

TOUR LIBERTY
In partnership with
FAI-Fondo Ambiente Italiano

Walking Tour of Liberty buildings in Porta Venezia area, with the guide of FAI-Fondo Ambiente Italiano

Saturday, April 8, 11am
Liberty walking tour with a guide (*)

Saturday, April 8, 3pm
Liberty walking tour with a guide (*)

Sunday, April 9, 11am
Liberty walking tour with a guide (*)

Starting point: Villa Necchi Campiglio,
via W. A. Mozart 14

(Visit to Villa Necchi is not included, because it's not part of Liberty heritage)

1. Biblioteca Venezia (ex Cinema Dumont)

Via P. Frisi, 2

Nato come cinematografo e oggi biblioteca civica, ciò che resta è un bell'esempio di influenza viennese.

Born as a cinema and now a civic library, is a beautiful example of Viennese Liberty.

_Arch. Tettamanzi, Mainetti (1908)

2. Casa Guazzoni

Via M. Malpighi, 12

Dal nome del Cav. G. Guazzoni, committente e autore dei rilievi. I chiaroscuri sostituiscono il colore: teste femminili, fiori e foglie, putti paffuti intorno alle finestre.

It carries the name of G. Guazzoni, committee and author of the reliefs. The chiaroscuros replace the colour: female heads, flowers and foliage, chubby little cherubs around the windows.

_Arch. G.B. Bossi (1903)

3. Casa Galimberti

Via M. Malpighi, 3

Forse il più bell'edificio Liberty di Milano: 170 m2 di facciata in coloratissima ceramica con morbide figure femminili/maschili, balconi in cemento e decorazioni in ferro battuto.

Probably the most interesting Liberty building in Milan: 170 m2 of a colourful ceramic façade with smooth feminine/masculine figures, cement balconies and iron decoration.

_Arch. G. B. Bossi (1903)

4. Sheraton Diana Majestic (ex Kursaal Diana)

Viale Piave, 42

Nel 1842 apre il Bagno Diana (piscina pubblica), poi Kursaal Diana, primo albergo di lusso, con strutture sportive e teatro. Tardo Liberty con influenze Rococò.

In 1842 opens Bagno Diana (public swimming pool), then Kursaal Diana, the first luxury hotel with athletic facilities and a theatre. Late Liberty with Rococò influences.

_Arch. A. Manfredi(1904)

5. Albergo Diurno Venezia (*)

Piazza Oberdan

Centro servizi con bagni, barbieri, lustrascarpe, stileria, posta, banca, fiori/giornali/telefoni, sale riunioni, agenzia viaggi. Resta solo un accesso dalla strada.

A service centre: bathing cabins, barber, shoeshine, laundry, post office, bank, flowers/newspaper/call boxes, meeting rooms, travel agency. Only remains one of the entrances.

_Ing. Troiani (1925)

6. Casa Operaia Squadrelli

Via B. Marcello, 93

Una delle case popolari costruite dalla Società Edificatrice di Case Operaie e Bagni Pubblici, che mostra l'impegno del Liberty sul fronte sociale.

One of the tenements built by the Building Society Case Operaie e Bagni Pubblici, which shows the engagement of Liberty on a social side.

_Arch. Squadrelli

7. Casa Gusmini

Via E. Petrella, 20

Come l'edificio di Via B. Marcello, è un esempio di edilizia popolare Liberty, costruito dalla Società Edificatrice di Case Operaie e Bagni Pubblici.

Another example of public housing built by the Building Society Case Operaie e Bagni Pubblici, like the tenements of via B. Marcello.

_Arch. Squadrelli

8. Palazzo Castiglioni

Corso Venezia, 47/49 (Via Marina, 10)

Edificio che segna la nascita del Liberty milanese, commissionato dall'imprenditore Castiglioni. La facciata è movimentata da fregi, nastri, putti ed elementi vegetali in rilievo.

It is the building which officially signs the birth of Milanese Liberty commissioned by entrepreneur Castiglioni. The façade is animated by friezes, ribbons, cherubs and vegetal elements.

_Arch. G. Sommaruga (1901/1903)

9. Casa Berri Meregalli

Via Cappuccini, 8

Sebbene l'architetto fosse un oppositore dell'Art Nouveau, questa casa è considerata l'ultimo esempio coerente di Liberty milanese!

Even if the architect was an opponent to Liberty, this building is considered to be the last real Liberty example in Milan!

