

Brera

DESIGN
DISTRICT
MILANO

BRERA DESIGN DISTRICT
FUORISALONE DESIGN WEEK
14-19th April 2015

MEMBERSHIP APPLICATION FORM
COMMUNICATION PACKAGE



In collaboration with:



STUDIOLABO



Fuorisalone.it[®]

BRERA DESIGN DISTRICT IS THE MOST IMPORTANT DISTRICT TO PROMOTION OF DESIGN IN ITALY

NEXT APPOINTMENTS:

DESIGN WEEK 14-19 APRIL 2015

DESIGN EXPO 1 MAY-31 OCTOBER 2015

01.

CONCEPT

ABOUT US

Brera Design District is the most important event for the promotion of design in Italy, was born as a brand within the week of fuorisalone - the set of exposures for the city during the Salone Internazionale del Mobile in Milan - and takes its name from old neighborhood in which it takes place, Brera.

Brera is the historical center of Milan, a focal point of business development, artistic and cultural city. It is home to some of the most prestigious historic buildings, is home to the streets of the “old Milan” craft shops, art galleries, shops, museums, the Academy of Fine Arts, centers of disclosure cultural and artistic as well as furniture most important showrooms. **It is the most elegant and visited district of the city with a very clear identity: the heart of design and contemporary art.**

Brera Design District is a circuit of exhibitions and events, consisting of brand and companies with a permanent showroom in Brera and temporary exhibitors that are located in picturesque locations in the district, its perfect showcase.

The initiatives that animate Brera Design District **born from a system organized by territorial marketing actions managed by Studiolabo, with the aim to bring together and promote the commercial activities in the furniture industry, the professionals of contemporary industrial design, enriching of the historical-art in the area.**

The brand Brera Design District was born in 2010, from the experience of Marco Torrani (president of Assomab), Paolo Casati and Cristian Confalonieri, creators of Studiolabo, study of communication & concept design, and Fuorisalone.it, the reference portal for communication of the events of design week. **Brera Design District opened in 2015 (April 14 to 19) its 6th edition.**

These realities operate in the territory and in the field of communication design, manage integrated communications systems, organize events for the public, offer services for the territorial promotion of creativity, of art places and culture thanks to a professionals team.

Brera Design District, for the role it covers and the contribution it makes to promote Milan as a point of reference and an international showcase for the system-design, is backed by institutions and authorities: Patronage of the Municipality of Milan - Department of Culture, Fashion and Design, Department of Trade, Tourism, productive activities and territorial marketing, AIS/Design - The Association of Italian design historians.

**“BRERA DESIGN DISTRICT CONTRIBUTES
TO MAKING RICH AND VIBRANT THE
COLLECTION OF LOCAL EVENTS THAT
ARE PART OF THE SALONE DEL MOBILE,
PLACING THE CITY OF MILAN AT THE
CENTER OF INTERNATIONAL ATTENTION
AND ATTRACTING A LARGE NUMBER OF
VISITORS FROM AROUND THE WORLD”**

Assessor Cristina Tajani



MISSION

“Be District: creating connection, communicationg innovation”
Brera Design Disctrict was founded with the aim of creating an organized network between the realities of the region, to promote commercial and cultural activities and to implement a model of cutting-edge development.

Studiolabo has worked to strengthen the identity of the district, creating a connection between the socio-economic realities that living and characterize this area in order to enhance the recognition, and to produce value added communicating innovation.

From year to year Brera Design District implements the enormous potential of the district. **With its panel of events emphasizes the strengths of the wide cultural heritage, economic and social that characterize the area.**

Studiolabo has in its DNA the ability to create and develop networks between professionals to share expertise and resources. With the Brera Design District project intends to disseminate and promote the culture of art and design, creating connections between the reality of the district.

“Be District: craft making and industrial thinking”
Brera Design District is committed to implementing the design sector by supporting its strengths: attention to detail, the artisan tradition, culture of making and planning.

At the same time proposes a model of development and dissemination, more advanced, taking advantage of the strategic levers of industrialization contemporary: **distribution, promotion, communication and connectivity.**

Connecting to the district, the businesses strengthen their identity and disclose their offer in a capillary mode.

So on one hand we have a long tradition of craftsmanship, added value and driving force in the field of design, on the other hand we have the strategic thinking of “industrial type” that allows the brand Brera Design District to convey the businesses at a faster rate, connecting to international production companies.

“Design Lessons”. Not a teaching but an approach.

Projectuality seen as a value to revival of the finished product.

Brera Design Disctrict, thanks to the strategic collaboration with the **Italian Association of Historians of Design (AIS / Design)**, supports the critical debate on the history of design to suggest new readings of contemporary and define ways of marketing alternatives for the induced.

Projectuality and innovation have laid the foundation for the undeniable centrality of Italy in the world of art and architecture, from these assumptions, supported by the tools of communication and distribution contemporaries, you can start to revive the companies in the sector.

**“A PLACE WHERE TRENDS ARE BORN
THANKS TO TWINE BETWEEN ART AND
FASHION WITH THE HIGHEST DENSITY
IN THE WORLD TO PRODUCTION
OF DESIGN. A CONCRETE PROJECT
TO PROMOTE THE TERRITORY AND
TO ENCOURAGE THE PRODUCTION
CAPACITY OF THIS DISTRICT”**

Assessor Franco D'Alfonso

THE MANIFESTO

Disctrict Brera Design is a project of territorial marketing, **which aims to strengthen the role of Milan as a capital of design**, creating an organized network of relationships, contacts and information relating to the territory of belonging and translated in a format usable by the widest number of people.

The manifesto of Breara Design District can be summarized in 10 points:

1. The design is for everyone.
2. The Italian Industrial Design has made history thanks to a deep project culture and the know-how on which is based the work of the masters of the field.
3. The time of exposure to the public is crucial: the project and the product must be able to speak to a wide audience and communicate their identity and their specific characteristics.
4. Making union strengthens each reality (companies, brands ..), fragmented in the territory. The relationship between these identities creates belonging, distinction, and thus the District.
5. The District lives of their territorial belonging, a feature from which it draws its strengths communicable and identifiable. their distinctive traits become instantly recognizable by the public International.
6. The connectivity between the realities that living in the District allow an exchange of information and data in real time, punctual, prompt. The speed of exchange is the basic condition to meet the needs of the public and develop innovative ideas.
7. The products of design are an expression of the socio-economic context from which originate, are thus a form of culture as such living of its disclosure.
8. Disclose the culture means to communicate it.
The promotion of design as a product, as the culture and history is needed to understand the contemporary and plan for the future.
9. Telling the tradition of craft making and know the historical sources helps to produce innovation.
10. The shared experience of design enriches those who live it.





