

I

The relationship between Posters, Advertisement and communication has always been an integrated part of the milanese commercial essence. The left page illustrates three posters of the historic industries of Milan:
Campari - LaRinascente & Impermeabili Moretti.



Piazza Duomo 1973
The Facade of buildings are used to install advertisement Billboards



Via Manzoni 1970
A series of Billboards and led signages characterise the urban fabric of the milanese streets



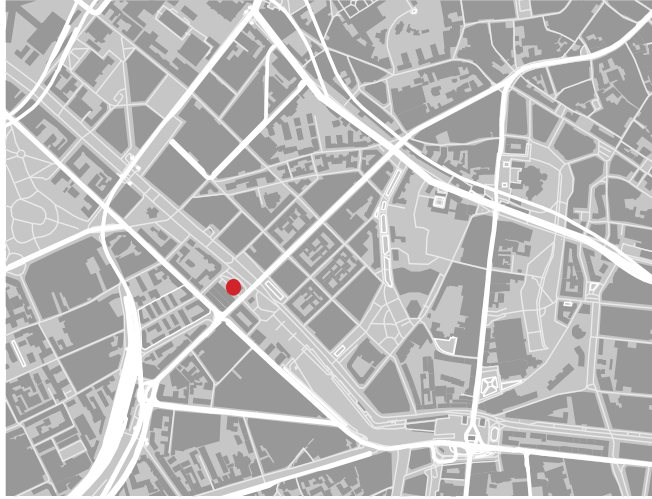
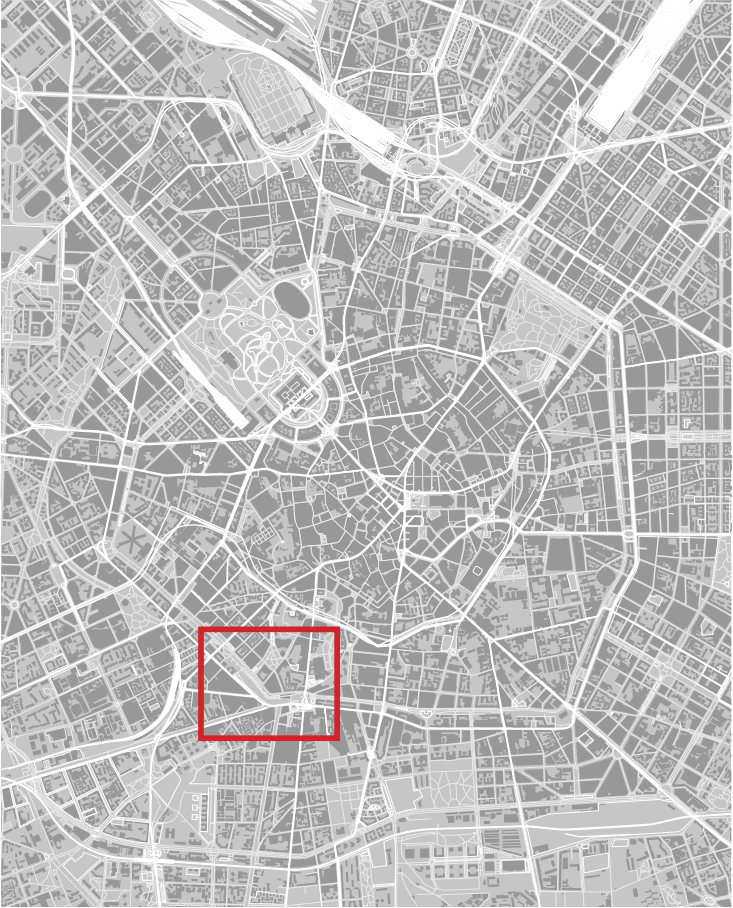
Piazza Fontana 1952
The streets of the City centre are used to advertise and sponsor the Fiera of Milan.

