



with



presents

GOODESIGN 2014

UP *progettare bene per crescere meglio*

Best Up with the Cascina Cuccagna presents the fifth edition of GOODESIGN. The theme for GOODESIGN UP is Responsible Growth, a choice that puts children, protagonists and specialists in the art of growing-up, at the centre of the debate. This theme will be developed through the presentation of projects, furniture, activities and meetings in line with the contents of sustainability, fairness, social responsibility and respect for the environment that have always been dear to Best Up and Cascina Cuccagna.

Workshops inspired by the work of the masters of design, literary and creative activities and experiences in this context are just some of the events involving children and adults, young and old, in the welcoming spaces provided by the Cascina Cuccagna. In a route laid out in the rooms and in the garden there are also exhibitions and displays by companies, start-ups and the main partners of the event.

PARTNERS

Where there is responsible growth there is also a growth in fairness and beauty. GOODESIGN UP's partners are businesses and people who work in the context of solidarity, awareness, training, legality, relationships, the environment, participation, finance and the government of the community. They are called "sowers" and their work will be displayed in a special section entitled the "sowers' room", and in the entrance areas of the Cascina (Addio Pizzo and DE.DE.P). The main partner is Cascina Cuccagna, accompanied by Reggio Children, Addiopizzo, the Milan City Council Department for Education and Training, Armani, Essere Pace, Rifiuti Zero, Poli.Design, De.De.P/ design democratico partecipato, Fausto De Stefani and the Collina di Lorenzo, Centro Berne, Banca Etica.

IL PORTALE DELLA LEGALITÀ which can be found in the hall at the main entrance at GOODESIGN UP is organized by Addiopizzo. It is a symbolic threshold over which everyone has to pass, both businesses and visitors. It is a call to arms that comes from Palermo, where the movement started and developed from the ground up to fight against the Mafia, and which now covers all of Italy, since the growth of social and economic wellbeing depends on clear, well-provided actions that are capable of creating a future.

EXHIBITORS

A selection of businesses including a large number of start-ups created by young designers and independent producers will be on display through the rooms at the Cascina and the collective Gallery on the first floor.

A.DA, ALICUCIO, CAUDEX, CONTEMPORANEE, E.S.T.I.A. COOPERATIVA SOCIALE ONLUS, ECO&YOU, EL BALLON/KATIUSCIA PERONE, FABIO CASTELLI, FABRIZIO SERRANO, FEB31st, FELICEROSI, FLOWERSSORI SRL, GIFT COMPANY ITALY, GIOKIT SNC, GIULIO VINACCIA con REGINE FABIUS, GOGO BAGS e WOODENCYCLE, IL MONDO DI EVE, IL TARLO, INDUSTRIA DESIGN, JABADABADO, LAFUMA, LE CIVETTE SUL COMÒ, LENKA SÚKUPOVÁ, LIBEROSTILE, LUCIA LAPONE, MAFFE, MATITE COLORATE, MATTEO RAGNI - TOBEUS, MILANO DESIGN PLAZA, PEDANO, POPMECCA, PROGETTO MUSA/ARAGO DESIGN, REGGIO CHILDREN, REVERSE, RIVAVIVA, SELVA VETRI, VASTARREDO SRL, WOODEN STORY e GLOBAL AFFAIRS, WOODLY, Z-FARM BY ISOLPLASTIC, ZANZOTTI DESIGN.

ARCHIPELAGO GOODESIGN

In collegamento con le attività di GOODESIGN UP ospitate in Cascina Cuccagna si svolgono nel contiguo Studio Zeta due collettive di design: la community virale di Fuorisalmone, gruppo di designer "contro-corrente", e World UP, gruppo di imprese di servizi digital-green.

