

VENICE 22.05 - 22.08 2021

CASA PLATFORM VENEZIA

17° International Architecture Biennale Exhibition

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THE CONTEXT

The 17° Venice Architecture Biennale



The **Venice Biennale of Architecture** is recognized as the most important event in the world and is the only one **capable of attracting** architects and professionals from all over the world. The 17th International Architecture Exhibition 2021, entitled **“How will we live together?”** will be curated by

by **Hashim Sarkis**, authoritative Lebanese architect, professor and decane of the School of Architecture and Planning at the Massachusetts Institute of Technology and Principal of Hashim Sarkis Studios. The Biennale will involve the space of the **Arsenale** and the **Gardens**; however, as usual, an extensive and intended program of **side events** will animate the **outside Biennale**. In 2018, the Biennale had over **275,000 visitors** over the course of the 6 months, to which 14,434 attendees were added during the pre-opening. The figures, compared to 260,000 visitors in 2016, show an increase of 6%.

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THE LOCATION

Scuola Grande di Santa Maria della Misericordia

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The **Scuola Grande di Santa Maria della Misericordia**, located in the district of Cannaregio, at the end of the homonymous fondamenta, is an imposing building situated exactly between Ca' d'Oro and San Marcuola, between the former Teatro Italia and Campo Santi Apostoli and offers excellent accessibility for the walking public from **Piazzale Roma** (15 min.) from **Rialto** or from **Fondamenta Nuove** (10 min.). Completely restored in 2015, today the Misericordia is a **monumental space** where art, history and culture dialogue with the territory, and is **institutional location**

of prestigious exhibitions, installations and cultural events. It can host more than **1000 people** and is the only one who has the requirements of the recent **anti Covid** regulations to be able to host events even with a large number of guests at the same time.



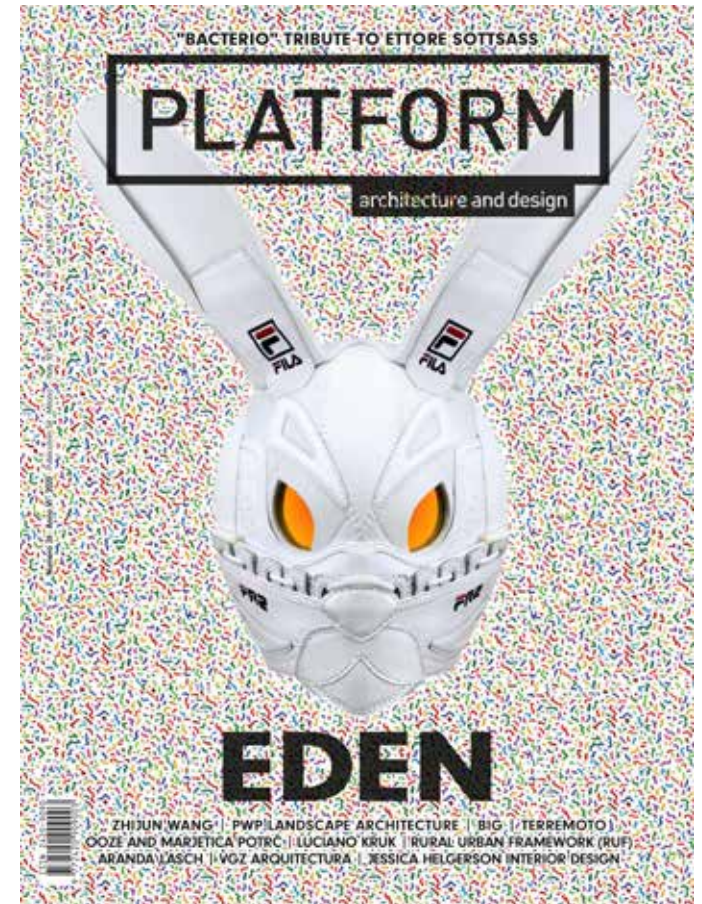
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WHO WE ARE

Platform Architecture and Design Magazine

Platform is an **International Network** dedicated to the world of design, based on a highly articulated **editorial system** and composed of a **paper magazine** produced and distributed to architects in **Europe**, and also in the **United States**, a **web portal**, **social media** accounts and above all a rich activity consisting of **educational, cultural and b2b events** in

the world of architecture and interior design. The Network has grown and has been constantly implemented over the last **15 years** at an international level and is actively participated by all the **main players** in the **project chain**: architects, designers, developers, real estate groups, builders, companies in the sector, opinion leaders and architecture critics.



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CASA PLATFORM

The Cultural Lounge of Architecture and Design

Casa Platform is an **elegant apartment** from the 50s, finely renovated in 2018, located in the **heart of Milan**, opposite at the Botanical Garden and next to the **Brera Academy**.

Casa Platform is used by the editorial staff of Platform as a **cultural salon** where architectural studios, designers, operators of the culture society, companies and in general **all the players** in the world of architecture and design at an **international level**, meet and bond. Thanks also to the daily strip "Home Live Platform" conducted on the **Platform's**

Instagram channel from Simona Finessi, editor-in-chief of the magazine, Casa Platform has now become a brand synonymous with **architectural culture**, creation of content and debates, networking between the different actors of the project world.



