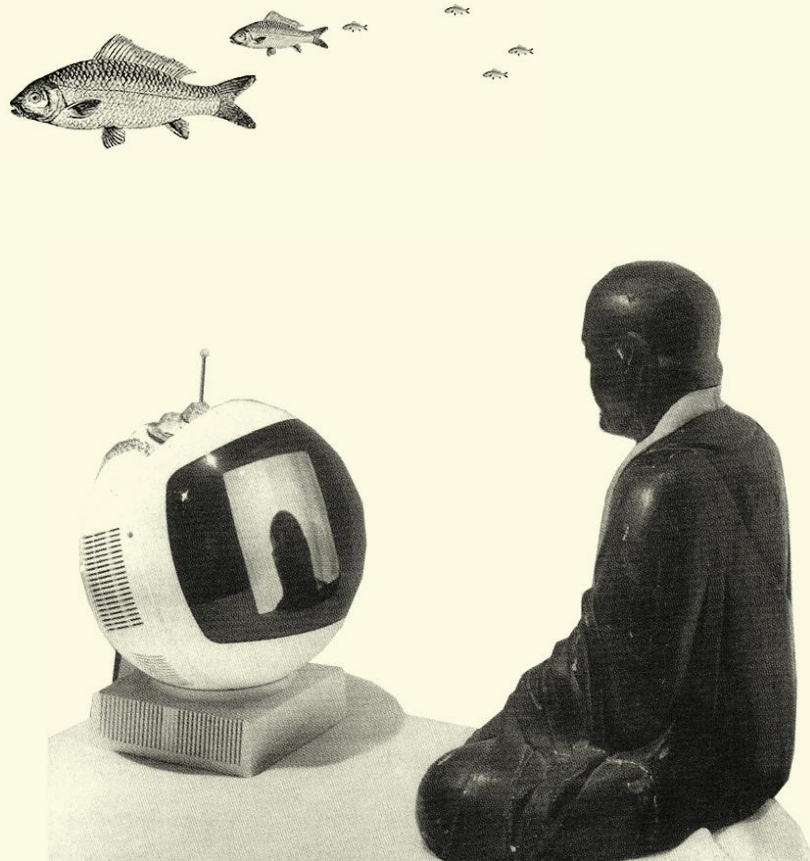




IdLab

www.viacascia6.it

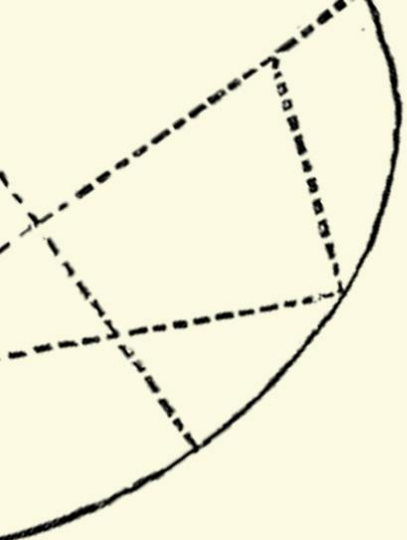


IdLab is a Milan based company, that focuses its design work on new forms of education, communication strategy and great changes made possible by new (social) media.

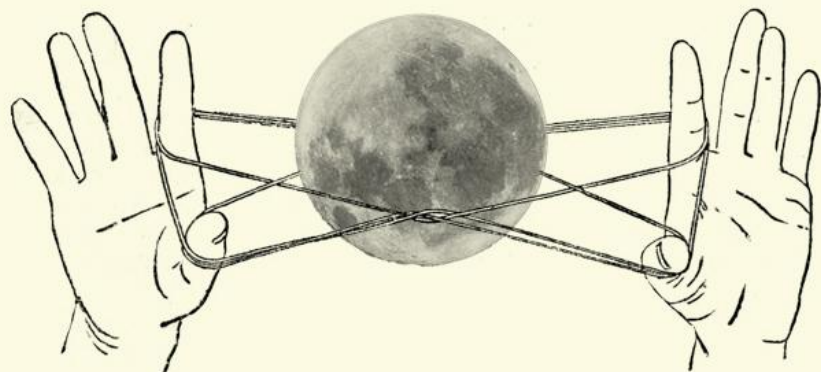
Our core business is based on consulting activities for businesses and organizations, developing complex communication strategies emphasizing aspects of brand reputation, digital marketing and community engagement.

