

The Home of the Human Safety Net wins the 2022 Red Dot Design Award. The Procuratie Vecchie based project, led by Migliore+Servetto, was awarded for best interior design

- The prize, awarded today in Essen (Germany) is among the most prestigious awards in the international design industry
- Migliore+Servetto designed the interiors and the multimedia installations inside the “A World of Potential” exhibition

Venice, October 28th – The “Home of The Human Safety Net” has won the 2022 Red Dot Design award for Best Interior Design. The award, which is within the Brands & Communication category, was given to the project designed by Studio Migliore+Servetto, based in the third floor of Venice’s Procuratie Vecchie, overlooking St Mark’s Square.

The “Home of the Human Safety Net” project, which has now received one of the most prestigious international cultural awards, is the base for Generali Group’s foundation, and was born to be a place to promote inclusion, innovation and sustainability.

The Red Dot Award jury considered the spaces within the building to be 2022’s best example of both innovative and experimental approaches within its Interior Design nominees, recognising its aim to generate sustainable and inclusive spaces, created “to share”, while understanding the behaviour, expectations and wishes of visitors. This award follows Migliore+Servetto’s success in the Urban Installations category, for their project “Waterfront Door/Into the Ocean,” in Busan, South Korea. The “Home of the Human Safety Net” project included the interior, the exhibition space, multimedia and graphic design.

The reopening of the Procuratie Vecchie was an historical moment for both the local and international community, restoring not only the iconic building, but also returned it to its original purpose as a place to support society’s most vulnerable – a mission once carried out by the Procurators of the Republic of Venice in St. Mark’s Square. The treasured building was chosen by Generali Group to become the new home for The Human Safety Net Foundation and is already open as an inclusive space to exchange ideas and talk about how to further social inclusion.

Ico Migliore, co-founder of the Migliore+Servetto Architects Studio, said, *“The project was an exciting collaborative work that led to the definition and creation of a new concept of hospitality and inclusiveness, themes that are central to the vision of Generali’s The Human Safety Net Foundation, and shared by our studio. The entire project moves lightly within the architectural shell to relate not only to the historic complex of the Procuratie Vecchie but, consequently, also to Venice, a city with a strong identity but also an example of virtuous cultural contamination over the centuries. And it is on this principle of openness and exchange that the layout of the interior spaces is articulated, conceived as a succession of different experiences through which the visitor discovers his or her human potential. In a dialogue between past, present and future, the spaces relate to the artistic and cultural richness of the city, and today make this place a unique example as a global hub for initiatives aimed at social innovation.”*

Simone Bemporad, Vice-Chair of The Human Safety Net Foundation, stated: *“The home of the Human Safety Net Foundation, together with the itinerary of its exhibition spaces, were designed to welcome and include whilst offering a meaningful experience for the visitor, consistent with the history of the building. The project, curated by Migliore+Servetto’s studio, has understood and enhanced, in an innovative way, the mission of the foundation, which is to be a movement of people, helping people.”*

The factors for winning this prize can be found in the **main design aspects of the project**, creating an interior design scheme for the headquarters of The Human Safety Net Foundation which sought to create a light space within the historical Procuratie Vecchie, in which it is housed. It also needed to recognise the deep bond the building has with the City of Venice, its powerful cultural symbolism while being identified as a place which is open to other cultures. There are three recurring symbols which are consistent throughout the project: the table, the nest and the mirror. The table, a synonym for encounters and exchange, is present in the interactive installations and meeting spaces. The nest is a symbol of hospitality and bonds, which is evoked in the structures in the library and works as a *fil-rouge* to draw together the meeting and working spaces. And finally, the mirror, which draws upon centuries of Venetian tradition, is seen in the furnishing of the Café, as well as a number of installations, is a symbolic representation of self-reflection, thought and conscience.

THE PROCURATIE VECCHIE

For the first time in over 500 years, the Procuratie Vecchie in St Mark’s Square opened its doors to the public in the Spring of 2022, following a restoration project carried out by the Milan studio of David Chipperfield Architects. The third floor of the iconic building is the home of Generali Group’s The Human Safety Net Foundation (THSN). The interior, the exhibition space, multimedia and graphic design were created by Migliore+Servetto’s studio, under the artistic direction of Davide Rampello. The 3000 square meters space, in the top floor of the Procuratie Vecchie, features the “A World of Potential” exhibition, curated by Orna Cohen and Andreas Heinecke of Dialogue Social Enterprise (DSE), which is focused on individual awareness and the development of human potential – starting from the values of creativity, perseverance, gratitude, curiosity, hope, social intelligence, teamwork, and appreciation for beauty. These characteristics were translated by Migliore+Servetto into 16 multimedia and interactive installation, capable of engaging very diverse audiences to generate reflection on inclusion, innovation and sustainability.