BRERA DESIGN DISTRICT AWARD

Brera Design District was established in 2014 the Design Lessons Award.

This award is given to those who distinguished himself in Italy or foreign with their work or activities in the field of Design.

The experience of the winner becomes an example, a design lessons for all, if it contributes to spreading the culture to the design according to the principles promoted and shared by Brera Design District. The award has a symbolic value, is assigned during the design week, announced on the platform and on the tools of communication of Brera Design District.

BDD has created the award with a dual purpose: to tell a successful case histories, as an incentive and encouragement for all induced, and make use of the figure of an “ambassador” to be a testimonial of the district during the event.

The award for this edition goes to Ambra Medda, co-founder of Design Miami – with which she has revolutionized the art exhibition format – and co-founder and Creative Editor of L’Arcobaleno, the online magazine and shop dedicated to collection-level design, a creative workshop bringing together designers, art dealers, curators and creatives in a single format.

Ambra Medda is a perfect interpreter of the theme proposed, her work with L’Arcobaleno establishes a new format of design promotion and communication, a reference point for those involved professionally. She has promoted a new way of communicating design online, a blend of design, art, fashion and music, an encounter between designer items, new faces and limited edition e-commerce.





02.

REPORT 2014

BRERA IN NUMBERS

Brera Design District is reconfirmed the district most visited of the design week with a passage of 140,000 people and with 136 events.

Our headquarters at the Mediateca of Santa Teresa, has been seat to major international brands and cultural projects with a pass of over 12,000 people.

The theme of 2014 **Design Lessons - Be District: creating connections, communication innovation** has brought to creation of a Manifesto with the Italian Association of Design Historians and together for the Design Week **we have realized 20 lectures and 7 conferences on the subject.**

2 info point on the territory, a dedicated website, 50,000 guides distributed throughout the city of Milan have ensured an easy access to information and orientation in the district.

The website breradesigndistrict.it has counted 50,000 total visits for a total of page views equal to 170,000.

BRERA ON SOCIAL NETWORK

"A record edition that just ended for the Salone Internazionale del Mobile, also on internet: a significant increase in visitors, sold out in the city, and almost 100 thousand posts published during the Fair. [...] But what was discussed? To further facilitate the fair compared to what has happened in the streets of Milan who is said in English (27.3%). In general, however the attention has been directed mainly at Fuorisalone

(73.9% of comments) compared to the Salone Internazionale del Mobile. In particular, among the Italians event of Fuorisalone most commented on was the Brera Design District, among the foreign Ventura Lambrate. Then come Tortona Around Design and La Triennale. " - Taken from the Corriere della Sera

Facebook

2,415 like to page of which 684 new like in the week from April 8 to 13

50,700 clicks on post and 118 shares, reaching a flow rate of 210,600 people

Twitter

the tweets with # breradesigndistrict have been 1,348 and 1,041 the retweets for a total of people reached equal to 2,051,540 355 people mentioned #breradesigndistrict in their post, reaching a flow rate of people equal to 974.380

Instagram feed

4,200 images were posted with # breradesigndistrict



BRERA IN NUMBERS



170.000

PAGE VIEWS DURING
FUORISALONE



12.000

PERSONS WHO TRANSITED
AT POINT MEDIA



50.000

GUIDE AND MAPS



50.000

UNIQUE VISITORS
OF WEB SITE DEDICATED



1.348

TWEET WITH
#BRERADESIGNDISTRICT



140.000

PERSONS WHO TRANSITED
IN THE DISTRICT



136

BRAND AND MEMBER
COMPANIES IN THE
DISTRICT



20

PROJECTIONS ON A
THEME DESIGN LESSONS



50.700

CLICK ON POST
OF FACEBOOK



3.000

INVITATIONS
DOWNLOADED FOR
OPENING PARTY



4.200

UPLOADED IMAGES WITH
#BRERADESIGNDISTRICT



7

CONFERENCE ON THEME
DESIGN LESSONS

MILANO DESIGN WEEK

ALONE 2013

BRERA EVENTS



Brera
DESIGN
DISTRICT
MILANO

www.breradesigndistrict.it

MILANO DESIGN WEEK

FUORISALONE 2014
APRIL 8/13

BRERA EVENTS MAP



www.breradesigndistrict.it

#breradesigndistrict

LEXUS

MILANO

DESIGN

DISTRICT

MILANO

Brera
DESIGN
DISTRICT
MILANO

BRERA DESIGN DISTRICT
È UN PROGETTO DI MARKETING TERRITORIALE CHE HA
L'OBIETTIVO DI COMUNICARE BRERA COME PUNTO DI
RIFERIMENTO PER IL DESIGN MILANESE. ATTRAVERSO
UN SISTEMA DI COMUNICAZIONE DEDICATO ALLA
PROMOZIONE DELLE ECCELLENZE E DEI PUNTI DI
FORZA ATTIVI SUL TERRITORIO, BRERA DESIGN
DISTRICT INTENDE ARRICCHIRE LA PROPOSTA
CULTURALE E L'APPEAL DEL DISTRETTO IN MODO DA
UNIRE TRADIZIONE E INNOVAZIONE NEL CAMPO
DIFFUSO DEL DESIGN.