IdLab has worked with numerous organizations and companies, including *Accademia Abadir, Akademie Schloss Solitude, Alta Scuola Politecnica, Banco Popolare, Confindustria Ceramica, Expo Milano 2015, Fastweb Academy, Fiera Milano, Fondazione Agnelli, Fondazione di Venezia, Ministero delle Infrastrutture e dei Trasporti, La Triennale, Radioimmaginaria, Rai, Rete Ferroviaria Italiana, Università Commerciale Luigi Bocconi, Università degli Studi di Milano Bicocca.*

www.viacascia6.it



Our projects





Mammamiaaaa

**In partnership with Casa Netural
and John Thackara / Doors of Perception
(2017 - ongoing)**

Client: Matera 2019

www.mammamiaaaa.it

The project is developed for **Matera, European Capital of Culture 2019.**

Mammamiaaaa, a series of dinners (in Italy and in Europe) to share the family food traditions, a big international and diffused event based on two keywords: the cousin and *la mamma*, symbol of the Italian culture and excellence. The project works on two levels: the local involvement (Matera-Basilicata) and the national / international public involved through digital and social media communication.



Mystery Things Museum

(2016 - ongoing)

www.mysterythingsmuseum.net

Mystery Things Museum is a temporary and collective museum.

A place where to go and see the objects collected but - above all - the museum where to bring your own objects. Quantity and quality of its collection grow as the time goes by. A physical museum and a digital archive based on social networks. A pop-up traveling museum that opens its doors for a few hours or days in different locations and situations.



**Milano Food City
(2018)**

Client: Milano Food City
www.milanofoodcity.it

Milano Food City (7-13 May 2018) is a 360° food festival. It is promoted by Comune di Milano and it is part of Yes Milano lineup. For an entire week the initiative tends to gather all the main players in the agri-food system: from the production chain to the distribution and consumption of products, from large and small producers to simple consumers.

IdLab was involved to develop the strategic plan of social communication and to run social media channels during the whole week of the event (content production, community building, community engagement).

FUTUREHOOD

MILAN
DESIGN WEEK
17-22 APRIL

OPIFICIO,
VIA TORTONA, 31

ZE-KNIT
NAPAPIJRI

Futurehood
Milano Design Week 2018
Client: Napapijri
www.zeknit.com

From 17 to 22 April 2018, Via Tortona 31, Milan, in the core of **Fuorisalone**, **Napapijri** took Ze-Knit outside the labs and shared their vision of urban future. This is #Futurehood, an installation reflecting on the future of the city and its most intimate dimension (neighborhood). Open to all. For six days Napapijri's Lab hosted workshops, divided into performances and display. Widespread intelligence or simple curiosity for what lies ahead.

IdLab was involved to develop, with Napapijri, the strategic plan of social communication and to run social media channels during the whole week of the event (content production, community building, community engagement).



MASTER RELATIONAL DESIGN

**The future is already here —
it's just not very evenly distributed.**

— William Gibson

Relational Design

(2014 - ongoing)

Project in partnership with Abadir

www.relationaldesign.it

Relational Design is a modular learning proposal including online courses, traditional lectures and workshops in Milan, Catania, London, Barcelona and other European cities.

An itinerary between analog and digital: design, traditional practices, old media and new media to grow in an ever-changing world.

Relational Design partners are (among others): *Comune di Milano, Casa Jasmina Arduino, Internazionale, Punkt, Commonground, ADI e AIAP.*



design 1o1

redux

Design 1o1

(2013 - ongoing)

