

# EVENT 20 ANNIVERSARY HOUSE IN MOTION



PATROCINIO  
Comune di  
Milano

UNIVERSITÀ DEGLI STUDI DI MILANO • *via Festa del Perdono 7* • 16-28 April 2018  
ORTO BOTANICO DI BRERA • *via Fratelli Gabba 10* • 16-28 April 2018  
AUDI CITY LAB - CORSO VENEZIA 11 • 16-22 April 2018

## Università degli Studi di Milano

### ARCHITECTURES/INSTALLATIONS

#### Cortile del 700

**Aldo Cibic**  
with Abet Laminati, Saib  
**Cortile della Farmacia**  
**Massimo Iosa Ghini**  
with Italcir Group  
**Cortile dei Bagni**  
**Filippo Taidelli**  
with Universal Selecta,  
Casalgrande Padana  
**Cortile d'Onore**  
**Paolo Belardi-ABA**  
and **Daniela Gerini**  
with Regione Umbria  
**Alexander Bellman-Gruppo C14**  
with Samsung Electronics Italia  
**Dario Curatolo**  
with Regione Puglia  
**Lorenzo Damiani**  
with Ikea Italia Retail  
**Labics** with Elica  
**Lissoni Associati**  
con **Elisabetta Illy e**  
**Stefano Guindani** - Dmeco Eng.  
**Peter Pichler Architecture**  
with DomusGaia  
**Davide Rampello**  
with Jiuqitang Co.  
**Stanton Williams Architects**  
with Focchi Group  
**Tabanlioglu Architects**  
with Nurus  
**Hall Aula Magna**  
**Mario Bellini Architects**  
with Oak and Metalltech  
**Loggiato Ovest**  
**Jacopo Foggini**  
with Ferragamo Parfums  
**Portico Richini**  
**Diego Grandi** with Grazia

### DESIGN ISLAND

**Luca Baronchelli** with ItalMesh  
**Lissa Carmona** with Apex Brasil  
**Pierluigi Colombo** with Clei  
**Raffaello Galiotto** with Nardi  
**Claudia Losi** with Orticola  
**Francesco Lucchese**  
with LB Arte Italiana  
**Marco Merendi**  
and **Diego Vencato**  
with Fratelli Guzzini  
**Christoph Radl** with Alessi  
**Marc Sadler** with Fpm -  
Fabbrica Pelletterie Milano  
**Studio Azzurro** with  
Urban Up | Unipol Projects Cities  
**Giorgio Zatta** and **Zero...**  
with Plasterego  
**Carla Milesi**  
**Nest Award 2018**  
**Press Room**  
**Parisotto+Formenton Architetti**  
with True Design

### Audi City Lab - Corso Venezia 11

**MAD Architects** with Audi

### Orto Botanico di Brera

**MCA-Mario Cucinella** with  
**SOS-School of Sustainability**  
with Eni gas e luce with Hive

From **16 to 28 April** in **Milan**, for the **FuoriSalone 2018**, the magazine **INTERNI** presents the **exhibition-event HOUSE IN MOTION**, which brings together a **series of experimental and interactive installations of architecture and design**, based on collaboration between internationally acclaimed **designers** and **outstanding companies, institutions** and **startups**.

Now at its **20<sup>th</sup> anniversary** (1998-2018), the Interni event takes place at **three locations in the city**: **Università degli Studi di Milano** (formerly Ca' Granda, 15th century), **Orto Botanico di Brera** (17th century), and **Audi City Lab** at Corso Venezia 11 (the former Seminario Arcivescovile, 16th century), a laboratory of ideas and encounters on the **relationship between man, technology and innovation**.

With the theme of **HOUSE IN MOTION**, **INTERNI** orients the research towards **two design areas** forcefully impacted by the evolution of lifestyles: **residence** and **mobility**. Two apparently opposite concepts that the dynamics of living today have brought together, making them into a **single entity**.

First of all, **the home**. Traditionally seen as the 'mirror of the soul,' today the home is no longer identified with a series of spaces in which objects, furnishings and memories can accumulate. The contemporary habitat concept corresponds to a **transformable space, where furnishings and functions follow the evolution of the inhabitants, changing over time**. Furthermore, the idea of **home** becomes a **diffused, nomadic, transitory place**, thanks to increasingly affordable and easy mobility, and the resulting need for **temporary shelters** that respond to the new opportunities of travel, work, trade and ideas. New concepts of the **housing capsule** emerge, **places of transit** and **sojourn, refreshment and hospitality**, but also **prefabricated systems, emergency shelters**, all sharing characteristics of sustainability, lightness and modular design.