C.M.C.2.0
PREFABBITI

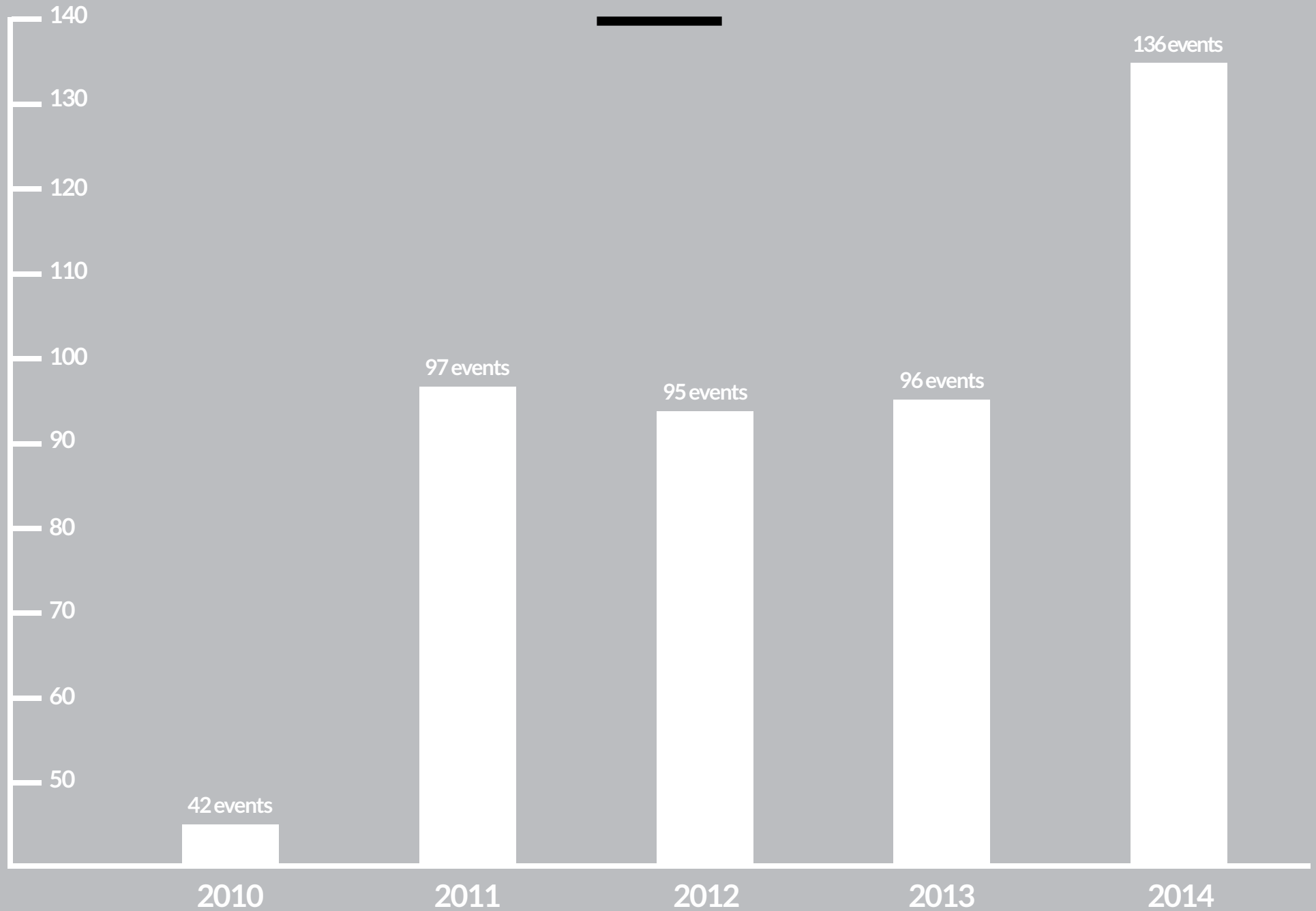
DESIGN POINT MILANO AROUND DESIGN
Project by C.M.C.2.0 PAVIMENTO PAVIMENTO

LEADER NEI MANUFATTI DI DESIGN ARCHITETTONICO E DI LAVORI EDILIZIARI
INDUSTRIAL DESIGN IN BUILDING THE URBAN FUTURE

BRERA DESIGN DISTRICT
IS A REGIONAL MARKETING OPERATION THAT AIMS TO
HIGHLIGHT BRERA AS A REFERENCE POINT FOR
DESIGN IN MILAN THROUGH A COMMUNICATION
SYSTEM DESIGNED TO PROMOTE TERRITORIAL'S
EXCELLENCE, BRERA DESIGN DISTRICT WANTS TO
ENRICH THE CULTURAL OFFER AND APPEAL OF THE
DISTRICT IN ORDER TO MATCH TRADITION AND
INNOVATION IN THE WORLD OF DESIGN.

WWW.BRERADESIGNDISTRICT.IT

ANNUAL INCREMENTS



Brera
DESIGN
DISTRICT

Brera
DESIGN
DISTRICT

Brera
DESIGN
DISTRICT

Brera
DESIGN
DISTRICT



03.

FORMAT

BRERA DESIGN DISTRICT 2015

Sarà possibile aderire al progetto per il Fuorisalone 2015 da ottobre 2014.

Registrarsi è molto semplice e si può fare tutto comodamente dal proprio computer seguendo i pochi passi necessari per registrarsi e siglare l'accordo:

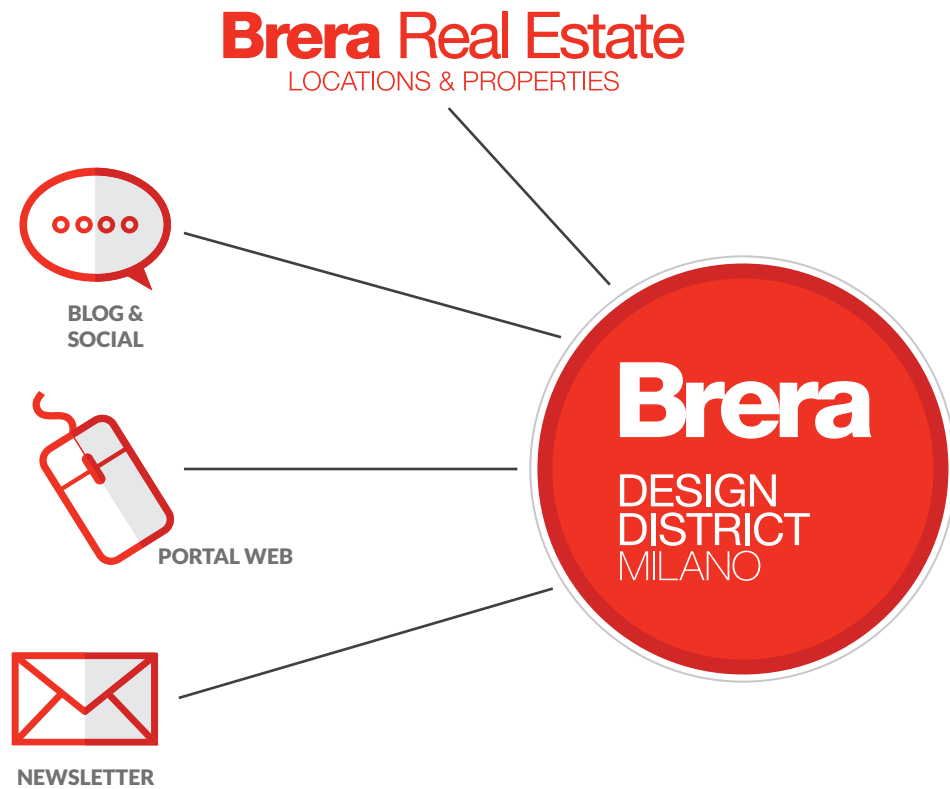
Gli step da seguire sono:

