

De Rerum Natura

Rinascimento



Milano Design Week 2019

A project of:



CASCINA
CUCCAGNA

Curated by:

Matteo Ragni Studio

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MilanDesign
Week 2019

Cascina Cuccagna
5–14 April 2019

The Renaissance of Design “explodes” in a thousand collisions between the walls of Cascina Cuccagna

De Rerum Natura returns to Cascina Cuccagna from April **5 to 14, 2019**. The call is open for exhibitors to participate in this edition, titled Renaissance. This year includes a new addition, an exhibition curated by Laura Traldi “**Design Collisions – The power of collective ideas**”.

The **Call for Exhibitors** to participate in the 2019 edition is aimed at individual designers (designers, architects, artists), collectives, universities, companies and institutions, with the aim of exhibiting a array of projects dedicated to the theme of the year. A selection of projects aligned with the philosophy of De Rerum Natura will be made by the curator, designer Matteo Ragni: *“With his ability to think outside the canons, combining together technology, design and art, Leonardo Da Vinci has always been a source of inexhaustible inspiration for designers and companies. At 500 years after the death of this symbol of genius and cultural re-birth of our country, Cascina Cuccagna proposes a reflection on contemporary design that, in the name of a newfound harmony between man and nature, investigates possible and sustainable futures. A new Renaissance”*.

De Rerum Natura, the **project of Cascina Cuccagna and Matteo Ragni Studio**, is part of the Milan Design Week and it opens the weekend before the Fuorisalone. This year as well as over the last eight years, Fuorisalone at Cascina Cuccagna has been the privileged showcase in Milan for design projects with a vision for sustainability.

Every year De Rerum Natura hosts a space for cultural deepening, dedicated to a theme, conceived and developed by an independent curator. For the edition 2019, “**Design Collisions – The power of collective ideas**” a small exhibition brings together great ideas created in communities for communities. The curator **Laura Traldi** is a journalist for D La Repubblica and founder of www.designatlarge.it.

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*“Divisions - social, cultural, economic, technological – hurt mankind,” explains **Traldi**. “Because major contemporary issues need to be addressed through systemic thinking. Projects moved by new a idea of humanism, that puts the collectivity rather than the individual at its center, and considers details as parts of a whole. Working in this direction is one of the most current and urgent tasks of design, which is a creative force that develops sustainable relationships. Design can provide concrete answers to those who are engaged in re-stitching social fractures, addressing climate change, rethinking production and finding the value of man’s work without denying the support of machines”.*

In addition to **“Design Collisions – The power of collective ideas”** De Rerum Natura will offer numerous opportunities for **meetings** and **contamination**. An extensive calendar of events over ten days will animate the unique and evocative environments of Cascina Cuccagna, offering the opportunity to relax and enjoy the **excellence of design** within a fantastic metropolitan oasis.

Milan, January 2019

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