

ASIA
DESIGN
MILANO



WEST-LINE STUDIO 西线工作室

ASIA DESIGN PAVILION

THE FIRST EXHIBITION PLATFORM FOR ART,
DESIGN, ARCHITECTURE FROM ASIA

April 17th - 22nd, 2018 - 10:00-20:00

April
19th
2018
at 11:00

OPENING CEREMONY

Megawatt Court

via Giacomo Watt, 15 - Milano

www.asiadesignpavilion.com

✉ info@orientaldesignweek.com

HOW TO REACH US



BY CAR

Tangenziale Ovest, exit Viale Liguria, follow Viale Famagosta.



BY PUBLIC TRANSPORT

- MM line 2 (green line) stop P.ta Genova + bus n. **74** stop Tosi - Pestalozzi.
- MM line 2 (green line) stop P.ta Genova + tram n. **2** stop Lodovico il Moro - Ponti.
- From Porta Genova (underground station), 15 minutes walking.



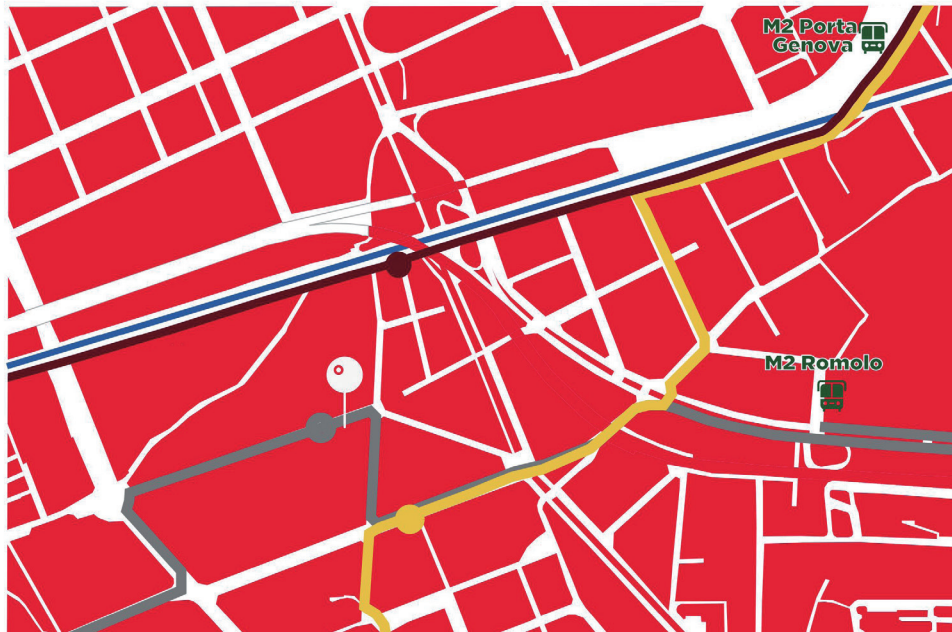
PARKING

Along Via Watt, free.



FREE BOAT SHUTTLE

Catch the free boat shuttle ...