The concept of living also has an impact on **means of transportation**, increasingly **tailored for users to provide the comfort and characteristics of the home, while in motion**.

The **city** absorbs and reacts to this evolution, generating **open places of life and systems of regulated, intermodal mobility**, which like the circulatory system of the human body determine its vitality. In this new urban scenario **sustainable energy sources and widespread, rapid networks** are the **mainstays of the only development possible** that connects the local and global levels, where **smart devices** and **artificial intelligence** make the difference in terms of the social and economic progress of communities.

### PRESS CONFERENCE

Università degli Studi di Milano

**Monday 16 April, h. 14.30** Aula Magna, via Festa del Perdono 7

### OPENING NIGHT

Orto Botanico di Brera

**Monday 16 April, h. 19.00** via Fratelli Gabba 10, su invito

### TALK

Audi City Lab - Corso Venezia 11

**Wednesday 18 April, h. 18.30** Corso Venezia 11, su invito

Opening hours:

- **Università degli Studi di Milano**: from 16 to 22 April, h. 10.00 - 24.00;  
from 23 to 27 April h. 10.00 - 22.00; 28 April h. 10.00 - 18.00;

- **Orto Botanico di Brera**: from 16 to 22 April, h. 10.00 - 23.00;  
from 23 to 27 April h. 10.00 - 22.00; 28 April h. 10.00 - 18.00;

- **Audi City Lab - Corso Venezia, 11**: 16 April, h. 10.00 - 24.00;  
17 April, h. 10.00 - 16.00; from 18 to 22 April, h. 10.00 - 24.00

# INTERNI

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## ENI GAS E LUCE

**Eni gas e luce** is the company 100% controlled by Eni SpA, specializing in **the supply of gas, electricity and energy solutions for the retail and business market.**

The company operates in **4 European countries** with 1600 employees. **With its 8 million clients in Italy**, it is **the market leader for the sale of natural gas to families, apartment buildings and small companies**, and the second-largest open market supplier of electrical energy for families. ENI Gas e Luce operates in the Italian territory with **a network of Energy Stores** composed of **150 outlets** offering personalized **consulting services**.

Starting in late 2016, **Eni gas e luce** has approached the market for **energy solutions, in partnership with companies** that are leaders in their respective markets, offering **a range of products for energy efficiency and services for the home** that go beyond the supply of natural gas and electricity.

Thanks to **digital innovation**, the **personalization of offerings** and the development of programs to promote **greater awareness of the use of energy**, ENI Gas e Luce is a partner capable of **assisting people and companies in the choice of the best solutions for their particular needs**, with the goal of **allowing every customers to use energy better, and to use less**.

For **Eni gas e luce** participation at the **FuoriSalone in Milan** represents an ideal opportunity to narrate the essence of the brand, an exceptional showcase for **the launch in Italy of the new partnership with Centrica Hive Limited and its range of innovative products for the Smart Home**. Thanks to the **5-year partnership with this multinational specializing in Smart Home devices**, today the offerings of Eni gas e luce expand into **an ecosystem of connected, innovative devices with elegant design, easy to use**, to help people to have **greater control over energy and improved comfort in the home**.

The Smart Home offerings include a **prize-winning intelligent thermostat** for easy programmed control of temperature in the home, **a range of light sources** with the possibility of regulation of **intensity, temperature or color of light**, and an elegant video camera that makes it possible to monitor what is happening in the home **in live streaming** and to receive alerts in case of unexpected movements or noises. All the **Hive products** are designed to be **easily programmed and controlled by smartphone, tablet and PC**, as well as **being interconnected**.

**Eni gas e luce, in partnership with Centrica Hive Limited**, will allow Italian consumers to **experience the intelligent, efficient house of the future today**.

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Above: the **Hive View** smart video camera designed by Yves Béhar makes it possible to monitor your home via smartphone or tablet, in real time. High-quality HD images, visual field of 130° and digital zoom up to 8x. Below: the ecosystem of **Hive products** also includes the **Hive Active Heating** thermostat (in the image), the **Hive Active Light** bulbs, the **Hive Smart Sensors** and the **Hive Active Plug** electrical sockets.



