



KEEPLIFE®

isola





**Bestiario** by Keep Life!  
[www.keeplife.it](http://www.keeplife.it)

**“All animals are equal but some are more equal than others”**  
George Orwell, “Animal Farm”

This year we decided to explore the animal universe. Knowing who lives on our land helps us to better understand our world, who we are and where we are going. Today animals are going extinct at about 100 times faster than in the past, between climate change and habitat destruction, we drive them away from their places and then accuse them of invading our world.

“**Bestiario**” therefore wants to launch a message of sustainability and awareness for adults and children, starting from a simple object such as a game or an animal- shaped desk product.

The traveling exhibition started from the **Design Week of Milan 2023** then continued its journey with a new exhibition stop in the city of light Eindhoven for the **Dutch Design Week** in October, before arriving in the Middle East for the **Dubai Design Week** in November. In each city encountered, the collection was enriched with new animals and will continue to grow over time with his continuous wanderings. The next exhibition stage will be **Milan Design Week 2024**.

Keeplife then invites you to enter its lair! How? Participating in the “**Bestiary**”.

There is just one rule: design an animal (real or fantastic) starting from a **shape 100x200x50 mm**.

Send us your ideas, sketches, drawings and renderings and we will select the best projects.

Come with us to **Milan Design Week 2024**.  
Become our partner and enter the Keeplife catalogue!



## 2. SELECTIVE CRITERIA



## 3. FILES TO SEND

### Technicians:

- Respect the measures of the **shape 100x200x50 mm**
- **Allowed colouring:** KL classic in its three colours
- It is possible to combine another material with KL
- Suggest a **working mode** or choose one of one of the following:
  - CNC;
  - mold processing,
  - working with the traditional tools of the carpentry.

### Projects:

- attention to material waste;
- possibility of providing modular animals;
- sustainability;
- feasibility;
- originality;
- consistency with brand values.

- Technical drawings **A3 format**
- Realistic image of the object **300 DPI JPEG**
- Brief description of the idea
- Short story about the designed animal
- **Participation agreement** completed and signed  
(to be sent if selected)



## 4. HOW TO APPLY

- Connect to [www.keeplife.it](http://www.keeplife.it) and download the info regarding the membership fee and the participation contract.
- Send an email with the attachments no later than **17 february 2024** to the following email address [info@keeplife.it](mailto:info@keeplife.it) with the subject "**bestiario**".
- Remember to enter your contact details in the email: email address, telephone number, any sites or social pages.
- The selected projects will be contacted by **21 february 2024**.



## 5. AUTHOR'S RIGHTS

Through a regular **contract**, our partners will be granted a **royalty** starting from the first sale of their products.



Come to Milan Design Week 2024 with Keeplife!  
We are located in the heart of the **Isola District**, near the Bosco Verticale, an exclusive location ready to welcome "**Bestiario**" event.

We will include your product in our exhibition, we will take care of setting up the space and communicating the event on the official guide, on social media and on paper.

In this adventure we will rely on the friends of **Isola Design District** ([isola.design](https://isola.design)), promoter and supporter of the call.

## 6. MILAN DESIGN WEEK 2024



We like to forge new collaborations and we care about the **relationships** we build! Become our partner and join the KL network of designers, artists and craftsmen.

You will be included in our **permanent sales catalogue**, advertised on our online platform ([www.keeplife.it](https://www.keeplife.it)) and on those specific to the sector such as Artemest ([www.artemest.com](https://www.artemest.com)), etc.

## 7. BECOME A PARTNER





## 8. PARTICIPATION FEE

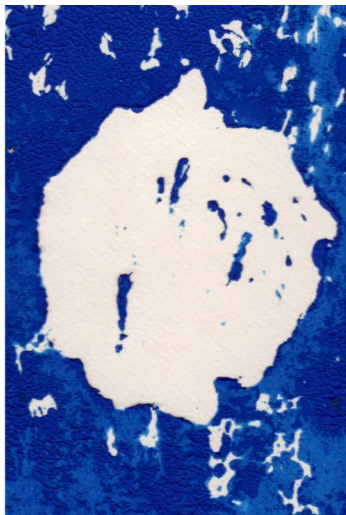
Being able to put everything together, from the production of objects to participation in the Design Week, engages a large part of our **energy** and our **resources**. For this reason, we ask the selected partners to pay a **participation fee** (communicated in the additional info). We care about the **transparency** of our work, which is why we have listed the services guaranteed by the payment of the fee below.

### What's included:

- Inclusion in the partner section and in the products catalogue on the website [www.keeplife.it](http://www.keeplife.it) and on e-commerce platforms;
- Acquisition of the **exhibition space** for the entire duration of the Design Week;
- Design and construction of the set-up;
- Milan Design Week 2024 registration fee;
- **Event Communication and promotion by Isola Design District** (website, map, flag marks location);
- Press office, PR and social media activities;
- Dedicated page on [isoladesigndistrict.com](http://isoladesigndistrict.com);
- Dedicated section in the **Isola Design District guide**, distributed in our space and in the main locations of the Milan Design Week;
- Sale and order taking of the products on display (VAT and taxes excluded);
- Transportation of collections.

### What is not included:

- Photo shoot of the individual collections.



The brand **Keep Life** was born in 2017. In the same year, it was licensed and recognised as industrial invention. Keep life is a composite material, malleable and self-hardening. It is produced using nutshells, chestnuts, walnuts, almonds, pistachios and peanuts, to which we add a binder with no toxic substances, solvents and formaldehyde.

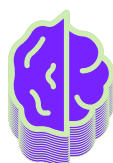
KL is not based on a recycling policy, but on a principle which follows up a process that was initiated in nature, reinforcing and enhancing the lesson that Mother Nature teaches us.

## 9. KEEPLIFE

### Where you saw us before:

- . Homi Milano 2018
- . Arkeda Napoli 2018
- . Milan Design Week 2019
- . Eindhoven design Week 2019
- . Biennale Porto 2019
- . Danese 16 Animali Enzo Mari 2019
- . Dutch Design Week di Eindhoven 2020 – evento online with Isola design district
- . 3CODESIGN\_3R Prague 2021
- . Climate Space – Ludovico Einaudi – Melpignano 2021
- . Venice Innovation Design – Isola San Servolo 2021
- . Milan Design Week 2021 – Isola Design District
- . Cappellini Store Milano 2021
- . 3CODESIGN\_3R Doha 2021
- . Dutch Design Week di Eindhoven 2021
- . Edit Napoli 2021
- . 3CODESIGN\_3R Shenzhen 2021
- . Aprile 2023: ADI Design Museum 4.04 - 10.09 / ITALY: A New Collective Landscape / selezione in mostra di 100 Designers italiani under 35.
- . Aprile 2023: Fondazione Riccardo Catella 21.04 - Milano / Talk Educazione Materica : Designers “for” change by Keep Life - Giulio Iacchetti, Matteo Ragni, Marialaura Irvine, Pietro Petrillo, Nicola Merciarì di AzzerOCO2.
- . Aprile 2023: Milano Design Week / Bestiario by Keep Life

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