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**(Eco)**

**System**

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# Milan Design (Eco) System

The *Milan Design (Eco) System* research project is a Salone del Mobile.Milano initiative, co-conceived and executed by the Salone del Mobile.Milano and the Department of Design of the Politecnico di Milano.

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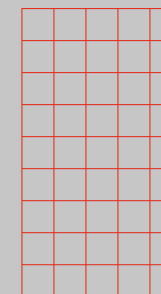
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# The City's Commitment

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The Municipality of Milan dialogues with a variety of stakeholders, promoting an ecosystemic, service-based governance to counteract the polarizing effects that may potentially affect the various districts, and to return value – economic and otherwise – to the city. To achieve this, Milan's city government implements a variety of policies. We shall be looking at them in this section.

A brief historical overview shows that since the 2000s, the Municipality of Milan established a unit specifically dedicated to fashion and design, today known as the Directorate of Urban Economy, Fashion, and Design, which acts as an interface between industry players and the city's authorization system. A decade ago, the first consultations between the administration and Design Week players were organized. Such panels continue to this day, with multiple meetings throughout the year.

In 2017, the city's Design Week became part of the city's official weeks, under the name Milano Design Week. Back then, the city began issuing the first public call to catalogue initiatives and simplify the granting of sponsorship and financial incentives. In addition to the consultation activities with subjects participating in the Design Week, the call was demonstrated to be a useful tool for developing governance that could increasingly address issues highlighted by those players and citizens, identifying specific priorities in a collaborative manner on topics such as circularity, accessibility, and opportunities for young designers.

In December 2023, the Municipality of Milan issued a public call for submitting initiatives and events to the official Milano Design Week 2024 program. It should be noted that the Municipality of Milan uses the term initiatives to define events composed of multiple appointments.

The call's main goal was to consolidate Milan's position as the world capital of design, supporting businesses and professionals in the sector, and facilitating dialogue among businesses, industry, and domestic and international stakeholders. The call aims to include in the program proposals for design project and events of public interest. The call for proposals requested that applicants clearly address the listed priorities, such as whether

the event was fully accessible, supported young designer participation and visibility, and adopted solutions promoting the circular economy by reusing materials from previous exhibitions.

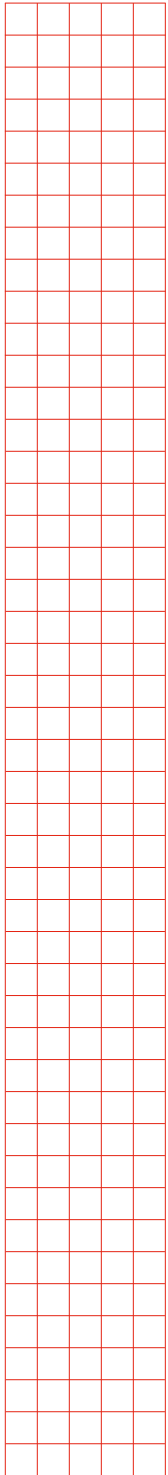
A total of 192 out of 206 initiative applications were selected to be included in the events program (encompassing a total of 1,326 appointments), made available on the YesMilano platform.

The projects' estimated total value was €19,454,140; this often-underestimated amount refers to 147 out of the 192 initiatives, reflecting figures indicated by applicants when applying to the public call. The total revenue<sup>1</sup> for the city administration coming from Milano Design Week 2024 exceeded €445,000. The value of benefits from the *Canone Unico Patrimoniale* (CUP) granted to initiatives featured in the schedule was over €390,000. This amount represents actual savings for the organizers, resulting from the reduction or elimination of CUP coefficients for both cultural and promotional occupation of public space, in addition to advertising provisions.

