



unduetrestella DESIGN WEEK

art and design for kids

#DontStop

2017 Design Week
@ MUBA, Museo dei Bambini Milano
April 4 - 9, 2017
Rotonda di via Besana, Milano

After being hosted in several locations during the previous editions, **unduetrestella DESIGN WEEK** goes to **MUBA - Museo dei Bambini Milano**, the space dedicated to children and their creativity for 365 days a year.

Unduetrestella DESIGN WEEK focuses on the most important Italian event dedicated to design - Design Week and Salone Internazionale del Mobile in Milano - **showing a special week with creative projects aimed to the kids' world.**

Art, design and creativity are the key players of **unduetrestella DESIGN WEEK** format who, since 2009, deeply perseveres to create and show the most creative solutions to live and grow with kids, cooperating with brands, companies, designers, artists and creative people - italian and international - involved in children's universe.

This year **unduetrestella DESIGN WEEK** presents projects who explain design not only as an esthetic but also a functional solution to grow.

The **claim** of this edition is **#DontStop**, do not stop being a child because childhood is, and will be forever, the time for playing and imagination. But not only. **Unduetrestella believes design for kids can be a key player** to help them becoming adult, formidable **to make them grow aware towards issues of our present.**

From April 4 to 9 unduetrestella DESIGN WEEK turns the areas of MUBA into **an exhibition of design projects presented through the several activities of life and growth of all children:** don't stop sleeping, don't stop walking, don't stop eating, don't stop reading, don't stop drawing, don't stop playing, don't stop swapping, don't stop housing, don't stop flying, don't stop bathing, don't stop exploring...

At **#DontStop unduetrestella DESIGN WEEK 2017** there are:

Alicucio (I), created in 2009, a self-initiated project, is a creative space where all the discarded objects founded around the city are collected and manipulated in their structures to give them a new life. He presents a preview of *laia*: chair turnable into an inclined table to draw, a tribute to the homonymous painter lived in 100 b.C.

www.alicucio.com

#DontStopSittingDown

Anuka (HU), Hungarian brand, working with designers Andrea Ovari, Aniko Biedere e Balazs Gelsei, specialized in textiles, has created a colorful kids collection of seats, pouf, carpets, blankets, and accessories. Anukakid was born out of a desire to pursue a project that could set minds free and stimulate creativity. It is presenting two brand new *Cube Chairs*.

www.anukakid.com

#DontStopSittingDown

Babau Lab (I), ethical lab careful to the use of natural and recyclable materials, presents *25x8*: wooden toy for children which gives free rein to the imagination. All strictly "Made in Italy".

www.babaulab.com

#DontStopPlaying

Barbadine Design (FR), French brand born from the DIY (*Do It Yourself*) interpretation by Ludovic Falédam, presents the *kid* version of the *Benchi* (bench) collection: little customizable stool, with Japanese lines designed, and built with materials accessible to all.

www.barbadinedesign.com

#DontStopSittingDown

Blueroom (CH), Swiss company, which produces sustainable timeless design furniture, presents table and stools from *Family Affair* collection, made - in collaboration with the Foundation Brändi - by people with physical and mental disabilities.

www.blueroom.ch

#DontStopDrawing

Collégien (FR), historic French company, which this year celebrates the tenth anniversary of its great classic: the slippers with rubber and breathable soles. It presents some models of the brand new SS2017 collection. During the weekend workshop at MUBA, many pairs of Collégien slippers are available to small participants.

www.it.collegien-shop.com

#DontStopWalking

Cucula (D), a model project from Berlin, that supports refugees to build their professional future through design, presents the *Bambino* chair: unique piece made by refugees thanks to the collaboration of designers and educators based on the concept of *Autoprogettazione* by Enzo Mari.

www.cucula.org

#DontStopSittingDown

DollsVilla Global (NL), Dutch brand run by Liliane Limpens, designer of the *DollsVilla* by Liliane. The

child height DollsVilla is a sustainable dollhouse on wheels for children's most cherished 1:6 cars and dolls of 30 centimetres. With a cool design interior, stainless steel roofplates, a car ramp and three trays.

www.dollsvilla.com

#DontStopHousing

Ever Life Design (I), beautiful challenge from historic Thermomat company that wants to turn the bathroom into a place in which to live with young children, adults and older people with their needs to be solved. It presents *Rung* collection of seats, supports, stairs, and, *Gambol* supports, and polyurethane washbasin *Buonce*. Nomad and versatile complements as well as empathetic elements for different uses.

www.everlifedesign.it

#DontStopBathing

Fam Fara (PL), Polish company with a linear and functional design, presents *Kubbiki*, natural wood 50x50 modules to stack and pull on each others to play and design the space, and their baby chair *Krzeslo*. Preview in Milan for *LAD* desk and container.

