

AFROFUTURE

ADVENTURE WITH AFRICA'S MAKERS, THINKERS AND DREAMERS

la Rinascente

MILAN DESIGN WEEK 09.04.2013 - 14.04.2013

OPEN PARTY IN THE AFROFUTURE

THURSDAY 11 APRIL 19:00 - 22:00

AFRIKEA, IL DIAVOLO PARTY IN THE AFROFUTURE BY PAULO MOREIRA + PEDRO COQUENÃO FEAT BATIDA DJ SET

LA RINASCENTE MILANO PIAZZA DUOMO / DESIGN SUPERMARKET, FLOOR -1

FORGET WHAT YOU THINK YOU KNOW ABOUT AFRICA, THE WORLD'S SECOND-LARGEST CONTINENT IS JOURNEYING TO NEW FRONTIERS. COME FACE TO FACE WITH THIS INSPIRING VISION AS YOU ADVENTURE WITH LA RINASCENTE INTO AN AFROFUTURIST DESIGN CULTURE.

AFROFUTURE WINDOWS

ALL WEEK

AFRICA'S GREATEST TRADITIONS IS STORYTELLING. LA RINASCENTE UPDATE THIS TRADITION BY USING THE WINDOWS AS MULTI-DIMENSIONAL STORY PORTALS WITH SIX STORIES FROM THE AFRICAN PULP-FICTION MASTERS, JUNGLE JIM. LONDON-BASED ILLUSTRATOR EMILY FORGOT BRINGS THEM TO LIFE BY USING SET DESIGN TECHNIQUES TO TRANSFORM THE ARRESTING COMIC BOOK ILLUSTRATIONS.

WWW.JUNGLEJIM.ORG
WWW.EMILYFORGOT.CO.UK

TUESDAY 9 APRIL

THE NEWSROOM

ALL WEEK

WELCOME TO THE NEWSROOM BY GO WEST PROJECT, A BUZZING NEWSDESK GIVING THE INSIDE SCOOP ON HOW CHINA INFLUENCES AFRICA. WITH LIVE FEEDS FROM CCTV AFRICA AND COPIES OF CHINA DAILY AFRICA EDITION IN STORE, THE AUTHORS WILL BE INTERVIEWING, RESEARCHING AND DOCUMENTING ALL WEEK.

WWW.GOWESTPROJECT.COM

THE GALACTIC ZINE SWEATSHOP

TUESDAY 9 APRIL | 14:00 - 16:00

CREATE YOUR OWN AFRICAN SCI-FI ZINE IN JUST 2 HOURS WITH MASTERS OF THE GENRE, JUNGLE JIM. USING FACEBOOK, A TEAM OF AFRICAN WRITERS IN DIFFERENT LOCATIONS WILL MADLIB A SCIENCE FICTION STORY SET ON A FUTURE AFRICAN-COLONIZED PLANET IN SIX PARTS. YOUR MISSION: TO ILLUSTRATE AND PRODUCE IT.

WWW.JUNGLEJIM.ORG

THE AFRONAUTS

TUESDAY 9 APRIL | 17:00 - 19:00

CRISTINA DE MIDDEL'S PHOTO-DOCUMENTARY SERIES "THE AFRONAUTS" DEPICTS THE FAILED ATTEMPT OF ZAMBIA TO START A SPACE PROGRAM IN 1964. THIS HALF-FICTION, HALF-FACT PERFORMANCE IS A DREAMY STAGE-SET, DESIGNED TO CREATE ONE MORE IMAGE OF HER AWARD-WINNING WORK.

WWW.LADEMIDDEL.COM

WEDNESDAY 10 APRIL

THE ART OF STORYTELLING

WEDNESDAY 10 APRIL | 10:00 - 12:00

MODERNIST FURNITURE MEETS AFRICAN PARABLE AT THE HANDS OF DESIGNER YINKA ILORI. JOIN US FOR LIVE UPCYCLING AND UPHOLSTERING IN-STORE AS NIGERIAN FABRICS, ACCESSORIES AND POSTCARD PARABLES ARE MESHED WITH VINTAGE EUROPEAN MODERNIST FURNITURE. AFRICAN CURATED DJ SETS AND A NIGERIAN 'TALKING DRUM' WILL ACCOMPANY AND MATCH EACH PARABLE.

