

SEE••DS

TEST TUBE

For the Milan Design Week, SEE••DS has collaborated with 6 designers to create a series of tube-shaped objects. Taking the experimentation beyond the simplicity of the shape and encompassing an array of investigative fields, here the tube becomes a support, an excuse for testing, a laboratory where fresh interpretations and experimentations are being explored around this basic yet fundamental element of our civilization in accelerated mutations and through a varied range of scales, materials and meanings.

Tubes constitute elementary building blocks of our modern society – from the steel tube, an essential component within the motor and construction industries, to laboratory test tubes, with their wide variety of uses within the bio-scientific and medical fields. It is through tubes that the electronic signals that define our technological world today are being channelled.

Our aim is to highlight not only the importance and possibilities of the tube as a core component in the (r)evolution of our progress-oriented society, but to go beyond this by generating an interest in the tube as a finality, an entirety, to enable it to gain its nobility as more than just a constituent, a functional vector, but a great core and ultimate element.

PARTICIPATING DESIGNERS:

BCXSY

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GUGLIELMO POLETTI

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JOCHEN HOLZ

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MARTINO GAMPER

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PIETRO RUSSO

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TIAGO ALMEIDA

EXHIBITION INFO:

MILAN DESIGN WEEK

17 — 22 APRIL 2018

DAILY 10.00 – 19.30

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VERNISSAGE

18 APRIL 2018

18.00 – 23.00

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VIA SANTA MARTA 21

INTERNAL COURTYARD

MILAN, ITALY