

## *FRAME* at Milan Design Week 2016

# **WHAT'S THE MATTER?**

*Design for a phygital world*



**AMSTERDAM , 09.02.2016** – This year, *Frame* magazine will make its first appearance as a participant of Milan Design Week by curating the experimental exhibition What's the matter? – Design for a phygital world.

*Frame* envisions a material future in which the physical and digital realms are in constant conversation, so inherently intertwined that it's difficult to distinguish one from the other. For What's the Matter?, hand-picked creatives will explore this future in the context of space, material and form – the key concerns of *Frame* magazine. With the lines between digital matter and physical design blurring, how can objects suggest the aesthetic of a phygital future?

Milan-based Studio Laviani will conceive the scenography of the *Frame* exhibition. Ferruccio Laviani is an established creator of retail spaces, showrooms and trade-fair stands and has collaborated with companies such as Kartell, Dolce & Gabbana, Flos, Piombo, Missoni, Molteni, Foscarini, LVMH Group and many others.

With our primary partner, Ricoh, the exhibition's collection of innovative projections and visualizations of a phygital future will become a reality.

Frame Publishers' director, Robert Thiemann states: 'Milan Design Week has become a design extravaganza with a distinctly commercial flair. We grasp the opportunity to stage a more cultural outlook on design. We have chosen for phygital works, because we think they will inform the shape of things to come. It's great that *Frame* will be able to showcase inspirational and forward-looking work at the world's most prominent design festival.'

**Where**

La Posteria is situated within the heart of Milan's Brera district at Via G. Sacchi 5/7.

**When**

On display from 12 – 17 April 2016, the exhibition is open Monday through Saturday from 11:00 to 21:00 and Sunday from 11.00 to 20.00.

**Updates**

For more information on What's the Matter?, check out the exhibition's dedicated [website](#), sign up for our newsletter and follow the social media hashtags #frameexpo #framewtm.

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