www.famfara.com.pl

#DontStopDrawing #DontStopSittingDown

Fnurst (D), German brand with local production, developed by designer Lutz Dettmer, presents *StammSitz* and *StammPlatz*: two wardrobes for small explorers with the passion to collect branches found during walks, turning them into hangers for jackets, pants and hats.

www.fnurst.com

#DontStopExploring

Georges (FR), French minimal brand conceived Mylène Scotto, dedicated to interior decor, presents new projects as the metal *mobiles* and totem seats in canvans and velvet. Like every year the music boxes *Enjoy*, her must, do not miss.

www.georges-me.com

#DontStopSittingDown #DontStopGrowing

Gone's (FR), young French brand, founded in 2013 by the passion of the brothers Hadrien and Marian Dumontet, present a selection of animal shaped lamps (bird, cat and rabbit): *Zooo Lamps* in natural wood with a clean and simple design.

www.gones.fr

#DontStopReading

Kids'Garret (D), handmade project founded in Berlin by an Italian couple - he is an architect, she is a costume designer - based on a true story, is designed for children from 3 to 7 years old. Several collections that tell stories inspired by historical characters. Preview of the first collection titled *Amelia* and dedicated to Amelia Earhart, one of the first aviatrix women: a table-airplane *Serious Desk*, a *Flight suit* and a *Google hat*.

www.kidsgarret.com

#DontStopFlying

Leftover (I), project born July 2011 by the designer Alfred von Escher and Raffaella Guidobono, presents one of their countless chairs, craftmade products from the recycling of waste materials.

www.theleftover.it

#DontStopSittingDown

Lil'Gaea (TR), Turkish company that follows the child's growth from the very first months to its various developmental steps, presents some pieces inspired by the simplicity of forms and lines: *Teddy*, bear shaped chair, funny *Macaron* seat and *Milky*, chair for children from 3 to 6 years old.

www.lilgaea.com

#DontStopSittingDown #DontStopDrawing

Linea MammaBaby (I) Italian company specialized in health and hygiene, presents its line of products ideal for the little ones - from their early days of life - and for the whole family. In MUBA's toilets mothers and children have the opportunity to use soaps, wipes and panthenol cream.

www.lineamammababy.com

#DontStopBathing

Love Therapy (I), timeless brand that combines creativity and feeling therapy messages, presents two new chairs in cardboard, with the iconic characters colored gnomes, made in collaboration with VSForme.

www.lovetherapy.it

#DontStopSittingDown

Lowii (BR), Brazilian brand by Paulo Ferrez who firmly believes in the magic of childhood and the playful role of design, presenting the passion fruit and pistachio ice lolly shaped seats.

www.lowii.br

#DontStopSittingDown

Mignomigno (I), Italian brand in Paris, presents an entirely handmade carpet realized with high quality recycled cotton. Each piece is unique and numbered and the choice and combination of colors is developed with great care.

www.mignomigno.com

#DontStopPlaying

MioMio (I), new Italian brand with an important sartorial history behind, creates a tailor made cotton and hemp collection with clean and poetic lines.

On display are some models for girls (12 months - 8 years old) coupled with those of their dolls, *Cherie* by **Corolle** (FR).

Unduetrestella staff wearing *Sampei*, the dungarees.

www.miomio.bio

#DontStopPlaying

Moluk (CH), Swiss brand renowned for elegant, open-ended toys that spark the imagination, tickle the senses and get kids moving, presenting *Hix*, a versatile new construction toy made of convertible cones in silicone rubber.

www.moluk.com

#DontStopPlaying

MT masking tape (JP), well-known Japanese brand specialized in the production of rice paper tape, is present on the MUBA's windows with its *MTCasaShade*. Children are invited to transform a white cardboard house in a special one with all colored MT masking tape.

www.nastrimt.com

#DontStopPlaying

Mum and Dad Factory (FR), French brand created in 2012 by Clotilde Le Théo and Laetitia Oksak to offer parents an alternative to traditional furniture for children, presents *Bureau*, desk for kids, shelves *Nuage*, *Montagne* and *Baleine*, and kids chair *Chaise*.

www.mumanddadfactory.com

#DontStopDrawing #DontStopSittingDown

Nidi (I), Italian brand that designs spaces for children and young people, presents furniture and accessories that give rhythm and character by creating personal environments, warm and cozy: *Woody* wardrobe, *Noel* and *Ello* pouf, *Tak* chair, *Mushroom* and *Apple* carpets, and *Surfy* bookcase from the new collection *Teens*.

www.nidi.it

#DontStopGrowing #DontStopSittingDown

Nonah (FR), French brand born in 2006, promotes a clear, colourful design aiming to promote independence and creativity in children, from 3 to 9 years old. It presents *Zinda* chair, *Pélican* toybox, and *Pépin the short* and *Pépin the tall* stools.

www.nonah.fr

#DontStopPlaying #DontStopSittingDown

Oli & Carol (E), Spanish brand from Barcelona, presents a natural rubber toys collection for kids.