GOODESIGN UP and URBAN AGRICULTURE pedalling at the Fuorisalone 2014

A sustainable city is one that goes everywhere on foot, by public transport, or by bike. GOODESIGN UP and URBAN AGRICULTURE want to bring this message to the "people at the Salone" and they're going to do it thanks to the synergy created during Design week with Triclò, an environmentally friendly system for distribution and deliveries in cities. One of these personalized cycle-powered little trucks with logos of the two events will be located in the garden of the Cascina Cuccagna, while the other will be travelling around the city (and then parked in front of the spaces in via Frisi, where the "survivors" will be at work, led by Connecting Cultures with Milano Green Point and The Flat until the 13th of May).

WORKSHOPS AND MEETINGS

ALTROTEMPO – babysitting

ARGENTO VIVO - "Fell Lucky: exploring and searching for precious good luck charms"

CLOROFILLA – "Constructive workshop: between creativity, aesthetics and design thinking"

DE.DE.P – "Paesaggio in tasca", workshop

IDEAS FROM THE SLUMS - "Giochiamo!", creative workshop

IL MONDO DI EVE – wood and fabric workshops, and dynamic reading

K-LAB - "Letture zitte"

LAFUMA – live photographic set and shoot

patronage

ADI, COMUNE DI MILANO, PROVINCIA DI MILANO, REGIONE LOMBARDIA, MINISTERO DELL'AMBIENTE

media partner

LIVING CORRIERE DELLA SERA / INTERIOR MAGAZINE, NYKYKIDS

technical sponsors

ALICUCIO, CAUDEX, EDILTETTO, FLOS, INDUSTRIA DESIGN, LA VOCE DEL LEGNO/EFFEGIEFFE, OFFICINE SANDRINI, PACKING TRADE, REVERSE, VASTARREDO, ZANOTTA

***Best Up** Circuit for the promotion of sustainable living, and selected for the INDEX 2013 in the "Design for welfare" category, has promoted responsible design in the context of society and the environment for years. The GOODESIGN project has also been selected for the 2014 Compasso d'Oro. www.bestup.it*

***Cascina Cuccagna** is the most central of the public Milanese farms, and it was the first to be recreated thanks to a renewal project developed from the ground up. 2000 m2 of internal spaces and the same again outside in the form of courtyards and gardens. An oasis of greenery set amidst the city concrete, able to bring the country into the heart of everyday city life and suggest sustainable new lifestyles. www.cuccagna.org*

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EXHIBITIONS

IO DESIGNER GENITORE - dited by Elisabetta Gonzo, together with M.Giovanna Fra and the story-telling images of Sofia Vicenzetto (main sponsor Vastarredo, technical sponsor Caudex, lighting system by FLOS)

IO DESIGNER GENITORE is a collective exhibition which attempts to gather together different objects (games, furniture, tools etc.) created, designed, reinvented and chosen by men and women who are both designers by trade and parents by nature. Among the participants: Paolo Ulian, Marco Ferreri, Matteo Ragni, Giulio Iacchetti, Alessandro Garlandini (ilVespaio), Stefano Castiglioni e Soleila Colombini di aquapotabile®.

IL PARCO DEGLI EQUILIBRANTI - art direction GUMDESIGN (production Reverse, technical sponsors Officine Sandrini and Ediltetto Verona)

Material or immaterial, superficial or lost in the depths, "balancing" allows us to reach our objective: it makes things possible, it becomes a means for reaching the Cuccagna. An active installation in the "Land of Cuccagna" which is transformed into a bearer of ideas and suggestions, along with how to achieve them. A magic garden where the new players of the third millennium interpret their own world of games and dreams through signs, objects, bodies and performed actions. A natural stage dedicated to all children... from 9 months to 90 years of age.

IDEAS FROM THE SLUMS - TAM TAM students headed by Alessandro Garlandini (ilVespaio) supported by AMANI Onlus

A group of young designers and students is diving into Nairobi's slums trying to understand what life is like there. A workshop by il Vespaio and Amani for Scuola Tam Tam with the aim to discover a world that is completely different from ours and to design something that can be produced locally. The project story will be told in Cascina Cuccagna where a shack will be built to show everyday life of adults and children in an African slum.