- **individuare la posizione preferita di adesione** al progetto, eventualmente contattare Studiolo per approfondimenti
- **compilare la form online richiedendola a info@breradesigndistrict.it** e inviare il contratto di adesione come da indicazioni
- **pagare la quota corrispondente al piano scelto** al quale seguirà regolare fattura commerciale
- **verificare la completezza e correttezza delle informazioni e contenuti inviati** ed inseriti nella form con il personale di Studiolo

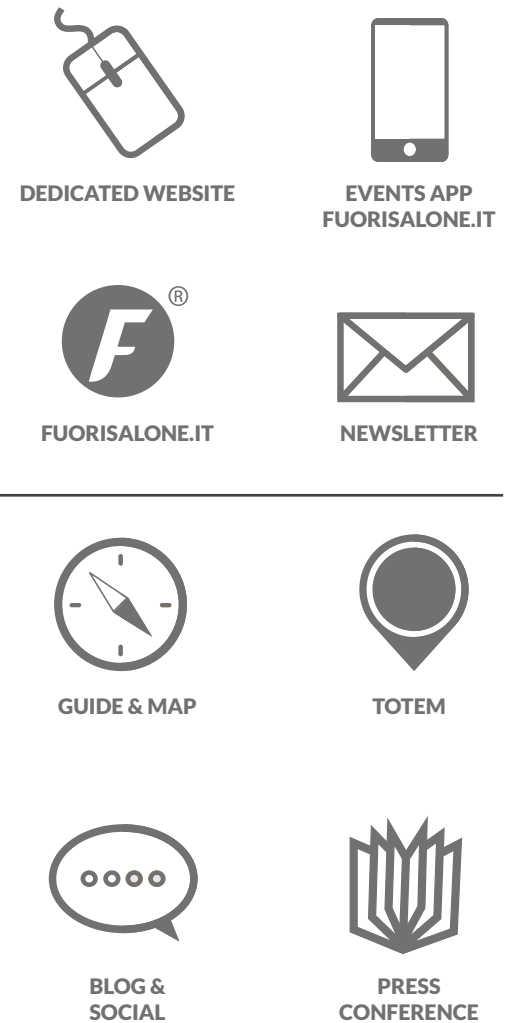
SI POTRÀ ADERIRE ENTRO E NON OLTRE IL 15 MARZO 2015

COMMUNICATION PLAN

MEDIA FOR COMMUNICATION FOR 365 DAYS A YEAR



MEDIA DEDICATED TO THE PERIOD OF
FUORISALONE FOR EVERY EVENT



HOW TO

Brera Design District offers a platform and a system of support to companies, individuals or organizations for the creation, implementation and communication of events in the district of Brera.

You can take part in the event as:

1

EXHIBITOR

organizing an event dedicated, exhibition or participating in a collective of designers

2

TECHNICAL SPONSOR

through a communications plan and branding, as a technical sponsorship or installation

3

SUPPLIER

promoting a service by connecting to the network of events and exhibitions in the circuit of Brera Design District

EXHIBITOR FORMAT

BreraDesignDistrict offers three types of standard communication plan divided as follows:

BASIC

600€ + VAT

- INDICATION OF **THE EVENT ON SITE MAP**
- INDICATION OF **THE SHOWROOM IF PERMANENT**
- PAGE DEDICATED TO **THE CONTENTS OF THE EVENT AND EXHIBITORS / DESIGNERS**
- INDICATION OF **THE EVENT ON PRINTED GUIDE IN BASIC POSITION**
- **TOTEM** TO APPEAR IN SHOWROOM OR EXHIBITION SPACE
- PRESENCE ON **APP OF EVENTS GUIDE OF FUORISALONE.IT**
- PRESENCE IN THE PATH BRERA DESIGN DISTRICT OF FUORISALONE.IT

PLUS

1.000€ + VAT

- INDICATION OF **THE EVENT ON SITE MAP**
- INDICATION OF **THE SHOWROOM IF PERMANENT**
- PAGE DEDICATED TO **THE CONTENTS OF THE EVENT AND EXHIBITORS / DESIGNER**
- PAGE DEDICATED TO **THE CONTENTS OF THE EVENT IN SPECIAL EVENT SECTION**
- **ROTATIONAL BOX IN HOME PAGE** WITH SPECIAL EVENTS LIST
- INDICATION OF **THE EVENT ON PRINTED GUIDE IN PLUS POSITION**
- **TOTEM** TO APPEAR IN SHOWROOM OR EXHIBITION SPACE
- PRESENCE ON **APP OF EVENTS GUIDE OF FUORISALONE.IT**
- PRESENCE IN THE PATH BRERA DESIGN DISTRICT OF FUORISALONE.IT

SPONSOR

2.000€ + VAT

- INDICATION OF **THE EVENT ON SITE MAP**
- INDICATION OF **THE SHOWROOM IF PERMANENT**
- PAGE DEDICATED TO **THE CONTENTS OF THE EVENT AND EXHIBITORS / DESIGNER**
- PAGE DEDICATED TO **THE CONTENTS OF THE EVENT IN SPECIAL EVENT SECTION**
- **ROTATIONAL BOX IN HOME PAGE** WITH SPECIAL EVENTS LIST
- **FIXED BANNER WITH LOGOS OF THE SPONSOR IN ALL PAGES OF THE WEBSITE**
- INDICATION OF **THE EVENT ON PRINTED GUIDE IN SPONSOR POSITION**
- **TOTEM** TO APPEAR IN SHOWROOM OR EXHIBITION SPACE
- PRESENCE ON **APP OF EVENTS GUIDE OF FUORISALONE.IT**
- PRESENCE IN THE PATH BRERA DESIGN DISTRICT OF FUORISALONE.IT
- **2 ARTICLES IN THE NEWSLETTER** OF BRERA DESIGN DISTRICT (33,000 PROFESSIONAL CONTACT ON DATA-BASE)

BASIC

600€ + VAT

The showroom/event that participates at Brera Design District as an affiliate in **basic position** has a good visibility in front of a very profitable investment.

The format cost is 600 Euro + VAT and **allows visibility both on printed maps, indicating the position into the district as well as being visible in the guide, both on website with dedicated page to event and permanent showroom.**

Then the indicator item will be delivered to mark the accession to path and district maps to distribute to the visitors.

