

BeAlpha

# brutal

contemporary design selection

**Milano Design Week 2025**

06 \_ 13.04.2025

via Umberto I No. 80, Varedo (MB)



**For its fifth year of activity, on the occasion of Milan Design Week 2025, BeAlpha presents a new exhibition hosted in the raw spaces of a 20th-century Lombard courtyard at Via Umberto I No. 80, Varedo (MB). Organized in collaboration with FORO Studio, this exhibition explores the theme of “Contemporary Brutalism” and its visual and conceptual impact.**

**The exhibition offers an immersive journey through matter, strength, and alienation, providing a raw and powerful visual experience through a curated selection of contemporary design pieces.**

**A dialogue between brutality and resilience emerges: raw materials and essential lines become tools for reflecting on collective discomfort and systemic violence in our time, turning aesthetics into a provocation that urges viewers not to look away.**

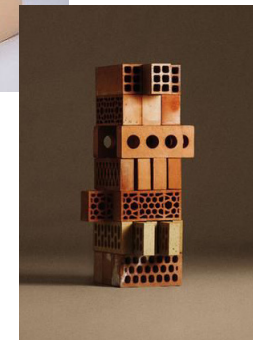
*“We are seeking bold, brutal, ungainly, and disgraced works that, precisely due to their nature, carry the constructive reason for their existence: to open our eyes and minds without an aesthesia.”*

**Through the radical honesty of brutalism, we delve into an exploration of the strength of pure forms and raw reality. This movement does not seek to conceal life's rough edges but exposes them, rejecting any superfluous decoration. Design becomes a language that speaks of alienation and power, showing how brutality can serve as both denunciation and resistance.**

**The exhibited works, created by contemporary designers, serve as tangible manifestos: physical testimonies of an era marked by inequalities, precariousness, and environmental crises. Through authentic materials and raw forms, designers are invited to translate the theme of brutalism into visual expressions capable of provoking thought.**

**The aim of the exhibition is to select design works that embody brutalism through the conscious use of raw materials, forms, or direct visual languages.**

**We invite designers and gallerists, both Italian and international, to participate by submitting a project interpreting the concept of “Contemporary Brutalism” by filling out the application form.**



**BeAlpha presents its selection of contemporary design, once again curated in collaboration with Nonahora, an e-shop offering unique and sophisticated design objects.**

**All selected works exhibited during the event will be available for purchase online through a dedicated page on the platform.**

## To take part in the selection, fill out the **application form.**

Each exhibitor will have a space\* tailored to the dimensions of their work for €750 + VAT per module.

Participation includes:

- Press preview
  - Invitation to the opening cocktail event with accreditation (journalists, sponsors, artistic directors, and institutions)
  - 8 exhibition days open to the public
  - Online sales through nonahora.com
  - Presentation to national and international industry magazines (via the official press kit of the event)
  - Dedicated content about the event on the official BeAlpha website
  - Presence on BeAlpha's Instagram profile
- The organization reserves the right to evaluate the arrangement of the works within the exhibition space based on the final projects.

## Corte Franca

Via Umberto I No. 80, Varedo.

Nestled away from the noise of the present but enveloped in the silence of an ever-speaking memory, stands a 20th-century Lombard courtyard. This architectural complex, surviving the merciless passage of decades, bears the marks of time like garments imbued with stories.

There is a brutal poetry in these peeling walls, in the wood groaning under the weight of the seasons, in the windows that seem like eyes wide open to a past never fully forgotten. Here, time halted midway through the 20th century, creating a space for dialogue between what was and what could be.

Perhaps it's a warning, or maybe a dream: the dream of a past that continues to illuminate the present, suggesting that beauty sometimes resides in imperfection and the unspoken.