EXHIBITORS

A.DA - Nei miei panni

From a passion for fabrics and a mania for recycling, come these objects created by a.DA, a small extemporary collection of fabrics for both large and small. Puppets, cushions, little chairs, bibs, simple objects for everyday use created through giving new life to clothes and fabrics that all have a story to tell.

<https://www.facebook.com/pages/aDA-lab/1404102729852948>

ALICUCIO – Genesis

A collection of solid wood stools, created from the re cycling and reuse of old chair backs. The unusual shape resulting from the shape of the original construction, allows the user to find a perfect balance between the body and the object.

www.alicucio.com

CAUDEX - Il legno semplice come la carta

Caudex is a sandwich of woodworking off cuts and cellulose material produced through a patented process, it was created to provide new opportunities for the packaging, window dressing, upholstery, design and paper and cardboard industry in general, to stimulate the growth of new products and to allow businesses and designers to create things in wood with the simplicity of paper.

www.caudex.it

CONTEMPORANEE - Collezione Fili

Erika Porta and Beatrice Reggio started their adventure in the magical world of ceramics some years ago with the creation of a line of objects using both traditional techniques, raku techniques, and lately paper clay with porcelain.

www.contemporanee.it

E.S.T.I.A. COOPERATIVA SOCIALE ONLUS –Vivawood

Vivawood is the new brand from the Falegnameria del Carcere di Bollate, managed by e.s.t.i.a., a co-operative that works towards the creation of economic and professional incentives for people who are temporarily in prison. Vivawood is a line of games, furniture and furnishings and accessories, all made from wood and all dedicated exclusively to the world of children.

www.vivawood.org

ECO&YOU - Cardboard adventures

Eco&you is the result of the synergy created between two designers, Arianna Filippini and Federica Ravera, together with LIC Packaging, a company specializing in the production of corrugated cardboard and with 60 years of experience in the cardboard and paper industry. Eco&you offers a range of furnishings and accessories created using corrugated cardboard, allowing you to create a flexible healthy and sustainable space.

www.eco-and-you.com

EL BALLON/Katiuscia Perone – El Ballon

A "container in motion". A practical, anatomically suited unisex bicycle-friendly travelling bag, El Ballon is made from original fabrics, that recount stories and adventurous vistas. A rucksack in a father-son and mother-daughter version has been added to the collection in 2014.

<https://www.facebook.com/borsaelballon?fref=ts>

FABIO CASTELLI - Wooden sculptures of dreamed landscapes and architectures

Living on the edge of the forest, for Fabio Castelli wood is both a friend and companion, and together they both talk to the world. This passion has resulted in landscapes created with chisels, files and sandpaper, affectionate and warm architectures that seem to spring spontaneously from trunks and roots.

FABRIZIO SERRANO – On glass, living nature

Decorative art work and "cold" glass painting are the working characteristics of this artist/artisan from Catania, who reworks an ancient technique that has survived thanks to popular interest. Glass acts like a canvas, it both supports and protects colours, it gives a luminosity and particular depth to pictures. The subjects are inspired by nature: sea creatures, insects, plants.

www.fabrizioserrano.com

FEB31st- Design, tradition and innovation.

