

#SIMONEMICHELI



EXHIBITION

Simone Micheli DESIGN VISION 60 years of life!

**ADI Design Museum, Milano
16-30, September 2024**

The main content of the exhibition "**Simone Micheli - DESIGN VISION - 60 years of life!**" is dedicated to highlighting the relationship between formal coherence, functionality, technology, and sustainability present in Simone Micheli's work.

The exhibition project, celebrating architect Simone Micheli's 60th birthday and 35-year career, features a targeted selection of 35 **design products created over 35 years**, along with **video images dedicated to architectural and interior design projects**. It will showcase Micheli's ability to translate the complexity of our present into simplicity while also anticipating future trends.

The products and projects presented in the exhibition will express rigor, linearity, and wonder. Their compositional and functional characteristics will illustrate the author's idea of luxury, which traditionally involved opulence, extravagance, and the juxtaposition of extremely expensive materials.

For Simone Micheli, true luxury today is linked to a new balance between man, space, and time, as well as the role of technology and a "synesthetic project."

"True luxury is represented more by voids than by fullness, by the desire to place man at the center of all thoughts with the awareness that the most important parameter is the dimension of time and the qualification of life through a new type of project." - S.M.

The exhibition will also directly address this. The objects and systems on display will tell the story of the Italian creator's intellectual continuity through their diverse metrics, ergonomics, and functions, along with his conceptual dictates such as:

"transforming the complexity of our time into simplicity",

"always striving to transcend the barriers of the known reality by surpassing the stereotype",

"imagining hybridization and contamination as necessary oxygenating entities for every project",

"thinking of light as a physical material",

"considering sustainability as an indispensable element in the meta-design phase",

"always trying to extend the delta between the cost of the product or architectural work and the market price",
"defining iconic and highly distinctive works",
"generating continuous coherence",
"paying meticulous attention to every detail",
"maintaining an active awareness of the continuous variability of people's social and behavioral dictates",
"experiencing scale change as a stimulus to build different qualification stories",
"always designing in deliberate dissonance with the context",
"always placing man, his needs, and his desires at the center of every creation."

EXHIBITION COLOPHON

Simone Micheli
DESIGN VISION
60 years of life!

ADI Design Museum
Piazza Compasso d'Oro 1, Milano- Italia

16-30, September 2024

Opening 16 aprile ore 18

Exhibition curated **Simone Micheli Architectural Hero**
Project of exhibition design **Simone Micheli Architect**
Visual design **Roberta Colla**

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