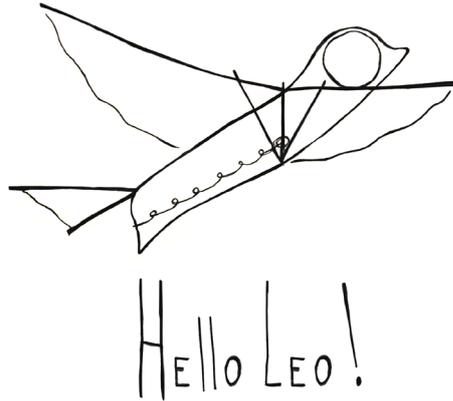


unduetrestELLA DESIGN WEEK

art and design for kids

Fabbrica del Vapore
Fuorisalone | April 9-14 2019
via G.C. Procaccini 4 Milano



As a child **Leonardo da Vinci** was used to sitting down on a holm oak and wonder what it was like to fly. His passion led him to invent **flying machines** able to climb to the sky, to parachute, descending back to the earth without getting hurt. And Leonardo was used to studying the flight of birds and insects, bats and swallows.

Hello Leo! Good morning child who wanted to learn to fly!

On the 500th anniversary of Leonardo's birth, **unduetrestella DESIGN WEEK** dedicates a special project celebrating the greatest of genius'. Artist, painter, mathematician, scientist, man of multiform talent.

We like to think of **Leonardo** as **the first designer in history**, able to combine creativity and functionality, beauty and practical resolution of problems, the desire to overcome limits and the ability to remain grounded. Even after flying! **Leonardo** built terrible war machines, yet his models today look like toys. His studies and drawings regarding wings and animals today have the poetry of an illustration for children.

To celebrate **Leonardo the designer**, and to remember the childish components of his vision, we have collected the products of historical Italian and international brands: the *Abitacolo* (1971) by **Bruno Munari** assembled with only 8 screws produced by the Italian Rexite. Pablo Picasso had called Bruno Munari the new contemporary Leonardo. The old genius has designed many horses and we choose the most recent *H-Horse* (2016) by **Nendo** for **Kartell** (I), while the elephant seat, designed by the **Eames** in 1945 for **Vitra** (CH) is on display to commemorate his passion for elephants. The masters of design interact with the works of young creatives such as the **Haptic Lab** site-specific *Flying Martha*, from New York, for the first time in Italy, a flock of handcrafted flying toy birds inspired by Leonardo Da Vinci's study of birds and the exploration of flight, like the cabinet dedicated to the myth of *Icarus* by the Italian designer **Alicucio**, the *Mona Lisa* reinterpreted by **Poppik** (F) as a sticker puzzle that children could easily interact with, the imaginary machines made from the DIY 2D construction elements pack by **Footy** (F), that enables you to create 3D shapes; and the illustrations **Duvet Days** by **Jenna Wiebe** from Costa Rica, for supporting survivors of sexual assault and rape: with her graphic abstractions of the human body reminds us of the Leonardo drawing boards.

We have asked them to interpret, and update Leonardo's lessons and inspiration in their own way.



Hello Leo! Helps us teach children how to fly again!



Like last year **unduetrestella DESIGN WEEK**, thanks to the support of the **Municipality of Milan**, interprets a 600 sqm open space at **Fabbrica del Vapore, Spazio Messina 2**, and wants to celebrate design for children exhibiting more than 40 brands and products from all over the world. Let's go in alphabetical order.

Anne-Claire Petit (NL) is one of the first designers who recognized the beauty of skilful handwork and the importance to preserve these in our modern society and produces handmade unique pieces of crochet in cotton, that reflect the love for animals and nature. It was said (falsely) that Leonardo had designed a bicycle: on display we chose *Firts GO! Balance Bike* by **Banwood** (D), the bike without pedals, chains or wheels. After the bikes, low-tech cars made from ecological and sustainable materials by the French maker Anne-Laure from **Bonheur Intérieur Brut**.

unduetrestella DESIGN WEEK selects brands that leave room for creativity, imagination and the freedom to play for children like **Carapau Portuguese Products** (P), a contemporary and high-quality handmade production with focus on sustainable design and reinvention of traditional Portuguese materials, which creates an eccentric bestiary; for the second time with us, Carmen Siebold, creator of **CasieLiving** (D), brings her new *Emma Play's Shop*, a miniature market, to Milan. **Cink** from Sweden produces stylish dinnerware of bowls, mugs, sippy cups and feeding spoons made from recycled organic bamboo and water-based colored pigments with an "artistic" palette of five neutral colors. For the first time in Milan the three-part wooden peg dolls held together with little magnets, handmade and hand-painted by the young brand **CLICQUES** (AT) for learning colours and improving fine motor skills.

