



Materials Village 2014

Creativity in design and innovation of materials

Milan, 26 February 2014 – **Material Connexion Italia**, center of research and consultancy on materials and innovative and sustainable production processes, for the Milan Design Week 2014, is the creator and promoter of the first edition of **Materials Village**, a platform of events and initiatives dedicated to promote the culture of materials and related manufacturing companies.

The format, innovative and unprecedented, is comprised of houses of various dimensions and configurations, with exhibition spaces and socialization, created in the gardens of **La Triennale** where the Material Connexion Italia showroom sits. The house is a symbol of hospitality and sharing of their experiences: The Village wants to connect the community and welcome the travelers that in the month of April, transform the city of Milan into a territory of global design.

Each unit will host either a company willing to exhibit its state-of-the-art products using innovative materials; or groups of enterprises, gathered around a design theme; or architectures studios, interpreting materials in the most updated way. A map and a dedicated website will provide details on the positions of the different houses and news program on the current activities. Information totems and house icons with the same function will be placed in strategic points of the Fuorisalone events.

Press kit and photos are available from website www.materialconnexion.it.

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