_Arch. G. U. Arata (1900/1914)

Casa Berri Meregalli 2

Via Mozart, 21

10. Casa Tensi

Via Vivaio, 4

Elegantissima palazzina che ricorda le forme sinuose del Liberty Parigino.

An extremely elegant building reminding of the sinuous shapes of Parisian Art Nouveau.

_Arch. E. Pirovano

11. Casa Campanini

Via V. Bellini, 11

Gioiello del Liberty milanese che l'architetto progetta per sé. Sulla facciata vetrate policrome e fregi affrescati. Inserti in ferro battuto di A. Mazzucotelli.

A real jewel of Milanese Liberty realized by the architect for himself. On the façade: polychrome glass doors and fresco friezes. Iron decorations are made by A. Mazzucotelli.

_Arch. A. Campanini (1904)

12. Santuario del Sacro Cuore di Gesù

Via Piave, 2

Neoromantico e contaminato da dettagli ornamentali anticlassici è l'unico edificio religioso milanese con reali suggestioni Liberty.

Neo-Romanesque and contaminated by some anti-classical ornamental details, it is the only Milanese religious building that has to do with Liberty.

_Arch. P. Mezzanotte (1906)

13. Casa Campanini

Via C. Pisacane, 12

Ispirata alle forme morbide ed eleganti del più autentico Art Nouveau francese.

It is inspired by the smooth and elegant shapes of the authentic French Art Nouveau.

_Arch. Campanini (1903)

14. Casa Balzarini

Via C. Pisacane, 16

Le forme di ispirazione moresca degli archi a ferro di cavallo e le decorazioni a foglia di ipocastano testimoniano il talento eclettico dell'architetto Ferrini.

The Moorish arches and the chestnut leaves decorations testifies the eclectic talent of architect Ferrini.

_Arch. A. Ferrini

15. Casa Cambiaghi

Via C. Pisacane, 18/20

I pavoni che diventano timpani sopra le finestre del primo piano e le decorazioni fitomorfe rendono la facciata elegante e bizzarra allo stesso tempo.

The peacock shaped tympanums above the first floor windows, together with phytomorphic conches make this façade elegantly bizarre.

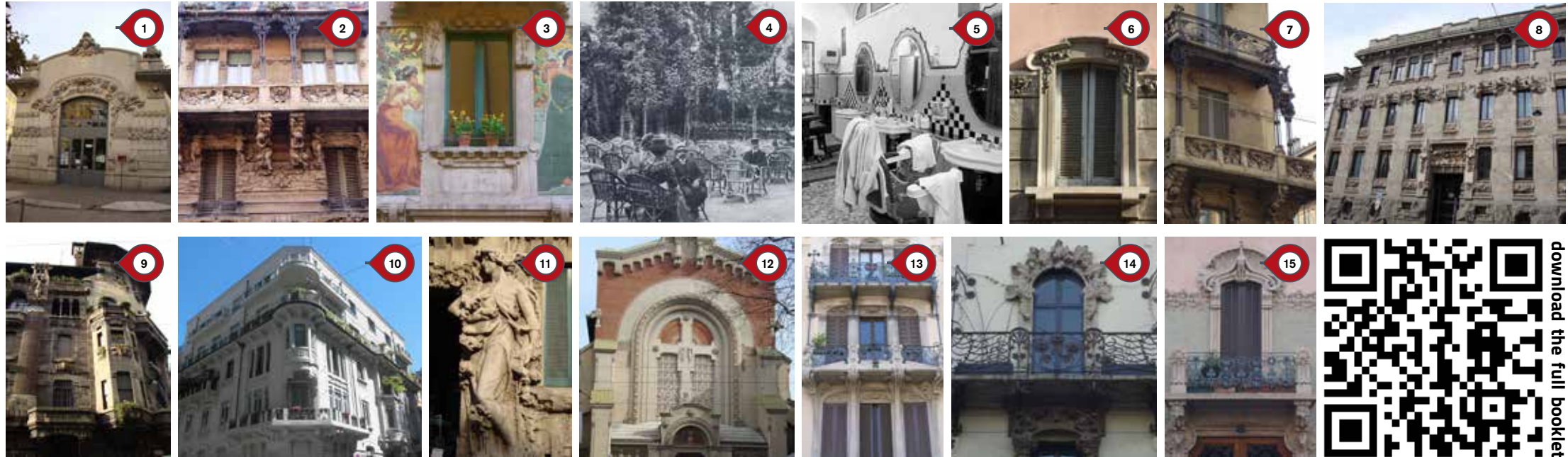
_Arch. A. Ferrini

Casa Cambiaghi

Via Pisacane 18/20/22

Casa Crocchini

Via Pisacane 24



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PORTA VENEZIA IN DESIGN | 2017
CIRCUITO FUORI SALONE MILANO
4-9 APRILE 2017

A Milan itinerary for the Design Week to combine design&art, food&wine with Liberty Architecture heritage.

