

PRESS RELEASE

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## UNDER PRESSURE

**Istituto Europeo di Design considers the future of our planet, presenting its *100 questions for tomorrow* to the Design Week public. An immersive experience that will encourage visitors to reflect on the issues of social and environmental sustainability.**

**TORTONA DESIGN WEEK**

Loftino | Opificio 31 | 31 Via Tortona  
April 2019, 9<sup>th</sup> – 14<sup>th</sup>

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**April 2019, 8<sup>th</sup>**

**press preview** 10 a.m. - 8 p.m. | **opening** 5 - 8 p.m.

**Milan, April 2019, 8<sup>th</sup>** - A hundred questions and an invitation to reflect, raise awareness and take action. As the younger generations take to the streets across the world to raise awareness of environmental issues, **Istituto Europeo di Design** makes its contribution with **Under Pressure**, an international project on the key issue of sustainability that involved students from the **11 IED Network sites** in **Italy, Spain and Brazil**. *Under Pressure* is a three-year project; the first phase saw the launch, in January, of the **100 questions for tomorrow** competition aimed at the school's students who were asked to submit questions conveying their desire to see action taken on the issue. IED selected the hundred "most urgent", provocative and original questions from those submitted in order to reflect on **how we can salvage our relationship with nature** and which of our **planet's equilibriums are coming under greatest pressure**. The final goal is the launch, in the next two years, of **100 design projects** based on the principle that the development of society is only possible if we respect the concept of social, economic and environmental sustainability.

Istituto Europeo di Design has been active in the area of training and design for over 50 years and has been reflecting on the issue of sustainability for some time. Today IED wants to place this major question at the centre of its educational project with the goal of **creating a training model** in which **sustainability issues are present throughout the design process**, from research through to potential distribution. This was the starting point for *Under Pressure*: working in a structured way to teach students, future designers, the men and women of tomorrow, how to develop a sustainable vision. By involving its students, IED was able to see how many young people are already engaged with these issues, determined to change things and aware that they have to look after planet Earth.

*"Today it is impossible to imagine a design activity that does not take account of sustainability issues - comments Emanuele Soldini, Director of IED Italy. It is one of the key factors that every design process must take into consideration. As its name indicates, Under Pressure conveys the need for urgent action. If, as designers and people, we don't look after our most precious resource, the Earth, the future won't be easy: we only have one planet and we have reduced its ability to defend itself to a minimum"*.

Inside the Loftino a corridor of plants, which will close in on visitors from above and from the sides as they move along it, will convey the sensation of feeling "under pressure". Following an immersive and absorbing path, visitors will then find themselves in front of a projection where the hundred questions will scroll across a

virtual plant, almost as if the plant itself wants to ask us: *is disinformation sustainable? Can our everyday actions change the destiny of the planet? Will we need to know things in the future? Or will we only need to know how to find, how to ask (Siri)? or even Are there too many of us? Is it true that in just a few decades all insects will disappear? Is it true that we will have to survive just on insects?*. A soundtrack will accompany visitors along the path, reading out the questions in real time in various languages.

The **2000 questions received** from the **185 IED students** that took part, representing **130 different nations**, all expressed an urgent need to take action regarding the future of our planet, covering all of the main themes of interest to the young: **global warming** and the impact of climate change on our lives, the new revolution of **environmental refugees** who have escaped from their homes due to flooding and drought; the questions of **consumption** and **recycling**, what we eat and buy, what waste we produce and therefore how we should shape our choices by following a circular economy model; **energy sources**, use and future availability, the relationship between **man, nature** and **technology**, the opportunities and risks deriving from human activity and then the major issue of personal commitment and **time**, of becoming increasingly aware that we really need to change our lifestyles.

Under Pressure will also be an opportunity to launch a series of appointments that will follow the development of the project over the next few years. The first of these, on **May 6<sup>th</sup>**, will be a meeting with **Piero Pellizzaro** - *Chief Resilience Officer and Director of the Management Committee of the City of Milan's Resilient Cities Project*. The meetings will continue with **Francesco Ferrante** - *Vice Chairman of the Kyoto Club* - and a lecture by photographer and filmmaker [Armin Linke](#) on **October 15<sup>th</sup>**.

Under Pressure is endorsed by: **Italian Ministry for the Environment, Land Protection and Sea; City of Milan; World Design Organization (WDO)<sup>TM</sup>; ADI Associazione per il Disegno Industriale e Kyoto Club.**

During the opening on April, 8<sup>th</sup> will be served the organic **Franciacorta** by **Barone Pizzini**, which is the result of a process of organic viticulture that use only substances found in nature or obtained from nature through simple processes, not chemicals.

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