WWW.YINKAILORI.COM

MEET THE AFROFUTURISTS

WEDNESDAY 10 APRIL | 13:00 - 14:00

GLOBAL SPEAKERS FROM THE AFROFUTURE PROGRAMME CONSIDER SOME OF THE BIG QUESTIONS FROM THE WORLDS OF TECHNOLOGY, ARCHITECTURE, CURATING, POLITICS, ACTIVISM, URBANISM AND ART. THEY'LL EXPLORE THE WAY THESE THOUGHTS, IDEAS AND ISSUES EXIST IN CITIES INCLUDING LAGOS, ACCRA, NAIROBI, LUANDA AND DAKAR. HOSTED BY BEATRICE GALILEE AND NANA OCRAN.

CELLULAR SOUNDS

WEDNESDAY 10 APRIL | 15:00 - 17:00

SOUND ARTIST, DESIGNER AND ELECTRONIC MUSICIANS, DENTAKU PRESENTS A LIVE MOBILE PHONE MUSICAL PERFORMANCE. INSPIRED BY KONONO AND CONGOLESE MUSIC AND MOBILE PHONE TECHNOLOGY, USING NETWORKS AND MUSICIANS FROM THE CONGO, VIA TOKYO AND LONDON.

WWW.MARKMCKEAGUE.COM | WWW.YURISUZUKI.COM

AFROFUTURE NOW!

WEDNESDAY 10 APRIL | 18:00 - 19:00

MEET 10 OF AFRICA'S THINKING ELITE IN NON-STOP QUICK-FIRE PRESENTATIONS THAT INTRODUCE THE TECH, ARCHITECTURAL, ARTISTIC, AND EXPERIMENTAL STORIES BEHIND THE RISE OF AFRICA. BROUGHT TO YOU BY INSPIRATIONAL INNOVATORS FROM ALL OVER AFRICA, SPEAKERS INCLUDE TECHNOLOGIST AND SOCIAL ENTREPRENEUR MARIÈME JAMME, ARCHITECT KUNLE ADEYEMI, DESIGN INDABA EXPO MANAGER KELLY BERMAN, ARTIST CYRUS NGANGA AND DESIGN DIRECTOR OF MAKER FAIRE AFRICA, JENNIFER WOLFE. HOSTED BY WRITER AND JOURNALIST HANNAH POOL.

THURSDAY 11 APRIL

KANE KWEI CARPENTRY WORKSHOP

THURSDAY 11 APRIL | 10:00 - 14:00

ROBOTS! MOBILE PHONES! AIRCRAFTS! THE GHANAIAN CARPENTRY WORKSHOP, WORLD FAMOUS FOR HELPING YOU ENTER THE AFTERLIFE IN STYLE, BRINGS ITS FANTASY COFFIN PRACTICE TO MILAN. ANTHROPOLOGIST AND FANTASY COFFIN

EXPERT ROBERTA BONETTI WILL INTRODUCE AND CONTEXTUALISE THE KANE KWEI WORK, WHILE ERIC ADJETEY ANANG WILL BE IN-STORE MAKING HIS INCREDIBLE BESPOKE COFFINS. DESIGN AND MAKE YOUR OWN TOO!

WWW.GHANACOFFIN.COM

MAKER FAIRE AFRICA WORKSHOP

THURSDAY 11 APRIL | 15:00 - 18:00

ALL THE WAY FROM NAIROBI AND LAGOS COME SOME OF THE MOST INNOVATIVE THINKERS AND MAKERS IN AFRICA. VISUAL ARTIST CYRUS NGANGA AND TECHNOLOGIST DAVID OLANIYAN WILL BE TEAMING UP TO USE ARDUINOS THAT CREATE A BRAND NEW DIGITAL VERSION OF NGANGA'S ICONIC C-STUNNER GLASSES THAT GLOW, LIGHT UP AND VIBRATE.

WWW.MAKERFAIREAFRICA.COM

FRIDAY 12 APRIL

THE SECURE TRANSPORT OF LIGHT

FRIDAY 12 APRIL | 11:00 - 12:30

MEET A PHOTOPHONE, A MAN-MADE DEVICE FOR COMMUNICATING THROUGH SUNBEAMS, AS JAMES BRIDLE INTRODUCES THE HISTORY OF CABLES AND TECHNOLOGIES TRACING COMMUNICATION AND COLONISATION NETWORKS AND MYTHS BETWEEN EUROPE AND AFRICA.