Like every **unduetrestella DESIGN WEEK** edition, the historical French company **Collégien** (F), with some models of the latest spring summer collections inspired by love and surfing of its classic slippers with a breathable and micro-ventilated rubber sole, and Liliane Limpens, the designer of **DollsVilla by Liliane** (NL), who creates two innovative models of a dollhouse on wheels, made of sustainable materials, full of every comfort, even the car ramp, like real toy furniture full of accessories.

Something completely new for 2019 like *Dotandcross hug* the flexible bed that accompanies children from birth to 10 years of age by **Dotandcross**, the Italian brand born in 2013 from the ideas of Margherita Rui (dogtrot) and Zanellato/Bortotto designers. The *ZZI Puzzle Animals*, wooden animals with a super minimal design by Barbara Achermann from **Dsgn Kids** (CH), together her *OOLL Zoo stable*, a module that can be used as a single element or as an installation; from Taiwan **Eguchi Toys**, by designer Kentaro Eguchi who celebrates flying with his *mobile* birds, and the world of nature by the three Hungarian girls from **Eperfa**, who are inspired by the magic of places in Hungary full of stories, the hills around Budapest and Lake Balaton, the largest in their country.

For the second year the Italian distributor **Ama Naturalmente** proposes some of its international brands: **Franck & Fischer** (B), with functional, fun and colorful products, made of natural and safe materials; **PlanToys** (T), who has been producing educational and ecological games for over 30 years, starting from an innovative material like planwood, entirely natural and waterproof, fascinates with its pastel collection; **Play&go** (B), creates the bag/carpet, designed for children also thinking about their parents, now in the SOFT version, soft and portable; **Quut** (B), brings us back to the seaside with high quality, durable, sophisticated and smart outdoor toys; and **Poppik** (F), pays homage to Leonardo with adhesive puzzles of the *Mona Lisa* the most famous of his masterpieces.

From Poland two young companies: the products by **Koko Cardboards**, made out of cardboard and other paper-based materials, combining traditional hand-made manufacture with usage of very modern, specialized machines, and the **Lama Palama** project by the family creative collective AŻ studio who creates a cute handmade soft lama toys dressed according to current fashion trends.

Continuing with the newness from home decor here there are the contemporary furniture for babies and children by **Linha Bloom** a Brazilian brand led by Franklin Lee e Anne Save de Beaucueil who design and fabricate multi-functional pieces where children can participate in building their furniture with their parents; Another from Brasil is the young Paulo Ferrez from **LOWII**, who launched his newest prototype of the *Watering can Chair*, a garden seat who turns into a watering can when it rains. For a very special artist's room the new *Loona* table by **Maké Maké** (F), designed with a red "chalkboard" side and the other in natural wood, combined with the *Loop* stool.

Here in Milan at unduetrestella DESIGN WEEK we can see **Mini Home** by the legendary Finlanese designer Eero Aarnio, born in 1932, a design toy, dollhouse for children, construction set and 3D puzzle, all in one, with the iconic *Puppy* dog.

Again with us the award-winning toymaker **MOLUK** (CH), who develops multifunctional, open-ended play objects that spark the imagination, tickle the senses and get kids moving, which presents *Nigi, Nagi & Nogi*[™] e *Oibo*[™], the latest additions to this unique collection, created with a focus on grasping, teething and sensory stimulation for babies.

A long cooperation between **Nidi**, Italian brand that designs spaces for children and teenagers, and **unduetrestella**: at Fabbrica del Vapore it presents some pieces from the iconic *Woody* collection, wardrobe, drawer, and chairs with wooden legs, together with ottomans, all colored green.



