

KIDS DESIGN WEEK

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14-19 APRIL 2015

AFTER-noon-PARTY

15 APRIL, 4pm

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**MUSEO NAZIONALE
DELLA SCIENZA
E DELLA TECNOLOGIA
LEONARDO DA VINCI,
MILANO**

The first design week devised exclusively around children and their world, held during Milan Salone del Mobile

There's a special value in what aims to be effectively shaped around the littlest of people, who, whilst they lack experience, are also prone to surprising and personal ways of discovering the world. On the one hand, a child-like approach, free of the strict perceptive grids which are typical of the adult way of looking at things, can be an exciting starting point for designers.

On the other hand, designing for children means taking up a challenge, fighting standardisation, creating objects which encourage (rather than hinder) the spontaneous heterogeneity of approaches of the youngest. Kids Design Week aims to celebrate those who have taken up this challenge, gathering together and promoting an exchange among many of those who, in different parts of the world and in different ways, think it is important to trace sensible lines around the first, uncertain but precious steps of the littlest ones.

In a venue that could not be more apt, among old sailing ships, historical steam engines and cruise ships, under aircraft wings and next to legendary boats of the likes of Luna Rossa, KDW takes place in a playful and fun way in the space of Milan's Museo Nazionale della Scienza e della Tecnologia.

Big firms and new enterprises who have recently and bravely joined this segment of the market, designers and projects devised ad hoc: they will all share this new way of conceiving the world's most important design week, contributing to a rich network of exhibits. Their shared objective is to address directly a segment of the public which had never been involved in such a comprehensive and extensive way.

Almost 1000sqm are available for the exhibition, which has both commercial and cultural value. The set-up is simple and interactive, giving prominence to the exhibitors and inviting visitors to engage and interact with the objects.

During the Kids Design Week, visitors will have the opportunity to take part in workshops devised by Sanks Edition, a new Dutch design label based at KruxAmsterdam; jump on the deliberately out-of-proportion furniture items by Lago; create sculptures with Stick-lets; race with Bugaboo strollers; or get lost in a city made of Tukluk triangles. And much more.

Making culture for Kids Design Week means, on the one hand, exhibiting and promoting the best products available on the market, and on the other hand, offering an experience which deviates a little from the format of a trade fair or a museum – which makes it all the more precious.

Taking part in KDW are, amongst other exhibitors: Kalon Studio, Dearthkids, PCM DESIGN, Affinità Moderne, My Prototype, afilii – design fit for kids, L&Z, Richard Lampert, Moluk, Parsprototo, Pliet, Charlie Crane, Giulio Iacchetti, Paolo Ulian, Matteo Ragni, Axel Schindlbeck, Francois Dumas, Erasmus Scherjon, Ghero Asmut, Alejandro Ceron, Zaven, Francesca Lanzavecchia, Zanellato/Bortotto.

Furthermore, within the context of KDW, the Museo Nazionale della Scienza e della Tecnologia will offer a workshop in its Tinkering Zone for designers and professionals on toys and new open source technologies, during which it will be possible to experiment with new ways of designing objects and producing new ideas.

KDW is the result of a collaboration between the Museo Nazionale della Scienza e della Tecnologia, Uovokids and Actant Visuelle.

It is supported by the Consulate General of the Netherlands in Milan and benefits from technical sponsorship from Jannelli&Volpi.

With the contribution of Regione Lombardia and Unioncamere Lombardia.

PRESS@UOVOPROJECT.IT
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MUSEO NAZIONALE
DELLA SCIENZA
E DELLA TECNOLOGIA
“LEONARDO DA VINCI”
FREE ENTRANCE VIA OLONA 6/BIS
20123 MILANO

TUESDAY, 11AM–8PM
WEDNESDAY, 11AM–9PM (AFTER-NOON-PARTY, 4PM)
THURSDAY, 11AM–5PM
FRIDAY & SATURDAY, 11AM–8PM
SUNDAY, 11AM–6PM
LAST ADMISSION 30 MINUTES BEFORE CLOSING TIME

kidsdesignweek.it

A PROJECT BY

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