II

**A photographic essay of Milan today
Site visit on the 28th of December 2019
Exploring the relationship between the Urban
context of Milan and the advertisement, publicity
and commercialisation**



Area of Darsena
Two building facades are completely covered and light up by the use of advertisement ads.



Location of Photograph



Naviglio Grande
Permanent Advertisement screen covering the blank facade of a housing building, located adjacent a church.



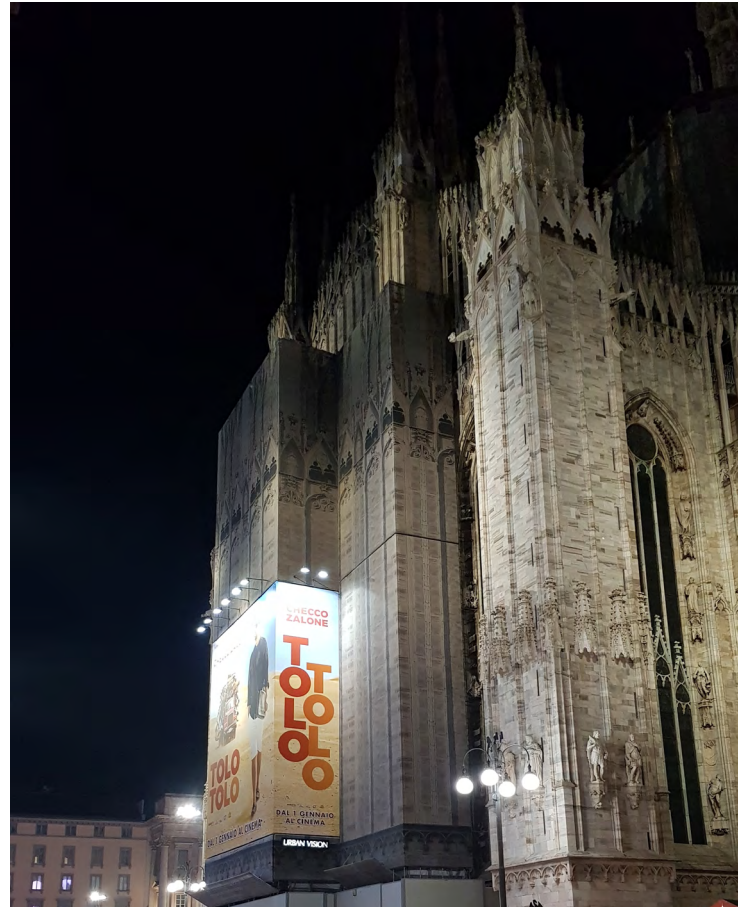
Naviglio Grande
Permanent Advertisement screen covering the blank facade of a housing building, located adjacent a church.



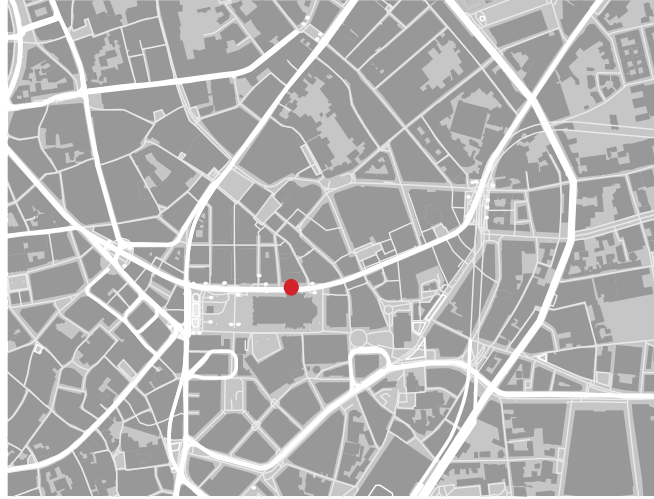
Naviglio Grande
Corner of Building under restoration temporary used as an advertisement space



