

**NABA, Nuova Accademia di Belle Arti
Presents two initiatives for the Design Week
“AMA FORESTE” and “MILANO CINA”**

AMA FORESTE: For the Design Week 2011, NABA presents “Ama Foreste”, a project curated by Italo Rota and Alessandro Guerriero, which will transform the academy into a creative forest open to the City.

NABA supports the **International year of Forests** through an initiative that will animate the Campus: 40 workshops focusing on arts, design, fashion, graphics, and theater design. Students will be mentored by designers and practitioners from the several departments of NABA, as well as from the professional world, to create themed installations, sculptures, maps, sound environments, labyrinths and “small earthly paradises”.

NABA takes part into the Design Week interpreting **nature as a source of creative inspiration:** the Academy is transformed into a **temporary forest in the heart of the City**, with plants from nurseries, installations created with green and recycled materials such as vases, soil, glass pots, dried branches, bamboo poles and sticks, seeds, roots, hay and straw...

Furthermore, an **Ape Car** will be decorated with the most poetic garden tools turned into flowers, and will tour around the streets of Milan bringing a piece of Foresta NABA (NABA Forest) to every corner of the city, and inviting citizens to visit the “enchanted forest” of the Academy.

Moreover, between April 13th and 15th, the NABA campus will open its door for the undergraduate and postgraduate programs **Open Days:** three days to get to know NABA and its first and second level programs. A series of activities and presentations provide an opportunity for prospective students to discover the programs’ contents and the educational philosophy of the Academy.

At last, a **concert of the NABA DJ Orchestra**, in collaboration with Franco Santoro and Andrea and Michele from Radio DeeJay will close this creative review in the closing Party: on Saturday, April 16th at 10 pm a group of students will get together in the spaces of the Academy and, using their laptops, will suggest rhythms, harmonies, and videos using nature-inspired sounds.

Wednesday, April 13th to Saturday, April 16th 2011, NABA, Via Darwin 20, Milano

OPENING HOURS DURING THE EVENT:

From April 13th to April 15th, from 10.30 am to 7.30 pm
April 16th, from 10.30 am to 2 am the following morning

Open Days from April 13th to April 15th, from 10.30 am to 7.30 pm

Party April 16th, from 10 pm

MILANO - CINA: In collaboration with VIAFARINI, NABA presents “Milano-Cina”, curated by Lorenza Branzi, Andrea Costa, Aldo Lanzini, Nicoletta Morozzi, Maria Pecchioli, Fabrizio Ribechi, in collaboration with students of the Fashion Design and Design departments at NABA (directed by Nicoletta Morozzi and Italo Rota respectively). The exhibition is the continuation of “*Milano Cina - Un’esperienza di design*” (Milan China - A design Experience”): a window dressing project for the shops in Via Sarpi, realized by the students at NABA during the 2009 and 2010 editions of the Salone del Mobile, and curated by Do-Knit-Yourself. The exhibition tells us about the life of the Milan “China Town” through the pictures of Giacomo Giannini.

The project is developed within the event “Posti di Vista 2011. Design Sensibile” (“Posti di Vista 2011, Sensitive Design”), an event of the Fuori Salone focused on the connection between design and social topics.

Furthermore, Milano-Cina, starting from La Fabbrica del Vapore, will reach the heart of the Chinese district of Milan with special decorations for the public green areas in the new pedestrian zone of Via Paolo Sarpi. The students of NABA will work together with the students of the School of Via Giusti to implement the project.

From April 13th to May 7th 2011

Opening Tuesday, April 12th 2011, 6.30 pm at VIAFARINI DOCVA, La Fabbrica del Vapore, Via Procaccini 4, Milan

The exhibition is open from Tuesday to Friday from 11 am to 7 pm, and Saturday from 3 pm to 7 pm.

For more information:

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NABA

NABA, Nuova Accademia di Belle Arti Milano, is the largest and most innovative private Academy in Italy, recognized by the Italian Ministry of Education, University and Research. NABA undergraduate and postgraduate degrees in visual arts, communication and design are legally recognized in Europe and the world over. In late 2009, NABA became part of Laureate International Universities, a global network of more than 54 accredited institutions offering undergraduate and graduate degrees to over 650,000 students around the world.

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