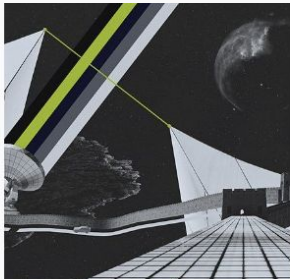
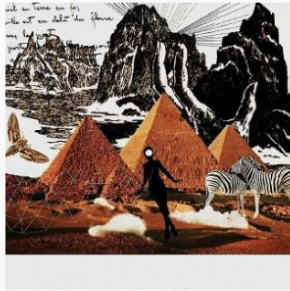
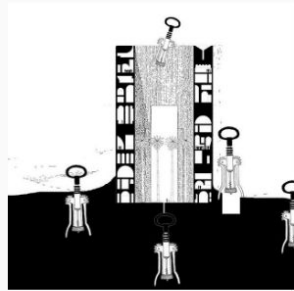
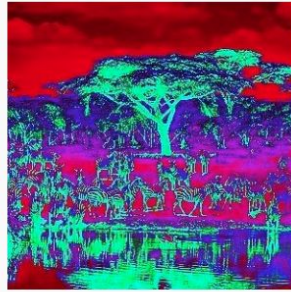
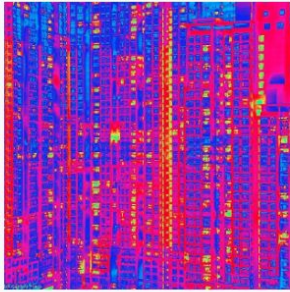
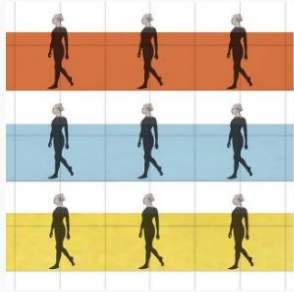
Client: Iversity / IdLab

www.design1o1.net

IdLab has developed over the past 5 years an expertise in the design and management of innovative **MOOCs** and **digital communities**. A MOOC (Massive Online Open Course) is a course designed to provide distance learning to thousands of students exclusively through digital channels. Participants come from anywhere around the world and can access to course contents only via web and social media.

#storytelling1o1

3.321 post



Design 1o1 (or design basics) was the only Italian proposal selected for the “MOOC Production Fellowship” contest by **Iversity and Stifterverband fuer die Deutsche Wissenschaft**. Design 1o1 consists of a journey into contemporary design through 101 exercises.

After this first MOOC IdLab has developed together with the “Design 1o1” community – some thousands of people (from the close to the loose ones) who share many nice things between one another mainly on the [Design 1o1 Arena](#) – many more MOOCs experimenting with different topics, tools and social media.

Storytelling 1o1 is the latest course launched on October 3rd 2016. It is born as an experiment in which teachers together with the students wanted to learn how to conceive, develop and tell a collaborative story using social media and digital tools.

