

GOODDESIGN 2013

THE CONCEPT



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.

THE LOCATION

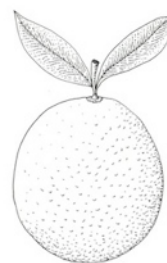
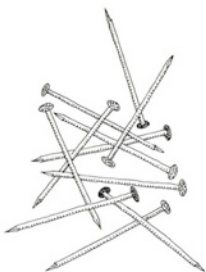
CASCINA CUCCAGNA a former farm and farmhouse for a new public area

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.

THE GOODESIGN 2013 OFFER SHOWS/EXHIBITIONS for GOODESIGN

“L'essenza e l'eccesso” supervised by Paolo Ulian

Within the garden area, an exhibition with the title “ L'essenza e l'eccesso” unfolds, under the eye of the designer Paolo Ulian and accompanied with the publication of the same name published by Corraini. A pathway constructed in stages where answers that are either “essential” or “excessive” are given to the same function, and which are intended to provoke reflection and generate awareness. The installation, a series of little tables/ balance made out of pinewood, has been created according to the designs of the Tuscan architect by the craftsmen of the Voce del legno brand which belongs to the family-run Effegieffe business.



“Who's out is out / Who's in is in”

supervised by **Alessandro Ciffo, Andrea Salvetti and Dum Dum**



A new Art and Design Gallery from Lugano presents Alessandro Ciffo, Andrea Salvetti and Dum Dum in “Who's out is out / Who's in is in”, an installation in the form of a cage built in the Corte Nord of the Cascina to host objects, performances, poets, musicians and intellectuals who all tell their stories within this reserved area. Ciffo, Salvetti and Dum Dum work in an interdisciplinary field between Art and Design, music

and food; healthy proponents of the practices and principles of self-production. Every evening from 19.00 to 20.00 Vincenzo Costantino Cinaski will reside within the cage receiving guests and giving a sense of life to the space.

LEFTOVER



A project of Alfred von Escher/ studio427 and Raffaella Guidobono, where sustainable design is communicated together with attention paid both to handicraft techniques and utility rather than obsolescence. Veterans of the last Biennale di Venezia Common Ground, at Goodesign the two Leftover creative professionals have presented an articulated multiform work in wood which winds its way from the entrance and the south court yard of the Cascina along the stairs and into the Galleria di

Cuccagna, with a scenic presence on the terrace.

Revolution or repetition? Design as a development tool

Design today is either repetition or revolution. This assumption is the base of the work of Giulio and Valerio Vinaccia, architects who have been engaged for years on projects for Governments from countries in the Southern Hemisphere, revisiting the work of artisans and using initiatives that rework shapes and techniques from local communities that are still full of life. Design as a tool for development and an agent for change in local situations. The most recent works from the Integral Studio Vinaccia are interpreted through words, objects and images in the exclusive site specific Holodisply created by Nemes.



GOODESIGN FROM AROUND THE WORLD



Martijn Koomen

The Dutch designer, from the Eindhoven Academy has built a minimal and poetic prefabricated wooden house in the garden of the Cascina. Within there are ecodesign objects and furnishings signed by other young designers from this prestigious design school: Roel de Boer, Michiel Martens, Kirstie van Noort .

Tristan Kopp/ Re-Do Studio

Another young designer from the Eindhoven Academy has brought a series of bicycles to Goodesign in the Ciclofficina container, where design meets self-production (all the components are chosen and assembled by the customers).

C-Fabriek

The C-Fabriek project: a self-production fashion line from the Eindhoven Academy using innovative and sustainable techniques, where a suit of cloche designed by young Dutch designers takes shape within an hour. From process to product, an experience to be enjoyed live.

Hendrik'

is the brand of the Dutch Van Riet Ontwerpers, specialized in creating design pieces between tradition and innovation, with the collaboration of community businesses. At Goodesign it is presenting a collection of vase made out of eco-sustainable material printed with designs inspired by Art (from Van Gogh to Bramante, up to the present day).

