

THE GLITCH CAMP OPENS: STUDENTS FROM AROUND THE WORLD AT THE IED FREE URBAN CAMPGROUND FOR MILAN DESIGN WEEK

Over 30 nationalities and countries of origin will cross paths at the urban campground organised by the Istituto Europeo di Design: 300 students have answered the international call open to the community of design schools

15 - 21 April 2024 | The Milanospport - "Enrico Cappelli Savorelli" Sports Centre
Piazza Caduti del Lavoro, 5 - Milan, Italy

Milan, 15 April 2024 – *“I love design and am thrilled at the idea of coming to Milan and absorbing myself in the world of creativity. I applied for the Glitch Camp because free lodging is a great opportunity for a student like me, and especially because other students will be there who I’ll have the chance to connect with and exchange ideas”. “Staying at the camp means meeting new friends and people who share my interests and may even be ones I work with in the future”. “I signed up for The Glitch Camp because I’ve always wanted to visit Milan, especially during Design Week. It’s an incredible event and show”. “I think the Glitch Camp is a fantastic opportunity for students like me to connect with each other and explore the world of design together”.*

And again: “It’s a really important opportunity, and in its simplicity, it offers possibilities that might turn my whole life upside down. Networking and the chance to meet and create a web of people is what really counts in our work as designers”. “The Glitch Camp seems like the perfect option for me, also because I love camping, the mountains and the outdoors”.

These are the words of **Aapo, Robert, Jayda, Khouloud, Zornitsa, Michele** and **Francesco**, expressing many of the motivations and aspirations of students who responded to IED’s call open to design schools from around the world offering free accommodation at *The Glitch Camp* during Design Week. And it was answered: Twenty home universities, over 30 nationalities and up to 300 *glitchers*, or campers, will be staying overnight at the campground set up at the football pitch of **Milanospport - Centro Sportivo “Enrico Cappelli Savorelli”**. The Camp will host a **cultural melting pot** of young people ready to discover Milan and experience all the opportunities offered by Design Week. Just to name a few of the nationalities and origins from around the world: Spain, France, Belgium, Finland, Israel, Georgia, Germany, U.K., Greece, Romania and Russia. And from Central and South America – Mexico, Peru, Colombia, Venezuela, Chile – in addition to the USA, Japan, Indonesia and Australia.

The Glitch Camp throws open its gates: thanks to the collaboration with the **City of Milan** and **Milanospport**, the Istituto Europeo di Design succeeded in its intent to **make the week of the Salone del Mobile accessible**, and thus the **wealth of design more democratic**, to as many young people from around the world as possible. *The Glitch Camp* also meets the goal of guaranteeing **accommodation with a reduced environmental and economic impact** and **the circularity of utilised products**. The production was managed along with the agency **Piano B**, who are pledged to reduce the environmental impact of events. The *glitchers*, who can stay up to a limit of two nights, will be offered a campground equipped with [Ferrino](#) tents of the ecodesign project Tent Set, a modular system that responds to specific usage requirements and reduces material and product waste. The tents will be supplied with “kits for a perfect night’s sleep” and a lounge area to welcome them, both supplied by **IKEA Italia**, who has provided everything needed for a comfortable stay at the campground and to better face the long days of visiting the Fuorisalone. It’s an example of a **circular economy** put into practice, because after *The Glitch Camp* is closed down, the IKEA kits will be donated partly to **Opera San Francesco per i Poveri** so that the material is reused and destined for their projects in Milan to provide shelter; partly to **Casa di reclusione Milano Opera**’s spaces and to support **Croce Rossa Italiana**.



The Glitch Camp follows IED S.p.A.'s transformation into a **Benefit Company**, which establishes its DNA in generating shared value for the community and the environment, with a pledge to operate responsibly, sustainably and transparently towards people, communities and territories. IED's educational approach increasingly places the **concept of the common good** and **design as a tool to achieve this** at the heart of its mission. *DesignxCommons* focuses specifically on the role of design as a **transformative platform** through which we can care for the world, formulate questions and identify answers to emerging needs, applying design to the sharing, regeneration and integration of the common good.

The Glitch Camp offers not only camping accommodations, but also the chance to get the **full experience of the design community** with activities scheduled during the less active moments of Design Week. Until 21 April the Camp - which will be lit up with a special installation of a “nocturnal sun” - will start the day with **group lessons of pilates and stretching** alternated with discussions with designers and guests. **Tuesday the 16th** and **Thursday the 18th** - from 10.30 to 11.30 a.m. - **Glitch Breakfasts**, informal meetings organised by the architect Davide Fabio Colaci with the goal of getting the protagonists of the design world talking to each other. As a platform for discussing their work, their research and experiences in foundations, non-profits and institutions, the Glitch Breakfasts gather a community who designs for the commons; in other words a community that desires a more equitable, sustainable and inclusive future, where imagination and creativity are of basic importance, and where shared resources are cultivated, protected and accessible to all. For residents of the Camp, the day will top off with evening showings of films in conjunction with Il Cinemino, and screenings of historical films about the city of Milan and its transformations.

GLITCH BREAKFAST CALENDAR

Glitch Breakfast 01 - Tuesday, the 16th_10:30-11:30 a.m.

a talk with:

Marco Greco and Albert Hoffer - *founders of Le Cannibale*

Giulia Ronchi - *editor in chief of Exibart*

Elena Quarestani - *founder of Assab One*

Davide Trabucco - *designer, curator, activist*

Glitch Breakfast 02- Thursday, the 18th_10:30-11:30 a.m.

a talk with:

Nicola Campri - *founder of Fosbury Architecture, curator Padiglione Italia*

Andrea Marcante and Adelaide Testa - *architects, Studio Marcante Testa*

Marco Provinciali - *architect, Studio Supervoid*

Marina Spadafora - *fair fashion ambassador*



The Glitch Camp is powered by **Ferrino** and **IKEA Italia**
Media partner: **Fuorisalone.it** and **nss - Ti Odio Milano Ti Amo**
Production partner: **Piano B**
Thanks to: **Alce Nero, WAMI, CONTROL, Federlegno Arredo Eventi**

ISTITUTO EUROPEO DI DESIGN

Fabrizia Capriati - Mob. +39 347 1719290

Eleonora Ronsisvalle - Mob. +39 346 1300428

Filippo Nardoza - Mob. +39 334 766640

p.r@ied.it

STUDIO TORRICELLI

Maddalena Torricelli

Ph. +39 02.76280433

studio@maddalenatorricelli.com

ELISABETTA PROSDOCIMI | Communication
and press office projects

Mob. +39 338 3548515

press@elisabettaprodocimi.it