

THE GLITCH CAMP IS BACK!

**Developed by the Istituto Europeo di Design,
the first free urban campsite for students from all over the world
returns to Design Week: registration open until 31 March**

**For the 2025 edition, IED is also committed to sustainable accommodation in
connection with the Fuorisalone community**

7 - 13 April 2025 | Milanospot SSD S.p.A. "Enrico Cappelli" Sports Centre Piazza Caduti del Lavoro, 5

Milan, 27 February 2025 – After the first edition that demonstrated how *urban camping* is a format that appeals to young people at major international events, the **Istituto Europeo di Design** is back with ***The Glitch Camp***, the first free urban camping for students from all over the world in Milan during Design Week. In April 2024, *The Glitch Camp* attracted 300 students from 19 foreign universities and 31 different countries of origin. Last years' experience illustrated the **importance of making Milan a more accessible city for as many young people as possible in the week of the Salone del Mobile**. This is the reasoning behind the new edition of *The Glitch Camp* which doubles the number of places available - hosting up to 500 university students free of charge - again within the spaces of the **"Enrico Cappelli" Sports Centre** managed by Milanospot SSD S.p.A. Moreover, thanks to the partnership with **BASE Milano**, *The Glitch Camp* will also welcome young designers on the terrace of the Cultural Centre in Via Tortona, where the fifth edition of We Will Design, the Design Week at BASE, will be held.

To apply for the second edition of *The Glitch Camp*, **IED has opened a new call aimed at design schools worldwide** to welcome students between 18 and 30 years old. Registration is open until 31 March 2025 - and while places last - by filling in the [registration form](#) on the IED website.

*"The Glitch Camp was launched last year with the aim of making it clear the purpose of a school is not just about exhibiting projects, but also about welcoming young people, offering a solution to the real need for sustainable accommodation. It seemed almost a provocation to set up a campsite during Milan Design Week, but in reality, the numbers we received confirmed a necessary and successful format – said **Riccardo Balbo, Chief Academic Officer IED Group**. This year *The Glitch Camp* is back, with an edition that maintains and enhances the free camp for students from all over the world who will apply to our call and opens up as an international community. We have created synergies and exchanges with other cultural stakeholders in the city that will contribute to creating a sustainable and innovative accommodation system during Design Week".*

Glitch is a disruption, the error, or bug from which an unexpected benefit can emerge, the anomaly that generates an opportunity. *The Glitch Camp* is a tangible expression of this: the opportunity that emerges from the complexities related to hospitality, identifying an advantage in the disadvantage, and increasing the resulting opportunities for socialisation and growth. In conjunction with the cultural subjects of Fuorisalone 2025 that espouse this philosophy, *The Glitch Camp* is in fact touching down on the terrace of BASE, which - after the 2024 experience of The Camp, curated by the design agency Parasite 2.0 - will once again host emerging international designers. This space will be transformed into a place where a collective experiment that encourages interaction and confrontation comes to life.

“We are excited to announce the return of The Glitch Camp for the 2025 edition, which will again be hosted in one of Milanosport's sports centres. This project represents an extraordinary opportunity for five hundred young students and professionals from all over the world to stay in Milan for free during the Salone del Mobile. The Glitch Camp! is increasingly a point of reference for new generations, offering an innovative and sustainable solution to make the city more accessible and inclusive, while at the same time fostering encounters, cultural exchange and the sharing of ideas”, said **Martina Riva, Councillor for Sport and Youth Policies of the Municipality of Milan.**

“We are proud to renew our partnership with IED for The Glitch Camp, a project that enhances the interaction between youth, culture and sport within Milanosport spaces – said **Lorenzo Lamperti, Chairman of the Board of Directors of Milanosport SSD S.p.A.** *Our aim is to make the city's sporting facilities increasingly accessible, opening them up to innovative initiatives that promote inclusion, sustainability and social interaction. In this way, the “Enrico Cappelli” Sports Centre becomes a reference point not only for sport, but also for experiences of international sharing during Design Week.”*

