



## **NEED, WHEN DESIGN EMPOWERS HUMAN POTENTIAL, the exhibition by Logotel at Milan Design Week.**

*A journey to explore “needs” through a vast array of creations by 19 Italian and international designers. From 14 to 19 April in the Logotel space at 15 Via Ventura, Lambrate, Milan.*

Demography, technology, climate, geopolitics, resources, social and cultural transformations: now like never before, change is posing real global and collective challenges, even in the individual sphere. These challenges prompt us to analyse and rewrite our system of needs, starting from questions like “What will we need in the future? What does the future need? Is there any point in planning and working to needs that are no longer current?”

To answer these questions, but above all to understand how design can play a fundamental role now and in the future in redefining and reshaping needs, service-design company Logotel presents “**NEED, When Design Empowers Human Potential**” during **Milan Design Week** in the Logotel space at 15 Via Ventura from **14 to 19 April**.

This show – or rather, this journey to explore “needs” through myriad projects by 19 Italian and international designers – takes different meta-design perspectives and relates them to one another. The event presents and spotlights various dimensions of change enacted by reinterpreting or refreshing certain types of need: individual and collective, on micro and macro scales, human or artificial, material and immaterial, present and future. From this viewpoint on the present, in fact, it becomes increasingly vital to broaden your horizons, to venture out there and listen, both to assimilate basic, elementary needs that are re-emerging and to look ahead to future needs.

Speaking of *#Work #Technology #Environment #Knowledge #Learning #Participation #Relationship #Beauty* and *#Care*, the exhibition probes projects and studies focused on designing services, artefacts, utilities or scenarios with the aim of transforming and enhancing the individual, society and the environment to bear witness to a broad horizon of transformative possibilities.

The Project & Content Manager for “Need” is **Cristina Favini**, Logotel Strategist and Manager of Design, alongside technical leads **Susanna Legrenzi**, curator of design exhibitions and both online and offline communication projects, and **Stefano Maffei**, Associate Professor at the Politecnico di Milano School of Design.

Here are some of the works in this exploration of “needs”.

**Ebola PPE for Healthcare** by **Johns University** and **Critter Bitters** by **Julia Plevin** and **Lucy Knops** are the “highest-impact” projects. The first presents a prototype suit offering improved protection for health workers dealing with the Ebola virus. It explores the *#Care* dimension through a unique blend of functional design, bioengineering and knowledge of how infectious diseases can be controlled. **Critter Bitters** revolutionises the American concept of drinks, with new cocktails based on insects. Yes, insects, for a key ingredient is crickets, processed by distillation and fermentation, then mixed with four flavours: vanilla, cocoa, toasted almonds, and – for the more adventurous – unadulterated cricket. The project explores the need to get over western society’s feeling of disgust about consuming insects, to make them more appealing. Other works include **Fragile** by **Mireia Gordi i Vila**, which uses an elastic membrane to fix objects of different sizes and shapes into made-to-measure packaging that is re-usable, washable, repairable and modular, and **Nicholas Felton’s Reporter**. This is an app that exploits the idea of “less is more” to help keep

track of the time spent on the various activities during the day; it measures certain aspects at random intervals and aggregates the results via summary graphics and statistics. The **NASCO/STO** project by **Maurizio Montalti** of Officina Corpuscoli consists in a glass walking stick reworked in symbolic, contemporary vein: on one hand, as a practical support or aid; on the other, as a fragile allegorical instrument that prompts reflection on the need for change in the design discipline.

Inspired by progress in the biotechnology field, **Johanna Schmeer** lays the foundations for the food of the future, with her project **Bioplastic Fantastic**. In combination, these seven products could provide all the nutrients we need to live: proteins, fats, water, fibre, sugars, vitamins and minerals. And with **Ambio**, a lamp made of a glass tube filled with and powered by bioluminescent bacteria in a salt-water solution, **Teresa van Dongen** brings art, biology and technology together to great effect. **Lynn Schammel**'s book **Autistic Languages** springs from the social designer's meeting with three adults with autism; she spent a year with them to understand them and their way of communication better.

The “**NEED**” exhibition, curated by the service-design company Logotel ([www.logotel.it](http://www.logotel.it)) can be enjoyed on the website [www.need-design.it](http://www.need-design.it) and on [Facebook](#) and [Twitter](#) through Logotel Horizon, the Logotel account that promotes public initiatives on design, innovation and the future.

In 2014, Logotel won the **Milan Design Award** in the “Best Tech” category for its exhibition event Timescapes ([www.timescapes.it](http://www.timescapes.it)), following on from its nomination in 2013 for the exhibition “(In)visible Design”.

#### **Opening Time:**

Tue 14<sup>th</sup> , Fri 17<sup>th</sup> , Sat 18<sup>th</sup> 10 am- 8 pm

Wed 15<sup>th</sup> 10 am – 10 pm

Thu 16<sup>th</sup> 10 am – 1 pm

Sun 19<sup>th</sup> 10 am – 6 pm

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#### **LOGOTEL**

*Logotel is the service-design company that works collaboratively with companies to plan and foster business change. Its team of over 130 people is based in Milan in a 2,000-m<sup>2</sup> centre once used as the Faema espresso machine factory. The firm is working on over 70 projects with 50 clients. In 2014, besides pursuing its service-design projects, Logotel ran training initiatives involving over 5,000 people; it operates 29 social and business communities of its own devising that connect more than 60,000 people, delivering services and content every day.*