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News

Tortona Design Week steers Fuorisalone 2022 keeping 'Fluidity and Design' in focus

Laying out a programme brimming with installations, exhibitions and events, the features will include prominent creations by IKEA, Haier, Timberland, Sara Ricciardi and many more.

by [Anushka Sharma](#)

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In an effort to reshape the city into the world capital of design, [Milan Design Week 2022](#) has set into motion its myriad events, including the intrinsic [Fuorisalone 2022](#). As every year, earning its spot amongst the most anticipated protagonists, the **Tortona Design Week** has returned from **6th to 12th June, 2022**. This edition unfolds with the Fluidity and Design project at its heart, a concept with which the promoters and organisers of the event - Torneria Tortona and Tortona Locations - reestablish the path taken in recent times to construe design as an accumulator of cultural and sociological transformation. These are the determinants that characterise the path the industry pioneers are treading, guided by the environmental plight that is upon us and is moulding our lives.

Featuring companies of national and international reputation, Tortona will be packed with striking presentations by Subaru, Timberland, Apima, Saviola, [IKEA](#), Candy, Hoover, Haier, Lexus, gloTM, Delta Light, Capital, Decor Lab and Lechler - ColorDesign among others. Main sponsor of the project, Subaru, will unveil the shapes of SOLTERRA, the first BEV entirely driven by an electric engine, which will be the highlight of Subaru Peace of Mind Lounge: a harbour of relaxation and artistic performances.

As a symbol of commitment to the path trodden by Tortona Design Week, the 2022 edition will also see the revelation of 'Completing the fragments of nature'. Designed by a group of Domus Academy students, the project was awarded as the winner of The Roundabout: design with nature contest, launched in 2021 by Tortona Design Week and Domus Academy. Owing to the contribution of Urbo Style, Linea Light Group and Sense



The design exudes a timelessness in its simplicity and functionality

Image: Courtesy of Tortona

Zip Zone Events

Zip Zone Events is the event format designed by Alessandra Stretti to emphasise the nature of Fuorisalone, which symbolises the beating heart of design in various forms. A multifaceted and immersive experience, the features range from collective exhibitions of design and art to creations of innovative and recycled materials in their purest expression. Additionally, 'Fuori di Design', a cluster of talent showcases promoted by Materioteca, takes place within Zip Zone Events. In this tenth edition products resulting from materials reuse and/or recycling are hosted. The exhibition will be powered by the extraordinary participation of Idea Plast, whose research and development department has proven time and again to be an exceptional force of inspiration in giving an unparalleled second life to a disparate variety of polymeric waste.

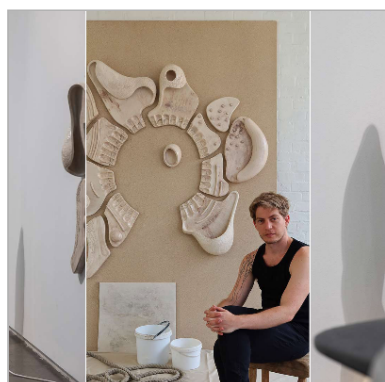
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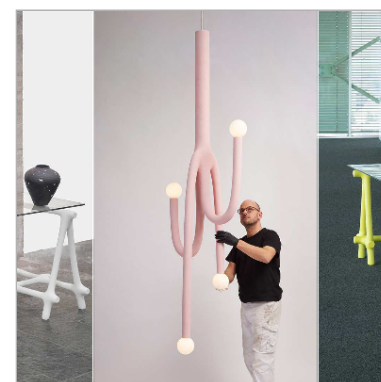
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