



Zip Zone Events MDW 022

Via Tortona 26, Milan

6th – 11th June: 10.00 a.m.– 7.30 p.m.

12th June: 10.00 a.m. – 5.30 p.m.

In occasion of Milan Design Week, **Zip Zone Events** has created a collective exhibition combining design, art and innovative creations in a unique location.

Zip Zone Events is the event format designed by Alessandra Stretti to support and emphasize the nature of Fuorisalone, which represents for years the beating heart of design in various shapes. A multifaceted and immersive experience ranging from collective exhibitions of design and art to creations of innovative materials in their maximum and purest expression.

Thanks to the accurate selection of the exhibitors, the cultural and artistic atmosphere makes the event a point of reference to look at to confront, discover new trends and get in touch with emerging talents. A format designed to suit every situation and to highlight the disciplines which intrigue and connect so many people different from each other during the Milan Design Week.

It's a format which gives space also to young artists, giving them the opportunity to exhibit their creations in the design district par excellence in Milan, the one of Via Tortona.

For its 5th edition, the fil rouge connecting many of the exhibited works is the upcycling, aimed at the creation of unique and valuable pieces.

Zip Zone Events presents various exhibitors, including:

- **Art Luxury:** the contemporary art gallery which thrills art enthusiasts with its unique works since 2015. It will exhibit a selection of paintings and sculptures of world-famous artists such as Marco Lodola, Diederik Van Apple, Giuseppe Amadio and Walter Piacesi, just to name a few.
- **Buttons:** a jewellery line coming from the idea of giving new life to refined vintage buttons.
- **D&C:** unique furnishing accessories with projects customizable by the customer. Artisanship and professionalism since 1993 – today they are handed down to a new generation.
- **Mikky Eger Jewellery Art:** creating unique handmade jewels.
- **Odelà Fragrance:** a company specialized in the design of ambient fragrances and technologies to spread them out with customized or selected notes according to the desired effect.
- **Quezzo by Orietta Sacchi:** a brand of contemporary, lively, sophisticated, and elegant design. It boasts many collections - from home design to fashion - with a sustainable and eco-friendly manufacturing.
- **Roberto Bucchi:** artistic experimentation and manufacturing of metal and glass.
- **Stefania Messori Design:** unique furnishing cushions created in their tailoring workshop and finished by hand. They are made of "dead stock" fabrics, giving them a new life.

- **Studiodesgn Davide Montanaro:** The design activity of the studio covers a variety of industrial design worlds. The distinctive features of its business are the research and the transfer of materials and technologies from different industrial sectors.
- **Tomoko Tokuda:** a jewel creator which gives new life to old clocks forgotten over time.
- **Wanos Wood & Design:** tailored furnishing accessories created with the natural essence and shape of the wood together with the iron working to create unique furnishing pieces.

Moreover, within Zip Zone Events takes place "**Fuori di Design**": a cluster of talents showcase promoted by **Materioteca**[®]. In this tenth edition are hosted products resulting from materials reuse and/or recycling. The exhibition will be powered by the extraordinary participation of **Idea Plast**, whose research and development department has proven over the years to be an exceptional forge of inspiration and stimulus in giving an unprecedented second life to a disparate variety of polymeric waste.

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