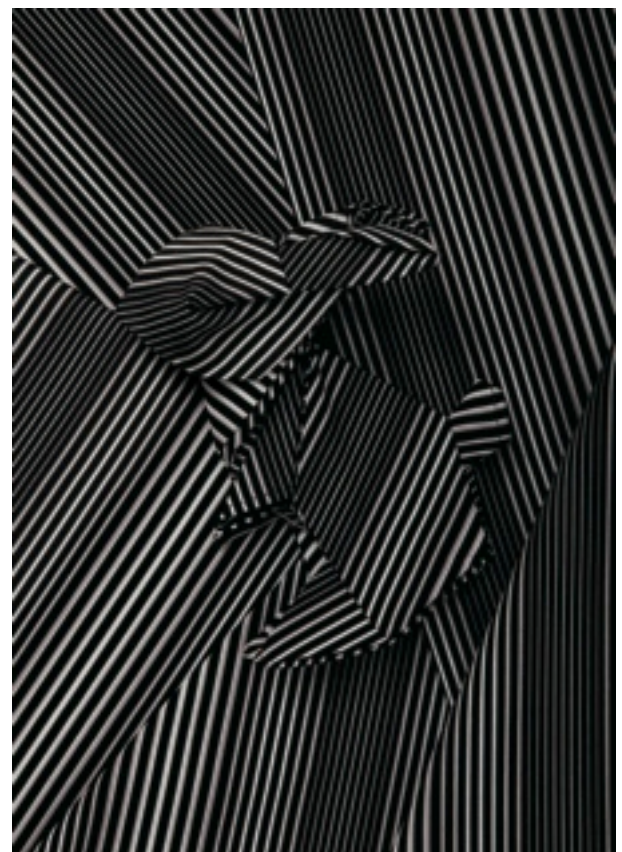
North Identity

Four young designers from the far North: Lina Vuorivirta from Finland, Kaja Solgaard and Jomi Evers Solheim from Norway and Alexandra Denton from Sweden. The common theme uniting them is their love for a Nordic identity that has its roots in the tradition of Scandinavian design. Formal innovation and self-production as foundation bases, creativity and simplicity as “wabi-sabi” vocation. The materials used: blown glass, natural wood, wool, ceramics and iron.



Kokura Creation

Rigorous and refined textile collections, where the essential touch of Japanese tradition is measured through a pattern of great expressive power. The thousands of three-dimensional declinations of the pure cotton striped fabric (extremely popular in Japan during the distant Edo period), the material and linear sponges and unexpected geometries present objects and atmospheres of gentle soft beauty.



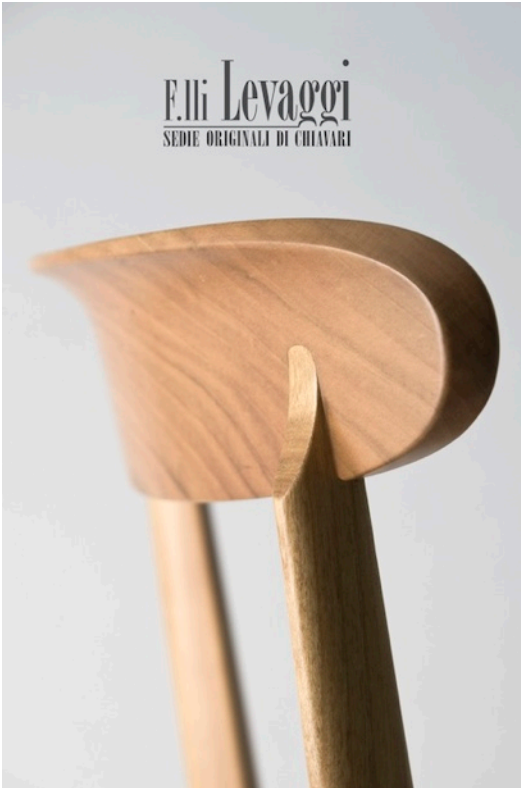
Te Collection



From an idea by Sergio Calatroni, with a team of Japanese designers: tables, movable small tables and chairs for both outside and inside which transmit in material form the manifestation of the vigour and power of Tao. These elements are made entirely from rare and prized marble. Lucecalma is a suspension lamp made from cashmere felt, silk, marble and bamboo designed and created by Calatroni together with Ninni Fussone, Nunzio Tonali &co.