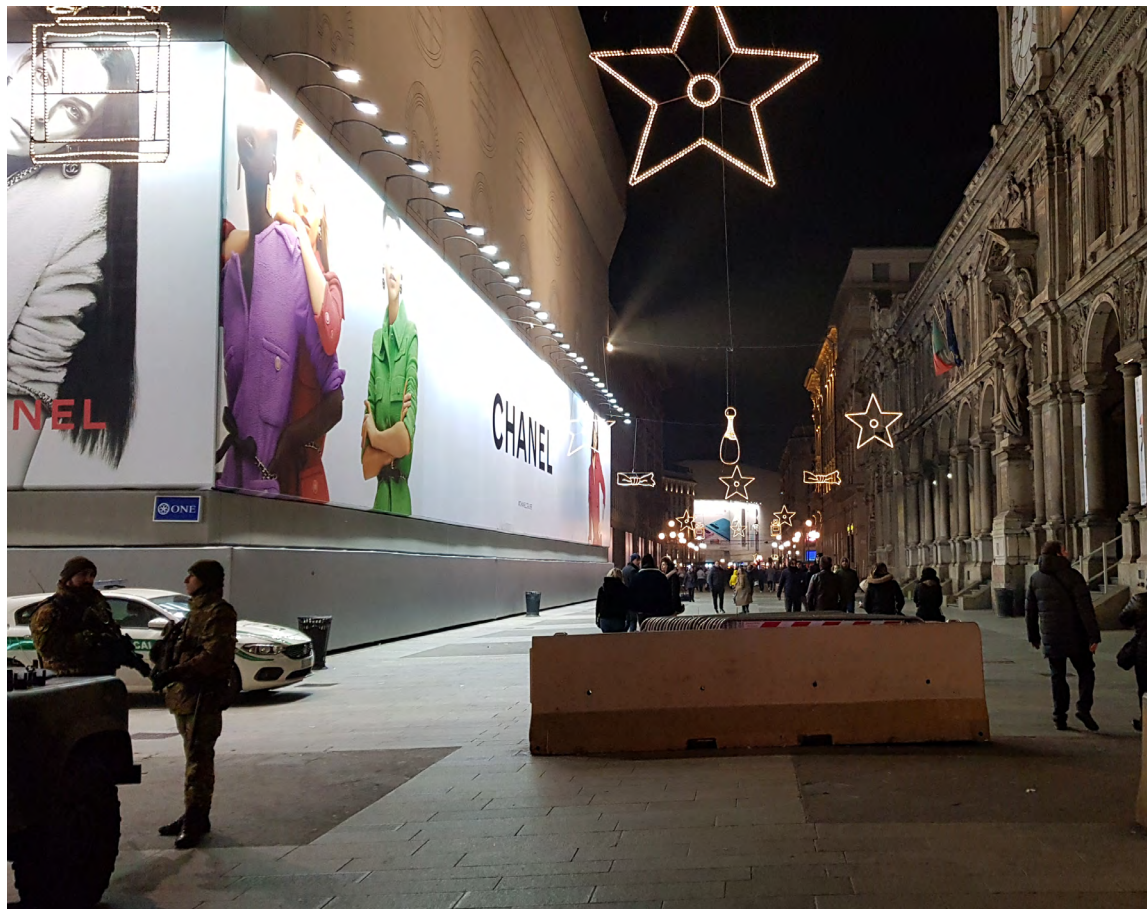
Location of Photograph



Duomo of Milan
Corner of the Duomo under restoration temporary used as an advertisement space for a movie