Wood and the use of colours in the glasses produced by FEB31st lead to a search for ingredients and a history that renews itself, in the same way that the capacity of a fresh new brand combines the personal expression of Made In Italy in an innovative new style. The ingredients: design, artisan's know-how, technological innovation and the use of FSC certified wooden raw materials. Design Valerio Cometti

www.feb31st.it

FELICEROSI – Divina

Divina's humorous design originally started in 2002. A chair that combines fluidity in form and function and which is comfortable both passively and actively for those who use it. Selected by the SFMOMA museum in San Francisco and the Stedelijk Museum in Amsterdam; the latest Divina edition for children is dedicated by Felicerossi to the new generation.

www.felicerossi.it

FLOWERSSORI - Ecological design for children inspired by the Montessori philosophy

A line of eco-friendly furniture for children inspired by the Montessori method: furniture that looks at the world of children reinterpreting the way of learning (linked to their sensory appreciation), the thirst for discovery (the need to be in constant motion) and the point of view of those who have their central point closer to the ground and who are always looking up.

www.flowerssori.it

GIFT COMPANY ITALY - When everyday objects become extraordinary

Modern and up-to-date fashion items and accessories, GIFT COMPANY ITALY's products can be either fun or serious, useful or glamour, curious or decorative. In any case they are colourful, full of imagination, eco-friendly and innovative.

www.giftcompany.it

GIOKIT - ...Clothes for playing

A new way of looking at clothes for children, Giokit is the product of the imagination of two mothers who have joined forces to combine creativity and experience from the world of fashion to invent a new brand: clothes designed to be worn while playing, having fun and stimulating the creative abilities of all children.

www.giokit.com

GIULIO VINACCIA WITH REGINE FABIUS- PAPER TALES from Haiti

A collection of animals for decorating indoors, in papier-mâché with cartoon and literary text strips, created by the Italian designer Giulio Vinaccia in partnership with the Haitian designer Regine Fabius. Production is in the hands of the Caribbean Crafts group (Port-au-Prince, about 400 craftsmen and women). Founded in 1990, Caribbean Crafts promotes employment among its inhabitants through the involvement of skilled and talented craftsmen and women.

www.papertales.it

GOGO BAGS AND WOODEN CYCLE - Fashion and Furniture for Urban Mobility

GoGoBags is the first Milan shop dedicated to sustainable mobility. It offers bags, rucksacks and clothes for the new urban cyclists. And there are the new Wooden Cycle wooden bicycles, an Indonesian start-up company that has joined forces with the tastes and thoughts of the interaction-designer Caterina Falleni.

www.gogobags.it - www.woodencycle.com

IL MONDO DI EVE – Evolustorie

There's a story behind every little thing and this new company are aiming to give life to elements from the world of children through objects that "talk of the time that passes through the objects and the stories of objects that pass through time". Handmade wooden furniture and articles for the first steps, the first games, reading and fun and games in general.

www.ilmondodieve.com

IL TARLO - Playful Education: Ludobus e Toupie Spinning Top

The Association came about from a meeting between a turner, a playful carpenter and a ceramics specialist who all believe in the educational and pedagogic value of handicraft culture. Starting with woodworking and ceramics, they create interlocking pieces of furniture with recycled material, designs that are low cost and that have a low environmental impact for the creation of urban decors and toys for the psycho-physical development of children.

www.iltarlo.eu

INDASTRIA DESIGN - Design self-production

Claudio Girardi and Diego Gaspari, maker and prototype developer, founded the Industria Design Group in 2003 in order to create functional yet personalized objects, inspired by the "less is more" philosophy and with a character that reminds us of a certain Nordic style of design.

www.indastriadesign.it

JABADABADO – SWEDISH DESIGN – Garden

JaBaDaBaDo is a Swedish brand of wooden toys and furnishings for children which stand out on account of their multi-coloured Nordic design and the use of natural materials (wood, fabric and metals). The Garden line highlights the Nordic approach to playing outdoors: playing with earth and sand, watching nature, being outside without worrying about getting their hands dirty. Designer Eva Eliasson, Italian distributor LM Cards Srl.

www.jabadabado.se - www.lmcards.it

LAFUMA - Maxi Transat

The MAXI TRANSAT line of deckchairs is offered in both traditional and oversize dimensions, suitable for the comfort needs of every human shape. At the Cascina Cuccagna LAFUMA presents the "king size" version, which is even bigger.

www.lafuma.fr

LE CIVETTE SUL COMÒ - Once upon a time...

