



SPAZIO META

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After the events of recent years and the current socio-economic and environmental situation, rethinking a model that repositions values and ethical sense at the top of the economic pyramid is no longer an alternative, but rather a pressing urgency. Striving to rethink a system that takes us from an economy based on the false idea of infinite resources and reckless consumption to one of services which focuses on a rethinking of the concept of production, valuing the intrinsic possibilities of products, is the new perspective on which new industry models are building new circular businesses.

Since 2021, Spazio META in Milan has been a virtuous example of this new economic model, which arises within the creative sphere. The child of its three souls, Martina Bragadin, Margherita Crespi, and Benedetta Pomini, in this new project the three founding partners have intercepted needs and potential from their previous professional experiences, different yet very similar, in the field of set design, advertising, curating, and exhibition production, transforming their skills to shape a new entrepreneurial perspective. Together they have chosen to try to design an alternative horizon of possibilities, inserting themselves with a critical eye in the planning and creation processes of fleeting events and installations in the field of art, fashion, and design.

Based in the Bovisa district, the goal that drives Spazio META is to limit waste and to offer an innovative example of repurposing materials and sets to counteract the process of overproduction of waste and to focus attention on the potential of existing resources, thus dismantling that unfortunately common belief which associates the concept of new with an idea of uniqueness and value. Indeed, such materials are often used only for the duration of an event and then typically disposed of as waste, despite retaining their technical specifications and, in many cases, showing no signs of wear. Recovering materials used in the creation of ephemeral installations, reintegrating them into a new cycle of use, and making them available again to the creative community, thus also enhancing the craftsmanship skills and labour hours of the people behind these creations, is an alternative formula to the old and sterile custom of production-consumption-disposal.

Hence, attention to human capital is the element that makes the difference in this new business model. With this in mind, Spazio META is not only committed to providing a new perspective on the resources at our disposal, but also to supporting and encouraging the most diverse forms of creativity, opening its space to exchange and design to initiate workshops and laboratories that can connect the people with artists and designers, so to raise awareness within the local community on the issues of recycling and sustainability.