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PORTA VENEZIA IN DESIGN
DESIGN&ART, FOOD&WINE and LIBERTY

CIRCUITO FUORI SALONE MILANO **2017**

WHAT | Milan itinerary for the Design Week

WHEN | April 4-9, 2017

WHERE | Milano, Porta Venezia MM1,
Porta Venezia Railway - Tram 5, 9, 23, 33

INFO POINT + PRESS POINT | Casello Ovest di
Porta Venezia - Piazza Oberdan 4, Milano

ORGANIZATION | Nicoletta Murialdo

DESIGN COMMUNICATION 2017 | laboMint

PRESS OFFICE | press@portaveneziaindesign.com

INFO | info@portaveneziaindesign.com

1. THE ESSENTIAL TASTE OF DESIGN

Casella Ovest – Piazza Oberdan, 4
4-7 April, h. 12pm-8pm 8 April, h. 11am-7pm 9 April, h. 11am-5pm
A project by: **Matteo Ragni Studio** e/and **Porta Venezia in Design**
Main Partner: **Essent'ial**
Partners: **Fondazione Accademia del Panino Italiano, Lurisia, Mogi Caffè, Plust Collection, Scuola Politecnica di Design, Verallia, Zaini**
Technical partners:
ElettrocityStore/BiroPoint, Hic Enoteche, Ifi, Out of the Box
Media Partner: **Azure**
Special guest: **Davide Longoni** with **20zeronove** presenting 'La Tasca'

Info Point, Press Point, Bar Azure

Exhibitors:
– Setting-up and new collections by **Essent'ial**
– **Scuola Politecnica di Design** student's projects exhibition
– "Breaking Bread – Pane al Pane" exhibition by **Azure**
– "The objects tell" by **Virginio Briatore**
– 100 cutting boards selected by "Taglieri d'Autore", Matteo Ragni Design contest
– A design cutlery exhibition, from '30s to 2017, of Belgian collector **Alain Wathieu**
– "Oggetti Comunicanti" by **Verallia**
– "Il panino, da natura ad artificio. I Maestri del pane", by **Fondazione Accademia del Panino Italiano**
– On stage, a project by **Zaini**
– "Taste of Beauty / WHAT IF IT WOULD KILL YOU?" by **Dejana Kabiljo**

2. ALBERGO DIURNO VENEZIA

Piazza Oberdan
4-9 April, h. 12pm-7.30pm
Senso 80
A project by the artist **Flavio Favelli**, creating a site specific installation in the **Albergo Diurno**: a path related to its architecture and spaces, starting from the original elements which have deeply marked its poetic and unique atmosphere.

3. AMI MOPS

Via Tadino, 3
4-8 April, h. 10.30am-8pm 6 April, h. 6pm-9pm Cocktail
Geometries
Ami Mops shop-laboratory is a welcoming and original space, where, through **Barbara Corazza** creative talent, fine jewelry with unusual geometries are created.
The mainly used material is the resin, often hand worked. During the design week **Ami Mops** presents the **Spring Summer 2017** collection.

4. LISA CORTI

Via Lecco, 2
4-8 April h. 10.30am-8pm | 9 April 11am-7pm
Lisa Corti Home Textile Emporium is a company based in Milan, creating and designing fabrics used to have a very personal home furnishing, together with women and children clothing line. **Lisa Corti** designs her creations in Italy, but each and every piece of her collections is produced in India by specialized artisans.

5. LABORATORIO 16

Via Panfilo Castaldi, 16
Graphics illustration and design laboratory. It was born in Milan as spatial and furniture design Studio and in time it has changed, managing to manufacture its own small ornamental objects. "Abito Fuori Casa" is its research project on the urban space.

6. EX-WAREHOUSE

Viale Vittorio Veneto (opposite n. 24)
4-7 April, h. 3pm-7pm 8-9 April, h. 11am-5pm
A first exclusive opening during **Porta Venezia in Design** fuorisalone of a mysterious and forgotten venue: the ex-warehouse, a space for so long unnoticed and whose origins we have tried to reconstruct, bringing it back to the collective memories.