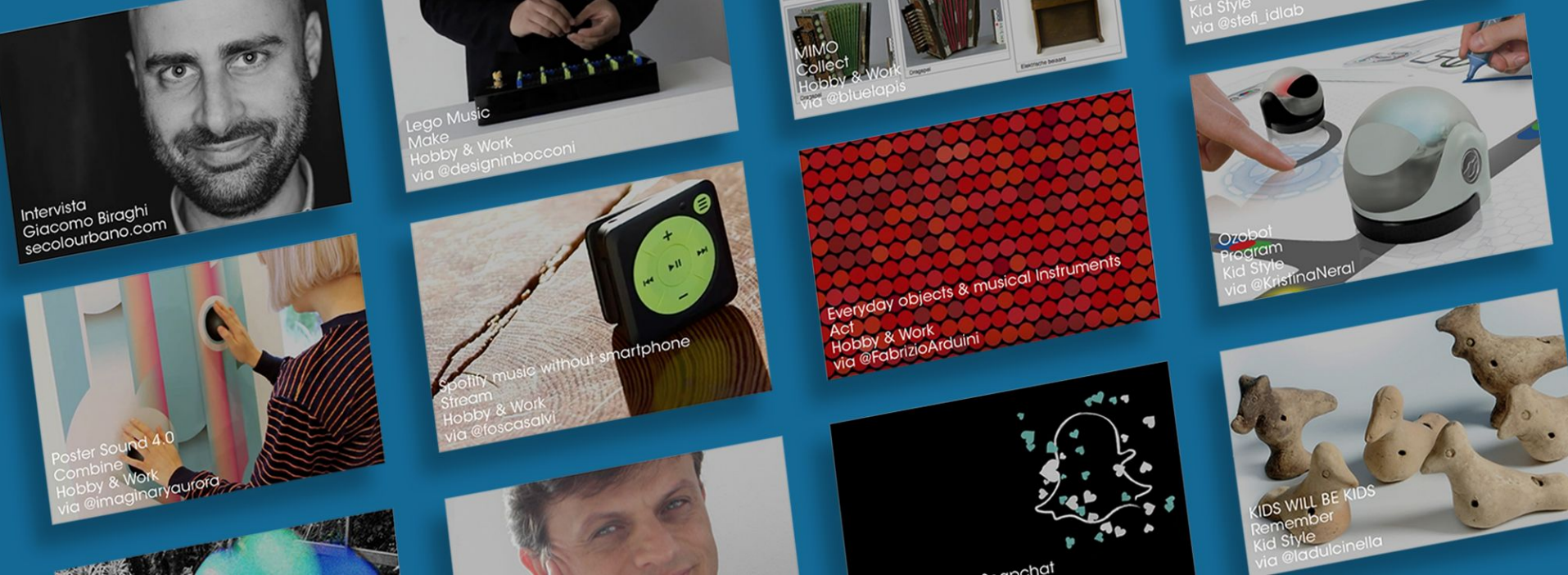


**999 domande sull'abitare contemporaneo
(2017 / 2018)**

Client: La Triennale di Milano

Stefano Mirti is the curator of the architectural exhibition **“999 collection of questions on contemporary living”** that will take place at the Triennale di Milano between January and March 2018. An exhibition that exists thanks to physical, digital and social environments. 999 ways of living, to generate 999 questions (with 999 possible answers).

A series of workshops, encounters, debates, exchanges, performances, residencies, and more...Home as we've never seen before.



Homi Smart
(2016 / 2018)

Client: HOMI / Fiera Milano

www.homismart.homimilano.com

[@HOMIsmartmilano](https://twitter.com/HOMIsmartmilano)

HOMI Smart is an experimental format in which innovation - in every possible form - becomes the object of observation, meeting place and exchange. Designers, communication experts, academics and companies are engaged in meetings, workshops, discussions and exhibitions. HOMI Smart is also a twitter magazine, a physical and virtual meeting place for renewing traditions and community building around the themes of lifestyle, technology and design.

**sei un cantante, rapper o una band e hai meno di
20 anni? vuoi un pubblico e un palco su cui esibirti?**

vieni a

TEEN PARADE

6 - 7 Settembre
Bologna Fiera

ENTRO IL 10 LUGLIO
mandaci il tuo pezzo alla mail:
radioimmaginaria@gmail.com



radioimmaginaria



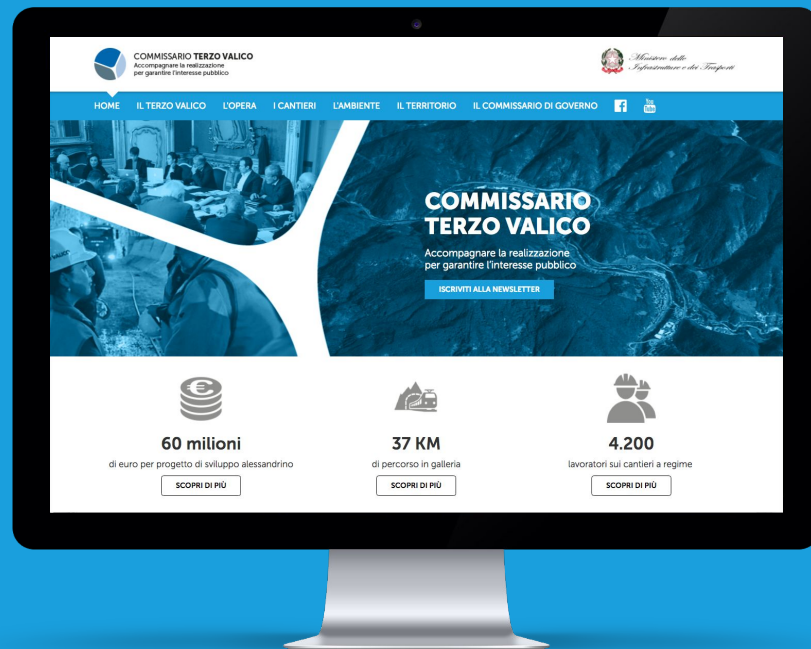
Teen Parade

(2017)

Client: Radioimmaginaria

www.radioimmaginaria.it

Teen Parade is the job festival explained by the teenagers from the web radio Radioimmaginaria, the first radio run by young people (11-17 years old). Teen Parade was organised with the support of Unindustria and Radio24 and it was the only national meeting where young generations and operators could discuss on ideas, education and job programmes, and on the future of the so called "digital generation". IdLab took care of the organization of the event at Bologna Fiere and developed the strategic social communication plan.