As a result of the collaboration with the **Municipality of Milan** and **Milanosport**, the large football pitch at the ‘Enrico Cappelli’ Sports Centre - Milanosport SSD S.p.A. will be set up as a campsite. In the run-up to Design Week, a multidisciplinary team of IED students from the Two-Year Master’s Program in **Product Design, Visual Communication** and **Interior Design** are at work designing all the communal areas with the aim of transforming a sports pitch into a place of hospitality and temporary accommodation. A space where it will be possible to include and host activities, from workshops to a newspaper that will be distributed daily. However, the layout of the Sports Centre will allow guests to use its facilities and communal spaces.

The *glitchers* will use a campsite equipped with **Ferrino** tents designed specifically for outdoor activities, such as trekking and camping. Each tent will be supplied with a set of **IKEA**, products, designed to ensure a comfortable night's sleep and allow visitors to make the most of the busy days spent visiting the Fuorisalone. This year, the outdoor and indoor communal spaces, allocated to the camp's daily moments of sharing and fun, will be designed and created by IED students from the Two-Year Master’s Program with the support of IKEA experts, with a focus on the use of *second-hand* furniture, in line with the brand's commitment to sustainability and the circular economy. Meanwhile, Ferrino will run the *upcycling* workshop on Saturday 12 April, where camp guests will be able to design and make new objects from old, used camping tents, under the supervision of Ferrino's pattern-makers. The 2025 edition of *The Glitch Camp* was also organised with the support of **Piano B**, an agency actively engaged in reducing the environmental impact of events through the development of new creativity and sustainable production. This approach resulted in a series of partnerships with brand partners to offer glitchers a unique experience.

“Like IKEA, we will return to Fuorisalone 2025 to celebrate democratic design, where innovation and quality intersect to shape the future. With our dual exhibition, we will highlight how everyday choices can have a significant impact on everyday life. This commitment, in line with our vision of creating a better daily lifestyle for the majority of people, extends to our support for the second edition of The Glitch Camp by IED. Once again, we are excited to contribute to an initiative that facilitates participation in Milan Design Week for the designers of the future and promotes an increasingly accessible approach to design and beyond” said **Laura Schiatti, Marketing Manager of IKEA Italy.**

“I was delighted to accept the invitation to collaborate on the second edition of The Glitch Camp project proposed by IED,” said **Anna Ferrino, CEO of Ferrino & c. S.p.A.** *“Camping and tents are in our brand’s DNA, and I have always enthusiastically supported projects that promote the use of tents outside their usual context, just like this one. I think that the practice of proposing low environmental and economic impact accommodation structures should be something that is more common in the city, especially at major events. After the tremendous success of last year's edition, we have decided to emphatically renew our support for this initiative, tripling the number of Ferrino tents made available to the organisers. In this way, we expand the accommodation offered and allow even*



more students to participate in an exclusive event such as the Salone del Mobile, combining accessibility and very low environmental impact.”

The week in which *The Glitch Camp* is running will also be punctuated by the **Public Program *Designing Togetherness*** - proposed by the **Francesco Morelli Foundation** and designed by the School of the Two-Year Master's Program in partnership with BASE Milano - which will feature a series of workshops, sports and wellness activities, social events and cultural activities. The Francesco Morelli Foundation - created by the founder of the Istituto Europeo di Design and owner of all the companies that make up the IED Group - was set up to hand down the experimental academy project to future generations. Furthermore, it places the promotion of design culture at the centre of its mission with educational projects for the benefit of society as a whole and young people all over the world.



Main sponsor: **IKEA Italy**

The Glitch Camp is powered by **Ferrino**

Production partner: **Piano B**

Media partner: **Fuorisalone.it**

Cultural partner: **BASE Milano**

Sponsors: **Ferrarini, Eroica**

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