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## ORTO BOTANICO DI BRERA



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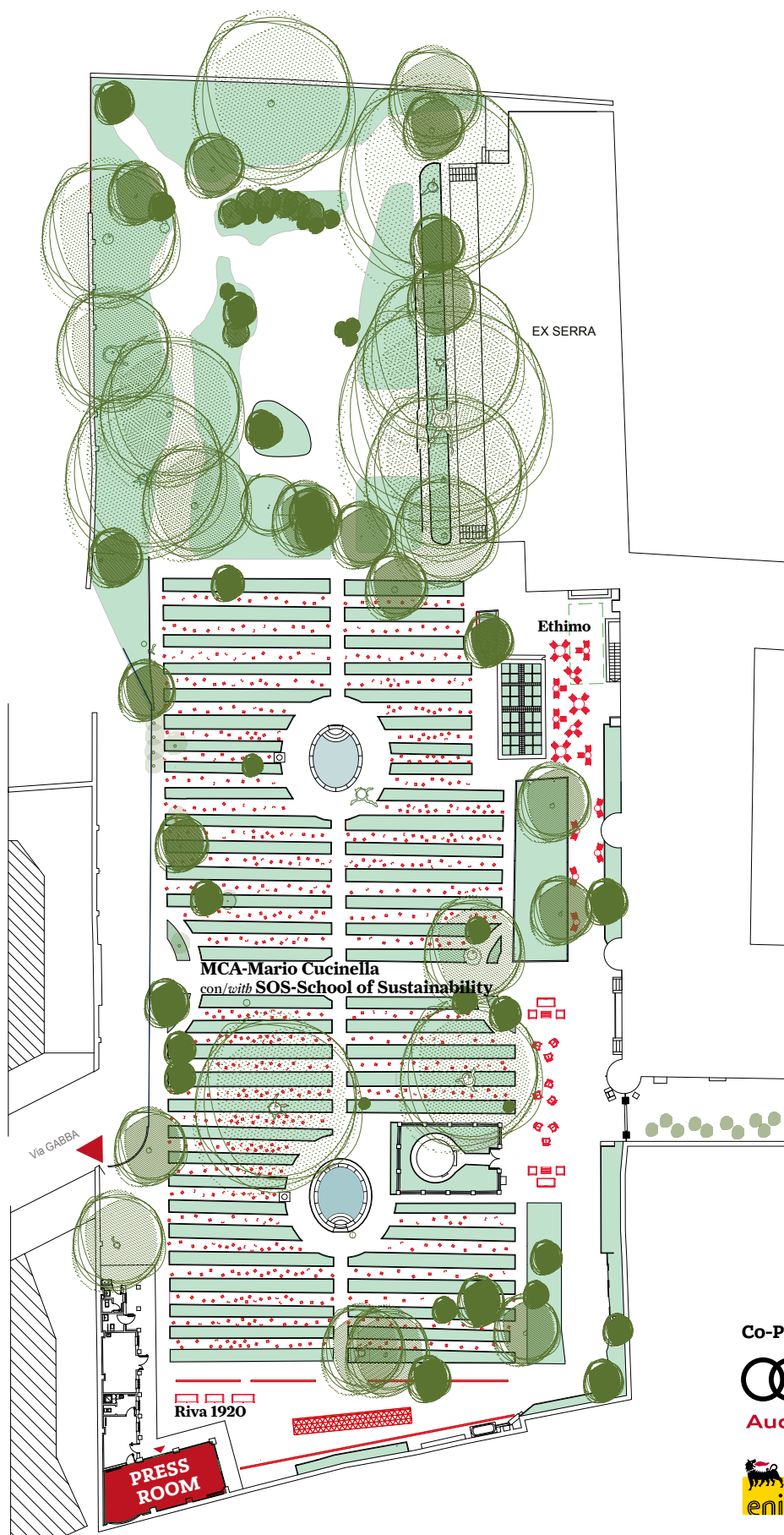
## Orto Botanico di Brera

### INSTALLATION

**MCA-Mario Cucinella**  
with  
**SOS - School of Sustainability**  
with Eni gas e luce  
in partnership with Hive  
benches **Riva 1920**

### DESIGN LOUNGES

**Ethimo**



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## ORTO BOTANICO DELL'UNIVERSITÀ DEGLI STUDI DI MILANO

Run by the State University of Milan, **the Botanical Garden of Brera bears witness to the work of protection and enhancement of historical, scientific and cultural heritage conducted by the University at Palazzo Brera.**

Today the Garden is **utilized for educational and scientific activities, guided tours and many events open to the public.**