IN SUMMARY:

- INDICATION OF **THE EVENT ON SITE MAP**
- **INDICATION OF THE SHOWROOM IF PERMANENT**
- PAGE DEDICATED TO **THE CONTENTS OF THE EVENT AND EXHIBITORS / DESIGNERS**
- INDICATION OF **THE EVENT ON PRINTED GUIDE IN BASIC POSITION**
- **TOTEM** TO APPEAR IN SHOWROOM OR EXHIBITION SPACE
- PRESENCE ON **APP OF EVENTS GUIDE OF FUORISALONE.IT**
- **PRESENCE IN THE PATH BRERA DESIGN DISTRICT OF FUORISALONE.IT**

PLUS

1.000€ + VAT

The showroom/event that participates at Brera Design District as an affiliate **in plus position has a good visibility in district communication plan and is distinguished from member brands in basic position** because it is also visible through its own brand, clearly visible on printed map, and through the privileged position of “special event” on Brera Design District website.

The format costs 1.000€ + VAT and allows visibility both on printed maps, indicating the position into the district with privileged position and presence of the logo and guide visibility, both on the website with dedicated page as “special event” and showroom tab.

Then the indicator item will be delivered to mark the designated path and district maps to distribute to the visitors.

IN SUMMARY:

- INDICATION OF **THE EVENT ON SITE MAP**
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- PAGE DEDICATED TO **THE CONTENTS OF THE EVENT AND EXHIBITORS / DESIGNER**
- PAGE DEDICATED TO **THE CONTENTS OF THE EVENT IN SPECIAL EVENT SECTION**
- **ROTATIONAL BOX IN HOME PAGE** WITH SPECIAL EVENTS LIST
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- **TOTEM** TO APPEAR IN SHOWROOM OR EXHIBITION SPACE
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SPONSOR

2.000€ + VAT

The showroom/event that participates at Brera Design District as an affiliate in a **sponsor position obtains a very important and strategic visibility directly connecting to the project as an active supporter**. The sponsors have guaranteed all the visibility of plus position with addition of dedicated advertising space present both on the printed map, with the constant presence of its brand, both on the two reference website: breradesigndistrict.it e fuorisalone.it.

In addition, they will be mentioned by Brera Design District press office during the press conference and event press release will be included in Fuorisalone official release press.

High visibility is guaranteed even on the portal Fuorisalone.it both on the web, with its brand on rotational banner in the homepage and internal page dedicated, both in the newsletter sent to more than 30,000 user profiles, in which there are two outputs with articles.

IN SUMMARY:

- INDICATION OF **THE EVENT ON SITE MAP**
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- PAGE DEDICATED TO **THE CONTENTS OF THE EVENT AND EXHIBITORS / DESIGNER**

- PAGE DEDICATED TO **THE CONTENTS OF THE EVENT IN SPECIAL EVENT SECTION**

- **ROTATIONAL BOX IN HOME PAGE** WITH SPECIAL EVENTS LIST

- **FIXED BANNER WITH LOGOS OF THE SPONSOR IN ALL PAGES OF THE WEBSITE**

- INDICATION OF **THE EVENT ON PRINTED GUIDE IN SPONSOR POSITION**

- **TOTEM** TO APPEAR IN SHOWROOM OR EXHIBITION SPACE

- PRESENCE ON **APP OF EVENTS GUIDE OF FUORISALONE.IT**

- **PRESENCE IN THE PATH BRERA DESIGN DISTRICT OF FUORISALONE.IT**

- **2 ARTICLES IN THE NEWSLETTER** OF BRERA DESIGN DISTRICT (33,000 PROFESSIONAL CONTACT ON DATABASE)

MAIN SPONSOR/CONTENT

QUOTATION ON REQUEST

Main Sponsor is the absolute most prestigious and important position in Brera Design District.

Being a main sponsor means to promote your brand in a unique way inside the district, to become project partners sharing with us part of communication strategies, being always present in all the realized communications, speaking in press conferences, having ensured the promotion support towards the entire press sector, to be our reference point for the whole promotional project in the 12 months that up to the following event edition.

Regarding the guaranteed formats they start from the basic sponsor position and expands with a dedicated communication plan that has response both on BDD communication that on Fuorisalone.it, which is obtained a special event role on the website, a permanent presence on the homepage and as well as in all the communications where BDD will be present.

Main Sponsor is the highest level of project participation starting from a communication and support package, we will verify together with the companies possible needs or strategies to coordinate the project event or support communication.

TECHNICAL SPONSOR

QUOTATION ON REQUEST

Brera Design District is a project that speaks of the territory on the territory, therefore with multiple opportunities for collaboration with the project offering services or products useful to the event production.

The last edition has seen the participation of technical sponsors at different levels which are occupied by catering to transport service with electric cars, from realization of interactive - info point totems to another various communicating elements on territory.

The position can be managed through the exchange formula of goods or based on needs of companies and project type to be implemented through product provision and financial compensation.

The BDD project is interested and open to receive project proposals and products - services promotion by companies, to be included in the work program and in the communication plan associated with it.

Dedicated projects will be also identified in which it will be possible to coordinate collaboration between different brands in order to connect in single project companies with individual specificities to increasing visibility.

For any ideas, questions or doubts about the possible collaboration, do not hesitate to contact us.

SUPPLIER FORMAT

QUOTATION ON REQUEST

Brera Design District is a project that speaks of the territory on the territory, therefore with multiple opportunities for collaboration with the project offering services or products useful to the event production.

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04.

TOOLS

HOME EVENTI EVENTI SPECIALI HEADQUARTER PROGETTI ESPOSITORI SHOWROOM PRESS APP ABOUT



Nasce come evento spontaneo, si promuove in maniera autonoma grazie al lavoro delle singole aziende e designer. Oggi è l'evento con la maggior affluenza di operatori del settore, architetti, designer, studenti da tutto il mondo.

> **Leggi l'editoriale**

Creare connessioni e comunicare innovazione.
Il nostro punto di vista sul design.

> **Scopri il Manifesto**

Conoscere e promuovere la storia del design
per comprendere il contemporaneo e progettare il futuro.

Mapa Brera Design District

WEB SITE

The structure of the new website takes a template consolidated that brings up the main projects and the interactive map of the district with indicating all hot spots and the various exhibitions, showrooms and companies.

The aim is to focus attention of our user on the fundamental points of the project, that is events on the agenda and on focus of the special events (position main sponsors - sponsors - plus).

Important to remember that: each event of Brera Design District will have its own dedicated page that will always be online to document the event itself, detectable by a dedicated domain and directly from the portal of reference: www.breradesigndistrict.it

The page scrolls with indications of the banner, the main sponsor and sponsors and with a random slideshow of the gallery of the events present in the district.

To follow the daily schedule, the gallery of Instagram and all links to the brands of the various partners and sponsors.

The purpose of the home page is to have a complete overview of orientation to the project and to the district.

