

Press Release no.9
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**At SUN'07 (Rimini, 4-7 October) on display the innovative projects
of “Outdoor Experience Design”,
the first course of specialisation to design and furnish the Open Door
by POLI.Design – Consortium of Politecnico di Milano**

SUN'07 – 25th International Exhibition of the Outdoor Products – Design, Furnishing, Accessories (Rimini Fiera, 4-7 October), will host a relevant multimedia exhibition of the innovative projects developed within the first edition of “**Outdoor Experience Design** - Course of high standard training to design and furnish private and public outdoor spaces”, which is organised by POLI.design – Consortium of Politecnico di Milano.

The course, that has SUN'07 as Academic Partner, is a new professional specialisation for architects and designers that is demanded by a rapidly evolving sector, in touch with the new styles of living leisure at home and in public venues.

Designing and living the Open Door

“In the matter of the Outdoor, for example - states **Arturo Dell’Acqua Bellavitis**, Professor at Politecnico di Milano and scientific director of the course – today we should speak of “*open door*”, a space-time continuum between the exteriors and the interiors, in a sort of new philosophy of living. The clear boundaries between the outside and the inside are progressively decreasing by a connection between the spaces and the extension of the functions. The division between outdoor and indoor is diminishing, and terraces, verandas and gardens become all-purpose extensions of the interiors, to be lived in a fluid way. Even the product design, from furniture to domestic appliances, proposes nomadic objects with a hybrid soul, able to cleverly mingle the functions typical of the outdoor and the indoor.”

The new role of design

“The course in Outdoor Experience Design – explains **Nicola R. Ticozzi**, director of the course – by means of lessons held by Politecnico di Milano lecturers and renowned professionals, and educational tours to the most relevant realisations, trains the designers to a new approach to private and public open spaces, to specialised skills and the new role of design in this sector.”

At the end of the course the 37 young Italian and foreign architects and designers who came also from Belgium, Bulgaria, Brazil, France, Mexico, Spain and Venezuela, were involved in the final Project Work, which focussed on the virtual refurbishment of the big garden of the night venue Innvillà in Via Pegaso in Milan, and have developed very remarkable projects in terms of creativity and planning: “**Out of Garden**”, “**Escape**”, “**Mi.ritiro**”, “**Ortovaldo**”, “**Artealcubo**” and “**Espezial**”, which will be on display at SUN'08, and can be viewed also at the website www.outdoorexperiencedesign.it in “Projects”.

The Academic Partner and Sponsors of Outdoor Experience Design

The course was supported by the **Academic Partner SUN** and the Academic Sponsors **Nardi, Talenti, Alce, Pircher** and **Florim Ceramiche** that have offered **Study Grants** for selected designers.

In 2008 the second edition of Outdoor Experience Design

The second edition of the course is scheduled from 14th to 30th July, 2008, at POLI.design - Politecnico di Milano (Campus Bovisa). **For information:** POLI.design, Michela Mantica, Tel +39 02 23997248, formazione@polidesign.net, www.borsedistudio.info