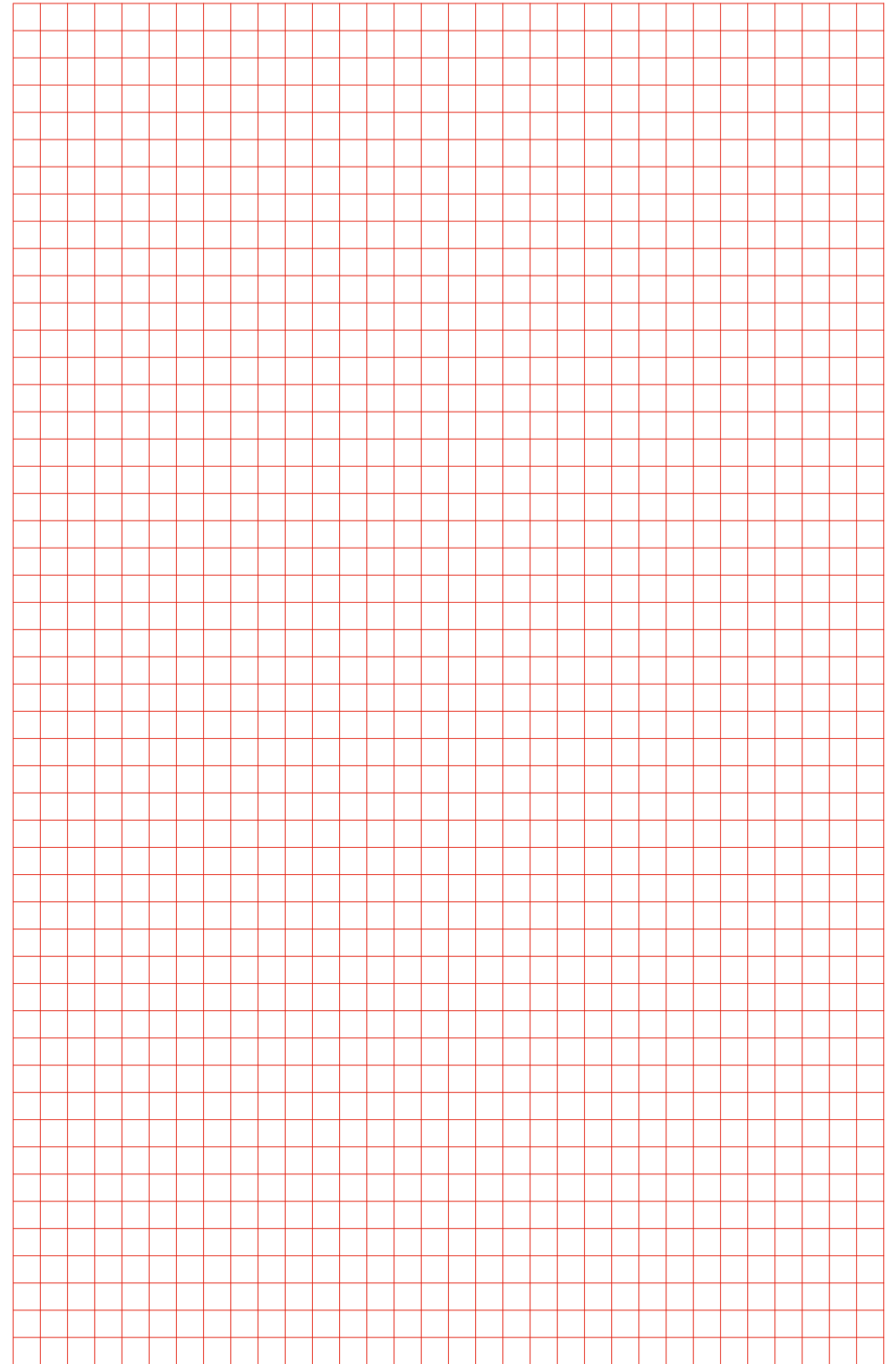
The Municipality of Milan puts a significant focus on public spaces, their occupation, and use. The Municipality implements specific measures to reduce Milano Design Week's areas of congestion and improve its fruition by the wider public, realizing, for example, the temporary pedestrianization of certain streets, in alignment with existing policies to promote a slower city experience and improve the quality of life for residents and visitors.

A total of 7,473 square meters of public space was granted, divided equally between cultural and promotional activities<sup>2</sup>. For inclusion in the schedule of events, promotional activities were required to ensure that their commercial nature aligned with the goal of creating spaces for interaction and socialization, allowing the public to freely engage with the products on display. A total of 8,700 square meters of public space was temporarily pedestrianized.

Another policy promoted during the last two editions of Milano Design Week is to grant use of prestigious but disused municipal properties to encourage their temporary reuse and potential future regeneration. In 2023, the Istituto Marchiondi Spagliardi



was proposed (in the neighbourhood of Baggio, designed by the architect Vittoriano Viganò between 1953 and 1957); in 2024, the former Casa dell'Acqua on Via Giacosa (Parco Trotter) together with four disused municipal commercial spaces were offered. A commission comprising the Municipality of Milan, Triennale Milano, ADI, and the Politecnico di Milano evaluated the projects put forward for these spaces. The management of public spaces and use of disused buildings highlight the city's desire to be more accessible, liveable, and focused on urban and social regeneration, during and beyond the Design Week.



*Milan Design (Eco) System* is a research project promoted by the Salone del Mobile. Milano with the scientific oversight of the Politecnico di Milano. The focus of its research is a unique world phenomenon that has as its principal elements the Salone del Mobile. Milano and the city's Design Week, in connection with Milan Design System. This volume contains the data and interpretation of the results of the first phase of exploration of this great international event, which returns every year to transform Milan into a global metropolis. The objective: to inform the future of Milan, the Design Capital, by activating a permanent Observatory open to the city and for the city.

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