ASIA DESIGN MILANO

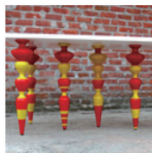
EXHIBITORS 2018



SLOW HAND
Design - Thai Popism



KOY
Studio Haus



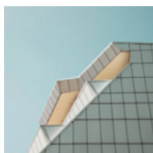
DESIGN CLINIC INDIA



WEST LINE STUDIO



KAZUYO KOMODA
BK1



LIFENG LIN



MOSTAFA ARVAND



OTHMAN M.KHUNJI



HERITAGE OF SANG
IL



ZHANG HONGMEI



PG ART Gallery +
Umberto Dattola



ROU MEDIA LAB



HANDS ON DESIGN



Xijing XU+
Tian WU+
Yue LIU



BYUNGCHAN LEE



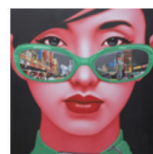
SEUNGYEA PARK



YUEHUI LIU +
CHATEAU D'AX



DLS COLLECTION VR
MUSEUM



XU DE QI



FWstudio

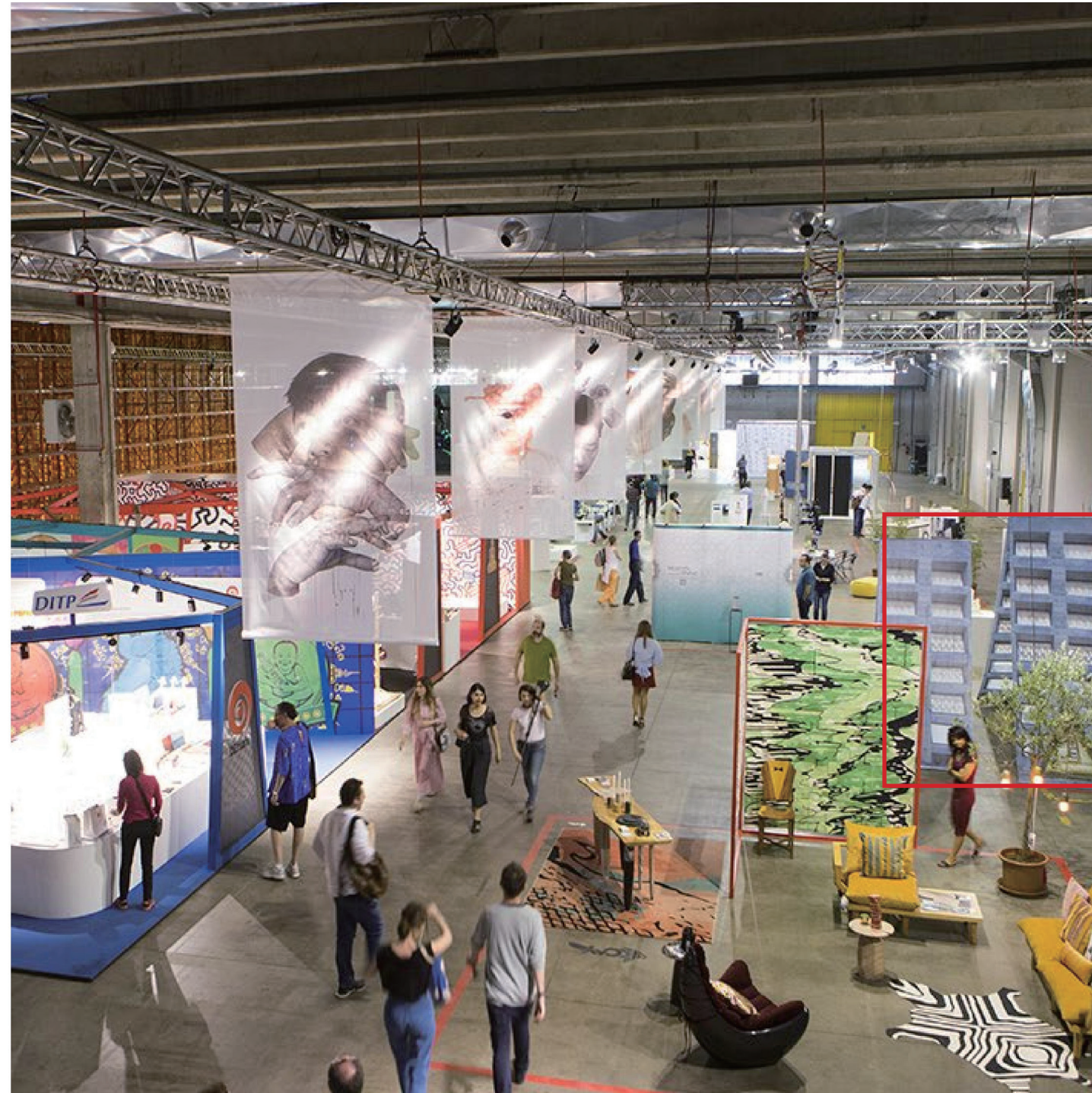
OVERVIEW

The **first edition of Asia Design Pavilion** has been launched last April at Megawatt Court, via Watt 15 Milan, with an encouraging feedback from exhibitors and public. The exhibition has gained the **patronage of the Milan Municipality** and it has been included in the **official program of the Milano Design Week**.

Milano Design Week is the **world's biggest design event**, counting over 400.000 international professional operators visiting the city in one week and around 600 events scattered in the city in the same dates of as the International Furniture Fair.

Asia Design Pavilion is the **first showcase of design, architecture and art** projects from different parts of Asia (Thailand, China, Japan, Korea, India, Qatar, Iran, Turkey), conveying a peculiar point of view on the ongoing evolution and transformation of the continent.

