

30,000 enthusiastic visitors – Containerwerk makes a big impression at the Milan Design Week 2018 with its trendsetting room modules

Micro-living and temporary housing – the installations from Containerwerk & Friends became a much talked about attraction at the Milan Design Week 2018, which took place from 17 to 24 April. More than 30,000 interested individuals from the architecture, design and construction industries were drawn by the 'future living' vision of sustainable, cost-conscious housing. The overwhelmingly positive response has already generated a number of concrete project enquiries.

By recycling freight containers to create modular, stylishly designed living cubes, the Stuttgart based company Containerwerk & Friends is inviting us to address the topics of urban density, rising square-metre prices and living quality from a new perspective. Refined with high-quality materials, the room installations displayed in Milan – 'Temporary living' and 'Micro-living' – are aesthetically oriented towards contemporary needs. They are full of technical surprises that until recently would have been dismissed as unthinkable.

From the very outset, Containerwerk's room concepts have consciously addressed the challenges of resource conservation, sustainability, and energy and raw material efficiency; an approach that also includes their self-developed insulation techniques. Thanks to multi-patented processes, the visionary team have developed a monolithic (thermal bridge-free) insulation system. The positive effects of which include worldwide usage regardless of climate, maximum use of available space and series production with high precision and constant quality.

Also celebrating its premiere in Milan was the developer's latest innovation: 'Living in a double container'. By variably connecting modules, both horizontally and vertically, individualised twin and multi-room solutions can be created – all made to measure and with a unique or reproducible interior design. New architectural dimensions open up as a result.

30,000 interested individuals over 5 days – particularly on Friday (6000 visitors) and Saturday (8000 visitors) – came to sample the 'trial living' experience in the micro apartments. Those gaining inspiration from Containerwerk's visions included designers, architects, project developers and interested private individuals from Europe, Israel, Iran, North America and New Zealand.

"The number of international visitors was very high and we have already received concrete project enquiries from South America, Australia, the Middle East and the boom zones in the Persian Gulf. Our hotel and boarding house concepts generated the most enquiries while the majority of attention was directed towards the world debut of our 'Living in a double container' concept," stated Michael Haier, joint CEO of Containerwerk, when summing up the results from Milan.

The fact that there is a market and a future for cube-formed, container architecture was demonstrated by the large number of responses. Ivan Mallinowski, joint CEO of Containerwerk, was extremely satisfied: "30,000 visitors to our Containerwerk installation exceeded our wildest expectations, as did the extremely positive feedback. It shows on the one hand that we were able to convey our vision of container architecture with our sustainable, mobile living concept. And, on the other, that we look forward to addressing the curiosity and demands for modern living space in a professional and well-prepared manner." With so much life being generated by the temporary living spaces, the industry-related architecture and design media also became aware of Containerwerk's presence. "On a number of different platforms we were listed as being one of the 'must-sees' in Milan – that is a major compliment to our exhibition work," explained Mallinowski.

About CONTAINERWERK

The company CONTAINERWERK eins GmbH, with offices in Wassenberg and Stuttgart, employ

automated, series production techniques to convert disused sea freight containers into long-lasting, high-quality living space. As a result, the company, founded in 2017, is providing answers to housing shortages, resource conservation and contemporary living. Further information can be found at: www.containerwerk.com.

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Bild: PM_Containerwerk_30.000 begeisterte Besucher – Containerwerk überzeugt auf der Milan Design Week 2018 _Bild 1

BU: Via Tortona 31.

Source: Stefan Hohloch



Bild: PM_Containerwerk_30.000 begeisterte Besucher – Containerwerk überzeugt auf der Milan Design Week 2018 _Bild 2

BU: Containerwerk & Friends installation

Source: Stefan Hohloch



Bild: PM_Containerwerk_30.000 begeisterte Besucher – Containerwerk überzeugt auf der Milan Design Week 2018 _Bild 3

BU: Containerwerk & Friends installation

Source: Stefan Hohloch



Bild: PM_Containerwerk_30.000 begeisterte Besucher – Containerwerk überzeugt auf der Milan Design Week 2018 _Bild 4

BU: Containerwerk & Friends installation detail

Source: Stefan Hohloch



Bild: PM_Containerwerk_30.000 begeisterte Besucher – Containerwerk überzeugt auf der Milan Design Week 2018 _Bild 5

BU: Impression of temporary housing

Source: Stefan Hohloch



Bild: PM_Containerwerk_30.000 begeisterte Besucher – Containerwerk überzeugt auf der Milan Design Week 2018 _Bild 6

BU: Impression of temporary housing

Source: Stefan Hohloch



Bild: PM_Containerwerk_30.000 begeisterte Besucher – Containerwerk überzeugt auf der Milan Design Week 2018 _Bild 7

BU: Impression of micro living

Source: Stefan Hohloch