Brera Design District è un progetto di Studiolo appartenente a **Milano Design Network**
LINGUA: **IT** EN
f t i g+ p

Brera
DESIGN DISTRICT MILANO

CON IL PATROCINIO DEL COMUNE DI MILANO

MILANO
Comune di Milano

MAINSUPONOR:
LEXUS

MAINCONTENT:
WATCHPOINT PRESOTTO


DUCATI MARTINI

HOME EVENTI EVENTI SPECIALI HEADQUARTER PROGETTI ESPOSITORI SHOWROOM PRESS APP ABOUT

SCHEDA EVENTO
AGENDA EVENTI

LEXUS DESIGN AMAZING 2014 MILAN

Automotive



Fabio Novembre (IT), Nao Tamura (JP) and MIT Media Lab (USA) presentano la loro interpretazione di "Amazing in Motion" per Lexus. In mostra anche i 12 progetti vincitori del Lexus Design Award 2014.

Orari Fuorisalone:
9/10 Aprile 11:00 - 20:00
11/12 Aprile 11:00 - 21:00
13 Aprile 11:00 - 18:00

Press Preview: martedì 8 Aprile 13:00 - 17:00
Opening Party: 8 Aprile, 18:00 - 21:00
Alle 19:00: Cerimonia di premiazione Lexus Design Award.
Solo su invito.

f t i g+ p

GIORNI DI APRILE:

9 10 11 12 13

Orari durante il Fuorisalone:
9/10 Aprile 11:00 - 20:00
11/12 Aprile 11:00 - 21:00
13 Aprile 11:00 - 18:00

<http://www.lexus-int.com/design-events/2014.html>

Lexus Design Award
Lexus Design Amazing

ESPOSITORI & AZIENDE

LEXUS

Lexus è stato lanciato nel 1989 per stimolare il mondo automotive proponendo le auto più intelligenti, innovative e divertenti del mondo, insieme ad una esperienza di guida insuperabile. Fin dall'inizio, Lexus ha incarnato un nuovo concetto di lusso che stravolge il modo di concepire tradizionalmente il lusso e le prestazioni. Le nostra prima Lexus era il risultato di un'intensa attività di ricerca e sviluppo. Come ogni Lexus che produciamo, era il risultato di un rifiuto fermo al compromesso. Questo è quello che definiamo ricerca della perfezione.

www.Lexus-int.com

LOCATION

ESPOSITORI & AZIENDE

LEXUS

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www.Lexus-int.com

LOCATION

Circolo Filologico Milanese
-
Via Clerici, 10


Circolo Filologico Milanese

ATTIVITÀ

8 APRILE

13:00 > 17:00
18:00 > 21:00
19:00 > 19:40


Press Preview
Party
Lexus Design Award




Brera Real Estate è la piattaforma per la locazione o l'acquisto di immobili commerciali o residenziali all'interno del Brera Design District.

www.brerarealestate.it


> COMMERCIALE / AFFITTO
> COMMERCIALE / VENDITA
> RESIDENZIALE / AFFITTO
> RESIDENZIALE / VENDITA




www.larcobaleno.com



www.cmcduepuntozero.com



www.lago.it



www.tissot.ch

MAIN SPONSOR MAIN CONTENT

Artiste d'avanguardia negli anni sessanta – Galleria Anna Maria Consadori

Posted on October 23, 2013 by giulia

0



Inaugurazione mercoledì 23 ottobre 2013 dalle ore 18,30

Gli anni '60 vengono riletti attraverso i percorsi di un gruppo di artiste che ne furono protagoniste. Negli anni '60, alle soglie del nuovo femminismo della seconda metà del '900, troviamo in piena attività artiste italiane di grande forza innovativa che seppero conquistare ruoli e spazi per valore proprio ma nessuno ha ancora raccontate e studiate come "altra metà" della ricerca artistica italiana. Abbiamo pensato di offrire un saggio della loro presenza e del loro contributo, presentando opere di Regina Bracchi, Bice Lazzari, Antonietta Raphael Mafai, Carla Prina, Dadamaino, Carla Accardi, Valentina Berardinone, Nanda Vigo, Lucia Pescador, per citarne solo alcune. Un'iniziativa certo parziale, che vuole auspicare un nuovo interesse critico, la piena valorizzazione di un contributo importante per l'arte italiana contemporanea.

La mostra prosegue fino al 9 novembre 2013

Orario di apertura
Dal martedì al sabato 10:00-13:00/ 15:00-19:00

Via Brera, 2 – 20121 – Milano – Tel/Fax +39 02/72021767
info@galleriaconsadori.com www.galleriaconsadori.com

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Design Weekend orto poesia
presentazioni libri quadri regali
sostenibilità studiolo tavolo
periodica teatro urbanistica Valcucine
Video

La città che cambia #2

Posted on November 4, 2013

0

VALCUCINE RINNOVA L'APPUNTAMENTO
CON LA CITTÀ DI MILANO, CON UNA SERIE DI
INCONTRI CHE HANNO COME TEMA LA
RELAZIONE TRA ...



Artiste d'avanguardia negli anni sessanta – Galleria Anna Maria Consadori

Posted on October 23, 2013

0

Inaugurazione mercoledì 23 ottobre 2013 dalle
ore 18,30 Gli anni '60 vengono riletti attraverso
i percorsi di un gruppo di artiste ...



UN'IMPRESA SPORTIVA. Sinergie tra sport e azienda

Posted on October 4, 2013

0

L'8 ottobre alle ore 19 presso l'Eco Bookshop
di Valcucine in Corso Garibaldi 99 avrà
luogo UN'IMPRESA SPORTIVA. Sinergie tra
sport e ...



Meta

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Entries [RSS](#)
Comments [RSS](#)

BLOG & SOCIAL

Brera Design District over the years has expanded its communication tools being always in step with the times.

This year has focused heavily on the role of social networks in particular, on the official page of facebook and twitter used as a means to notify users of all the events day by day and all the activities that take place within the district.

More and more the social networks are seen as a marketing tool capable of reaching a wide audience and a target audience.


In addition, as we all know, the blog is the reference platform for the communication of Internet 2.0, and Brera Design District is the place for information and exchange of notes by all the members of the district that, having direct access to the platform for content insertion, can independently update the container with all the news concerning them.

The blog for how social networks it is connected to the portal, always active, and its feed renews and promotes the district and its associates.

Cerca persone, luoghi e oggetti

Stai pubblicando, commentando e cliccando su "Mi piace" come Brera Design District — Passa a Giulia Gasparini

Brera Design District | Diario | Recenti | Pannello di amministrazione



Brera Design District
4,2 ★★★★★
(23 valutazioni)
2.523 "Mi piace" -
673 ne parlano -
1.403 persone sono
state qui

Aggiorna informazioni sulla Pagina | Mi piace | Segui

Organizzazione
Brera is a regional marketing operation that aims to communicate Brera as a reference point for design in Milan.

