

ECOCENTRICO

The Istituto Europeo di Design brings to Milan Design Week a multidisciplinary project that stimulates reflection on the changing urban landscape and the historical memory of places. The spaces are those of the Former Butchery where the future IED Campus will be built

Alcova from 17 to 23 April 2023 | Press preview: 16 April from 3 pm to 6.30 pm

Milan, 15 February 2023 - For Milan Design Week, **Istituto Europeo di Design** presents **Ecocentrico**, a multidisciplinary project developed in partnership with **Giacimenti Urbani**, association that deals with the reduction of waste of resources and activation of circular economy paths from below, and presented within **Alcova** in the area of the Former Butchery of Porta Vittoria. An international project created with the involvement of lecturers and students from different courses and from all the IED Group's Campuses, now located in **Italy** in Milan, Cagliari, Florence, Rome, Turin and in Como with the Accademia di Belle Arti Aldo Galli; in **Spain** in Barcelona, Madrid and Bilbao; and in **Brazil** in Rio de Janeiro and Sao Paulo.

Ecocentrico is an **informative space** intended to host **visual, sound and material labs** and **workshops run by the students**. A large geodesic yurt will host visual installations, the contents of which may be photographic, audio, video and multimedia, while a second yurt will be built over the course of the week during workshops open to the public. The result of what has been experimented during laboratories and workshops stimulates reflection on the **changing urban landscape** and the **historical memory of places: how to enhance eco-diversity, recycling practices and create a new relationship with materiality?** Indeed, Ecocentrico expresses the IED Group's commitment to raising awareness on the issues of virtuous recovery and thus of urban and social regeneration, combined with the educational objective of stressing how design, understood as planning, is a tool for thinking up new relationships with the constituent materials of the urban fabric.

Giacimenti Urbani, which engages in *circular* activities focused on **reducing, repairing, reusing and recycling**, was a partner on the project, providing the IED students with recycled materials, which will be used for the realisation of the exhibition project. Ecocentrico will also host a small photographic exhibition intended to bring together the results of the "Urban Visual Studies" workshop in which the selected students will participate in the months leading up to Milan Design Week with the aim of exploring and narrating the context of urban regeneration of cities, neighbourhoods and suburbs through images.

The Former Butchery, which will house Alcova and the Ecocentrico installation, is the centre of an area now in a state of disrepair and neglect ready to be transformed thanks to the large urban regeneration project for the entire area. As part of the regeneration process, this area south of Milan's Porta Vittoria railway link will host **the new IED International Campus**, which will see all the current Milan centres spread across the city brought together in one place. The IED Campus will be **one of the largest Higher Education Campuses in Italy owned by a private institution entirely dedicated to creativity**, art, culture and design for future generations.

With contributions from:



The Ecocentrico project is one of the activities promoted by the IED Group as one of the official partners of the New European Bauhaus Initiative:



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