

# Milano Graphic Festival

**NEW DATES!**

**March 25 - 27 2022**

**These are the official dates of the first edition of  
MILANO GRAPHIC FESTIVAL,  
a widespread event devoted to all things graphic design,  
illustration and visual culture.**

A three-day festival set to take place all throughout the metropolitan city with exhibitions, workshops, talks and installations. In addition to main hubs BASE Milano and Certosa Graphic Village, the extensive calendar features collaborations with key institutions and Milan-based cultural realities.

A project by SIGNS and h+  
Curated by Francesco Dondina

[www.milanographicfestival.com](http://www.milanographicfestival.com)

*Milan, January 26 2022* – The first edition of the **Milan Graphic Design Festival (MGF)** is set to take place **from 25 to 27 March 2022**. Backed by **SIGNS**, **h+** and curated by **Francesco Dondina**, this newborn, **widespread event places emphasis on graphic design, illustration and visual culture** through a series of **workshops, talks, lectures, studio visits, installations** and featured guests, both Italian and International. Over a course of three days, the festival will take over the city with a rich calendar of activities to be held within the event's main hubs – **Certosa Graphic Village** and **BASE Milano** – as well as in collaboration with key institutions and Milan-based cultural realities.

*"We are surrounded by graphic design, it is everywhere we turn: in the streets, in public spaces, in houses, in offices, on store shelves, in objects of everyday use and in various forms of communication. Graphic design has contributed and still contributes to shaping the very culture and identity of a country".* For this reason, as stated in the words of curator **Francesco Dondina**, Milano Graphic Festival aims at involving a wider audience that goes beyond experts and professionals in the field and reaches out to the citizenship, the curious and the aficionados who will be guided across the multifaceted realm of visual communication and its increasingly decisive role, from the digital world that has become an extension of our everyday life to graphic design as a vector for change and representation of an ever-changing city.

Milano Graphic Festival will launch a series of exhibitions and activities in some of the city's key institutions devoted to the visual arts such as **ADI Design Museum Compasso d'Oro, Triennale Milano, Castello Sforzesco, Società Umanitaria, MUBA – Museo dei Bambini Milano, Casa degli Artisti**. In addition to this, the festival will engage with **schools, universities, associations, art galleries, private studios, book stores and publishing houses**, some of which will be opening their doors to the public for the first time, with special

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projects starring graphic designers, art directors, illustrators, editors and professors who will in turn share their stories and vision.

Milano Graphic Festival will have two main hubs: **BASE Milano** - located in Milan's storied Tortona neighborhood, this landmark is known for its leading role in cultural cross-pollination and innovation – and **Certosa Graphic Village**, a new space for creativity that during the festival will rise in Milan's **Certosa District**, a budding suburban area in the north-west part of Milan that is currently seeing a rebirth, as it is quickly transitioning from industrial production center into a place for innovation populated by creative industries and fast-growing forwardthinking companies.

Designed by the graphic studio **CamuffoLab**, a new **large mural** - over 57 meters long - entitled *When the city changes you look at its colors* was recently born in the Certosa District, in **via Varesina 162**, and quickly became a symbol of regeneration and creativity for the neighborhood.

Within the spaces of **BASE Milano, SIGNS** – a permanent observatory on visual design involving over 100 Italian designers and graphic studios - will unveil **"SIGNS II. An exhibition on Contemporary Italian Graphic Design"**. *SIGNS I*, the first chapter of this ongoing curatorial project, was held in the former Ansaldo complex at the end of 2016. Bringing together established creatives and promising young talents carefully selected among 25 Italian graphic studios, *SIGNS II* intends to offer **a in-depth look at the current state of Italian graphics and visual communication**, which is actually in great shape, as it manages to honor its rich historical tradition while constantly renewing itself and keeping up with the international scene. Among the artists on display: **Salvatore Gregoriotti, Andrea Rauch, Paolo Tassinari, Paola Lenarduzzi, Silvana Amato, La Tigre** and **Franco Achilli**.

