



The Design City
Milan: Extraordinary Lab
Marco Sammiceli

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Design in Milan is a physical and palpable presence that can be seen in all work places: in the designer's studios, or factories where the objects from their activity are rendered, or even in the moment where all of these elements come together at the Salone del Mobile. Milan has long been a platform for creating design, central to the world of design, graphics and architecture. A world that constantly reinvent itself to stay fresh e and competitive.

The book covers major past events and their connection to Milan while also exploring the current situation and offers thoughts for the future. It shines a spotlight on the stories of many generations of Italian and Foreign Designers who share having contributed to the Milan design system, which became well established on an international scale over the span of nearly a century (1940-2020). The designers were chosen based on their connections to and the two common threads are the places where their creative design process happened and the voices of the designers themselves.

Archive material provided by theirs and foundations as well as interviews with each of the protagonists of contemporary Milanese design show a range of points of view on the relationship between the city, its cultural system, and the Salone. This is a historic event thanks to the presence of structures, companies, and artisans who over time have made Milan a centre for commerce, training and professional growth.

The comparison of the individual designers, through their enunciation of methods, approaches, and secrets of the trade, also emphasizes the different ways of interpreting the profession. Anyone coming from other cities, Italian or foreign, finds in Milan the ideal place to express themselves, adopting the creative and working spirit, understanding the 'mysteries' that surround this extraordinary environment, and becoming manufacturers of new ideas and creations.

Marco Sammiceli teaches at the Design School of the Politecnico of Milan, and he has been design curator for Abitare since 2014. International Relations Chief Officer of XXII Triennale Milano 2019 "Broken Nature". **Anna Mainoli**, editorial consultant, is curator of architecture and design collections of "Corriere della Sera" and has been architecture and design editor for Federico Motta Editore.