

Milan, 26 May 2023

PLACES: spatial design and interaction with people, time and technology.

Lualdi encourages discussion about the function
of everyday living spaces and the role of design

Lualdi, which has always followed the evolution of design and architecture, and not strictly in terms of aesthetics and function, has witnessed a profound shift in the way spaces are being designed, with a greater emphasis on the interaction between people and the places where they live and work.

A physiological change dictated by several enabling factors. Accessible technology, a focus on personal well-being, environmental awareness, and dialogue with the context.

In this new scenario, the designer's work must examine several variables also tied in with social and relational changes.

Lualdi seeks to further explore these themes by involving architects, designers and multidisciplinary figures able to offer different perspectives and approaches to create a discussion rich in unorthodox ideas.

Thanks to these meetings, the various aspects of how space is designed will be examined in relation to the specific context, to better understand how design is today the result of synergistic thinking.

Does the interplay between people, space, time and technology become the driving force behind the transformation of places?

The four talks will provide a broad overview of the relationship between people and places, exploring the various aspects of spatial design together with multidisciplinary expert panels, who will enrich the discussion with new perspectives and approaches.

Starting with a case study, each appointment at the Milan showroom at Foro Buonaparte 74 addresses a specific aspect of everyday life, stimulating a debate that leads to new reflections, moderated by Marina Jonna, architect and journalist.

The first meeting investigates LEARNING PLACES, searching for the link between physical space and learning.

Society has experienced and continues to experience critical events that have placed the spotlight on the field of education.

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In addition to improving the educational offer to attract Italian and international students, can the design of their learning space, interaction and services also lead to a change of course?

Neuroscience tells us that the brain only opens if we are moved. In the last 50 years, the sphere of empathy has been somewhat pushed aside. Everything is information, education for the cognitive dimension, in the perhaps vain hope that we can move from notion to action.

The mentality of new generations is more fluid, porous, connected and empathic. So what is the right approach and which are the spaces most suited to educating youths?

Elena Granata answers this question with the “3 Es”: Empathy, Emulation, Experience.

Attending university means not only acquiring information, but also experiencing the lifestyle and being part of an intellectual community.

The places we have inherited from our past are no longer compatible with the intelligence we need to develop.

“I hold my urban planning lectures outdoors, because the city cannot be explained inside the four walls of a classroom.”

We need spaces that can be shaped by hybrid figures capable of reconciling needs with imagination, everyday creativity with the general well-being of the city; figures moved by free and creative curiosity, which, in adopting this attitude, identify the skills needed to find the solutions.

Elena Granata dubbed them “placemakers” because of their ability to translate a brilliant idea into a living project that transforms a place.

Artists that become impromptu scientists to tackle the mobility issues of a big city. Architects who discover novel solutions by studying plants and animals. Designers who specialise in human behaviour and psychology. Innovators think up new spaces in a new city. Each of them is capable of venturing outside their own field without ever losing sight of the main objective.

Franklin University Switzerland was a placemaker, which, as Strategy and Marketing Director Davide Gai tells us, hired architect Flaviano Capriotti to interpret an educational approach through spaces, materials, forms and technology, that viewed university as a permeable, multicultural place of coexistence and exchange, also with the local territory.

The next meetings will be dedicated to:

LIVING PLACES 06/07/2023

new living forms

HOSPITALITY PLACES OCTOBER 2023

the relationship between physical space and the guest’s experience

WORK PLACES NOVEMBER 2023

the relationship between physical space, production and personal well-being

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LUALDI company profile

Founded in 1859 as a carpentry shop, Lualdi is an illustrious Italian design company specialising in interior doors, custom furniture and contract furniture, now managed by the fourth generation of the founding family. Its industrial turning point came about in the 1960s thank to a collaboration with some of Milan's foremost architects at the time. With showrooms in Milan, New York and Miami, the company currently collaborates with some of the world's most renowned architects and enjoys international acclaim. The company's core values are product and processing quality, with skilled manufacture that combines artisan tradition with the most sophisticated aspects of industrial production. Social responsibility is one of the cornerstones of its philosophy and daily commitment to protecting the environment. Its socially and ecologically sustainable use of materials and resources has led to it becoming an FSC®-certified company.

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