

THREE CONVERSATIONS ON REPAIRABILITY AT THE EXHIBITION OF THE XXIII COMPASSO D'ORO

presented by **ADI** and moderated by **Frida Doveil**

9, 15, 23 May 2014, from 6.30 pm to 8.00 pm
Spazio A ex Ansaldo, Via Bergognone 34, Milano

Thursday 15 May, h 6.30 pm

2. REPAIR SERVICE IN DESIGN COMPANIES

How much are design-oriented companies influenced by enterprises that create repair manuals and offer repair assistance? Are they taking advantage of these services?

speakers

Matthias Huisken, CEO of **iFixit Europe**

(iFixit, based in California, is the first and only organization of its kind to develop a business around repairability, starting with free and very reliable online repair manuals, and famous for its guides that teach people how to dismantle the most widespread objects of consumer electronics. The firm has created an online repair manual for the clients of Patagonia, in the context of Patagonia's Common Threads Partnership).

Chiara Cappellina, Regional Marketing Coordinator, **Patagonia Europe**

(part of the California-based outdoor clothing firm that has become a model of responsible business, which launched the Common Threads Partnership in 2011, including – on iFixit – the Patagonia Repair Guides, online manuals containing instructions for the repair of the most popular Patagonia products).



R-RIPARABILE?

CONVERSATIONS

May 2014

DESIGN FOR REPAIR

AT THE EXHIBITION OF THE XXIII COMPASSO D'ORO

The new relationship between users and everyday objects in three encounters with the international protagonists of repairable design.

The exhibition of the products in the running for the **XXIII Compasso d'Oro ADI** (the winners will be announced on 28 May) is on view in Milan until the end of May 2014. The show is the first initiative of the Design è program for the promotion of design culture for a wider audience, with the support of the Lombardy Region, the City of Milan, FederlegnoArredo and ADI, and slated to develop with many events during 2015.

In the context of this program, during the opening period at the site of the exhibition ADI has organized **three encounters on the theme of repairability**: a varied dialogue with the protagonists of future policies, from product design to social initiatives, that will have to come to terms in the immediate future with the problems related to an improved relationship between users and everyday objects.

The encounters feature the participation of design entrepreneurs, international protagonists of the new repair business, and institutions. Short conversations presented by ADI and moderated by **Frida Doveil**, coordinator of the cycle of encounters and creator of the R-Riparabile research project, will outline a 360-degree mapping of what is happening around the world to make products easier to maintain and repair.

The program includes a number of foreign guests, from the California-based **iFixit**, the leading company in the repair business; **The Restart Project**, a London-based social initiative and one of the best known in Europe, now also active in the field of one-to-one learning aimed at companies; the Dutch **Fairphone**, a social enterprise that has created the first responsible smartphone, which now features an app with repair instructions; and **Patagonia**, an international leader in outdoor clothing, with a customer service division that focuses on promoting repairs.



Frida Doveil, curator of R-RIPARABILE