Location of Photograph



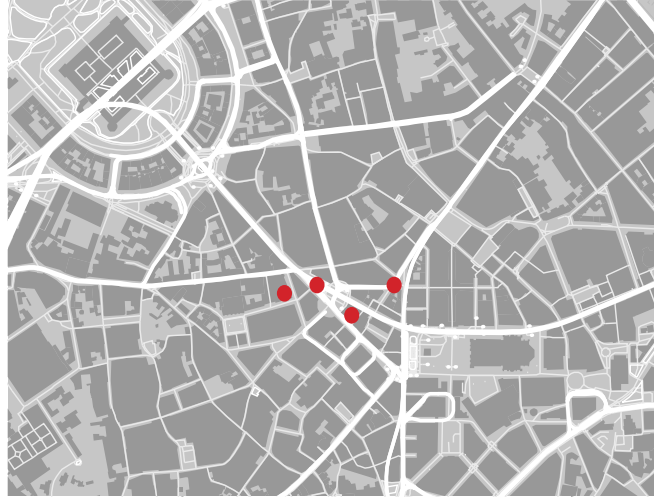
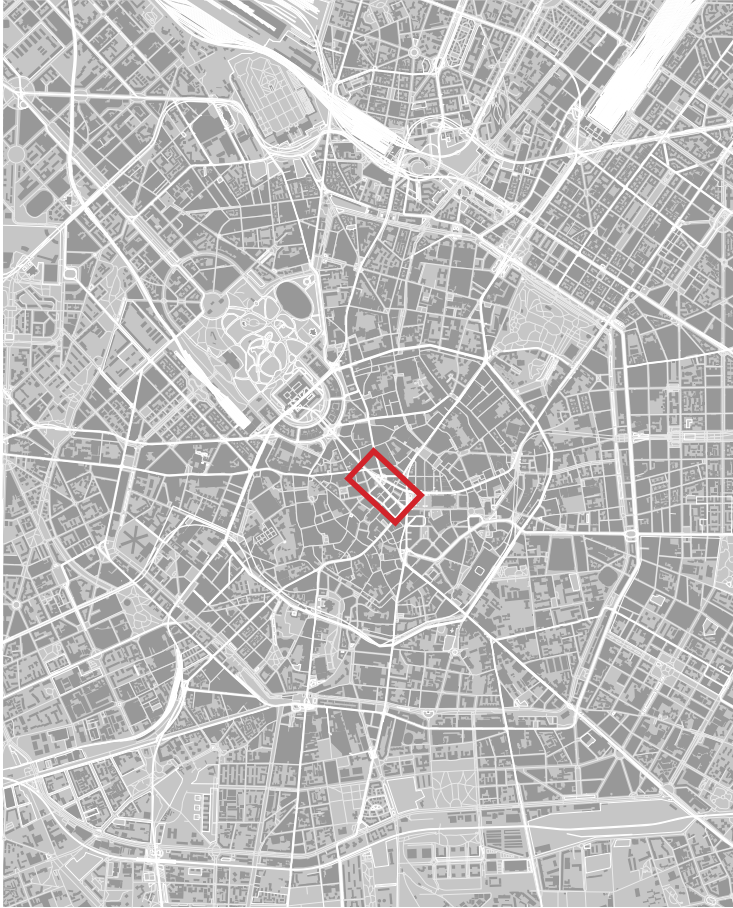
Piazza dei Mercanti
Corner of the building under restoration temporarily used as an advertisement space by the Fashion industries. This kind of 'temporary' scenarios have become a permanent language along the city



Via Cordusio, Milan



Via Cordusio, Milan
Bus stop digital screen sponsoring the weeks of 2020 happening during the year.