WWW.SHORTTERMMEMORYLOSS.COM

IMPROBABLE AFRICA

FRIDAY 12 APRIL | 13:00 - 15:00

"CAN WE ALTER THE FUTURE BY IMAGINING THE IMPOSSIBLE?" ASKS DESIGNER AND ARTIST ALEXANDRA DAISY GINSBERG AND FUTURIST, CHER POTTER. THEY WILL ATTEMPT TO ANSWER THIS BIG AND EXCITING QUESTION BY HOSTING A MIND EXPANDING FUTURE SCENARIO WORKSHOP FOR DREAMING UP 'IMPOSSIBLE' FUTURES FOR AFRICA.

WWW.ALTERFUTURES.ORG
WWW.DAISYGINSBERG.COM

THE NEWSROOM

FRIDAY 12 APRIL | 16:00 - 17:00

THE CULMINATION OF A FASCINATING WEEK OF CHINO-AFRICAN INTERVIEWS AND RESEARCH WILL BE PRESENTED BY GO WEST PROJECT. THE DEBUT OF THEIR SECOND BOOK WILL ALSO BE REVEALED, AT THIS, THE LAST SESSION OF AFROFUTURE.

WWW.GOWESTPROJECT.COM

PROJECT HERACLES BRIDGE BUILDING LIVE

FRIDAY 12 APRIL | 18:00 - 19:00

JOIN US FOR THE THRILLING FINALE OF AFROFUTURE IN A COLLABORATION WITH PARTICIPANTS, ARTISTS AND DESIGNERS FROM MILAN AND BEYOND. EVERYONE WILL COME TOGETHER IN A BID TO DESIGN AND CONSTRUCT A BRIDGE BETWEEN EUROPE AND AFRICA IN-STORE.

COME IN-STORE AND EXPLORE THE AFROFUTURE

MILANO PIAZZA DUOMO.
DESIGN SUPERMARKET

OPENING HOURS:
MONDAY - FRIDAY 09:30-22:00
SATURDAY - SUNDAY 09:30-23:00

AFRICA LAB PROGRAMME
CURATED BY BEATRICE GALILEE.
PICK UP A FREE GUIDE IN-STORE.

LA RINASCENTE FOOD & RESTAURANTS

MILAN'S MOST CONTEMPORARY FOOD DESTINATION

COMPLETE YOUR AFROFUTURE EXPERIENCE BY VISITING THE FOOD HALL ON THE SEVENTH FLOOR OF LA RINASCENTE. OPEN EVERY DAY UNTIL MIDNIGHT, WE HAVE SOMETHING DELICIOUS TO PLEASE ALL TASTES.

ALONG WITH OUR RESTAURANT WE HAVE A SUSHI BAR, A WINE BAR, A MOZZARELLA BAR, A SANDWICH BAR, A JUICE BAR, A BE-STEAK AND A CHAMPAGNERIE. NOT FORGETTING OF COURSE OUR SPECTACULAR LOUNGE BAR. OUR COSMOPOLITAN SETTING AND BREATHTAKING TERRACES MEANS YOU CAN ENJOY YOUR TIME WITH US IN STYLE.

BOOK YOUR TABLE AND MAKE A RESERVATION IN ONE OF OUR RESTAURANTS.

MAIO RESTAURANTS: +39 02 8852455
OBIKÀ MOZZARELLA BAR: +39 02 8852453
IL BAR: +39 02 8852453
YN VINERIA: +39 02 8852460
MOËT & CHANDON: +39 02 8852455
BE STEAK: +39 02 8852459
MY SUSHI: +39 02 8852456
JUICE BAR: +39 02 8852458
DE SANTIS: +39 02 8852457

ENTRANCES:

LA RINASCENTE PIAZZA DUOMO

(UNTIL STORE CLOSING TIME)

VIA SANTA RADEGONDA 1

(ENTRANCE UNTIL MIDNIGHT)

VIA SAN RAFFAELE 2

(ENTRANCE UNTIL MIDNIGHT)

OPEN EVERY DAY UNTIL MIDNIGHT

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