The **Certosa Graphic Village** will house a temporary **3000-square meter performative and creative center devoted to contemporary creativity**. Here, the ever-evolving exhibition *Generation YZ* will allow young designers under-30 to create and display the outcome all throughout the duration of the festival, as they work on a special urban graphics project. The program also includes **the very first states general assembly coordinated by Franco Achilli**, aimed at fostering dialogue among **the main Italian visual design schools**, and a number of exhibitions on industry experts such as the one dedicated to the American graphic designer **John Alcorn**, curated by Marta Sironi and focused on the works he created from the beginnings to the 70s, in America and Italy, and to one dedicated to the Italian designer **Albe Steiner**, with a selection of the most representative posters of his career curated by Anna Steiner, Franco and Matteo Origoni.

The Village will also be **the festival's main headquarters for conferences, experiences and research**: talks with Italian and international designers, project rooms, thematic lectures, performances and workshops are part of the rich program thought up for professionals, students and visual design lovers of all ages.

Meant to promote inclusivity and collaboration, Milano Graphic Festival intends to become a catalyst for ideas and relations surrounding the world of visual communication. **Its mission is to generate awareness and exchange while creating new connections between the business world and Italy's top notch visual communicators**. Not only does the festival shine a light on an art that is all-encompassing but it also underlines its fundamental role in the context of urban regeneration and its overall impact on citizen wellbeing.

**SIGNS**

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*Founded in 2016 by graphic designer and curator Francesco Dondina alongside communication and production company h+ in order to assess the state of contemporary Italian graphic design with the homonymous exhibition, the first successful chapter of a broader exhibition experience, SIGNS has become a permanent observatory of research and promotion. Aimed at furthering the knowledge and growth of communication design, illustration and Italian visual cultures, SIGNS is also an "archive" of the contemporary, an evolving platform that involves more than 100 studios and professionals of different ages, languages and backgrounds. This large national network is also an open community where designers and general public alike can find a space for dialogue, discussion and cross-examination.*

## **Accapiù**

*h+ is an integrated communication and production agency, which deals with brand strategy, festivals and widespread events, territorial campaigns and activations and online and offline strategic communication. h+ creates unconventional experiences and contents capable of fastening different worlds together: public and private, local and digital, corporate and institutions, the dynamics of marketing and the everchanging realms of art, design and culture. The agency manages and coordinates the whole organizational process behind an event: it covers all aspects from creative spark to forging a strong strategy, from campaign conception to executive production. When it comes to communication, the agency's skills and services range from digital marketing to the production of audiovisual and institutional content.*

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## INFORMATION

### Milano Graphic Festival

**NEW DATES:** 25-27 March 2022

*(Due to the Covid-19 health emergency, the Milano Graphic Festival, scheduled from 11 to 13 February, has been postponed to March 2022)*

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**Milan, spread throughout the metropolitan city**

Main Hubs:

**Certosa Graphic Village** – via Giovanni da Udine 45

**BASE Milano** – via Bergognone 34

Website: [www.milanographicfestival.com](http://www.milanographicfestival.com)

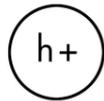
E-mail: [info@milanographicfestival.com](mailto:info@milanographicfestival.com)

IG: [@milanographicfestival](https://www.instagram.com/milanographicfestival)

FB: [Milano Graphic Festival](https://www.facebook.com/Milano-Graphic-Festival)

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## Press Office

### ddlArts

Alessandra de Antonellis | E-mail: [alessandra.deantonellis@ddlstudio.net](mailto:alessandra.deantonellis@ddlstudio.net) | T +39 339 3637.388

Elisa Fusi | E-mail: [elisa.fusi@ddlstudio.net](mailto:elisa.fusi@ddlstudio.net) | T +39 347 8086.566

Ilaria Bolognesi | E-mail: [ilaria.bolognesi@ddlstudio.net](mailto:ilaria.bolognesi@ddlstudio.net) | T +39 339 1287840