Location of Photograph



Via De Amicis, Area of Sant' Ambrogio . Cattolica
Signage located on the roof of housing buildings



Terrazza Martini, Milan
Martini Logo located in top of an Office building in the centre of the city



Tre torri, Milan.
Digital advertising located on the roof of a housing block advertising the thematic weeks of Milan

III

**A photographic essay of the area of Tortona
Site visit on the 29th of December 2019**

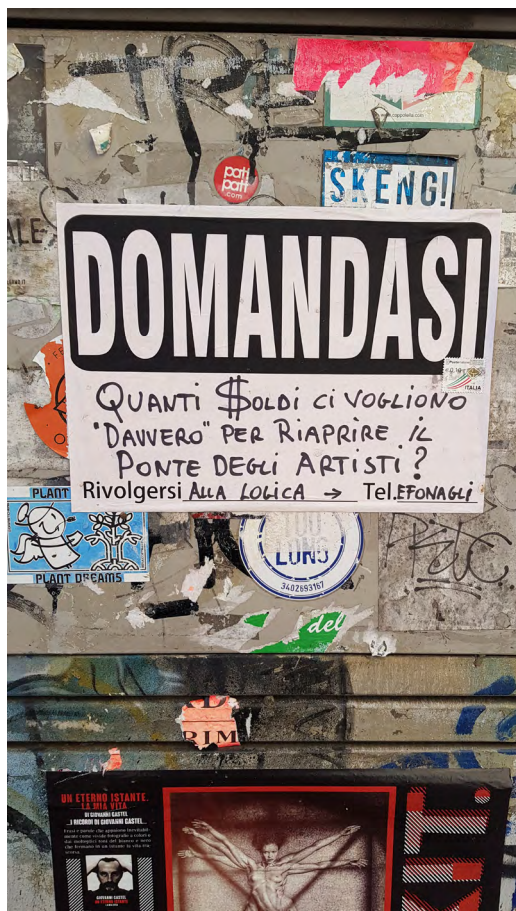
**Researching the effects of the festivalisation on the
local urban context**



Tortona access via Porta Genoa
The gateway over the dismissed railways become a very researched urban space for advertisements, acting as a gallery corridor of adverts



The high walls separating the railway tracks are also part of the advertisement showcase experience and now a permanent part of the urban fabric of Milan



Despite the requalification of the area due to the event strategy of the municipality, and the consistent income gained by integrating advertisement with the urban elements of Tortona, the passway over the railway remains closed and out of order. This has caused a strike from the local artists asking how long will it take for the passage to re open.

Pheraps purposly maintained out of use so that people are forced to use the advertised gallery to cross the railways?





The addresses have clearly transformed over the years in relation to the Design week Fuorisalone. The local business have invested in the showcasing of the number in a sort of mini advertisement billboard that can easily be identified from the distance and guide or attract the high flow of people populating this area during the Fuorisalone, acting as :

A landmark

A way finder

A place to meet

A way of advertising and promoting the location itself



5 starts hotels started to be built as a consequence to the key role that the Design week was having on the area of Tortona. The higher flux of people and tourists visiting the event demanded for a whole new series of amenities that started to reshape this ex industrial area.

Many activities and business start to open and appropriate the abandoned ex warehouses characterising Tortona. From showrooms, pilates studios, Art galleries etc.



The bridge screen board
Between the BASE and Silos Armani, this permanent screen informs and constantly projects and promotes the thematic weeks happening around the city of Milan



The BASE is one of the headquarters of the Design week. Thanks to the fuorisalone, this old industry has been converted into a cultural event space



Largo delle Culture, Tortona

This area is one of the main squares during the Desing week. Given the big space and the presence of the BASE event centre, the whole area is closed off and dedicated to the manifestation of the Fuorisalone.



Inside the BASE courtyard



Signage flags exposed on the facade of the Event Centre

III.1

Photographs of Tortona during the Fuorisalone



Interior of an elderly centre before the boom of the Fuorisalone



The same space is now been transformed into a pop up shop for cloths due to the spotlight brought by the Design week



Behind the organisation of the Design week there is a whole series of urban adjustments to be made in order to respond to the high flux of people.
Roads are closed to traffic
Other roads change the direction of traffic
Whole areas are pedestrianised
The police and emergency control is increased
The infrastructure is reinforced, from trams, trains, taxis and flights in and out of Milan.



View of via Tortona at night when the rail passage was still open



Tortona during the day



Tortona nightlife