Commissario Terzo Valico
**Client: Ministero delle Infrastrutture
e dei Trasporti**
(2016 / 2017)
commissarioterzovalico.mit.gov.it

The Extraordinary Government Commissioner for Terzo Valico has the task of facilitating the implementation of **Terzo Valico dei Giovi**, through actions of direction and support, following the progress of the work, promoting agreements between the various public and private entities. From autumn 2016 IdLab started to take care of the Commissioner's communication, planning and developing the website, launching the Facebook page and following the Commissioner in the various events and activities carried out in the territory affected by the route.



COME SARÀ IL NOSTRO
FUTURO TRA 50 ANNI?



SALTA

IL FUTURO È
(2016 / 2017)
Client: Fondazione Agnelli

Developing the social media strategy for the project ***IL FUTURO È*** by Fondazione Agnelli: an independent foundation for research, training and documentation on human and social science. To celebrate the 50th anniversary of its activities, Fondazione Agnelli is interviewing 50 leading figures in different fields of knowledge and society, from politics to medicine, from physics to design, from business to music. Their answer will form a mosaic of 50 videos that will suggest a multifaceted collective view.



estiara

MILANO

Estiara Eyewear
(2016 / 2017)
Client: Sintetica Srl
www.estiara.it

Estiara Eyewear is an Italian eyewear brand born from the over 50-year experience of Sintetica srl in the field of plastic materials, specialized in the production of acrylic sheets. Estiara glasses are made of Amanite, a unique and innovative material, created for the eyewear collection and completely handcrafted.

The brand communication and product storytelling are active on Instagram, Facebook and Pinterest. On these channels we illustrate step by step all the production phases that lead to the final product.



500 no more

**In partnership with Buzzdetector
(2017 / 2018)**

www.500nomore.com

500 no more is a magazine in which the content is generated by 500 selected accounts active all over the world. The relevant voices, the influential buzz, the best ideas, projects, images and thoughts. For the first time altogether: for you to enjoy and interact.

It's an experiment on how the "magazine" in the age of social media could work.

500 no more is a project developed by IdLab together with Buzzdetector, the first version has been launched for the Milan Design Week 2017, we are currently working on the next release.



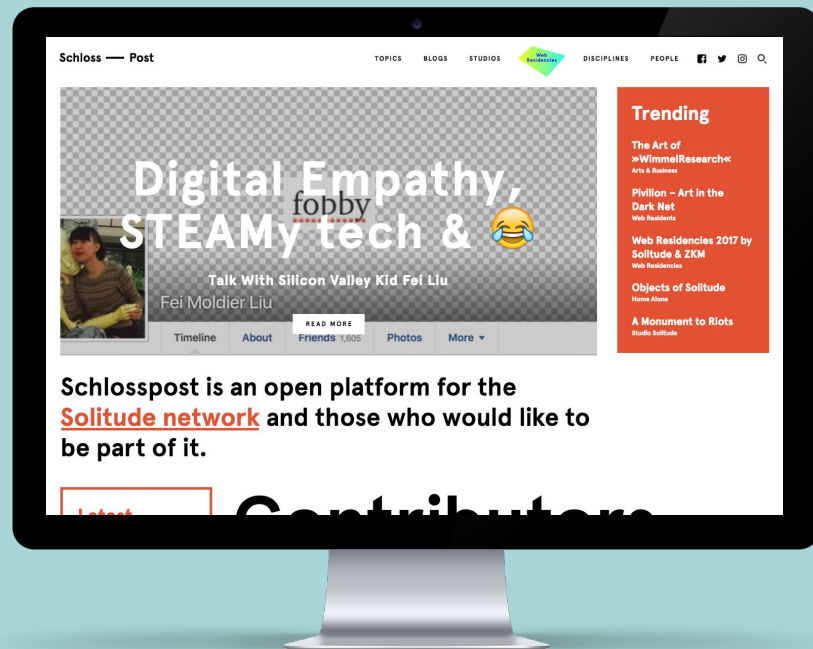
Gianni Romano
(2016)
Candidate for the City Council of Milan
in the Beppe Sala List - Noi, Milano
www.gianniromano.org

