

Press Release no.7  
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## “Outdoor Experience Design”:

six innovative projects presented at  
POLI.design - Consortium of Politecnico di Milano  
in which gardens and exteriors become art galleries, travel lounges,  
herbalist’s shops, places where to cultivate and cook food, communicate  
and play with the seasons and the city.

In the six innovative projects presented at POLI.design – Consortium of Politecnico di Milano at the end of the first edition of the High Standard training course in “**Outdoor Experience Design – Designing private and public outdoor spaces**”, gardens, exteriors and terraces become art galleries, travel lounges to visit the city, herbalist’s shops, places where to gather and cook food, experiment outdoor training, communicate and play with the seasons and the city.

### **Outdoor Designer, a new specialisation for architects and designers**

The course is directed by **Arturo Dell’Acqua Bellavitis**, professor at Politecnico di Milano, and establishes a new specialisation aimed at shaping a professional figure able to design an outdoor private and public planning and furniture that meets the new “open door” lifestyle, in which interiors and exteriors continuously communicate with one another with no more barriers in the furniture and functions.

### **Lessons, educational tours and an innovative Project Work**

The 37 Italian and foreign selected architects and designers attending the course, which included lessons held by lecturers of Politecnico di Milano and renowned designers, and educational tours to the most representative realisations in Milan, at the end of the course have dealt with a final Project Work that consisted in the virtual redefinition of the exteriors of Innvillà, a club located in Via Pegaso - Milan in a country residence of the early 20<sup>th</sup> century with a big garden.

The participants, who came also from Belgium, Bulgaria, Spain and Venezuela, were divided into six groups of work and have elaborated six concepts of remarkable creative and designing skill: the group **6sottozero** proposed “**Out of Garden**”, the team **A.P.E.** elaborated “**Escape**”, the **IN\_OUT** designed the concept “**Mi.ritiro**”, the **Sevenap** elaborated the format “**Ortovaldo**”, the **Greenlab** developed “**Artealcubo**” and the group **Wildbunch** created “**Espezial**”. Their descriptions and pictures are available on the site [www.outdoorexperiencedesign.it](http://www.outdoorexperiencedesign.it) in the section “Projects”.

### **The Academic Partner and Sponsors of Outdoor Experience Design**

The course has been actively supported by the **Academic Partner SUN** – International Exhibition of Outdoor Products, Design, Furnishings, Accessories, a leading expo in Europe that will host (4-7 October 2007 – Rimini Exhibition Centre) a spectacular **exhibition** of the projects developed during the course, and the Academic Sponsors **Nardi, Talenti, Pircher, Florim Ceramiche** and **Alce** who have offered **Study Grants** for the designers.

### **In 2008 the second edition of Outdoor Experience Design**

The second edition of the course will take place at POLI.design - Politecnico di Milano (Campus Bovisa) from 14 to 30 July 2008. **For information:** POLI.design, Michela Mantica, Tel +39 02 23997248, [formazione@polidesign.net](mailto:formazione@polidesign.net) [www.borsedistudio.info](http://www.borsedistudio.info)