A **curated selection** of established artists and upcoming designers, who presented their products within the eye-catching backdrop of the Megawatt Court venue. The audience has widely appreciated the outstanding quality level of exhibitors and the fresh creativity of the emerging talents.



west-line studio



West Line Studio, China



Othman Khunji, Qatar



Studio Akka / Byungchan Lee - Seungyea Park, China



Lifeng Lin, China

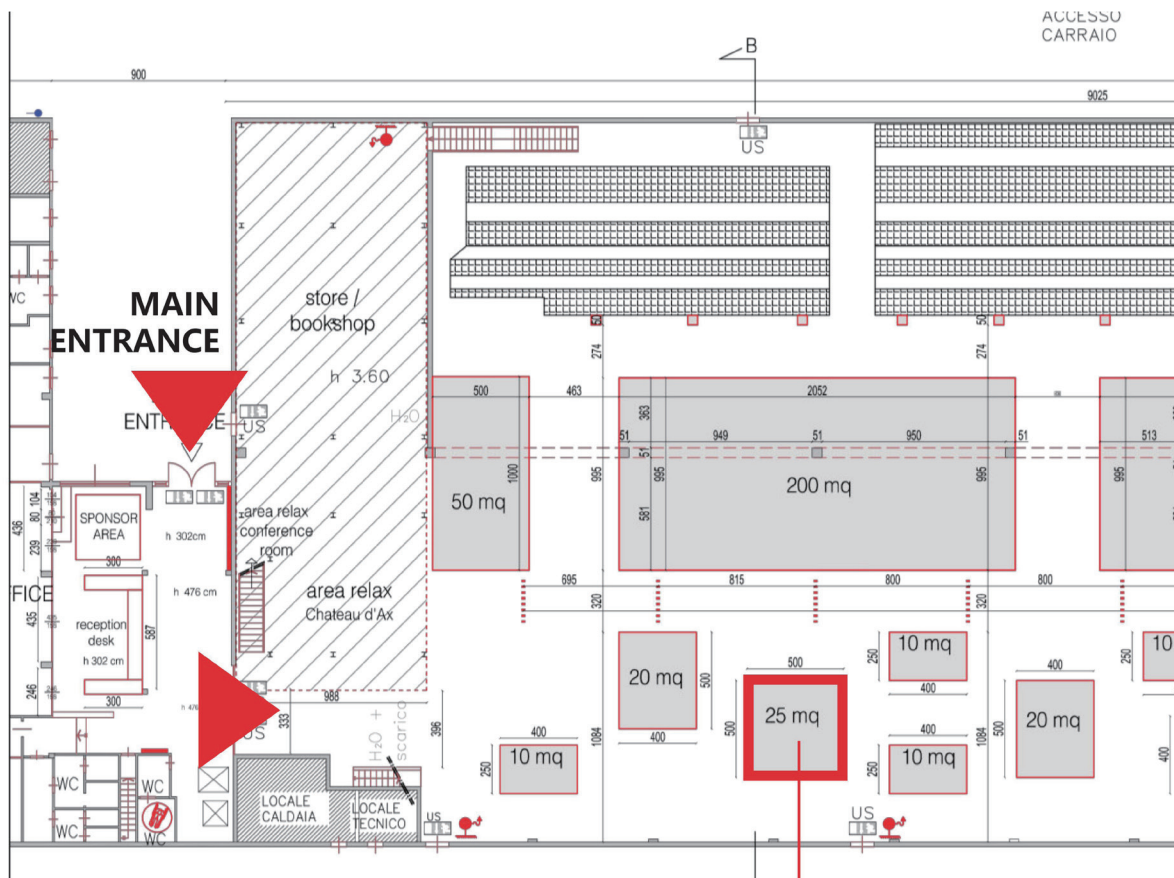
EXHIBITORS

Over 30 designers, artists, makers, have lined up this year for the first time, enjoying a great chance to actively participate in the Milan Design Week.

Here below the list of exhibitors:

