

BUILDING

Milan, Saturday, April 7, 2018

Press release

IN ITINERE

phenomenology of a path between nature and artifice

The Ladies' Room

Ilaria Bianchi, Agustina Bottoni, Astrid July

from 17 April 2018

on the occasion of the *Fuorisalone - Design Week 2018* (17 - 22 April 2018)

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Via Monte di Pietà 23 - 20121 Milan

hours: Tuesday - Saturday, 10:00 am - 7:00 pm

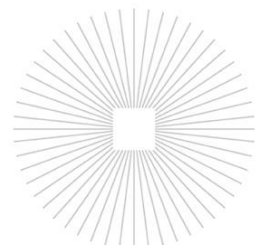
BUILDING is delighted to host The Ladies' Room (Ilaria Bianchi, Agustina Bottoni, Astrid Luglio), as one of the special projects that the gallery dedicates to and will periodically focus on emerging talents: **BYD, Building Young Designers**, on the occasion of the **Fuorisalone, (17 - 22 April 2018)**, within the **Brera Design District 2018**, titled: **"Be Human: designing with empathy"**.

The project is site-specific: a multisensory, intimate and structured path, with four installations, designed exclusively for the gallery, and created to accompany the visitors in a symbolic rise, through encounters and levels, which lead to the knowledge and the rediscovery of distant ancestral images, a design that creates empathy with the observer.

The journey, in four moments, where **nature** and **artifice** meet, in a variety of perspectives and trajectories, inside and outside the building, *In Itinere* is a **silent guide**, a collection of delicate signs to be interpreted, before proceeding into a journey, material and poetic, through time and space, a journey to discover archetypal forms and dynamic objects, that coexist in harmony with the environment.

The first stop on this itinerary is **Corrente**: a vision of artificial botany, which sways imperceptibly and slowly, silently sings and enchants, invites passersby, from the window, to leave the road and enter.

A clue to orient yourself in the path of discovery, suspended on the stairs: **Traccia**, the enigma and the help, a mysterious and reassuring sign, in which natural and artificial elements cohabit and balance in harmony. An amulet to continue a journey, which elevates and continues upward.



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North, a magnetized needle floating in water, on a marble surface, an object suspended between sky and earth, in the beating heart of Building. The gaze follows the direction of a magnetic force, omnipresent and fundamental, emblem of an individual journey still to be concluded.

Further step: **Focolare**, image sedimented in memory, a refuge that is once again reassuring, which defines a corner of rest and contemplation along the way: a marble crater emanates an essence, which recounts and encloses the lived path.

BUILDING takes part in the **Brera District Design** and will organize several activities during the **Fuorisalone week**.

Biographical notes

The Ladies' Room

The Ladies' Room is a collaborative project founded by Ilaria Bianchi, Agustina Bottoni, Astrid Luglio and Sara Ricciardi, in 2016 in Milan.

Their work began as a co-operation for observing contemporary design by creating artifacts and experiences, that are the engine of discussion on the renewed need for sensory involvement.

The shared need for a multidisciplinary, experimental, fluid collaborative experience overlaps with the independent role of the designer.

Their projects draw scenarios as contemplative as they are tangible. They are born to accompany visitors in symbolic routes through the use of local craft materials and techniques.

The Ladies' Room works with design studios, galleries, companies and private clients and their projects range from unique pieces, to installations, to curating projects. Their latest project *Fènomena*, sponsored by the District 5Vie and for the District designed *ad hoc*, has been selected by the scientific committee of the Milan Design Award, as one of the 40 best exhibitions at the Salone del Mobile 2017.

Today, during the Salone del Mobile 2018, they present *In Itinere*, a new project exclusively for BUILDING.

For more info

Email press@building-gallery.com

T. +39 02 89094995