The selection by **unduetrestella DESIGN WEEK** discover the world of the Italian brand **Nini nati con le ali** with their tongue-and-groove furniture for children inspired by the principles of Maria Montessori and the schools in Reggio Emilia, that allows them to be independent and frees their creative thinking in the home. And we are happy to show some pieces by **Nofred**, a modern, stylish and high quality range of kids furniture and accessories directly from Denmark, who presents *Mouse* chair and table, together with the *Harbour House*.

From the latest edition **unduetrestella DESIGN WEEK** opens the exhibition to the world of puericulture, it's the turn of the Dutch brand **Nuna** who produces child seats, strollers, and children accessories like *Leaf Grow* the bouncer perfect for growing, it could be used as a chair till the child reaches 60 kg, or the stroller *MIXX*, ideal for any type of movement, with the possibility to recline its seat in 5 different positions.



More from Slovenia with **ooh noo** 100% European-made collection for kids and its newest series of *Grand Prix Racing* made from wood (up to 80%) and plastic, and its math blocks in black or white with numbers and emojis in a pure linen sack to help kids discover their hidden talents with numbers.

Let's move to Italy with two creators of beauty, two artists of the same generation: the 70s. The creative imagination of **Paola Sala** presents, for the first time, four fun ceramic dinnerware sets complete with an embroidered napkin / placemat and a decorated glass, inspired by the characters of the old fairy tales of Walt Disney. **Puella**, little *maison* of poetic ornaments and embroidered memories created by textile artist Barbara Barbantini.

unduetrestella DESIGN WEEK shows the 100% handmade multipurpose toys by **Pinch Toys** (HR), which makes the world a bit more happy with wooden puzzles, city blocks, doll furniture, vechicles or animals. We go scouting for new brand for kids such as the new *ABC friends* collection by **Reisenthel** (D), specialised in bags and travel objects, who launch some child-friendly accessories created by children themselves and decorated with a fantastic alphabet of patterns. We rediscover the beauty and genius of some complements from the **Rexite** (I) collection, a company who has been worldwide operating in the design furniture industry for more than forty years: the coat rack and the basket designed by Raul Barbieri or the set for desk designed by Julian Brown.

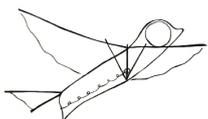


The research done by **unduetrestella DESIGN WEEK** brings together different solutions for “spaces for children” like the **Tellkiddo** (S), accessories, made in Europe with an eco-friendly spirit that respects the environment, from the choice of materials such as recycled paper or rough canvas, up to the optimization of waste; also this year we can not forget the wall or floor stickers and wall hooks with fun and colorful details by **Tresxics** (ES); looking upwards to the special installation of *mobiles* in painted steel and wood by **Virvoltan** (F), passionate about art, who has always been a *lover of mobiles*, the famous pieces of the historical brand **Vitra** (CH) (distributed in Italy by Unifor and Molteni & C), like the bear, the cat and the birds from *Resting Animals* designed by the Swedish duo Front together with the *Oiseau*, the stylized duck designed by Ronan & Erwan Bouroullec. And end up with and the unique and natural collection of classic and timeless games by **Wooden Story** (PL), a brand now at its third generation.



Like every year, at **Unduetrestella DESIGN WEEK** there is a **special corner dedicated to international magazines** about children and lifestyle with three sizes of the pop icon *Sacco*, the anatomical easy-chair designed by Gatti-Paolini-Teodoro 50 years ago and produced by **Zanotta**, one of the recognized leaders companies in Italian industrial design since forever, and with *LOU* stools, stackable, colorful and universal by **TIPTOE**, contemporary furniture brand from Paris. Thanks to the national and international magazines that have made their latest issues available to our public: **Casa Facile** (I), **Dim Dam Dom** (F), **Donna Moderna** (I), **Doolittle Magazine** (F), **Elle Kids** (I), **Fathers** (PL), **Giovani Genitori** (I), **Grazia Junior** (I), **Ideat** (I), **Insieme** (I), **Io e il mio bambino** (I), **Kids Magazine** (F), **Magic Maman** (F), **Marie Claire Enfants Italia** (I), **Marie Claire Enfants Francia** (F), **Milano Moms** (I), **Milk Magazine** (F), **Pambianco Design** (I), **Ser Padres** (ES), **Style Piccoli** (I), **Vanity Fair Design** e **Vanity Fair Junior** (I).

