

MAKING TOGETHER: REFLECTING ON COLLABORATION THROUGH DESIGN

A hub of initiatives promoted by Logotel in Ventura Lambrate district during the Milan Design Week 2012 (from April 17th till April 22nd)

Milan, February 2012 – **Logotel**, the Italian service design company that supports businesses in system innovation and growth processes, promotes and organizes **Making Together**, during the Milan Design Week 2012 (from April 17th till April 22nd). **Making Together** is a hub of initiatives aiming to reflect on the idea of collaboration in its diverse forms, “through the looking glass” of design.

Can collaboration change our lives? Actually, no matter if we have realized it or not, it has already changed them. We live in the era of hyper-connection: an era in which the degrees of separation between individuals tend to zero, and each person “contains multitudes” of lifestyles and identities. That’s not (only) a matter of new technologies. The Web is everywhere; it co-evolves together with the world, and is changing everything. Starting from what (apparently) is out of the Web itself: the mindset. The brains of the people. And thus, everything that follows: from creativity to consumptions, from the workstyle in our companies to the macro-economic scenarios (*Weconomy*: the economy of “us”). The honor (and, at the same time, the burden) to shape this trend lays in the hands of designers and “makers”.

Located in Ventura Lambrate district during the Milan Design Week 2012, **Making Together** consists of three different initiatives:

- an **exhibition** (from April 17th till April 22nd) located in Spazio Logotel, dedicated to the relationship between design and participation. 7 international designers and artists will explore this subject through a macro-installation and a series of creative performances and labs, open to first-person involvement of the audience. The exhibition will display works by Numen / For Use, Dominic Wilcox, CriticalCity, Demian Conrad, Andrea Valle, Natascia Fenoglio, Love Difference
- the invitations-only **event *Shaping Tomorrow*** (April 19th) that will call for manager and entrepreneurs to meet and converse with a panel of high-profile speakers from the diverse worlds of “making”: design, entrepreneurship and economy, with the mission to shape together a possible path to kickstart the future of companies. Attendees at the event will be: **Silvio Barbero** (Vice President at Slow Food), **Carlo Barlocco** (Vice President at Samsung Italia), **Roberto Battaglia** (Head of Learning Department at Intesa Sanpaolo), **Demian Conrad** (Designer), **Josephine Green** (Consultant at Beyond20), **Carlo Maria Medaglia** (Member of Cabinet Office at Italian Ministry of Education, Universities and Research), **Stefano Micelli** (Dean at Venice International University and author of “Futuro artigiano”), **Michelangelo Patron** (Managing Director at CFMT). Event’s Chairman: **Nicola Favini** (Managing Director at Logotel).
- a **series of related projects** organized in collaboration with the event’s partners; among them, the linked event, powered by CFMT, “Let’s Co” (from April 18th till April 20th), made up of an exhibition, a lab and a conference about collaboration, located at CFMT’s headquarters in via Decembrio 28.

Making Together is not only about collaborative design. First of all, it’s a chance to reflect on the idea of collaboration itself, in all its forms. Experiencing it with all five senses, real-time and on-site. Experiencing this idea, and bringing it back to where it’s needed: starting from business.

From garages to meeting rooms, in fact, there’s a need for building something tangible, whatever it may be: an innovative product just like a co-developed vision for a company. What really matters is what this idea can represent for the people who live and work in a company, each and every day: a new *sense* to share.

Company profile:

Logotel is an Italian service design company that supports businesses in system innovation and growth processes. The company’s team consists of more than 120 people. It is located in Milan in the former Faema factory plant where in more than 2000 square metres spaces are organized in a very innovative way to host the numerous business areas Logotel is working in. The company has 50 active clients with whom they are developing more than 70 different projects. In 2011 Logotel trained more than 5.000 people and planned and managed 22 business community platforms that give access to more than 40.000 persons. In 2011 the company had a turnover of 7,5 million Euro.

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