A historic garden and a splendid open-air museum, **founded in 1774** under the aegis of the Empress **Maria Theresa of Austria**. The Botanical Garden, located in the center of Milan inside the famous Brera complex that **contains the Pinacoteca, the Biblioteca Braidense, the Fine Arts Academy, the Astronomical Observatory**, occupies **an area of about 5000 m<sup>2</sup>**: a splendid green oasis featuring many different kinds of trees, as well as architectural elements like **the 18th-century elliptical pools and the plots with their original bricks, now restored.**

The garden began as a **Hortus Oeconomicus** similar to that of the **Collegium Theresianum in Vienna**. Due to its purpose of *promotion of agriculture, the arts and the comforts of life*, no exotic plants were included. The head of the Garden would teach Botany to the chemists and doctors of the Brera School. The Garden would also supply medicinal plants for the *Brera Spezieria*. The **project** was assigned to **Padre Fulgenzio Witman** who had already designed a large Botanical Garden for the University of Pavia. **The garden was divided into three main areas: an area with plots** for all kinds of plants, in keeping with the classification of Linnaeus; **an arboretum; and an area for greenhouses. The design of the latter was undoubtedly discussed with Piermarini**, though it was implemented by Witman. **In 1798 Witman compiled an inventory of the plants**, listing besides "those in the ground that served for medicinal and culinary purposes" also those in a **greenhouse, with 950 pots containing exotic species.**

While in the Austrian period the aims were essentially educational, with **the arrival of the French new ornamental plants were added, making the garden a gathering place for the people of the city**. When the Austrians returned, in 1814, **years of gradual abandonment continued** until the creation of a unified Italy. First assigned to the Polytechnic, the Garden was later entrusted to **the Regia Scuola Superiore di Agricoltura** and then, in 1935, **to the Istituto Superiore di Agricoltura**, after which it passed to **the State University of Milan**, of which it is still a part.

After the conservative restoration of the two planting zones in 1999-2001, **the garden was again opened for permanent public use**. It was officially recognized as a Museum in 2005, first as the Museo Astronomico-Orto Botanico di Brera, as part of the overall program of renewal of the historical heritage of Palazzo Brera. Starting in February 2018, it bears the name Museo Orto Botanico di Brera.

A project of regeneration is now in progress for the arboretum, which covers about one third of the garden's area and has not been involved in the restoration efforts to date. With the achievement of this work slated for the start of July 2018, the renovation of the Orto Botanico will be complete.

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Orto Botanico aerial view



Astronomic Observatory

Alongside its original educational function, the Garden now also has **a role in the protection of biodiversity and the raising of public awareness of endangered plant species**. Many initiatives are organized for school groups and the public, and particular care has gone into making the facility accessible to the disabled.

### THE RENOVATION PROGRAM

Starting in 2013, **the State University, with the fundamental support of INTERNI and other partners** (Rotary Club Milano, Amici di Brera) **has launched a series of projects regarding various aspects the renovation of the Brera Botanical Garden** (part of the Università degli Studi of Milan):

1. Creation of **paths for the sight-impaired** (organized by the Botanical Garden with Rotary Club Milano), **operative since 11 June 2013**.
2. **New entrance from Via Fratelli Gabba** (organized by Amici di Brera, project by the architect **Ruggero Moncada**), completed in collaboration of INTERNI and opened on **16 September 2013**.
3. **Restoration of the education space inside the Botanical Garden** (organized by INTERNI). Project by **Luca Scacchetti**. Completed at the **end of October 2013** with the contribution of **companies and institutions**.
4. The creation, **in 2015**, of the **permanent lighting system** designed by **Piero Castiglioni**, with the production support of iGuzzini (organized by INTERNI).
5. Regeneration of the arboretum, in 2018, a project of Università degli Studi di Milano/Atelier De Molfetta Strode (curated by Università degli Studi di Milano, Orto Botanico di Brera and BeOpen/INTERNI).