www.oliandcarol.com

#DontStopBathing

Omy (FR), product collection designed by the Parisiens Elvire Laurent & Marie-Cerise Lichtlé, presents a 4x1 site specific installation, for MUBA's entrance desk: an incredible visual to colour.

www.omy-maison.com

#DontStopDrawing

Paulette & Sacha (FR), French brand of design, toys and accessories, conceived by Rachel de Vannoise, presents tradition, sustainability and aesthetic research with the *Mini Boudoir* chair from the *Minuscule* collection.

www.pauletteetsacha.com

#DontStopSittingDown

Pijama (I), brand born in 2006, from an idea of Monica Battistella and Sergio Gobbi, creates soft cases for infinite objects collections, realized with nylon, neoprene and different recycled fabrics. Presents some of the new brand kids collection SS 2017 models.

www.pijama.it

#DontStopGrowing

Pruun (NL), new Dutch minimal and spiritual brand, presents an elm wood crib from the *Ground* collection. It represents the closeness with the mother, the father, the caretaker. The first few weeks, the first months.

www.pruun.nl

#DontStopBorning

Richard Ginori (I), Italian excellence from 1735, celebrates childhood with *Cucù*: a porcelain collection consists of a little plate, a cup and cup on the plate able to hold the perfect synthesis

between the world of children and the unique style of the Manufacture.

www.richardginori1735.com

#DontStopEating

Sand for kids (I), brand born in Hong Kong in 2012 and directed by Silvia Marlia, presents some furnitures and accessories for kids and little adults, who combines an educative approach to the passion for contemporary design. She presents *Books on wheels*, *Please&Thankyou* chairs that invite to storing them under the table, and *Pencil tray*.

www.sandforkids.com

#DontStopReading #DontStopDrawing #DontStopSittingDown

Studio delle Alpi (LU), brand conceived in 2012 by Anne Kieffer and Arnaud Mouriamé, presents some new products from its original collection. The multifunctional system *Cargo Line*, *Monza & Dromo* table, *Crew Puzzle*, and, for the first time, its wooden *Gurri* Chair, inspired by deers and fawns.

www.studiodellealpi.com

#DontStopPlaying #DontStopDrawing #DontStopSittingDown

TocTocLAB (I), original brand, all Italian, created by Matteo Bissaca, presents one of his “projects open to the project”: *Metrosauro*, tool for creating three-dimensional forms using modular elements made of folding wooden meter.

www.tococlub.it

#DontStopPlaying

Tresxics (E), brand from Barcelona that designs and produces wall hooks, shelves, and stickes for kids. It presents *Hopscotch* stickers, the italian game called *Mondo*.

www.tresxics.com

#DontStopPlaying

Unamo Design (E), Spanish brand from Valencia, presents *Essenzia kid*, chair made by 5 colored Formica pieces (red, blue, yellow, white and black) with a connection to Mondrian and the Bauhaus, convertible into a desk.

www.unamodesign.com

#DontStopSittingDown

XO-in my room (E), brand born in 2012 in Barcelona designs playful and timeless furniture. Presents the desk *JAN*, handmade with sustainable wood, that turns into...a football goal.

www.xo-inmyroom.com

#DontStopPlaying

Wooden Story (PL), Polish brand with a three generations of history behind it, presents wooden games that come directly from the forests of the Beskidy mountains. Beeswax and botanical oils make them soft and polished, for the happiness of children.

www.woodenstory.pl

#DontStopPlaying

Zanotta (I), leader in design furniture, revisits one of its icons, launching the baby version of the historical *Sacco*, designed in 1968 by Gatti-Paolini-Teodoro.

www.zanotta.it

#DontStopSittingDown

Unduetrestella was the first curatorial project which since 2009 drew attention to kids design during the week of the Salone Internazionale del Mobile. In 2011 born kidsroomZOOM!, a special house designed for kids, with the cooperation with the designer Thomas Maitz. In 2015 born the format unduetrestella DESIGN WEEK, presented for the first time at Superstudio Più. The project provides a unique look and researched on the design for children, and aims to bring the focus of attention of the public the Italian creative scene and international brands and companies working on the kids universe.

MUBA - Children's Museum of Milan was opened on January 2014 at the "Rotonda della Besana" as a permanent center for cultural and artistic projects dedicated to children. Over 1200 square meters, it is an historical place of Milan designated to welcome schools and families with exhibitions and tailored projects for them. MUBA develops and spreads non formal education with a view to promoting an innovative culture focused on children direct experience, according to the pedagogical approach of the Children's Museums, to which MUBA is closely related.

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curated by unduetrestella | unduetrestellababy.com
info@unduetrestellababy.com | press@unduetrestellababy.com

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DESIGN WEEK

April 4-9 | 2017 Design Week, Milano



Rotonda di via Besana
via Enrico Besana 12

tue - fri 9.30 am - 6.30 pm
sat - sun 10 am - 7 pm

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