



Hello LEO!

Unduetrestella DESIGN WEEK 2019

Art and Design for Kids

Fabbrica del Vapore

via G.C. Procaccini 4, Milano

April, 9 - 14, 2019

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 to be able to climb up 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 works of young designers, innovative international brands and historical companies of Italian tradition. 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!

From April 9th to 14th, **unduetrestella DESIGN WEEK**, collaborating for the second time with the **Municipality of Milan**, interprets a 600 sqm open space at the **Fabbrica del Vapore** and wants to celebrate design for children, products and companies.

To pay homage to Leonardo designer, and also to remember the childish component of the vision, we have collected the products of historical brands and young designers. Pablo Picasso had called **Bruno Munari** the new contemporary Leonardo: the *Abitacolo* (1971) by **Bruno Munari** assembled with only 8 screws (produced by the Italian **Rexite**). The old genius has designed many horses and we choose the most recent *H-Horse* (2016) by **Nendo** by **Kartell**, while the elephant seat, designed by the **Eames** in 1945 for **Vitra** 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 project *Flying Martha*, from New York, for the first time in Italy, like the birds nest cupboard of the Italian designer **Alicucio**, the *Mona Lisa* by **Poppik** to interacts with, the imaginary machines by **Foooty** and the graphic illustrations *Duvet Days* by **Jenna Wiebe** from Costa Rica.

The exhibition presents:

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** with **Franck & Fischer** (B) franck-fischer.com, **PlanToys** (T) plantoys.com, **Play&go** (B) playandgo.com, **Poppik** (F) poppik.com, and **Quut** (B) quuttoys.com, **Foooty** (F) foooty.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, and **Zanotta** (I) zanotta.it.



Unduetrestella DESIGN WEEK
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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, h. 11 am – 2 pm
Opening Tuesday April 9, h. 3 pm – 8 pm

Curated by **unduetrestella**
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