

# INTERNI

Milano Capitale del Design® 2013 (8 - 14 April 2013)  
**HYBRID ARCHITECTURE & DESIGN (8 -21 April 2013)**

Concept and coordination:

**INTERNI - the Magazine of Interiors and Contemporary Design**

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For the **FuoriSalone 2013**, during **Design Week in Milan (9 - 14 April 2013)**, **INTERNI** presents the major **Exhibition Event HYBRID ARCHITECTURE & DESIGN** on the theme of *métissage* in projects of architecture and design.

This concept of the **hybrid** is interpreted as an **encounter of cultures and technologies** to supply, through design, a plausible response to the problems and unknowns that run the risk of irremediably undermining the **complex balances of the contemporary world**.

As the **French sociologist Michel Wieviorka** has observed, “at times the encounter between different cultures triggers **processes of mutual influence and changes that create original cultural forms**. This *métissage*, this cultural exchange, authorizes the production of **difference** in the outlook of encounter and relations between single individuals, who live in the **ambivalence of belonging to multiple identities**”.

So *métissage*, shifted into the field of architecture and design, appears to be a **credible alternative to the concept of the Melting Pot** (the acritical aggregation of cultures and traditions) and to the **linguistic and cultural uniformity produced by globalization**.

With the event **HYBRID ARCHITECTURE & DESIGN**, **INTERNI** sets out to activate a dialogue among international designers and their works, capable of generating a new form of intercultural communication in a perspective that goes beyond ethnocentrism, while bringing out the **contributions and expressions that arrive from the cultures of different countries, with their specificities**.

The interpretation of the theme will be entrusted to a group of **architects and designers** whose work stands out for **research and innovation**, called upon to express their visions in an evocative, spectacular way through **experimental installations and microarchitectural pavilions**, with the support of leading **companies** in the field of **materials, technology and environmental sustainability**.



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