



"The Playful Home - La Casa del PresenteFuturo" returns to Fuorisalone

After the success of the first edition, the initiative promoted by The Playful Living returns to Milan. The Playful Home stages a house to explore, but also a design place where to have fun, discuss and invent, completely free to visit.

The creativity and the interaction between the members of a family can be stimulated by several occasions, objects, surfaces, materials, or even by the interior of the space in which you live. Moreover, these elements are crucial due to their potential of accelerating the growth processes not only of children but also of adults. That is why they are the main topics of The Playful Home, a project conceived and organized by the multidisciplinary team of The Playful Living, which will be staged at the Fuorisalone in Milan from 5 to 10 September 2021.

The Playful Home is a real house to experience and discover, dedicated to an imaginary couple with their three children aged 1, 6, and 12, as well as to the whole world of friends and relatives who gravitate around it. Among furniture, accessories and services, the apartment is staged in a 220 sqm loft in via Savona 33, bringing to light those noble values that help and promote personal growth, thanks to indoor and outdoor inspirations, but also thanks to a rich calendar of workshops and meetings.

The Playful Home aims to highlight a cluster of values - flexibility, sustainability, well-being, relationships, and an inclination for irony -, but above all, the sensitivity to project and design, the great engine of the Milan Design Week circuit, and Tortona Rocks as well.

The Playful Home: La Casa del PresenteFuturo is created in collaboration with the research laboratory CILAB (Creative Industries Lab) of the Politecnico di Milano, the International Kids & Toys Master of Poli.Design, and promoted on the Fuorisalone.it platform.

www.theplayfulliving.com

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5-10 September 2021

Via Savona 33

Press preview 4 September