

ALPHA DISTRICT



Alpha District: Design, Inclusion, Motion, District – The youngest and largest district of the Fuorisalone arose.

*Press Release
Alpha District
October 2020
Milan*

Alpha District is a territorial marketing project conceived by FORO Studio, with the patronage of the Municipality of Milan and the Milan Design District.

Created in 2020 in the former Alfa Romeo area in the Portello zone, Alpha District is the newest and largest district of the Fuorisalone.

The epicentre of the project will be Piazza Gino Valle, the largest square in Milan, from which a series of exhibition itineraries and *site-specific* installations will be developed. The goal is to relaunch one of the most interesting areas of the Milan of the future, recently transformed and rich in auteur architecture, while at the same time preserving the historical memory of the neighbourhood.

The new district will be presented at Fuorisalone 2021, hosting initiatives and events that will involve companies, designers, artists and design insiders from all over the world.



Concept | District, Design, Inclusion, Motion.

District - The main asset will be the district itself, which will become an open-air exhibition space. The study of the territory, its history, its particularities and its future developments were, in fact, the starting point of Alpha District. **Therefore, the district will be one of the great protagonists of the event**, having the goal of promoting synergies and initiatives that create a new sense of belonging and community within the area.

Design - The design will be the other great protagonist of Alpha District, linking the transversality of the various projects and the actors involved like a *fil-rouge*. **A design for everyone; a design that capitalises on the craftsmanship and local heritage of designers and producers; an experiential design that uses an 'interactive' approach**, namely, making design a tool that sparks an interaction between the installations, the public and the territory. The event will give rise to a **large collective exhibition** - made up of stories, installations and products - **told by FORO Studio's storytelling design.**

Inclusion - The intention is to go beyond the more institutional locations, to make **design a content of all and for all, and at the same time capable of stimulating critical thinking.** Hence the idea of making the works usable around the clock, available to the city at any time of the day, and of giving space within the installations to **social and highly topical content.**

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Motion – Another keyword of Alpha District is related to movement. *Movement* as a **reference to the memory of the neighbourhood** historically linked to the automotive world, and as a reference to a **constantly evolving city**, which moves out from the centre towards new rapidly evolving areas.

But that is not all. Within the district, Alpha District will promote **sustainable mobility** – such as *sharing* and electric motors – and the use of movement itself as a source of energy, through the use of dynamos.

The Context

The strong commitment to the regeneration of the **Portello** district, once home to the Alfa Romeo factory, has resulted in a **multifaceted urban area with the potential to become a point of connection**, sharing and culture through design-related initiatives.

The district, in fact, brings together interventions and projects by **great Italian and international contemporary designers**.

In Piazza Gino Valle alone there are names like Gino and Pietro Valle, Fabio Novembre and Emilio Isgrò. Other names such as Jorrit Tornquist, Cino Zucchi, Guido Canali, Charles Jencks, Renzo Piano and others stand close to the square area, that is connected by Mario Bellini's comet to the towers of City Life.

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The Art Direction

The creative direction has been entrusted to FORO Studio, which will not only follow the curation of Alpha District but – thanks to its design approach and its multidisciplinary expertise – also the supervision of the exhibits, ensuring the project has a strong stylistic and aesthetic coherence.

For Alpha District, FORO Studio has envisioned a design that invites interaction, and that arouses amazement and curiosity, leaving the public to interpret its message.

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Art Direction

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