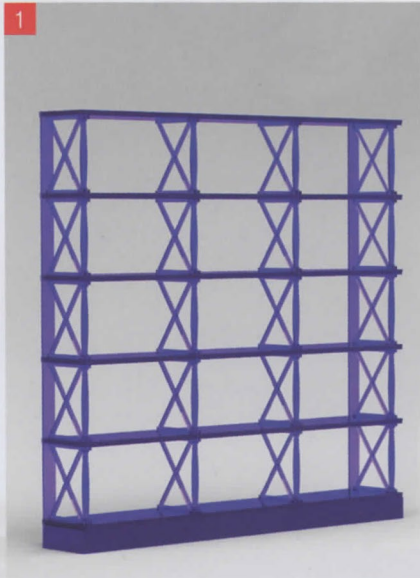




Collezione Gran Deluxa di Sirpi da Jannelli&Volpi
 Gran Deluxa Collection by Sirpi from Jannelli&Volpi.
 © Richard Powers Photographer



Tokyo Girl's Room by CHINTAI © Leslie Kee

Milan is the trendiest city in Italy, as well as the capital of creativity. The Salone del Mobile is living proof of this, however it doesn't all end in Rho: everything speaks furniture under the Madunina [what people in Milan fondly call the statue of Mary atop Milan Cathedral] through various events organised for the Fuorisalone. Squares, pubs and restaurants and shops set up events, exhibitions and installations. One of the more dynamic areas is the Brera Design District, the heart of fashion in this Lombardy capital. The theme selected this year is *Progetto Forma Identità* to consider the identity and processes that lead to creative uniqueness. The special initiatives organised include the first showing of a documentary entitled *Design Capital* with testimonials from celebrities in this field from Ron Gilad to Marten Baas. This district gains prestige from a number of the most renowned Italian and international designers: Sebastian Herkner, Arik Levy, Luca Nichetto and Lorenzo Damiani. New openings include Kartell by Laufen, Smeg, Florim, Richard Ginori and Olivieri. There is also great liveliness for Porta Venezia in Design, which focuses on Liberty. Principioattivo Architecture Group opens its *Cre-active garden* in the via Melzo studio, where the feeling of experiencing nature in a closed space is recreated. Just a few doors away in the Jannelli&Volpi JVstore that produces wallpaper and interior fabrics you will find Welcome Wallpaper: eight stylists interpret the concept of welcoming through eight exhibition boxes lined up just like in an art gallery according to a project by Matteo Ragni. Fuorisalone is the showcase for lots of products dedicated to the upcoming Universal Exhibition, such as the multitasking library *La Biblioteca Nazionale* (☞ 1), created by Florence Maison Mario Luca Giusti. The cherry on the cake for lovers of the Land of the Rising Sun is Tokyo Design Week (☞ 2), at the Visconti Pavilion in via Tortona. Immerse yourself in the inventive of Japan's capital applied to furniture, art, fashion, technology, food and kawaii culture. FE