Gianni Romano was a candidate at the Municipal Council of Milan in the June 2016 elections being part of the civic list “Beppe Sala - Noi, Milano”. Idlab coordinated the group of more than twenty volunteers who were involved in the election campaign and the candidate’s communication. The communication was divided into several online and offline channels: website, Facebook page and groups, video content for social sharing, a crowdfunding campaign and events organized in different locations in Milan



Beppe Sala
Noi, Milano 2016
(2015 / 2016)
www.beppesala.it

Design and management of Noi's social communication, Milan 2016, **Beppe Sala's** election campaign for the 2016 primary elections. A group of professionals (volunteers) designed and implemented the campaign website and dedicated energy and resources for the design and management of social channels. Among the main activities was the activation of various online communities and groups of supporters, following an approach to the campaign and the key issues related to listening and to a "bottom-up" communication flow.



Stefano Mirti
Schloss goes digital
(2014 / 2016)
Client: Akademie Schloss Solitude
schloss-post.com

Between 2014 and 2016, Stefano Mirti was a **consultant for the digital and social activities** of the Akademie Schloss Solitude. Different activities: from the strategic consultancy for the social presence of the institution to the creation of an online magazine, the Schloss Post. This magazine collects contributions written by members of the Akademie community, artists, writers and scientists who make / have resided in Schloss Solitude.



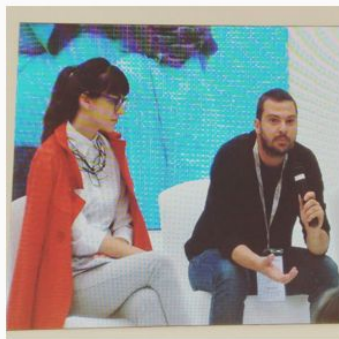
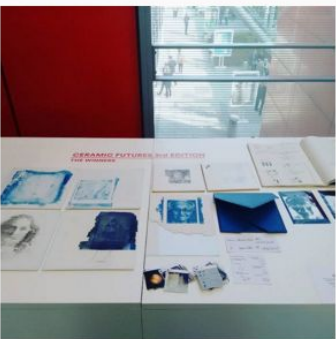
Stefano Mirti
(2014 / 2015)
Client: Expo Milano
www.socialmediaexpo2015.com

Stefano Mirti has been **head of the social media team for Expo 2015**. One of Expo's main aspects was its social media dimension: everyone – through Expo's social media channels – was invited to actively join the event and become part of it. Expo's social media team built a dense network of Social Media and Communication Managers – from all countries participating to the event – and used this network to enrich Expo's institutional communication.



M9 Social
(2014 / 2015)
Client: **Fondazione di Venezia**

M9 will be a new-concept cultural pole with a museum, exhibition spaces, mediatheque-archives, spaces for educational activities and public services. **M9** will narrate the past, understand the present and generate faith in the future. It will be a place in which to portray, study and debate modernity and contemporary times. **M9 Social** collects all the content produced and shared by **M9** on social media.



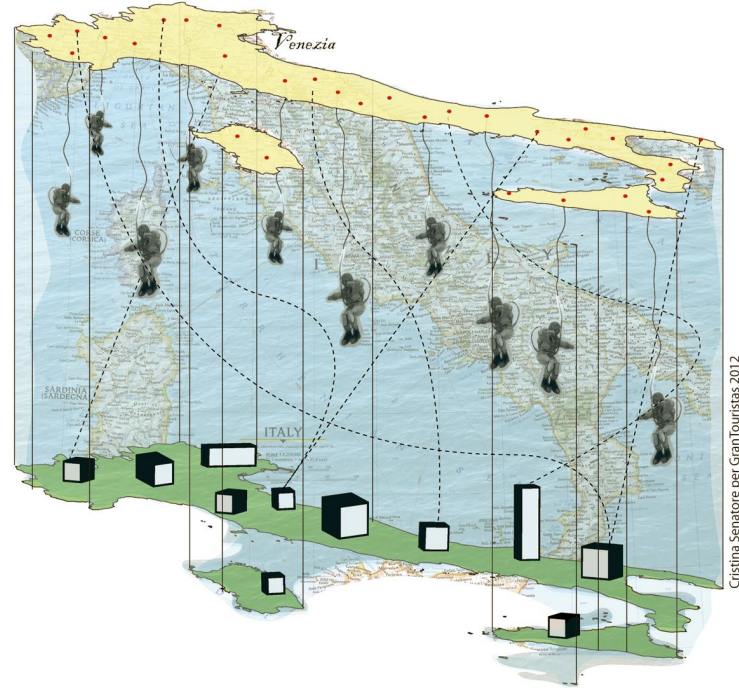
Ceramic Futures

(2013 / 2015)

