

DIGITAL DETOX DESIGN - MILAN DESIGN WEEK 2019

During Milan Design Week 2019, **Digital Detox Design** invites you to “**Living Experience**”.

Living Experience is the event conceived to take a break from the digital overload, to breathe and interact with space, matter and people in a pure and genuine way. Our desire is to elevate design's scope, beyond the creation of furniture pieces and products, and nurture our deepest need: being human.

Smartphones usage is indeed producing negative effects on the quality of our lives: focus decrease, self-awareness related stress, memory impairment and depression. What would happen if we were to turn our devices off? **Digital Detox Design** draws from the importance to disconnect from our devices and reconnect to other dimensions of our existence.

The event is created and curated by **Alessio Conti**. The project aims, within the use of materials, colours and light to connect people to a wider network than any other, thanks to breathing and contact.

On the fourth floor of Via Solferino 11, you will not find any special effect but, instead, a welcoming and essential space to recharge our depth, silence and presence. It is a living, a “whatever” space that, to paraphrase Agamben, *is not “whatever” no matter what, but such that it always matters*”.

Digital Design Detox brings together different brands.

The first brands to believe in the project were **Sapiens Design**, recently awarded important international prizes, which after the experience of Bologna Design Week 2018 replicates in Milan with a new piece of furniture and **Chendù**, among the winners of the **Rebell Contest**, which will present furnishings and lamps that blend the geometry of the lines with the craftsmanship of the production.

Moreover, **Amaaro** will delight us with their latest, iconic, ceramic collection; designer **Matteo Bandi**, product and graphic designer for the event, will showcase for the first time in his home country a collection of prototypes to get away from our phones; **Pollini Home**, manufacturing experts with ceramics at the core of their practice; **GF Garden** with their multi-functional bags collection and **Mud is Mood** that will present a selection of modular candle holders and vases from the Intersezioni collection and **L'Essenza nel Marmo** will spread ambient fragrances in precious reed diffusers.

Brands **Spazio B5c**, together with **Doodesign**, **Officina Bugamelli** and **Passo 32**, will create the living space with wallpapers, libraries and lamps.

COBE Architetti and **Aguzzoli Arredamenti**, from **Spazio Rebell**, join the project and delight us with pieces from **Artmutari (design Nicola Pinazzi)**, **ModDesign** and **Valentini**.

The event is styled by **Laura Arduin**, who previously worked on important events for Salone Del Mobile, Ufficio and Eurocucina. Laura has collaborated with magazines such as “La Cucina Italiana” and design brands such as Dieffebi, Florim Ceramiche, Marazzi and Italgraniti Group.

To expand our spatial and cultural presence, **Czech Design Week** is participating with a selection of products. Moreover, during their next edition in December, they will showcase some of the Italian designers from Digital Detox Design.

A video installation by **Francesca Catellani**, with music by **Andrea Talmelli**, will enrich the experience by immersing us in the Digital Detox dimension. Sound environment curated by **Andrea Sommani**.

Website created by **Innobrain** (Bologna) and designed by **Matteo Bandi** (London).

Location

The events takes place in one of the most relevant areas of Brera Design District:

Studio Correa Granados Architects

Fourth Floor

Via Solferino 11

Date & Time

Exhibition:

9-14 April 2019

10am - 8pm

Opening & Press Preview:

April 8th, 2019

7pm - 10pm

Party:

April 10th, 2019

7pm - 10pm

Visit our website for further information:

digitaldetoxdesign.it

An event created and curated by Alessio Conti

In collaboration with Sapiens Design and Chendù

Styling: Laura Arduin

Spatial design: Cobe Architetti

Logo e grafica: Matteo Bandi

3d Visual and concept: Chendù

Website: Sapiens Design Studio

Contacts

Alessio Conti

mail: info@alessio-conti.it, press@alessio-conti.it

tel.: +39 3471034602

Instagram: [/digitaldetoxdesign](https://www.instagram.com/digitaldetoxdesign)

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