Informazioni | Foto | Persone a cui piace

Gala Cervelin ti invita a cliccare su "Mi piace" su Brera Design District

Accetta l'invito del tuo amico per ricevere aggiornamenti da questa Pagina. | Mi piace questa Pagina

Plac a Andrea Venegoni e ad altri 59 amici

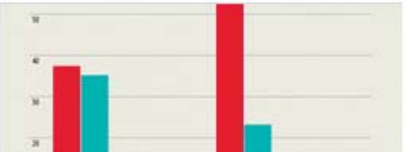
In evidenza

Stato | Foto/video | Offerta, evento +

Cosa hai fatto di recente?

Brera Design District ha condiviso un link.
Pubblicato da Giulia Frensis Pagani (7) - 6 ore fa


#Salone e #Fuorisalone 2014: un'edizione da record!
Anche in Rete: in particolare tra gli italiani l'evento del Fuorisalone più commentato è stato il Brera Design District, tra gli stranieri Ventura Projects. Seguono poi TAD Tortona Around Design e La Triennale di Milano.



60 amici
connessi con Brera Design District

Plac a 60 amici

1 amico ha visitato questo luogo



Invita i tuoi amici a cliccare su "Mi piace" su questa Pagina

Mostra tutti

Digitale il nome di un contatto...


Invita

Christian Biagioni | Invita

Jacopo Baldarelli | Invita

Cerca su Twitter

Hai un account? Accedi



Fuorisalone.it /
@fuorisalone
Fuorisalone.it - Studiolo - Brera Design District - Milano location
Milano, Lombardy
fuorisalone.it
Iscritto a aprile 2009

TWEET 626 | FOTO/VIDEO 103 | FOLLOWING 187 | FOLLOWER 9.928 | PREFERITI 6 | Altro

Segui

Tweet | Tweet e risposte

Ritwittato da Fuorisalone.it /
Unofficialreport @unofficialrep · 25 mag
Check our last report at @Brera_District during @fuorisalone #designing with #instinct bit.ly/1k70JFU Sponsored by @DucatiMotor

Vimeo

Visualizza altre foto e video

Fuorisalone.it / @fuorisalone · 21 mag
ONLINE L'ULTIMO BOOTLEG, si tende a prolungare l'eco delle gesta all'infinito su internet, Bootleg invece sparirà. url.it/5a7ed

Ritwittato da Fuorisalone.it /
BreraDesignDistrict @Brera_District · 13 mag
BRAINPIANO/ @PianoCityMilano special event / May 17-18 / 10am-11pm/ Mediateca Santa Teresa-via Moscova,28 / more info: visionica.it/1718-05-2014-b...

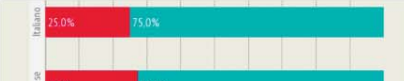
Ritwittato da Fuorisalone.it /
Heineken Italia @Heineken_IT · 24 apr
Il flipper gigante di THE SUB che ha fatto divertire la #mdw2014. Rivivi qui tutte le emozioni bit.ly/playthesub #playthesub

YouTube

Visualizza altre foto e video

Ritwittato da Fuorisalone.it /
Andrea Bettini @ILBETTA · 30 apr
Il #design può essere un'opportunità per uscire da una crisi? 45 opinioni raccolte al @iSaloniofficial e @fuorisalone lovefor.it/lovefor-how...

Ritwittato da Fuorisalone.it /
BreraDesignDistrict @Brera_District · 23 apr
goo.gl/UktHwb #Fuorisalone 2014 una edizione da record, anche in Rete. Cosa è piaciuto? @Brera_District top!



Non perdere nessun aggiornamento da Fuorisalone.it /

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Iscriviti a Twitter

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Se non riesci a leggere questa newsletter [clicca qui](#)

Se desideri non ricevere più questa newsletter [clicca qui](#) e il tuo indirizzo verrà rimosso

If you don't want to receive this newsletter anymore [click here](#)

Newsletter n° 16 | 2014-04-15



NEWSLETTER
Fuorisalone 2014
8-13 Aprile



#breradesigndistrict

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MAIN CONTENT



INTRO

Brera Design District si riconferma il punto di riferimento per il design a Milano e il distretto più importante con **di 136 eventi e un passaggio di 140.000 persone**.

Il nostro headquarter, presso la Mediateca di Santa Teresa, è stato sede di importanti brand internazionali e progetti culturali con un passaggio di oltre 12.000 persone.

Tema dell'edizione **Lezioni di Design – Be District: creare connessioni comunicare innovazione** ha portato alla creazione di un Manifesto insieme all'Associazione Italiana Storici del Design e all'organizzazione di 20 lezioni e 7 conferenze sul tema nei 6 giorni di attività.

2 info Point sul territorio, un sito web dedicato, 50.000 guide distribuite in tutta la città di Milano hanno garantito un facile accesso all'informazione e all'orientamento nel distretto.

Brera Design District is reconfirmed **the district most visited of the design week with a passage of 140,000 people and with 136 events**.

Our headquarters at the Mediateca of Santa Teresa, has been seat to major international brands and cultural projects with a pass of over 12,000 people.

The theme of 2014 **Design Lessons – Be District: creating connections, communication innovation** has brought to creation of a Manifesto with the Italian Association of Design Historians and together for the Design Week we have realized 20 lectures and 7 conferences on the subject.

2 info point on the territory, a dedicated website, 50,000 guides distributed throughout the city of Milan have ensured an easy access to information and orientation in the district.

Brera Design District

Il sito [breradesigndistrict.it](#) ha contato 50.000 visite totali per un totale di 170.000 visualizzazioni. Il picco è stato registrato l'8 aprile con 6.000 visite.