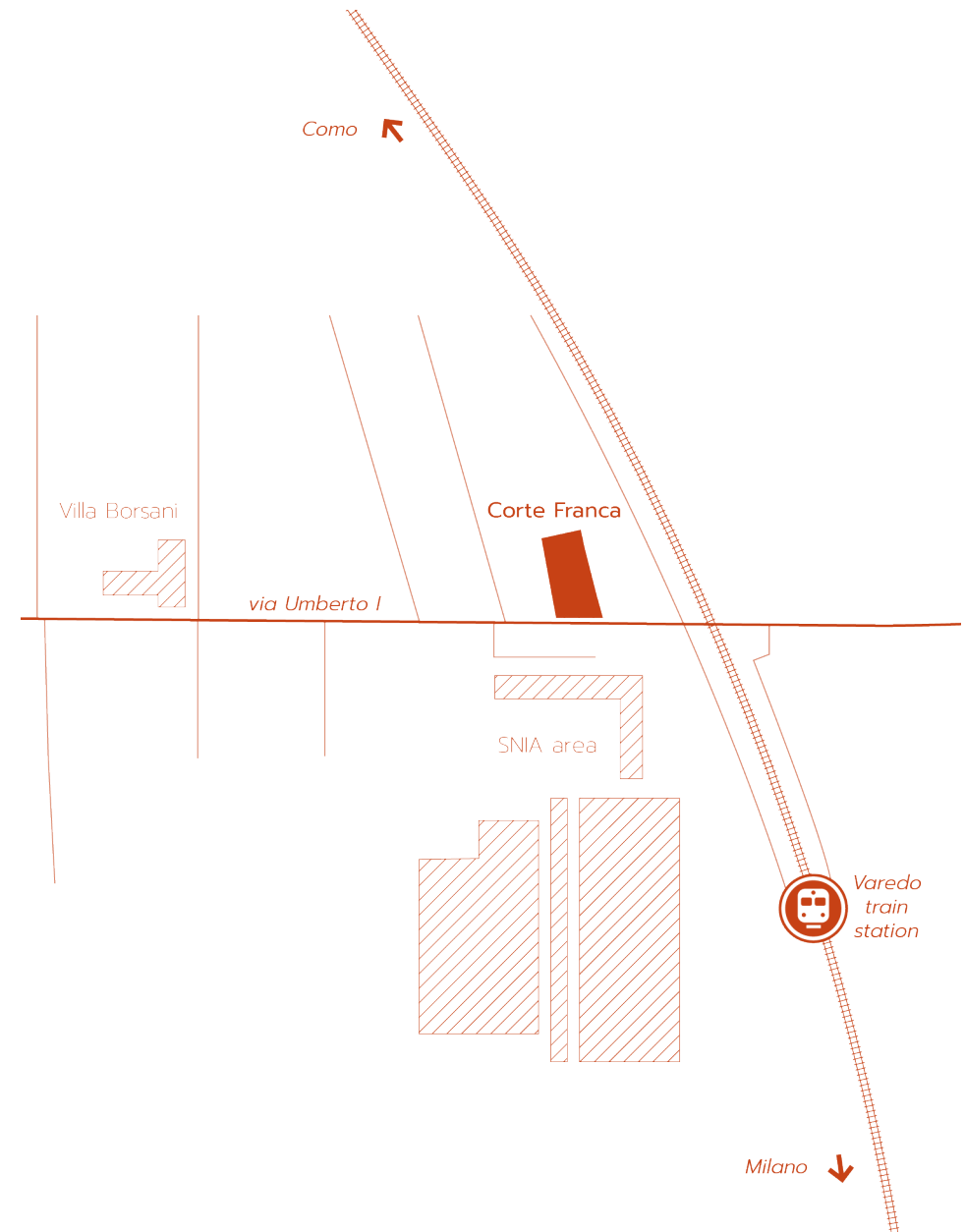




Corte Franca boasts a strategic location along the route leading to the main attractions of the area, including Alcova. Coming from the station, Corte Franca is situated directly opposite the historic area of the former Snia, just before Villa Borsani.

Trenord's S4 line trains connect Milan Cadorna to Varedo with a frequency of approximately every 30 minutes. In the opposite direction, from Varedo to Milan Cadorna, the trains run with a similar frequency.

The average travel time is about 24 minutes.







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CONTEMPORARY DESIGN SELECTION

# BeAlpha

Association Alpha District

Type of Activity: 949902 - Cultural Organization Activities

Via IV novembre 32,

Parabiago - Milano, Italia

PIVA 08440960964

C.F: 92047820151

Per qualsiasi informazione

[info@bealpha.it](mailto:info@bealpha.it)

Partners:

**FORO**

**NONA  
ORA**

**MATERIE  
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