

press release - 10th April 2015

Why not in the garden? design dining picnics charity

Expo Gate Milano
13 - 24 April 2015

Architecture
Interior design
Retail

April brings an unusual green space, design and new interpretations of food to the Expo Gate.

Why not in the garden? is a short-term, mobile and changeable, accessible and versatile pop-up. It is a **public garden on wheels** and, starting from dawn on Monday 13th April, as in a stage performance, plants and flowers will be added throughout the morning. Over the ten days on the square it will constantly **change shape** welcoming locals, tourists and visitors to the Salone del Mobile (the International Furniture Exhibition). The most surprising transformations will take place during the **Fuorisalone**, hosting a series of **free events** featuring food, from an afternoon snack for children to an urban picnic and from a vintage cocktail to a moonlit spaghetti party. And on the last day *Why not in the garden?* becomes a take-away garden **for charity**: on Friday 24th April the **450 plants** will be put on sale, and the money raised will go to the humanitarian association *Link for Aid* which helps the underprivileged and poor children in Myanmar and Cambodia.

The project has been masterminded and realized for **Expo Gate** by the **A4A Rivolta Savioni Architetti** studio which is well-known for green installations that transform the urban scene like the *quantomais* and *bosco in corso* installations designed for the Expo Gate in August and October 2014.

Why not in the garden? is part of **Il Progetto del Cibo** (the Food Project), a series of **Expo Gate** events planned for the month of April - leading up to the inauguration of **Expo Milano 2015**, and at a time when the city is the centre of world attention for the Salone Internazionale del Mobile - that are an exciting mix of **food, design and architecture**.

Why not in the garden? is a place to chill out, a rendezvous, a public space open on 13 to 24 April.

The *Why not in the garden?* set up.

What makes this installation different is **green on wheels**, a module in **two versions**. The vertical element is a light iron structure painted in bright colours with wooden benches and espaliers for the pots of plants, while the horizontal element is an iron platform-flower bed. The modules are all mounted on **bicycle tires** painted the same colours as the structure which holds **aromatic, garden and flowering plants**. The **artwork on the flooring** traces the different layouts of *Why not in the garden?* during the time it will be at the Expo Gate, showing what will be happening there. **A 40-metre-long cardboard table** will run the length of the square for the late-night spaghetti party on Thursday 16 April.

Calendar of events

#whynotinthegarden

all the events are free

Monday 13 april from 08:00 am

setting up the garden

Thursday 16 april from 04:00 pm

Tea time and Cake in the Garden - afternoon snack

Thursday 16 april from 10:30 pm

A moonlit spaghetti party - a night-time party

Friday 17 april from 07:00 pm

Aperitivo 1930 - a cocktail party

Sunday 19 april from 12:30 pm

The Pic-Nic in the garden - a picnic

Friday 24 april from 11:00 am to 08:00 pm

The take-away garden - a **charity market** of the *Why not in the garden?* plants to raise funds for **Link for Aid**'s humanitarian projects

Who - What - Where - When

Why not in the garden?

design dining picnics charity

Expo Gate Milan, via Luca Beltrami

13 - 24 April 2015

open from 10 am to 8 pm

installation

project and realization

A4A Rivolta Savioni Architetti

commission

Expo Gate

conception

Giovanni Rivolta, Nicoletta Savioni

technical specifications

size of the area

500 sq m.

size of the vertical module

1.60 x 1.30 x h 2.60 m.

size of the horizontal module

1.60 x 1.30 x h 0.70 m.

total modules

24

number of plants

approx. 450

types of plants

aromatic, garden plants and flowers



The **A4A Rivolta Savioni Architetti** studio, founded in Milan in 1999 by Giovanni Rivolta, Nicoletta Savioni and former partner Chiara Monti, is specialized in architecture, interior design and projects on various scales in Italy and abroad.

It works for public concerns and private companies and has made a name for itself as a consultant, working with other architectural studies on composite projects.

In 2002 it set up **A4Adesign**, a parallel company for sustainable design, that creates installations and scenic designs for commercial and display areas as well as for adult and junior socialization. All in recycled and recyclable cardboard, which is at the core of A4Adesign's cultural and environmental commitment.

Since its inauguration in the heart of Milan in May 2014, **Expo Gate**, which is in front of the Sforza Castle, changes theme monthly and is curated by Caroline Corbetta, and has been the venue for over 900 free events organized in collaboration with over 800 local, Italian and international partners. For twelve months universities and companies, architectural studios and restaurants, publications and radios, organizations and associations, chefs, food bloggers, artists, writers, musicians and well-known personalities have used Expo Gate as a platform to share and compare ideas and schemes, introducing the public to **Expo Milano 2015** and putting the spotlight on the changes taking place in Italy.

Information for the public

www.expogatemilano.org

Information for the media

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