Thanks to **Favini** for the supply of paper and to the historic company **Mera & Longhi** that has always followed us over the years with its unmistakable candies flavored with herbs and flowers.



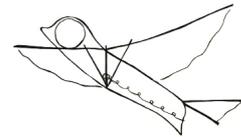
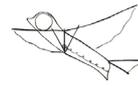
Unduetrestella organizes events related to design, furnishings and objects from the children's world. Since 2009 Unduetrestella is producing events dedicated to design during the Milano Design Week. In April 2011 kidsroomZOOM! was born - a special home exclusively designed for children.

Organized and curated by Paola Noé, with the contribution of Thomas Maitz, designer of the Perludi brand, the project provides an insight into the design and contemporary works of art for children, and aims to bring to the public a spotlight of this emerging creative scene. Since 2015 kidsroomZOOM! changes several locations and, for the first time, unduetrestella DESIGN WEEK is presented at Superstudio Più. Since 2012 **unduetrestella DESIGN WEEK** is regularly invited to the Pitti Immagine Bimbo.

Unduetrestella offers a communication, pr studio, that explores the world of children at three hundred and sixty degrees. Offering services for brands, brand storytelling, pr consulting; design and construction consultancy for private and public spaces; site-specific projects brands and stores related to children; creations of contemporary art.

HELLO LEO! with:

Alicucio (I) **alicucio.com**
Anne-Claire Petit (NL) **anneclairepetit.com**
Banwood (D) **banwood.com**
Bonheur Intérieur Brut (F) **bibjouets.com**
Carapau Portuguese Products (P) **carapau.com**
CasieLiving (D) **casieliving.de**
Cink (S) **cinkshop.com**
CLICQUES (AT) **clicques.com**
Collégien (F) **collegien-shop.com**
DollsVilla by Liliane (NL) **dollsvilla.com**
Dotandcross (I) **dotandcross.com**
Dsgn Kids (CH) **dsgnkids.ch**
Duvet Days (CR) **designsbyduvetdays.com**
Eguchi Toys (T) **eguchitoys.com**
Eperfa (HU) **eperfa.com**
Ama Gioconaturalmente con Franck & Fischer (B) **franck-fischer.com**, PlanToys (T) **plantoy.com**, Play&go (B) **playandgo.com**, Poppik (F) **poppik.com**, e Quut (B) **quuttoys.com**
Footy (F) **footy.com**
Haptic Lab (USA) **hapticlab.com**
Kartell (I) **kartell.com**
Koko Cardboards (PL) **kokocardboards.com**
Lama Palama (PL) **lamapalama.com**
Linha Bloom (BR) **linhabloom.com.br**
Lowii (BR) **lowii.com.br**
Maké Maké (F) **makemake.fr**
Mini Home (FL) **minihome.fi**
MOLUK (CH) **moluk.com**
Nidi (I) **nidi.it**
Nini, nati con le ali (I) **ninidesign.it**
Nofred (DK) **nofred.com**
Nuna (NL) **nuna.eu**
ooh noo (SLO) **ooh-noo.com**
Paola Sala (I) **paolasala.eu**
Pinch Toys (HR) **pinchtoys.com**
Puella (I) **puella.bigcartel.com**
Reisenthel (D) **reisenthel.com**
Rexite (I) **rexite.com**
Tellkiddo (S) **tellkiddo.com**
TIPTOE (F) **tiptoe.fr**
Tresxics (ES) **tresxics.com**
Virvoltan (F) **virvoltan.com**
Vitra (CH) distributed in Italy by Unifor e Molteni&C **vitra.com**
Wooden Story (PL) **woodenstory.pl**
Zanotta (I) **zanotta.it**



HELLO LEO!

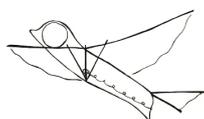
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WHERE



Fabbrica del Vapore, via G.C. Procaccini 4, 20154 Milano



WHEN



April 9 - 14 2019 | h 10 am - 8 pm

Press Preview Tuesday April 9 from 11 am to 2 pm

Opening Tuesday April 9 from 3 pm to 8 pm

CURATED BY

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