



**3M Design and Studio Urquiola Collaborate at  
Milan Design Week 2017 to protect memories in to the future.**  
*"A Capsule of Memorabilia" Installation Combines Architecture, Design and the  
Magic of 3M Material Sciences.*

ST. PAUL, Minn., April 4, 2017 - 3M, the global innovation company recognized for diversified technology and applying creativity and ingenuity to improve people's lives, announces a collaborative installation at the Milan Design Week 2017 in partnership with internationally-renowned Studio Urquiola. Based on the belief that behind every memory, there is a story, and behind every story, there is a memory worth protecting, the installation titled "A Capsule of Memorabilia" will give designers, creative professionals and thought leaders an experience of protecting memories into the future through the union of architecture, design and innovative use of materials. 3M Design is partnering with Studio Urquiola to bring the protection of memories to life using 3M's Novec products - designed to help protect, clean, preserve and cool products in smart, safe and sustainable ways.

Visitors of the installation will experience a one-of-a-kind photo booth where they can snap memorable shots with friends and colleagues using the components of a camera submerged in Novec fluid. The photos will appear on a screen protected by Novec, giving visitors the opportunity to preserve and share their memories digitally through social media.

"It is exciting to be at Milan Design Week to share the magic of 3M material sciences to celebrate design and explore innovative possibilities that make people's lives better," said Eric Quint, chief design officer at 3M. "We have partnered with Studio Urquiola for this installation and together explored what's possible through material science - reminding the world of the importance of protecting our collective memories."

The inspiration behind the installation is the critical nature of ensuring that our memorabilia, whether physical or digital, live on into the future - from precious artifacts and irreplaceable works of art, to books in a library that are historical and unique, and data centers across the globe managing communication and storage, and photos taken from our smart phones and stored in the cloud to preserve the memory of life's special moments. 3M Novec is the featured material utilized throughout the installation, helping to provide the peace of mind that our collective memories are secured and live on into the future.

"The qualities of the Novec products are fascinating and triggered our collaboration to express a bigger story in an experiential way," said Patricia Urquiola, founder of Studio Urquiola. "The collaboration with 3M Design was inspiring because we shared similar values and a vision about how design and architecture can amplify the qualities of magic materials, and in this case how they can protect our memories in to the future."



*This most recent creative partnership for 3M Design is a continuation of the company's commitment to elevating design and collaborative creativity in innovative new ways to drive great brand experiences. 3M Design partnered with ABS for construction of the installation, as well as MammaFotogramma for the installation's interactive components and H-Farm for digital content.*

*More than 300,000 visitors expected to attend Milan Design Week 2017 for meetings, events and networking. The "Capsule of Memorabilia" exhibit will be located at the Central Plaza of SuperStudio and will be open to the public April 4 through 9.*

*3M Design is the global, internationally award winning, creative engine driving design for innovation and branding at 3M. Across the company, designers stimulate collaborative creativity to translate insights into solutions that inspire and positively impact 3M customers, employees and society at large - [www.3m.com/design](http://www.3m.com/design).*

### **About 3M**

*At 3M, we apply science in collaborative ways to improve lives daily. With \$30 billion in sales, our 90,000 employees connect with customers all around the world every day. Learn more about 3M's creative solutions to the world's problems at [www.3M.com](http://www.3M.com) or on Twitter @3M or @3MNewsroom.*

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### **About Studio Urquiola**

*Based in Milan, Patricia Urquiola founded her design studio in 2001 and has since worked for some of the most important Italian and international companies in the world. Urquiola's works have been displayed in various museums and galleries over the years, and has been honored with such prestigious awards as "Designer of the Decade" and "Designer of the Year" from numerous top-tier publications.*

*Facebook: [facebook.com/patriciaurquiolastudio](http://facebook.com/patriciaurquiolastudio)*

*Twitter: [twitter.com/PUrquiola](http://twitter.com/PUrquiola)*

*Instagram: [instagram.com/patricia\\_urquiola](http://instagram.com/patricia_urquiola)*

### **A Capsule of Memorabilia**

*Minisite: <http://www.3mprotectmemories.com/>*

*Hashtag: #3mprotectmemories*

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