



**Zona Tortona Design 2007:
That's Design! is born celebrating young designers**

That's Design! is a co-production between Domus Academy, POLI.design, the Faculty of Design and INDACO Department at Milan Politecnico and ZOT (*). An initiative created with international design schools bringing together institutions from twelve countries. The event will take place at Superstudio 13 and Industria Superstudio (Via Forcella 13 and Via Bugatti 5 respectively) during the Zona Tortona Design 2007 week.

Also on show, a series of corporate partners whose belief in the project and support have made That's Design! possible.

Alcantara with Alcantara Lab under the artistic supervision of Giulio Cappellini,

Fap Ceramiche will present a special display at the center of the exhibition

Mamoli will unveil an installation by Alessandro Mendini,

Pircher has organised a competition and will present the Q-BIG form,

Tucano an installation created using their products,

Nokia with **Nokia Nseries** has chosen That's Design! because it mirrors the company's own philosophy.

So What is **That's Design!**? It is a new event, with a strong international focus. It brings together under one roof a selection of the world's leading design schools. The exhibiting schools will present projects and products by their designers. An invaluable chance for universities, academies and young professionals to make themselves known. An opportunity for companies and young designers to meet each other.

In an area of around 1.800 m² thirty of the world's most prestigious design schools will come together in an atmosphere designed to focus attention on those who constitute the future of design. Schools will be present from Chile, China, Korea, Finland, France, Germany, Japan, Italy, Holland, The Republic of San Marino, Sweden and Taiwan.

The schools participating in **That's Design!**: Lahti University of Applied Sciences , University of Art and Design Helsinki (**Finland**), l'Ecole de Design de Nantes Atlantique and l'Ecole Régionale des Beaux-Arts de Saint-Etienne (**France**), the Faculty of Design of Burg Giebichenstein University of Art and Design Halle and Hochschule für Gestaltung Offenbach (**Germany**), the Faculty of Design of the Polytechnic in Milan, Domus Academy, IED, the Faculty of Design and Arts of the university IUAV in Venice and the Polytechnic in Turin (**Italy**), the Konkuk University (**Korea**), Interior Design Dpt of Kookmin University together with the Interior Dpt. of Tsinghua University China and Musashino Art University (**Korea+China+Japan**), the Industrial Design graduate course at the University of San Marino Republic (**San Marino Rep.**), Chalmers Tekniska Högskola, HDK School of Design and Crafts of Goteborg University, Lund University Industrial Design-LTH and the Konstfack - University College of Arts, Crafts and Design (**Sweden**), Fachhochschule Nordwestschweiz Hochschule für Gestaltung und Kunst, Leiter Institut Industrial Design (**Switzerland**) and last but not least the Industrial Design Dept. of the Shih-Chien University (**Taiwan**).

Of key importance, the carefully selected media partners: Cutting-edge American magazine Surface and Italy's MTV.

Press Office event - That's Design!

Press Gate

Oliver Chidley

oliver.chidley@pressgate.it - Tel. 02 58142521 Fax 02 58142539 Cell. 349 3205078



Who are the **creators-organisers** of this event? (*)

As previously stated, **That's Design!** is the brain child of Domus Academy, POLI.design, Milan Politecnico's Faculty of Design and Indaco Department and Zona Tortona.

Domus Academy was founded in Milan in 1982 as school catering to the Italian design and fashion industries.

In the 80s it made a name for itself as first postgraduate design school in the world: a place for advanced training and a research laboratory for creative industrial processes. A place to study aesthetics and consumer habits, a place to examine temporal and spatial issues. With close analysis of public and private services as well catering to the deep changes taking place in the wider design "network".

Strongly rooted in Italy, Domus Academy works with an international perspective in order to develop disseminate and update design culture by connecting advanced know-how with creative initiatives.

Domus Academy's approach to teaching is linked to three original tenets: teachers are not merely academics, but professional designers. A focus is placed on doing and *learning by doing*. Design is considered as a single element connected with other disciplines like marketing, sociology, economy, aesthetics and the expressive arts.

In 1994 the school was awarded the *Compasso d'Oro* for its contribution to the industry.

The Masters degrees are the basis of the training activity at Domus Academy. Organised along the lines of traditional postgraduate courses and designed for young graduates from other disciplines. Enrolment at the Domus Academy Masters involves a selection process taking into account the candidate's c.v. and portfolio.

Besides Masters courses, Domus Academy offers a series of short, full-immersion courses centred around issues connected with design, fashion and contemporary art. These mainly take place in the summertime. In 2007, Domus Academy had more than 198 students from more than 40 countries.

Since 1985 Domus Academy Research and Consulting - DARC – continues to develop its research department and structures professional advice working alongside companies, associations and international research institutes on themes related to design culture.

The POLI.design consortium, the Design School and the Indaco Department

The consortium of the polytechnic in Milan was established in order to give a boost to profession, research and creativity, providing new responses to a constantly evolving technological, productive and professional framework.

POLI.DESIGN is a zip between university and company, between polytechnic and professional competencies. People working with passion on issues concerning project and design promotion.

The consortium provides applied research, extracurricular training, life-long training and professional updating, activity of traditional and multimedia editing, promotion, organisation, information and dissemination for cultural events.

Both for its number of students and for its number of teachers, the Faculty of Design of the Polytechnic in Milan is now one of the biggest international universities to train product, communication, interior and fashion designers.

Press Office event - That's Design!