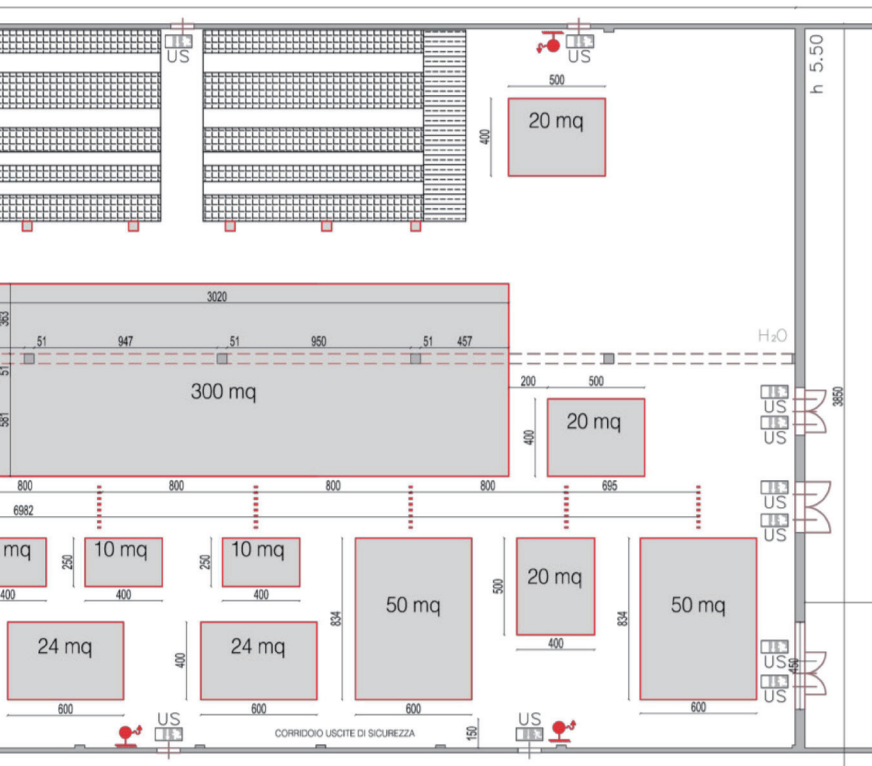
- DIFFUSIONE ITALIA INTERNATIONAL GROUP with ZHANG HONG MEI and YANG LIN
- DEPARTMENT OF INTERNATIONAL TRADE PROMOTION THAILAND
- SLOW HAND DESIGN 2018
- MOSTAFA ARVAND
- DESIGN CLINIC INDIA
- KOY - STUDIO HAUS
- OTHMAN KHUNJI
- WESTLINE STUDIO
- LIFENG LIN
- STUDIO AKKA with BYUNGCHAN LEE and SEUNGYEA PARK
- HERITAGE OF SANG IL
- KAZUYO KOMODA + BK1
- XIJING XU + TIAN WU + YUE LIU
- DSL COLLECTION + SECOO
- PG ART GALLERY + UMBERTO DATTOLA
- YUEHUI LIU + CHATEAU D'AX
- ANNA ROBERTA BRIA BERTER
- FW STUDIO
- ROU MEDIA LAB
- HUA GALLERY with LE GUO
- HANDS ON DESIGN SELECT SHOP
- JIHYUN DAVID

EXHIBITION LAYOUT FROM ORGANISATION



**West-line Studio
ASSIGNED PLOT
5x5M = 25SQM**

10925



West-line Studio 西线工作室

is a Chinese firm based in Guiyang, Guizhou Province, in South-West China. The practice was established in 2004 by Haobo Wei, the lead architect and Jingsong Xie, chief architect and head of the office.

West-line Studio has always researched and worked on contemporary vernacular architecture around the Karst geomorphologic area, preserving and promoting Southwestern subcultures' diversity, traditional Chinese architecture and local construction techniques.



