

# POSTI DI VISTA green block

FABBRICA DEL VAPORE  
MILANO 14-19 APRILE 2010

**FDVLAB – FABBRICA DEL VAPORE WORKSHOP ASSOCIATION, IN COLLABORATION WITH OTTAGONO AND THE MUNICIPALITY OF MILAN HAS DEVOTED ITS FUORI SALONE TO ISSUES LIKE SUSTAINABILITY, ENERGY EFFICIENCY AND URBAN GREEN.**

**Fabbrica del Vapore, via Procaccini 4 / via Luigi Nono 7**  
**Open every day from 10 am till 10 pm; 14 - 19 April 2010**  
**Inaugural cocktail on Wednesday 14 April from 7.30 pm on**  
**Design cocktail by Wyborowa Exquisite: 14/4 h. 7.30 pm, 15-19/4 h. 7 pm**  
**Conference Ecodesign e bioedilizia saturday 17 April at 5 pm**  
**Press conference, Palazzo Marino, Thursday 8 April from 12 pm on**

Over the last years, Fabbrica del Vapore has sent a cohesive and strong message among the "Fuori Salone" proposals offered by the Municipality of Milan during the Salone week: its ongoing growing overturn is due to its creative process, which explores the nexus between design and social, economic, political and ecological issues. Their growing interest must be taken into account by anyone dealing with culture.

On the 49th Salone Internazionale del Mobile, **FDVLAB**, in partnership with the **magazine Ottagono** is giving life to the event "**Posti di vista – Green Block**" (Places of view – Green Block): Fabbrica del Vapore is taking into an ongoing growing account issues like **Sustainability, Eco-friendliness, Short production and distribution Line, Energy Efficiency, Urban Green Planning and Networks.**

The importance of the issues dealt with and of the engagement shown by its promoters in developing the project has led the **Municipality of Milan** to be the **main sponsor** of the event; the aim is to start a collaboration over the next years by organizing other similar projects, Milan being the host of the Expo 2015.

The main initiatives will be taken care of by Ottagono, BestUp – bello equo e sostenibile, Accademia del Gioco Dimenticato, Aiace, Ariella Vidach – AIEP, Careof DOCVA Viafarini, Il Fischio, Laboratorio DAGAD, MacchinazioniTeatrali, Mascherenere, ONEOFF – Industreal, Process 4, SHOW BIZ, Institute Without Boundaries, as events, exhibitions, competitions and workshops.

**Permanent installations** and **temporary architecture** works will be carried out along with the presentation of other **products** and **projects** strictly intertwined by the concept of sustainability.

For fourth consecutive year Best Up, as scientific partner, with its circuit for the promotion of a sustainable living, is campaigning at Fabbrica del Vapore for "**+LCD – CO2**"; other initiatives of its own are the "**Tavolo della Sostenibilità**" (Table of Sustainability) and the exhibition "**Step by Step verso la sostenibilità. BUONI ESEMPI**" (Step by Step towards Sustainability. GOOD PRACTICES).

The exhibition "**Sostenibilità a tutto vapore**" (Sustainability in overdrive) will be held at Spazio Polifemo with 100 products of 100 designers: the works are completely eco-sustainable and will be part of a publication dedicated to the theme.

The outside will be the venue of green planning with bio-lakes, urban orchards, trees and public and sportive green areas.

In collaborazione con

Contributo e Patrocinio

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It is really an important event: starting from sustainable actions in the fields of design, furnishing and architecture, it aims at showing how sustainability and environmental awareness can be practiced in our daily lives.

The Municipality of Milan will host the press conference of the event on Thursday 8 April at 12 am.

## Scientific partners.

ANAB, BestUp – bello equo e sostenibile, GBC Italia, Promoverde

## So far, partners of the projects are the following:

George Brown College, IED (Istituto Europeo di Design), NABA (Nuova Accademia di Belle Arti), POLIDESIGN, Politecnico di Milano.

Abet Laminati, Acquaefuoco, Al 2698, A.G.C. Flat Glass Italia, Albornò/Grilz, Alpi, Amsa Milano, Andreoli, Arreda.net, Arpa, Artcontainer, Associazione Sunugal, Atanor di Merotto Milani, Giuseppe Augugliaro, Axolight, B-Matrix, B&B Italia, Ballarini 1889, Belkiz, Giorgio Biscaro, Boris Bally, Caimi Brevetti, Campeggi, Catalano Design Lab, Ceccato, Cini&Nils, Codal, Comieco, Conjugi Eger, Coopsette, Corvasce, Cracking Art Group, Cristalplant, Daku Italia, Damiani by Indaf, De Castelli, Luis De Garrido, Della Rovere, Fabrizio Delrosso, deZign Studio, DheFields, Diamantini & Domeniconi, Dorma, DuPont™ Corian®, Dyson, Electrolux, Elica, Ecoplus, Evostone, ExtraHenryTimi, Fabriano boutique, Fiam, FDV Group, Federlegno – Arredo, Flos, Fondazione Museo Arti e Industria di Omega, Fresialluminio, Frida Cafè, Garmont, Roberto Giacomucci, Gruppo Proel, Heimdall, Hell's Kitchen, H16, Horm, iGuzzini, Il Cantiere, Ikea, Innova.com, InterfaceFLOR, Massimo Iosa Ghini, Isolmant, Italianoriginale Design Creative Lab, Kalon Studios, Kubedesign, Kuei, Marco Lai, Lamm, L'Hub, Linealight, Loyal Loot Collective, Macs design – Ricambi Originali, MAP (Museo Arte Plastica) di Castiglione Olona, Marameo Design, Materiavera, Methis, Mirage, MM Design, Mobilclan, Pierluigi Molteni, Mont-export, Wyssem + Cécile Nochi, Oceano Oltreluce, Officinalanzi, Oltremateria, Omniales, Omni Decor, Pellini, P.L., Polidoro, Produzione Privata, Progetto C73, Matteo Ragni, Rancilio, Recession Design, Re(f)use, Roca, Rubinetterie Teorema, Sabaf, Sangalli Tecnologie, Sedus, SixPeople.it, Sovet, Studio Caporaso Design, Trend, Tubes, Ultraluce, Uniflair, Valcucine, VDA, Viraver, Wave Group, Studio Robert Wettstein, Woodloops, Zo-loft.

We thank you for the attention and the trust you always grant us. We are at your disposal for any further information.

Best regards,

Gabriella Del Signore

Milano, March 2010

## Press office and public relation

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