GOOD DESIGN FROM ITALY

F.lli Levaggi



A presence indicating both the quality and contemporary values of “Made in Italy”, the Ligurian family-run Levaggi company is equally important for its continuing production of famous chairs from Chiavari, still made according to the techniques developed by the cabinet maker “Campanino” in 1807 and refined over the years by generations of craftsmen. Elegant, solid yet extremely light “artistic” chairs that have inspired designers such as Gio Ponti and Enzo Mari.

Cassiani



A collection characterized by linearity and cleanliness of design, the essential nature of shape, and born from an in-depth study of materials and production processes. At its heart is the conviction that in order to best care for the environment, it is essential to fully understand the physical characteristics of both materials and production technology, so as to obtain the maximum result with the minimum effort. Thus, by using the least cuts and folds, a metal sheet is transformed into a bookcase or a chair. And, by the same principle, wooden workshop walls are translated into tables.

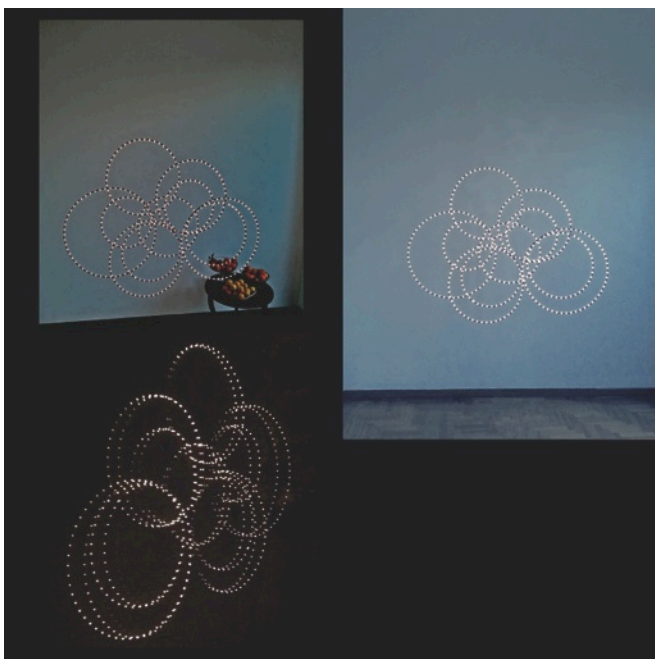
!ZZURBA creativi abruzzesi transumanti



!ZZURBA is the collective event which brings together three Abruzzi creative groups: Arago Design, Macmamau and Progetto Musa. Within this project there are various elements that are developed along with their respective handicraft skills, and these provide a starting point for an in-depth appreciation and evaluation of certain aspects of Abruzzi culture. MACMAMAU displays furnishing elements linked to food preparation, either archetypal or characteristic of simple peasant houses, put into another context and turned upside

down by urban contamination; ARAGO DESIGN offers several of its own ceramic artefacts: the “neole” family, a personal version of a typical regional sweet with an aesthetic appearance midway between memory and current monochrome tastes. The two alternatives combine around the “mystical” PROGETTO MUSA, the research workshop devoted to the recovery of traditional fabric working techniques, inspired by the “Musa Ovina”, mythological sheep with the decorated fleece, and origin of all the typically Abruzzese artistic forms.

VAGABONDABLU



Vagabondablu is the name of a new artistic, hand-crafted and technological project which produces installations in copper and LEDs. Neither lamps (the LEDs are used at low voltage and only up to 30% of their light-producing potential) nor lighting objects, but luminous bodies. Vagabondablu produces scenographic works with original designs on an annual basis or site-specific for those private or most of all public areas where it is important to appreciate and personalize a wall or space through the creation of an atmosphere that is both unexpected and poetic.

GOODESIGN 2013

A project of Best Up with Cascina Cuccagna

Concept Clara Mantica and Giuliana Zoppis - Best Up with Giovanna Fra

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PICTURES FROM GOOD DESIGN 2012