Haobo Wei 魏浩波
Lead Architect



Jingsong Xie 谢劲松
Chief Architect and Head of the Office

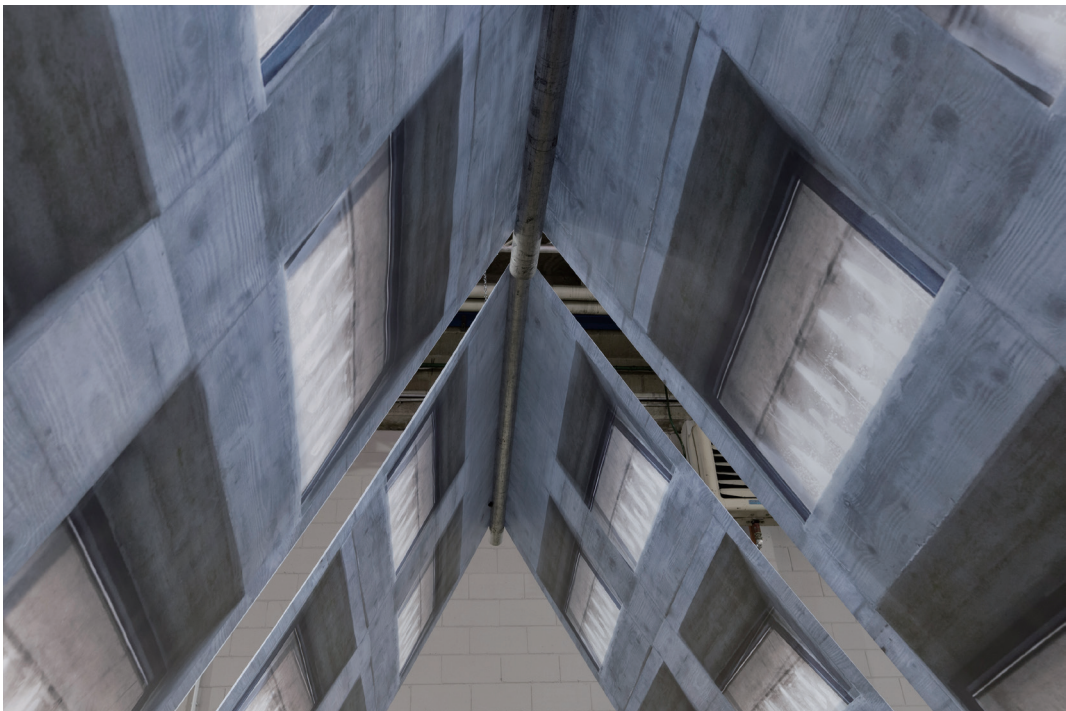
West-line Studio aims to bring to Milan a taste of Southwestern China, the area where the office exclusively works. In particular, West-line Studio's cultural centers show the deep relationship between Southwestern minorities' ancient culture, local materials and traditional Chinese architecture. The exhibition recreates the iconic pitch roof of the **Shui Cultural Center** and its ritual atmosphere; while the story of local unique Blue Stones will guide visitors through the construction process of the **Chetian Cultural Center**.



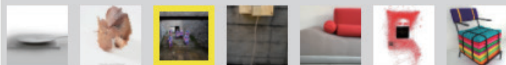
Guizhou Province ethnic composition

Han 汉族	62%
Miao 苗族	13%
Buyi 布依族	8%
Dong 侗族	5%
Tujia 土家族	4%
Yi 彝族	2%
Gelao 仡佬族	2%
Shui 水族	1%

www.china-west-line.com







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Il piano cucina che, grazie a un
innovativo trattamento, crea
un'invisibile barriera in grado
di abbattere la carica virale
del SARS-CoV-2.

SCOPRI DI PIÙ



WEST-LINE STUDIO
LOST IN GUIZHOU

West-line Studio's Cultural Centers
at Milan Design Week 2018



© WEST-LINE STUDIO

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PUBLISHED ON APRIL 19, 2018

LOCATION
ITALY - MILANO

DESIGNER
WEST-LINE STUDIO

PROJECT YEAR
2018

CREDITS

DESIGN
ARCHITECTS
[HAOBO WEI](#), JINGSONG XIE

EXHIBITION DESIGNER AND
CURATOR
MARTINA MURATORI

PHOTO
JACOPO PERGAMENO

PROJECT FACTS

DIMENSIONS
• AREA SURFACE 25 MQ

ATLAS OF ARCHITECTURE

• MILANO DESIGN WEEK



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News
 Asia Design Pavilion debuts at the Milano Design Week



Asia Design Pavilion debuts at the Milano Design Week

A big and coordinated project dedicated to Asian design

Read 4195 times

29/03/2018 - This year the most cosmopolitan design week in the world will feature a vast array of new content, providing an extensive overview of the latest international trends. One of these novelties is the **ASIA DESIGN PAVILION (ADP)**, a collective exhibition and communication platform specifically devised to present the multi-faceted creativity of the Asian design scene and reinforce the dialogue between the East and West.

Make sure you've got a world map at the ready, because the ASIA DESIGN PAVILION will take you from the Middle to the Far East, providing a 'real time' snapshot of some of the areas that have been undergoing a rapid and escalating transformation process over the past ten years.

In fact, numerous designers, studios and design organisations from Cambodia, China, India, Iran, Japan, Korea, Qatar, Singapore, Thailand, Turkey and Israel have chosen the Fuorisalone event to present their creations to the world. But, at the ADP, it is not all industrial or product design: the eclectic universe of Asian creativity will also be showcasing everything from contemporary art and architecture to food and fashion.