Client: Confindustria Ceramica

www.ceramicfutures.com

The **first online social project devoted entirely to ceramics**. The project seeks to explore and challenge the versatility of ceramic both as a creative and functional medium. Over the three editions, Ceramic Futures involved international school such as Politecnico di Milano, École nationale supérieure des Arts Décoratifs in Paris and Barcelona School of Design and Engineering. The project combines the traditional design techniques using social media such as Facebook, Twitter and Instagram. The students were asked to actively observe, comment, ask questions and interact through these channels.



GranTouristas

(2012 / 2013)

**Client: Ministero dei Beni e delle attività
culturali**

[facebook.com/groups/GranTouristas](https://www.facebook.com/groups/GranTouristas)

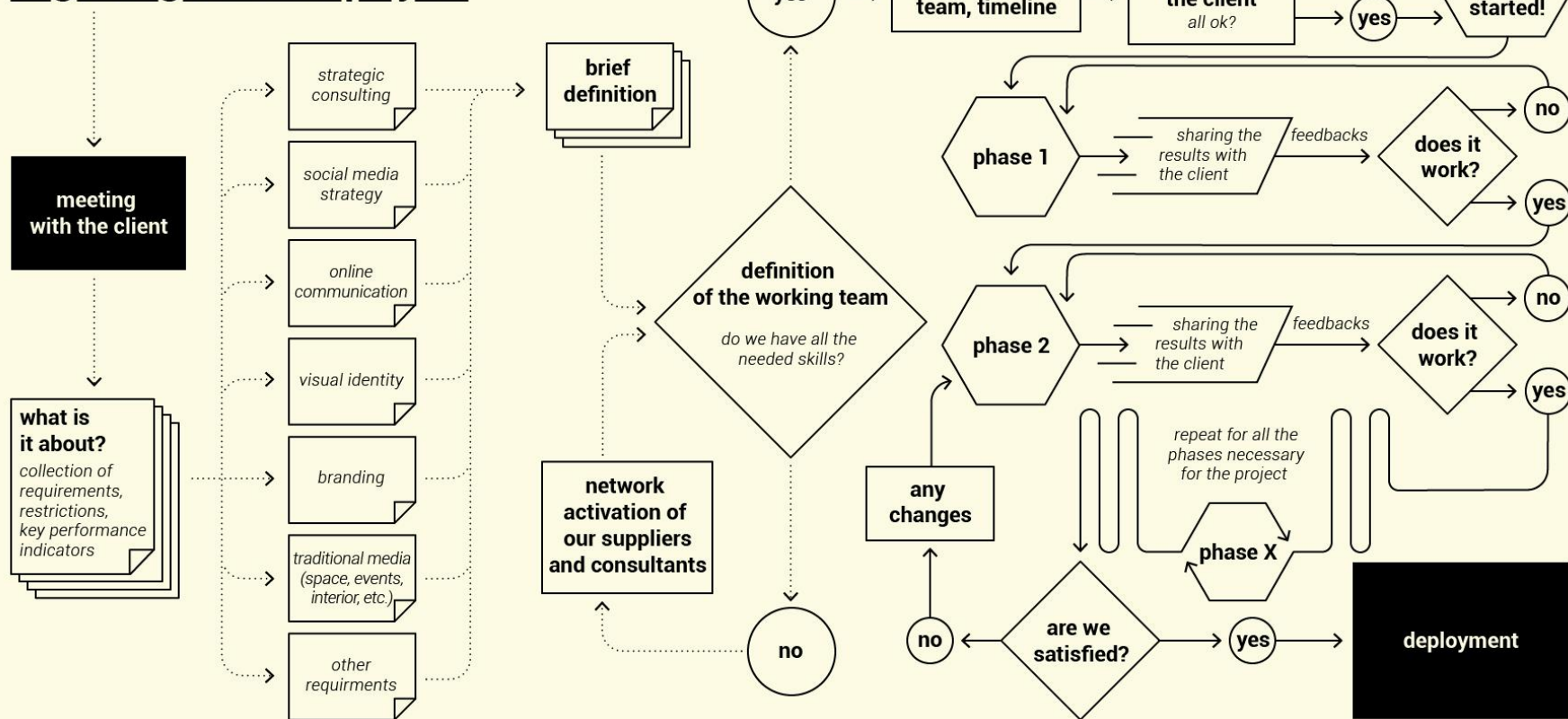
An Italian journey in 2012 through a series of projects made by people working on new forms of architecture. An experiment for the Italian Pavilion of the 13th Venice Architecture Biennale.