Press Gate

Oliver Chidley

oliver.chidley@pressgate.it - Tel. 02 58142521 Fax 02 58142539 Cell. 349 3205078



The Department INDACO specifically and strategically aims at providing chances for research in co-operation with bodies, associations, institutions in order to promote design as a competitive factor of the national economic system as well as to disseminate the design connected innovative culture even in different national production scenarios through researches and collaborations at European and extra-European level.

ZOT srl

a partnership between two important businesses:

Recapito Milanese, the communication services agency that created, developed and consolidated the brand Zona Tortona and the event Zona Tortona Design over the last five years. Joining forces with Recapito Milanese - BE361°, a contemporary communication company that plans and develops integrated marketing solutions for high profile international customers. Luca Fois and Maurizio Ribotti are the two managing directors of the new company.

ZOT srl is a unique new concept in integrated marketing. Able to design, produce and communicate events, tools and services with a focus on communication and creativity.

ZOT gives added value, experience and capacity adding to the established success of Zona Tortona Design – the most important Milan Fuorisalone event, held during design week in April. ZOT is also developing new initiatives and events in the creative field to maintain the rhythm and dynamism of Zona Tortona throughout the year.

Long term, the goal is to consolidate innovate and develop Zona Tortona into a Milanese point of reference for design, fashion and creativity with international recognition.. The company philosophy is based upon the idea of partnership leading towards growth, innovation and strengthening of the Zona Tortona project and brand. This is achieved through a complementary mixture of professionalism, experience and skills able to give a high added value to the project.

Coordinator of the Zona Tortona Design event: an innovative exercise in territorial marketing covering the area between Porta Genova and Via Solari. At present the area is internationally recognised as the most important circuit Fuorisalone among the events during Milan Design Week. ZOT conceives the communication and the co-ordinated image of the district in order to offer a unique service to companies and to the public. It is a new “container” that produces and hosts initiatives with a high qualitative, creative and innovative value.

N.B: Locations, contents, events and exhibitors may be subject to change;
The admission to events and exhibitions is free upon registration.

Press Office event - That's Design!

Press Gate

Oliver Chidley

oliver.chidley@pressgate.it - Tel. 02 58142521 Fax 02 58142539 Cell. 349 3205078



INFO FORM_THAT'S DESIGN!

ZONA TORTONA DESIGN 2007_18th/23rd APRIL 2007

What is it?	It is an event showcasing young designers. With an exhibition of items/projects from the major International Design Schools
Where	Superstudio 13 and Industria Superstudio (Via Forcella 13 Via Bugatti 5)
Press Preview	17th April 2007_at 3-7 p.m.
Opening Cocktail	At invitation_17th April 2007_at 7 p.m.
Special Event	Zona Tortona Design Night – 20th April 2007 from 7 p.m. to midnight
Opening to the Public Hours	From 18th to 23rd April 2007_ Everyday from 10 a.m. to 10 p.m.
Admittance	Free upon registration
Communication Tools	<p>Listed on event maps, 60,000 copies to be distributed during the event;</p> <p>Listed in the Zona Tortona Design 2007 catalogue 10.000 copies to be distributed.</p> <p>Ad hoc <i>Press Office</i> of That's Design! event</p>
Services	<i>Shuttle service</i> from/to Zona Tortona Design 2007, Cadorna (Connection with Fiera Rho-Pero), Triennale, San Babila
Creators and Organisers	<ul style="list-style-type: none">- Domus Academy- The Consortium POLI.design, the Faculty of Design and the Department INDACO of Milan Politecnico- ZOT srl
Partner Companies	Alcantara with Alcantara Lab, Fap Ceramiche, Mamoli, Nokia Nseries, Pircher and Tucano
Media Partners	MTV Italy, Surface (USA)
List of Schools	<p>22 out of the most prestigious international design schools coming from 12 countries:</p> <ul style="list-style-type: none">- Lahti University of Applied Sciences , University of Art and Design Helsinki (Finland),- L'Ecole de Design de Nantes Atlantique and l'Ecole Régionale des

Press Office event - That's Design!

Press Gate

Oliver Chidley

oliver.chidley@pressgate.it - Tel. 02 58142521 Fax 02 58142539 Cell. 349 3205078



Beaux- Arts de Saint-Etienne (**France**),

- The Faculty of Design of Burg Giebichenstein University of Art and Design Halle e la Hochschule f r Gestaltung Offenbach (**Germany**),
- The Faculty of Design of the Polytechnic in Milan, Domus Academy, IED, The Faculty of Design and arts of the university IUAV in Venice and Polytechnic in Turin (**Italy**),
- La Konkuk University (**Korea**),
- Interior Design Dpt of Kookmin University together with Interior Dpt. of Tsinghua University China and with Musashino Art University (**Korea+China+Japan**),
- Fachhochschule Nordwestschweiz Hochschule für Gestaltung und Kunst, Leiter Institut Industrial Design (**Switzerland**)
- The Graduate Course of Industrial Design at the University of San Marino Republic (**San Marino Rep.**),
- Chalmers Tekniska Hg skola, HDK School of Design and Crafts of the Goteborg University, Lund University Industrial Design-LTH and Konstfack - University College of Arts, Crafts and Design (**Sweden**),
- The Industrial Design Dept. of Shih-Chien University (**Taiwan**).

N.B: Locations, contents, events and exhibitors may be subject to change; entrance to the events and exhibitions is free upon registration.

Press Office event - That's Design!

Press Gate

Oliver Chidley

oliver.chidley@pressgate.it - Tel. 02 58142521 Fax 02 58142539 Cell. 349 3205078