

Friday 5th June 2015 – 2 pm -4 pm @ MATERIAL CONNEXION  
ITALIA  
V.le Sarca 336/F - Bulding 16 - 20126 Milan – Italy

## MATERIAL INNOVATION: 20 SOLUTIONS THAT WILL CHALLENGE THE DESIGN WORLD

Materials are not just an “industrial design practice” matter. The way to face material innovation requires a new design culture. It is largely recognized that materials can invigorate design, revolutionize industries and create better, more sustainable environments. Today, besides their technological dimension, the so-called “added value materials” affect the intangible dimension of an organization becoming sometimes a corporate strategy lever, perfect vehicle for product identity and brand value.

Material ConneXion, the largest international centre for research and consulting on innovative and sustainable materials, gives the chance to surf the Milan material library and the online database with more than 7,500 materials.

During the Working Group participants will be involved by Material ConneXion staff in their approach to material innovation led by design. 20 added value materials will be introduced and will lead participants through innovations able to challenge design and ultimately revolutionize the culture of materials. A direct discussion with MCI team will push forward the material choice approach in the traditional design methodology, and about how product concept comes into being starting from material potentials. Each participant will receive a book edited by MCI with a selection of more than 80 innovative materials.

**PARTICIPANTS:** max. 40

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