

PRESS RELEASE: Milan, Salone del Mobile 2005: Self produced design is ONLINE

NOMadeDESIGN has invited a selection of designers to exhibit new self produced design, during the Designers Week 2005 in Milan.

The theme NOMadeDESIGN has chosen for its event "Fuori Salone", has been **SELF PRODUCED DESIGN**, and so designers invited have shown their works about handmade and limited edition objects, eco-design and ready made philosophy.

Some products are prototypes, limited edition and numbered objects, other products are experimental, ecological design, or readymade objects.

Self production has strong ideologies: it is near to a work of art, because it is unique, and handmade by its artist, but it is also able to enter in the systems of industry and production.

Sometimes design is a provocation, a play, sometimes it is a research about shapes and materials, or an answer to the questions of society.

The Location of the event has been the Caffetteria degli Atellani, a charming place in Via della Moscova, Brera Area.

The setting has been the big green lawn of Caffetteria, where all objects have been exhibited.

During the evening party it has been the opening of the web site **www.nomadedesign.com**, meeting with designers, video performances and dj set live.

DESIGNERS invited by NOMadeDESIGN:

Adriano Bertoldi | Alfonso Vitale | Andrea Gianni | Carolina Suels | Designmotion | Diego Granese | Domenica Design | Donato Nappo | Fanello+Giudice | Francesco Giannattasio | Fun | Generoso Parmegiani | Gianfrancesco De Falco | Marco Volpi | Michela Alquati | Narciso Bresciani | Roberto Monte | Sally Page Turner | Sergio Catalano | Sgommati | Virginia Harper |

VIDEOARTISTS: Samuele Polistina + Carlo Fiorini.

NOMadeDESIGN is the new e-concept store about design products, where it can find different objects: from icons of made in italy to international new design, to self produced objects and limited editions.

The word NOMadeDESIGN shows two important concepts:

> no made: for a new design, a design that invent.

> nomade: the italian nomade means NOMAD, so it's a design in moving, according to the society that quickly changes.

Nomadedesign isn't only a design-shop, it's more, it's a project that joins the shopping to the idea to create a rallying-point for the lovers and the professionals of design, a container of ideas shown to the public like in an exhibition.

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