7. NOBODY&CO

Giardino delle Arti – Via Palestro, 8
4-9 April, h. 10am-8.30pm 4-9 April, h. 10am-12pm Wild Breakfast
Super Follies: an architectural installation in a mysterious Milanese garden, curated in collaboration with **Studio Toogood**, exhibiting the creation of small structures (**Follies**) in which new poetic and eclectic furniture design reveal to the visitor.

8. GAM – GALLERIA D'ARTE MODERNA

Via Palestro, 16
4 April, h. 9am-5.30pm 5-9 April, h. 9am-7pm
Double Signature: a co-produced project by **Fondazione Cologni dei Mestieri d'Arte, Living Corriere della Sera** and **Michelangelo Foundation for Creativity and Craftsmanship**, bringing together design innovation and a tradition of great Italian artisanship.

9. VILLA NECCHI CAMPIGLIO

Via Mozart, 14
April 8, h. 11am + h. 3pm April 9, h. 11am
By reservation only: 20 people a tour (2 hours)
info@portaveneziaindesign.com

10. DORIN ROSSI DESIGN

Viale Majno, 38
4-7 April, h. 6.30pm-9pm 8-9 April, h. 3pm-9pm
The contemporary art gallery **'Gli Eroi Furori'** is hosting **Frigerio21**, a Milan-based eco-green design marble furniture company at its first exhibition during the design week, with videos, photos and works, including unique design 'chaise longue' 'Dune' and 'Opera'. A cocktail with a selection of 'De Plano' wines will be offered together with some special events.

11. PASTA FRESCA BRAMBILLA + BISTROT

Via Melzo, 2
4-9 Aprile h. 9am-10pm
Bistrot sells homemade pasta and turns into restaurant at lunch and dinner. It also offers a selection of organic products, for sale.

12. STAMBERGA

Via Melzo, 3 (entrance by courtyard)
4-9 April, h. 11am-9pm
It is now hosting 5 international brands: **Bonacina 1889, Octagon Design, Pueblo Inc., Meta, YSTUDIO**. On display also "Spiritus", a permanent installation by **Marco Beretta** photographer.

13. JANNELLI&VOLPI

Via Melzo, 7
4-9 April, h. 10.45am-7.30pm 7 April, h. 6pm-10pm Cocktail
JANNELLI&VOLPI
A spectacular setting up at **Jannelli&Volpi** showroom, hosting **Wallpaper Rhapsody**: a path of installations by **Martinelli Venezia studio**, where new **Jannelli&Volpi** collections are on stage as paintings in the Gallery space.
Among new collections, also **MissoniHome Wallcoverings01**.
Other events:
Essent'ial presents **TAAC** limited edition **N.V.A.A.S** graphic, design **Matteo Ragni**
Laura Zeni with "Face Design - Colouring Book"
Aluworld presents **DVNE**
JVstore presenting a new design collection

MANERBA

DISCLOSES THE 'UNDECIDED SOFA' A COMFORT ZONE FOR DECISION MAKERS!
Designed by **Raffaella Mangiarotti** and **Ilkka Suppanen**, the revolutionary "Undecided Sofa" is the star of **Manerba** showroom, boutique-company which has produced office furniture for the last 40 years.

14. FRIGERIO 21 c/o GLI EROICI FURORI

Via Melzo, 30
4-9 April, h. 11am-10pm 4-9 April, h. 6pm-9pm cocktail
5 April, h. 6pm-10pm - **VeroMarmo clothes fashion show** of **Fili Pari** with **Zushi sushi** and **djset**
8 April, h. 6pm "Sottorilevo in progress" by **Nada Pivetta**
The contemporary art gallery **'Gli Eroi Furori'** is hosting **Frigerio21**, a Milan-based company designing marble furniture and accessories. During the week there will be an exhibition with video, photos and works, including unique design 'chaise longue' 'Dune' and 'Opera'. A cocktail with a selection of 'De Plano' wines will be offered together with some special events.

15. BROMPTON JUNCTION MILANO

Via Melzo, 36
4-9 April, h. 10am-8pm
6-9 April, h. 11am-5pm #TryBrompton and 'Folding Contest Italia'
Brompton Cambridge is presented and sold exclusively by **Brompton Junction Milan**.
The 2017 edition **Brompton BWC** and the **Brompton Nickel Edition Superlight** are also on stage.
Brompton Junction Milan and **Brompton Italy** present two events: #TryBrompton, a fleet of **Brompton** available for a free trial and **Folding Contest Italy**, the opening/closing bicycle speed race.