Furniture and design accessories for children that recreate a magic atmosphere in an exhibition conceived by Le Civette sul Comò and the architect Valentina Caiazzo, which develops around the world of fairy stories and their enchanted characters. Objects characterized by a multiplicity of uses in everyday life, as well as the capacity to evolve and grow together with the youngest of children.

www.lecivettesulcomo.com

LENKA ŠUKUPOVÁ - My Little Hero

A collection of wall clocks for children created using the DuPont™ Corian® technical surface material, a substance that is technically advanced and hygienically neutral, so that it is perfect for using in design and architecture, as well as being available in a wide range of colours.

www.levouzadni.com

LIBEROSTILE - Woodtub 140

A series of "borderline" products, midway between individual handmade and mass production, and the result of an investigation into vastly different merchandizing categories. Woodtub is a series of wooden bathtubs in larch or cedar, created using barrel-making techniques and which can be used both indoors and outdoors and available in a range of different sizes.

www.liberostile.it

LUCIA LAPONE TEXTILE DESIGNER - Hand-decorated textiles

A collection of hand-decorated fabrics born out of a passion for Italian textile culture, and more besides. The techniques used vary from contemporary embroidery to reserve Shibori dyeing, from painting to stintura. Through a constant search for colours, the applications, markings and use of natural materials lead to the creation of a line of textiles for the home and a small collection of clothing accessories.

lucialaptextiledesigner.blogspot.it

MAFFE - Tales box

A box of different sizes, inspired by the cube-game in which geometric shapes are inserted into holes and every face represents a different picture. The figures can be animated, create stories and also work as a decorative element on a shelf. Once grown up, the child remains emotionally attached to the characters. Both the materials and colours are natural.

www.maffe.it

MATITE COLORATE ARCHITETTURA E DESIGN - It's all the better to eat with...

Objects that can be played with and worn, with contemporary colours and shapes. The multiplication table: food for both the mind and the stomach, created with Tablecloths.it. Smears: hand crafted multi-sensory design, made of lines to be touched and read by touching. The "licchielacche": starting point, paper; then childhood gestures. To be cut out, fitted together and built.

www.matitecolorate.it

MATTEO RAGNI – TobeUs

"Playing is a serious business", as Bruno Munari said. This simple thought gave rise in 2008 to the idea behind TobeUs: little machines made out of Lebanese cedar wood, to make consumers aware of the themes linked to the real value of objects, even if they are only toys. This project started among friends, who then saw the involvement of some of the masters of Italian design and recently, a large number of International designers as well.

www.tobeus.it

MILANO DESIGN PLAZA – The "walk of fame" of design

The project aims at collecting the handprints of the great masters of architecture and design: the first live cast was inaugurated at the Milan Design © Plaza, with Dante O. Benini in March 2013. The initiative, sponsored by the City of Milan, was conceived by Danilo Premoli and is supported by Ceramiche Refin, Bazzèa, F38F 38 Family Photographers, Ghenos Communication and Observer Network.

www.milanodesignplaza.com

PEDANO – The right bed

Pedano presents Flexa, the system of little bedrooms with endless combination possibilities, which accompany the child during growth. Made entirely of wood, they are available in three finishes and numerous textile accessories to customize the structure according to the age and character of the child. Much more than just a bed!

www.pedano.it

POPMECCA – Cardboard

Low cost games that are easy to put together, for demonstrations and fun activities. The range, which started with the first prototypes of cars, boats and airplanes made from recycled cardboard has been extended, thanks to new technologies and materials, to include furnishings and lamps, without ever losing the desire to play.