Organised in partnership with Sarpi Bridge_Oriental Design Week, Milano Space Makers and I.des italyshezen.com, for an entire week the ASIA DESIGN PAVILION will take over the enormous exhibition hangars of the Megawatt Court (via Watt No. 15, Milan) and turn it into a multicultural and interdisciplinary hub of lively and original proposals from the Asian contemporary scene.

The exhibition is the V.I.P. ('Very Important Project') project of the Milano Design Week, which focuses less on big names and more on project content and quality. Among these there are the Japanese garden, site-specific installations by affirmed and emerging Japanese artists, an Italo-Japanese design store and a specialist bookshop.

As well as being a showcase of Asian design, the project will also have an ASIA produce-MI area, a free exhibition space featuring carefully selected prototypes that will be proposed to potential Asian design producers, reaffirming the project's objective of becoming a connecting bridge between Asia and the Western world, creating opportunities for young and emerging creatives alike.

There will also be a focus on food and food culture in the ORIENTAL [FOOD] DESIGN WEEK project curated by Gastronomade Vittorio Castellani, which will provide interesting gastronomical proposals and insights into the Asian cuisine for the whole week.

Finally, visitors will also be able to reach the ASIA DESIGN PAVILLION by boat along the Naviglio Grande canal... the perfect way to explore new intercultural horizons.



West Line Studio - Shui Cultural Center



WEST LINE STUDIO- Chetian Cultural Center



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progetto design

Osservatorio Salone. Quattro progetti a scatola chiusa

By Carolina Mancini - 20 aprile 2018



AL FIANCO DI ISTITUZIONI E BRAND AFFERMATI, ESISTONO REALTÀ INEDITE PRONTE A RACCONTARE NUOVE DECLINAZIONI DELLA PAROLA DESIGN. ABBIAMO SCELTO QUATTRO PROGETTI PROMETTENTI CHE, TRA NUOVI FORMAT ESPOSITIVI E PROPOSTE DI ARREDO, METTONO IN MOSTRA TUTTA LA FRESCHEZZA CON CUI, ANCHE QUEST'ANNO, SI RINNOVA IL FUORISALONE.

< Prev

1. ASIAN DESIGN PAVILION

Next >



Asia Design Pavilion. West Line Studio, Chetian Cultural Center

Una proposta dal respiro multietnico arriva dall'Asia Design Pavilion. L'hangar del Megawatt Court si fa indice di creatività: Cina, Giappone, Tailandia, Cambogia, India, Corea, Singapore, Turchia, Iran, Qatar e Israele traghettano sul palcoscenico globale del Fuorisalone le realtà e gli studi di design che definiscono la composita geografia dell'Oriente. Come NoLo a Milano e Kreuzberg a Berlino, l'hangar si trasforma in un fervido hub multiculturale, pronto a svelare nomi e personalità di un continente ancora tutto da scoprire.

Via Watt 15

www.milanospacemakers.com

TAG design milano Milano Design Week 2018

UNA BELLA NOVITÀ
NEL MONDO DELLA
FORMAZIONE CULTURALE

ULTIMI EVENTI

evento
città (comune)
in corso e futuri ☒
trova ricerca avanzata

INAUGURAZIONI IN GIORNATA FINISSAGE

Marcella Pedone - Dolomiti trasfigurate
MILANO - MUSEO NAZIONALE DELLA SCIENZA E DELLA TECNOLOGIA10 anni di Popsophia
CIVITANOVA MARCHE - ARENA DEL MAREFranco Zampetti - Visioni Zenitali 03
IESI - PALAZZO BISACCIONIMassimo Dalla Pola - Scenari
SPECCHIA - DONNA BIANCA - PALAZZO COLUCCIAAoi Huber Kono - Acqueforti Acrilici Arazzi
MENDRISIO - MUSEO D'ARTE MENDRISIOArtijanus/Artijanas: I Tesori Viventi
ORANI - PIAZZA SANTA CROCEVincenzo D'Argenio - Deflagrazione artist's cut
BOLOGNA - MUSEO SPAZIO PUBBLICOFestival Arte Kunst Val Taro
TORNOLO - ORATORIO DI SAN ROCCO

tutte le inaugurazioni di oggi >>

le inaugurazioni dei prossimi giorni

I PIÙ LETTI

A Milano nasce il quartiere Aria
negli Ex Macelli. Housing,
nuova...

23 luglio 2021

La banana blu nella piazza di
Pietrasanta. Arte pubblica o
ennesima...

27 luglio 2021



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