In addition to the exhibition, the project led by Migliore+Servetto involved the entire top floor and reception areas on the ground floor of the building. The project has also created spaces for interaction, sharing and discussion: a Café which is open to the public visiting the exhibition, an open access library with books from five different languages, a co-working space which is reserved for the activities of the Foundation and its partners, as well as event spaces and an auditorium.

RED DOT DESIGN AWARD

The Red Dot Design Award is one of the most important prizes in the design world. Established in 1955, the purpose of the prize is to promote the exceptional quality of designers and producers within three categories: Product Design, Brands & Communication Design and Design Concept. The winning projects, announced during the annual award ceremony in Germany, are subsequently included in the Red Dot Museum of Zollverein and in publications and annuals. The assignment of the Red Dot Design Award - whose name and logo were coined in the 1990s by the chief executive officer Peter Zac - is a synonym for exceptional design quality. Further details are available from the website www.red-dot.de.

MIGLIORE+SERVETTO

Migliore+Servetto, founded in 1997 by Ico Migliore and Mara Servetto, is an Italian architectural studio with registered office in Milan, which has completed over 500 projects in 18 countries, achieving prestigious international awards, including three Compasso d'Oro. The Studio specialises in the design of branding projects and narrative spaces - public areas, museums, exhibitions, installations, retail projects, hospitality, entertainment - which are inclusive at all levels, from interior design to graphics, from videos to multimedia, including research and teaching activities, at international levels. In fact, Ico Migliore is a Professor at the Milan Polytechnic and Chair Professor at the Dongseo University of Busan (South Korea), while Mara Servetto is Visiting Professor at the Joshibi University of Tokyo. The enterprises and institutions that have availed themselves of the services of the Studio include large companies such as Max Mara, Giorgio Armani, Adidas, Fila, Lexus, Alcantara, Boffi,

Samsung, Whirlpool, Bombardier, New York Times and Wallpaper*. Projects for some of the main cultural destination in Italy and in Europe, such as the Egyptian Museum in Turin, the Miramare Museum in Trieste, the Chopin Museum in Warsaw, the ADI Design Museum in Milan, were designed by Migliore+Servetto. In the area of urban design, M+S designed the Blue Line Park project in Busan, South Korea, and it also designed the art direction and coordination of all the public interventions in the common ground areas of MIND, Milan Innovation District. <https://miglioreservetto.com>

THE HUMAN SAFETY NET

The Human Safety Net is a global movement of people who help others. Our mission is to unlock the potential of disadvantaged people so they can transform the lives of their families and communities. The programs of The Human Safety Net support vulnerable families with young children (aged 0-6) and contribute to the inclusion of refugees within society thanks to work and enterprise. To do this, we join forces with non-governmental organisations and the private sector in Europe, Asia and South America. The Human Safety Net's driver is a foundation established by Generali in 2017 and active in 24 countries, with a partner network of over 60 NGOs and social enterprises. Up to now, our programs have reached over 200,000 people, contributing to five of the United Nations' Sustainable Development Goals (SDGs): the "For families" program supports indicators relating to early childhood (SDG 3 and 4); the "For refugees" program contributes to the creation of jobs and sustainable communities (SDG 8 and 11); working in partnership with different countries and stakeholders contributes to SDG 17. The home of The Human Safety Net is located in Venice, in St. Mark's Square, at the Procuratie Vecchie.

www.thehumansafetynet.org

Press information

Migliore+Servetto Press Office:

Giulia Bertolini, giulia.bertolini@secnewgate.it, 333 7891567
Ines Baraldi, ines.baraldi@secnewgate.it, 331 5836772
Floria Bruzzone, floria.bruzzone@secnewgate.it, 342 9169512

The Human Safety Net Press Office / Generali

contact@thehumansafetynet.org
[Sonia Sicco, Sonia.sicco@generali.com](mailto:Sonia.Sicco@generali.com), 335.8401768 – Generali Group