16. HIC ENOTECHÉ

Via Spallanzani, 12
4-8 April, h. 11am-3pm/5pm-12am 9 April, 5pm-12am
Hic is not a place, it's a state of mind which is living inside of you as an exciting vortex.
Take off your masks and armours and show your true vocation for simple things and sincere smiles. Bring whoever you would like: abandoned brothers-in-law, cloakroom colleagues, anteaters friends or vacuum cleaner neighbours.

17. PARADISOTERRESTRE c/o JATO SHOWROOM

Via Sirtori, 32/A
4-9 April, h. 10am-7pm
10 years after **Dino Gavina** passed away, thanks to **Gherardo Tonelli's**, **Paradisoterrestre** comes to life again, bringing back the heritage, above all intangible, of a brand which marked the history of the Italian design.

18. SPAZIO ANNILUCE

Via Sirtori, 32
7 April, 10am-6pm 8 April, 10am-2pm
During fuorisalone, **Spazio anniluce** is hosting eco-sustainable installations and conferences on industrial architecture. Protagonists of the event are **Econetwork – Materioteca**.

19. ANTHOZOA

Via Malpighi, 7
4-9 April, h. 11am-8pm
Conceives, designs, creates jewelry 'out of the ordinary'. Unique for its manufacture, design and relevance. Unrepeatable, piece-unique jewels, handmade, forged and crafted with care. Jewelry as talismans, as witnesses of good fortune. By **Annabella Beretta** designer.
Anthozoa hosts **PiattoUnico** and **Emanuela Sala's** creations.

20. OUT OF THE BOX

Via Malpighi, 7
4-9 April h. 12pm-9pm
Born thanks to the idea of **Lucio Zandomenighi** and **Flavio Sears**, it offers unconventional ice creams - created by the master ice cream maker **Giacomo Schiavon** - the **World Coffee Experience** and "Raw", an innovative bakery using only whole wheat of a plant-based origin ingredients.
The interiors is conceived from the exposed laboratory, to the walls colours, are carefully designed.

21. CASA MIA

Viale Regina Giovanna, 22
4-8 April, h. 6pm-2am
Born from the passion of hosting friends in the living room and from the joy of being together in an elegant, warm and welcoming place, to escape and disconnect from the hectic Milan pace. A happy oasis where you can listen to music, read a book or flip through a magazine. Your new cocktail bar, your new home.

22. DANIELA DE MARCHI

Piazza Lavater, 2
4-8 April 10.30am-2.30pm/3.30pm-7.30pm
Jewelry store, in brass, bronze, natural stone and colored enamels, hand made by Italian goldsmiths.

23. CASA MUSEO BOSCHI DI STEFANO

Via Jan, 15
4-9 April, h. 10am-6pm
Casa Museo Boschi di Stefano hosts **Gio Ponti/Roberto Sambonet**: il cuore dei Ponti per i Sambonet exhibition, curated by **Matteo Iannello**.
Free guided tours held by the curator of the exhibition:
8 April h. 12am and h. 3pm.
By reservation only: info@portaveneziaindesign.com

24. CENTRO CULTURALE CECO

Via Morgagni, 20
4-9 April, h. 1pm-7pm
Mini Wonders: an exhibition showing the work of seven designers - among famous or emerging - from the **Czech Republic** with a focus on the creativity and imagination of children's world.

25. FUTURDOME

Via Paisiello, 6
4-9 April, h. 10am-7pm
Outer Space
The first exhibition dedicated to Italian independent spaces. A curatorial path through new projects, an opportunity to meet public and new forms of collecting art.

26. BAOBAR

Via Eustachi, 24
4-9 April, h. 7.30pm-1am 4 April, h. 7.30pm Opening Party
The Milanese cocktail bar based on the concept of **ecogreen**, will give life to the **Cocktail Design Week**: the exhibition of **D@D - Design@Design Company's** creations and an exclusive selection of cocktails, served as a take away with a special gadget created for the event.

27. DAAA HAUS

Via Maiocchi, 14
5-9 April, h. 10am-7pm 5 April, h. 5pm Cocktail
It is nowadays a fast growing designer firm, presenting **A/Tipici Craftsmen Experiences**, a collection of experimental and traditional crafts - together with some photo images - realized by **Mediterranean designers** and companies.

28. CASA CAPITANO

Via Castel Morrone, 35
4-9 April, h. 7am-9pm
The style of this particular chocolate shop recalls a home rather than a cafe. The furniture - which is original from 50's and 60's and found at markets and vintage shops, and restored by **Giampiero Romano** di **Creazioni d'Interni** in Milan - is almost... all on sale!

