MISIAD presents

MAD2015 and designOFFsite 2015,

Two shows at SIAM- Società d'incoraggiamento d'Arti e Mestieri.

14 -19 April 2015 - Via S. Marta 18 - Milano

The event is hosted by the artistic and cultural district of 5VIE.

Once again, in occasion of Milan Design week 2015, the 5VIE city district returns to be the core of the city's historical centre. With a program of many extraordinary events, 5VIE intends to showcase exceptional artistic locations including the commercial and craft made aspects of them, centring around the creative realities of the design world in a journey that involves monuments, archaeological sites and private courtyards, as well as the historical stores and boutiques.

In this context we have the second editions of our shows **MAD** (Material Art Design) and **designOFFsite**, curated by Laura Agnoletto.
The first of these shows will be held in the 'Sala delle Colonne', whereas the second will unfold between the 'Biblioteca' and the 'Galleria dei Benefattori' of the ancient palace of the SIAM, Società d'incoraggiamento d'Arti e Mestieri.

MAD is Trans-Loco "a location, a deposit, where things come and then go somewhere else, or somewhere different, or who knows where… Things that we take with us when we leave…. things we are close to our hearts and things we worked for, "the things that we are", as once said a guru from our times!!! Things that are placed there, in a corner, in an order that is precise, methodic… those things we care about… Trans-Loco isn't just a design show, it's a reflection on ourselves, a reasoning on what we must take with us and what we should perhaps forget… However Trans-loco is also trans like a passage-way, an exchange, a movement, a transformation, like a mutation from one condition of matter to another… objects that are trans like they are crossbreeds, in a crossbred location, objects that can no longer be catalogued… Art or design? None of the two, or perhaps both…. Objects made with two hands, two separate hands that have been on their own personal journey and that meet by accident,

perhaps they interact, maybe they are conflicting… things made together not for elective affinities, but for the sake of experimenting, to play, to a play a cruel game… the game between a designer with hopes to create a world and an artist that is always re-interpreting this world….”

Three designers and three artists will work in couples to prepare the “sala delle colonne”; furthermore every couple will showcase a project made with two hands: Cristina Celestino along with Pol Polloniato, Anna Gili with Bros and Marzio Rusconi Clerici with Andrea Zucchi.

DesignOFFsite 2015: the Galleria dei Benefattori and the Biblioteca inside the SIAM -Società d'incoraggiamento d'Arti e Mestieri- building will be decorated with some “incursions” of contemporary design that will create a strong contrast with the architecture and decor of the hosting spaces.
The aim is to catch our viewer by surprise, leaving him off-guard and putting him in contact with a completely different reality to what he expected, and perhaps assumed, by doing so we bring our visitor to a closer reading of design objects, beyond their aesthetic and functional roles.
DesignOFFsite it decontextualizes and transfigures reality.
DesignOFFsite is a collective exhibition with over thirty designers such as **Alessandro Guerriero, Duilio Forte, Ludek Lancilotti, Basil Green Pencil, Giorgio Caporaso, Roberto Cambi, Giorgio Gurioli, Chiara Lampugnani, Controprogetto, Alessandro Mendini** and many more.

The galleries will be open from Tuesday the 14th until Friday the 18th from 10am until 8pm, Sunday the 19th from 11am until 7pm. A special event will take place the 15th of April lasting until 10pm.

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