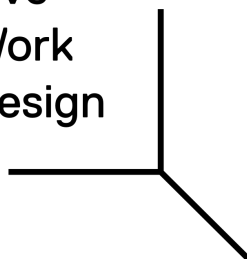


archiproducts[®]

MILANO

Live
Work
Design



Archiproducts opens its first co-net-working design space in Milan

The place where Architects and Designers find inspiration and information to design, build, and furnish

29/3/2016 - Archiproducts is opening a new Space in the city: in Zona Tortona, the beating heart of the new Milan, among art, fashion, design, and business.

It's called **Archiproducts Milano**. The address is via Tortona 31, between Superstudio and the Nhow; just steps from the Armani Museum, from the Atelier and Laboratories of the Scala theatre, and from BASE, the new hybrid space for culture and creativity in the ex Ansaldo.

Its web address is milano.archiproducts.com

A spacious, turn-of-the-century apartment, 500 square meters with terraces, decorated stuccoed ceilings, and antique oak herringbone floors; direct access to via Tortona and four windows which face the entrance of MUDEC, Milan's Museum of Culture.

From the web to the city: Archiproducts Milano is a hub in which Architects, Designers, and Brands in search of inspiration and opportunities meet to collaborate on projects, value sharing and networking.

"Live, work, design" is the Fuorisalone 2016 event which the space will host until 30 June.

The spacious apartment in via Tortona 31 will be set up as a place in which one can live, work, and meet with others, with furniture and objects by Archiproducts' international partners: **Desalto, Saba Italia, Vibia, Ton, NORR11, Ethimo, Simes, Alpes Inox, Vitrum, Hey Sign, Dieffebi, Kriska Décor, Stellar Works, Buxkin, Roofingreen, Royal Botania, Velux, Kiasmo, Iittala, Kristalia, Liuni and Brompton Junction Milano as a backdrop.**

A large home in which one can work, or a workplace in which one can feel at home.

Every evening during the Fuorisalone, Apulian chef Felice Sgarra, the youngest chef to earn a Michelin Star in Italy, and his **Umami** team will create tantalizing tastes, smells, and scenes as Archiproducts+Umami appetizers. Participation will be by invitation only.

"The crafting of a dish, for me, follows the same dynamics of the creative process that leads to architectural works", Felice Sgarra

The Tortona 31 space will also be the editorial headquarters of Archiproducts, and will host **Say-duck**, a startup specializing in Augmented Reality, and **Velux's "Rethink the daylight" Academy**. It will be set up for events, light co-working, meetings, previews, and product expos. A place co-net-working, dedicated to the Architects of Milan and the entire world.

Archiproducts Milano also kicks off new and invaluable collaborations.

With **Elle Décor Italia**, online and offline, which will make this space a touchpoint for events, exhibitions, and happenings, during Milan Design Week and after. A harmonious and complementary synergy built on the choice of themes, partners, and styling, with the consolidated experience of Elle Décor's editorial staff.

With the **Milano Space Makers** team, a leading group for the scouting and management of the most beautiful locations in the Tortona area, as well as an engine for the cultural renewal of the area. And also with of **BASE Milano** and the **MUDEC STORE**, which have teamed up with Archiproducts Milano as the sector's specialized cluster for many activities.

Numerous synergies and alliances which create a system and network in a district of Milan, the new Zona Tortona, which will astonish and amaze all with its capacity to attract creative energy!

INFO EVENTO

Live, Work, Design

@Archiproducts Milano

Via Tortona 31 (Metro: Porta Genova)

April 12th-17th h 10,00am-9,00pm

Umami, Michelin-starred Restaurant,

April 12th-17th h 8.30pm-10.30pm (invitation strictly required)

Press preview April 11th h 15,00-19,00

ARCHIPRODUCTS

[Archiproducts](#) is the largest international online resource for Architecture and Design: 11 languages, 160,000 catalogues, 3,500 brand advertisers. An incredible source of inspiration for over 1.7 million registered Architects and Designers and 46 million readers every year.

Archiproducts is part of the Archipassport.com network, along with Archilovers, Archiportale, Edilportale and Sayduck.

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