popmecca.blogspot.it

PROGETTO MUSA/ARAGO DESIGN - The ovine muse's room

A community "refounding" design which starts with the restoration of cultural reference points and develops them through the creation of unusual and original products. Around the new " mythological icon" of the ovine muse, a series of table centrepieces and vases created from carved iron, wool and Pyrex are presented, together with a domestic trophy and a surprising earthenware pottery vase as the expression of the unknown "ovine art".

www.progettomusa.it - www.aragodesign.it

REGGIO CHILDREN

The International Centre, created in 1994 on the initiative of the renowned pedagogue Loris Malaguzzi, is celebrated worldwide for its work developed from the educational experience earned in schools and kindergartens in Reggio Emilia. At the center of pedagogical practices is the idea of a child as a bearer of rights and responsibilities, together with the fundamental approach to the idea of a "hundred languages of children" between curiosity, design, art, theatre, good food and communication with the community (reggiochildren.it).

www.reggiochildren.it

REVERSE IMPRESA SOCIALE - Il parco degli equilibranti con Gumdesign

Reverse works with diligence, passion and ingenuity in a new cyclical dimension for the recycling of industrial waste products. Elements from the worlds of furnishing, set design and presentations take on a new life with a sense of attention being paid to the material and its history, beginning at the end to create a new start.

www.reverselab.it

RIVAVIVA – Geaude bed and desk

An ecological bed with a simple and essential design, made of solid beech wood; a desk in solid beech wood and plywood, finished with non-toxic natural paints, made from linseed oil and beeswax. Two new wellness entries from the team at RivaViva.

www.rivaviva.it

SELVA VETRI – Aggregati

Bioclimatic Veranda is a project developed with the designer Davide Vercelli. The materials of which it is constructed are integrated thus carrying out different and complementary roles: the steel supports the wood, the wood supports the glass, while both of them are the backbone that incorporates the brise soleil, or sun shield. These shields are made by combining geometric sticks of various diameters –and of an irregular nature in order to form a screen through which light can enter, thus creating a unique shadow play.

www.selvavetri.it

VASTARREDO - Ambiente Infanzia (percorsi e opportunità)

Thought, emotion, innovation: these were the starting points for the Ambiente Infanzia project, an avant-garde furniture line, in which the child is the protagonist, the actor by training. Ambiente Infanzia offers flexible, multi-potential, curious and captivating objects, capable of suggesting actions and activities. Furnishings that lead the child through discovery and wonder, to a new and greater awareness.

www.vastarredo.it

WOODEN STORY E GLOBAL AFFAIRS - Global messages and wooden stories

"Protecting the world by living it," runs the message of LM Cards, which presents the eco-friendly products of the Polish Wooden Story and the joyful and colorful collections from the Dutch Global Affairs. The first has for three generations produced toys that are strictly natural, using maple wood from certified forests, worked and decorated with beeswax, botanical oils and natural colors. The second combines European metropolitan design with traditional Oriental craftsmanship to create products for children that meet rigorous criteria of fair trade and social commitment.

www.woodenstory.pl - www.globalaffairs.nl - www.lmcards.it

WOODLY – Wood for furniture and games

This new company produces wooden toys, eco-friendly furniture, accessories, cots and beds for the bedroom. Research into responsible production has led to new methods and, sometimes, to the discovery of much older ones. Only renewable, biodegradable and non-toxic raw materials are used.

www.woodly.it

ZANZOTTI DESIGN - Furnishing accessories

Small objects for furnishing children's bedrooms and stimulating their imagination. Production is based around the use of top quality materials, attention to detail and aimed at those who appreciate hand-made objects, the essentiality and the functional and creative use of space. Design Architect Eva Zanzotti.

www.zanzottidesign.com

Z-FARM BY ISOLPLASTIC - Victory gardens tables

From Z-Farm's research and with a design by Enrico Azzimonti, the completely new Isolplastic brand presents Victory Garden, a collection of "multipurpose eco-friendly tables", small domestic vegetable gardens with an innovative design, to add the finishing touch to any indoor and outdoor space.

www.z-farm.it