



FOODMADE

Via Privata Oslavia, 3 Milan / Ventura Lambrate district
9-14 April 2013 / 10 am - 8 pm / opening evening 10 April / 8 pm - 10 pm

An essential element of human life, fuel for the mind, body engine, irreplaceable raw material, completion of a basic need and again opportunity to conviviality, sharing, relationship, much of us and our sociability revolves around the FOOD.

What added value could we give to an object created using this simple item, supplied to us directly from nature? To which symbolic value or model, our project should give expression? What message could be transmitted using a material so valuable? What story could tell? What poetic reflection impersonate?

Here comes FOODMADE, a collective exhibition of projects inspired and created BY and not FOR food. Food as raw material but also as a key element of the creative and productive process.

PADIGLIONEITALIA invited 17 designers to face this issue in order to create a collective exhibition of innovative projects realized ad hoc.

The designers are:

4P1B, Alessandro Zambelli, Alhambretto, Antonio Aricò, A/R studio, CarusoD'AngeliStudio, Cristina Celestino, CTRLZAK, Gio Tiroto, Emanuele Magini, Lanzavecchia + Wai, Leonardo Talarico, Studio Natural, Stefano Rigolli, Uovodesign, useDesign, Whomade + Michela Milani.