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## ARCHITECTURE/INSTALLATION

Orto Botanico di Brera

architecture/installation  
**smarTown**

project  
**MCA-MARIO CUCINELLA**  
with  
**SOS-SCHOOL OF  
SUSTAINABILITY**

produced by  
**ENI GAS E LUCE**  
in partnership with **HIVE**



**Our interaction with energy** is evolving thanks to increasingly aware use of natural resources and the possibilities offered by efficient, innovative connectivity. The intangible beauty of energy is staged in one of the most secret and fascinating places in Milan: **the Orto Botanico di Brera**. Here, **Eni gas e luce**, in partnership with **Hive**, presents the installation created by the **young architects of SOS – School of Sustainability**, a post-graduate school based in Bologna that trains professionals in the field of sustainable design, organized by **Mario Cucinella**, who with his studio has supervised the project. The installation produced by Conversion interprets the **18<sup>th</sup>-century garden** as a contemporary **smart city** where history coexists with the most advanced urban models. Visitors are encouraged to enter a setting punctuated with **small luminous and 'smart' housing units** (over **700 mini-houses of light** in the garden), standing out against the skyline of an imaginary city, and becoming the **protagonists of an interactive space** where the new **Smart Home establishes a dialogue with the entire urban system**. A place based on technology but also on empathy, an invitation to think about **responsible management of energy and the new tools available for its achievement**.

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Ph. Luca Maria Castelli

### MCA - MARIO CUCINELLA with SOS - SCHOOL OF SUSTAINABILITY

#### MCA-MARIO CUCINELLA ARCHITECTS

Mario Cucinella received his degree in **Architecture** from the **University of Genoa** in 1986 and from 1987 to 1992 he **worked with Renzo Piano** at the RPBW, in the offices of Genoa and Paris. He established **Mario Cucinella Architects in Paris in 1992** and in **1999 in Bologna**, where MCA is now located. From 1998 to 2006 he was **professor** of the Laboratory of Architecture Technology of the **Faculty of Architecture in Ferrara** and since 2004 he has been **Honorary Professor** at the **Nottingham University**, in England. In 2013 he was **Guest Professor** in **Emergency Technologies** at the Technische Universität of **Munich** and in 2014 he was visiting **professor** at the **Faculty of Architecture Federico II in Naples**. He is currently **director** of the **Scientific Committee of PLEA (Passive and Low Energy Architecture)**. In 2016, the Royal Institute of British Architects (**RIBA**) assigned to him the appointment of **'International Fellowship'**. In 2017, the American Institute of Architects (**AIA**) assigned to him the prestigious **Honorary Fellowship Award**. He was appointed **curator of the Italian Pavilion for the Venice Biennale 2018**. In January 2012, he established **Building Green Futures**: a **non profit organization** whose objective is to **combine environmental culture and technology** to **recreate architecture** that ensures dignity, quality and performance while **respecting the environment**. In 2014 he **worked as a tutor together with Renzo Piano**, senator for life, on the **G124 project for the recovery of suburbs** in Italy.



#### SOS - SCHOOL OF SUSTAINABILITY

Mario Cucinella established **SOS - School of Sustainability in Bologna in 2015**, a **postgraduate school** aimed at **training professionals in the field of sustainability**. This school works in close contact with **the world of business** to **learn to design synergistically, searching new solutions for architecture**.

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## DESIGN LOUNGES

Orto Botanico di Brera

production  
**ETHIMO**



The set-up of the outdoor lounges at the Orto Botanico di Brera is organized in two areas: the first is furnished with **metal chairs and tables from the Flower collection**, in white and bamboo green; the second is formed by lounge seating **in natural teak from the Costes collection**, composed of lounge chairs, sofas and low tables, as well as the **lounge chairs of the Agave collection** designed by Mattia Albicini, with lines that echo those of the plant of the same name.

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## ETHIMO

**Born in 2009** from the passion of its founders for gardens and design, Ethimo is **an Italian company specialized in top level outdoor furniture**. The **careful selection of materials**, their **unusual combinations** and the **attention to detail** are **the distinctive features** of Ethimo's collections, as well as **the minimalist lines** that define each element through **a mix of design and functionality**. **Teakwood**, which is **FSC certified**, is **one of the materials that more than any other characterizes Ethimo's production**; its durability and resistance to weathering make it excellent for outdoors.

Ethimo works with **international designers** and today it is the expression of the most **genuine Italian style and design**. Anticipating and dictating the trends of outdoor living, it contaminates **cutting-edge techniques with the best craftsmanship practices**. The flair for innovation of the brand goes hand in hand with **the preservation of its "cultural" heritage, which is interpreted in a modern key**.

**Warm and innovative materials give life to contemporary lines** which play on a constantly evolving tradition. Ethimo develops outdoor solutions which aim for **excellence, resistance and functionality**, qualities which are vital for pieces of furniture which are to be integrated into nature. Each collection creates **new experiences you can live outdoors** with style and quality, by defining the aesthetics of contemporary living with a careful space design, for a dwelling comfort that aims at **producing well-being through furnishings**.

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