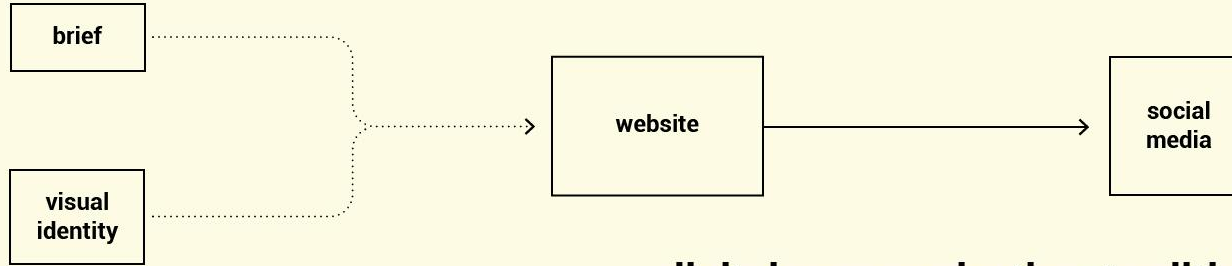
GranTouristas is a travel agency whose purpose is to prepare a unique and unrepeatable excursion: a **Gran Tour in Italy in the spring of 2013**.

**Our method and some considerations on
the web in terms of social media and
on-line communities**

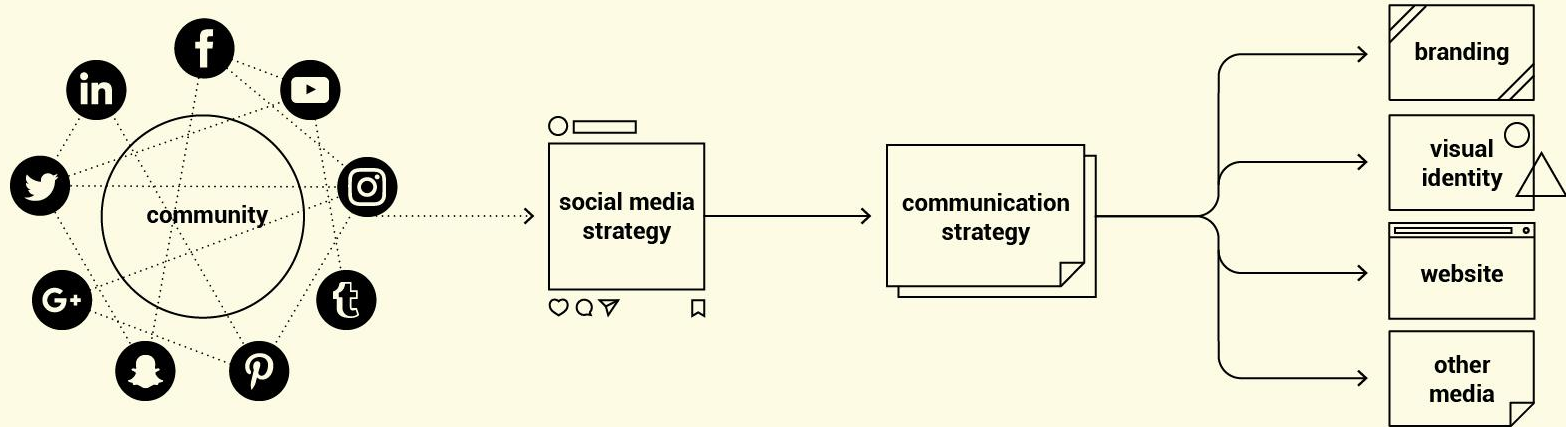
our method

beginning of a new project





digital communication, traditional approach



digital communication, in the age of digital communities

Contacts

IdLab | www.viacascia6.it

Stefano Mirti

s.mirti@viacascia6.it

335-1347822

Aurora Rapalino

a.rapalino@viacascia6.it

345-9031179