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PLATFORM BEST DESIGN

The editorial initiative that turns into Exhibition

With the brand **Platform Best Design**, the editorial staff launches in 2018 a unique editorial initiative, created to **give visibility** to the design skills of Italian architects and interior designers and beyond. Each year a **different design**

theme is chosen with the aim of collecting, through free candidacy and through a rigorous selection by the **Scientific Committee**, a representative number of projects that have distinguished themselves for design quality

within the chosen theme. The selected projects are brought together in a **Volume** and an **Exhibition** of projects through individual tables. The Exhibition is normally inaugurated in a location of great symbolic value (in 2018 **Triennale di Milano**,

in 2019 the former **Roman Aquarium** in Rome) and then made available to Orders and Foundations that wish to host it, thus creating a **travelling exhibition** able to offer great visibility to the **selected Studios**.



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CASAPLATFORM@BIENNALE VENEZIA

The innovative event organized by Platform during the Biennale

During the next Venice Biennale, Platform creates a **unique and unprecedented event** combining the **experiences** and the **system** of values expressed by Casa Platform and the **Best Design** initiative and sets it in the **prestigious setting** of Scuola Grande di Ns. Signora di Misericordia. During the first three months of the **Biennale** (22.05_22.08), at **CasaPlatform@Biennale Venezia** will take place **2 thematic exhibitions** with the involvement of **140 architectural firms**.

1_Best Italian Interior Design: an overview of interior design, without geographical and

typology limitation (residential, hospitality, retail, etc.), designed by Italian authors, through the selection of 70 projects, based on applications from all over Italy.

2_Best International Houses: an overview of living places from across the world through the selection of **70 projects** chosen by a scientific committee, based on applications from all over the world. For each one of the Exhibitions will be created a **dedicated publication**, in which the selected projects will be included. The publication will be available to all visitors to the Exhibition and offered for sale on **Amazon Books**.



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THE EXHIBITIONS

The Installation Project

The exhibition project, assigned to the Roman firm **SET Architects**, is based on the use of only two elements: a **modular metal frame structure** and a system of semi-transparent sheets on which the exhibited projects will be printed. The idea is to insert a **light and ethereal** object inside

a historical building with a strong architectural identity such as the Scuola Grande della Misericordia in Venice. The height of the installation takes up the height of the base of the imposing columns, generating a direct relationship between the **context** and the **installation**, between the

heaviness of the stone and the lightness of the structure made with square section metal profiles painted white and fabric sheets. The large number of projects to be exhibited is emphasized by the **serial repetition** of the module, through a tight rhythm of the elements, capable of to bring

the setup back into a **abstract dimension**. The **modularity of the support** also allows to easily add or reduce the number of projects to display. The installation will be positioned in the middle of the two corridors, providing the display of the projects on both sides and generating a very **fluid** path



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EXHIBITION CATALOGUES

Best International House | Best Interior Design | Sponsor Catalogue



The **140 projects** will be included in two prestigious publications that will be part of the Editorial Series **Platform Best Design**

Selection. There will also be a **General Catalogue** of Casa Platform Venezia dedicated entirely to the event's partner companies

and **cultural initiatives.** Both the two volumes Platform Best Design and the Catalogue of the partner companies, will be

displayed in two separate **Libraries** and will be **available to visitors** for the entire duration of the three months of the exhibition.

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THE CONVENTIONS

Platform Architecture Festival

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In addition to the Exhibitions, CasaPlatform@BiennaleVenice will be hosting the **Platform Architecture Festival**, a kermesse of speeches and lectures by international architects, divided into two different moments.

A **first conference** lasting **3 days** in May, dedicated to foreign designers; a **second conference** in June, again lasting **3 consecutive days**, dedicated to Italian designers. In total, the Festival will host the **140 studios** selected in the Exhibitions, thus animating a **dense schedule** of lectures, in which sponsors

and architects' audiences can participate as an audience (**event accredited** by OA National). The event will be filmed and broadcast on Platform's **digital platforms** in order to give maximum visibility to all participants, architects and sponsors.



CASAPLATFORM@BIENNALEVENEZIA

Numbers

Biennale.

In 2018, over the **6** months, the exhibition counted more than **275,000** visitors, in addition to 14,434 visitors during the pre-opening. The figures, compared to **260,000** visitors in 2016, show an increase of **6%**.

The 2 Exhibitions and the Festival.

Considering the **3** months of exhibition and the events organized within the Platform Architecture Festival, about **20,000** visitors are expected, including architects, developers, communication operators.

Press Office.

Thanks to the international circuit of Platform, more than **500,000** architects, developers and different players in the international project world will be reached through newsletters, dem and email blast.

Social Media.

An intense activity on Social Media Platform will create an average engagement of about **1.000.000** contacts.



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CONTACTS

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