway, Finland and Sweden interpret the genuine meaning of "Home": stories of places and belonging through artefacts in blown glass, natural wood, wool ceramics and iron.
www.storiesofbelonging.com

GOODDESIGN 2013

LAVORARE BENE / ABITARE MEGLIO

**BEST
UP**
bello equo sostenibile

 CASCINA
CUCCAGNA

A COLLECTIVE GROUPING OF INTERNATIONAL SOCIAL ENVIRONMENTAL DESIGN

Espositori

RAIA

Systema Bamboo

Raia is a bamboo structure for the production of solar energy which combines the spontaneous beauty of bamboo with an innovative umbrella design. The cover supports and houses photovoltaic modules. The energy produced can be used immediately, connected to a network or stored in batteries to be used "as and when necessary".

www.systemabamboo.com

VICOLO PAGLIA CORTA

Artefacts, bijoux and furnishing elements which have sprung from the salvaging and re-cycling of Apple IT components and Lego games at the end of their working life.

www.vicolopagliacorta.it

INFO&WELCOME POINT

Best Up/Cuccagna/Nemes

Information, press releases, photos and videos with the main players and all the news from Goodesign. Interactive table on the Goodesign2013 Tumblr site complete with links to the Fuorisalone events at ATcasa.

www.bestup.it; www.gesto.biz