Pagina Facebook

2.415 like alla pagina di cui **684 nuovi like** nella settimana dall'8 al 13 aprile

50.700 click sui post e **118 condivisioni** raggiungendo una portata di **210.600 persone**

Pagina Twitter

1.348 sono stati i tweet con **#breradesigndistrict** e **1.041 i retweet** per un totale di **persone raggiunte pari a 2.051.540**

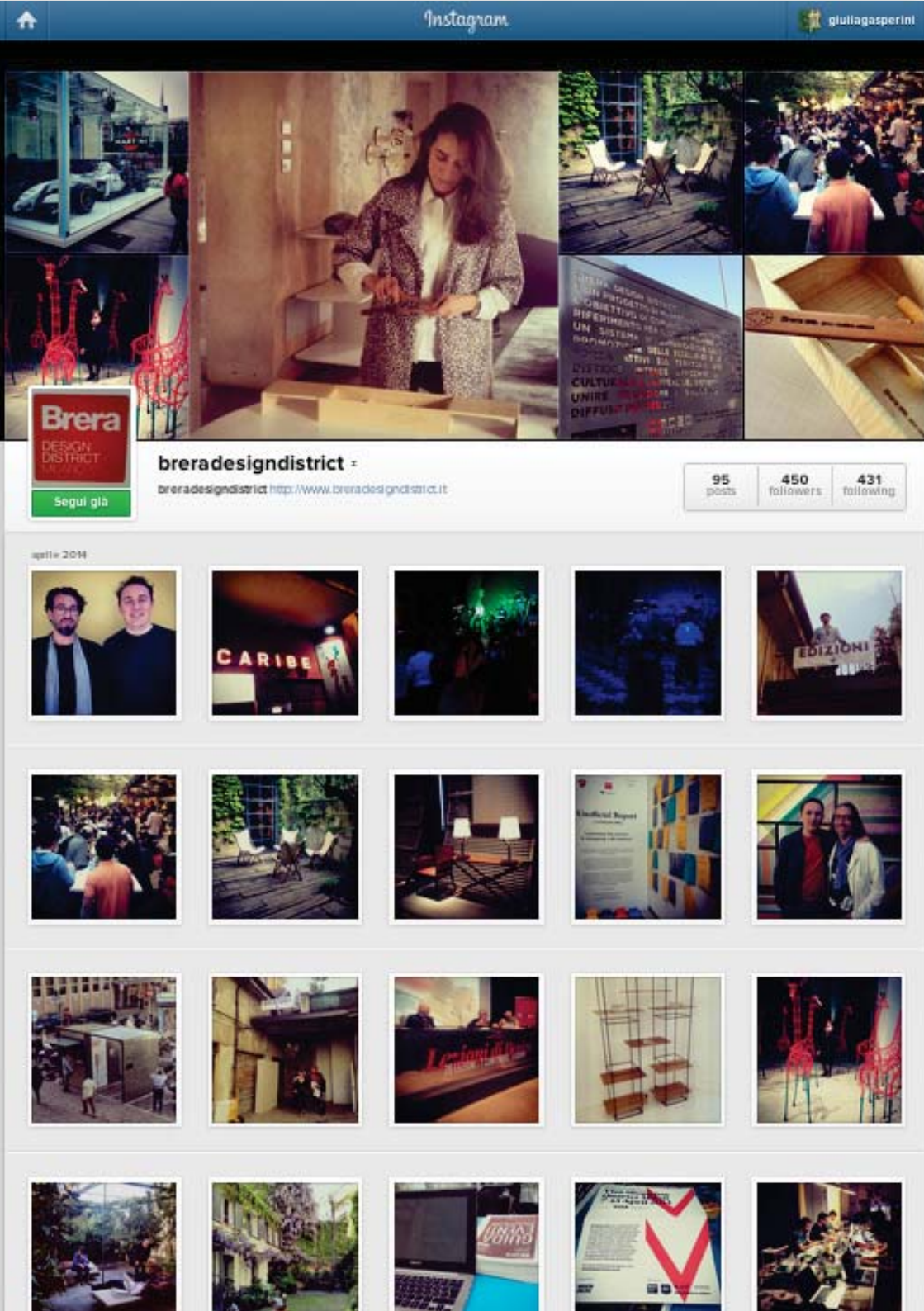
355 persone ci hanno citato nei loro post



NEWSLETTER

The newsletter dedicated of Brera Design District is another essential tool of the communication plan. Addressed to more than 30,000 contacts of professionals and sector is the ideal place to promote and launch all activities and news of the district.

Mains sponsors and sponsors can plan with us output of articles and editorials for launch of events, products and services.



INSTAGRAM

Brera Design District this year through the use of **Instagram** and the hashtag **#breradesigndistrict** has created a new visual memory of Fuorisalone a container of images that will be expanded from year to year.

In six days of events were collected **more than 4,200 images** corresponding to # breradesigndistrict

Even the e-reporter gave a great support to individual districts associating on Fuorisalone.it, **3,945 images to the Itinerary Brera Design District.**

Profile of instagram: breradesigndistrict



TERRITORY

Every year of fundamental importance is the role of the **Info Point**. 2 strategic locations to receive and inform the thousands of visitors, mostly international, that animate the streets of the city in search of innovations and quality experiences.

Brera Design District:/Info point

- Largo Treves
- Largo La Foppa

The infopoint service was created in 2014 edition by CMC2.0

In addition to the info point are planned for the neighborhood a **system of flag on rows to signal the main streets**.

Each exhibitor will also have a **totem placeholder** in the territory in correspondence of the showroom and exhibition spaces.



Brera

DESIGN
DISTRICT
MILANO

EVENTO FUORISALONE

—
Official Event
Milano Design Week

Brera Design District

The first Italian design district.
The reference point for design in Milan.

Brera Design District is a regional marketing operation
that aims to communicate Brera as a reference point
for design in Milan.

PROGETTO DI

STUDIO L&O

COORDINATO DA

Milano Design Week

CON LA COLLABORAZIONE DI

Comune di Milano

www.breradesigndistrict.it

#breradesigndistrict



EVENTS GUIDE

One of the tools most used by the population is without doubt the events guide. Brera Design District founded in 2013 the reference guide for the orientation in the district with the name of the EVENTS GUIDE | FUORISALONE.

Organized on format 29x38 cm with 48 pages provides an opportunity to give more space for content and to buy positions in advertising and promotion that can be purchased separately from the communications package.

The guide will have a print run of 50,000 copies that will be distributed even in the days before the Fuorisalone, at key points of the city of Milan as metro, stations, etc

Brera

DESIGN
DISTRICT
MILANO

JOURNAL

BE DISTRICT
CREARE CONNESSIONI
E COMUNICARE
INNOVAZIONE
CREATING CONNECTIONS,
COMMUNICATING
INNOVATION

Brera
DESIGN
DISTRICT

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PRESOTTO
design for life



6
STUDIO LAB

UN PROGETTO
Studio Lab Via Pantano 5/A
20159 - Milano
T. 02 36.63.81.50 / 02 36.63.81.51
www.studiolab.it - info@studiolab.it

www.breradesigndistrict.it

#breradesigndistrict



- L'INTERVISTA -

- LEZIONI DI DESIGN -

GIULIO

Iacchetti

Brera rappresenta un unicum nella città: lì sei certo di trovare idee, progetti, visioni che restituiscono lo spirito più genuino e autentico del fare progetto oggi a Milano.

Giulio Iacchetti è un industrial designer da sempre attento all'evoluzione del rapporto tra realtà artigianale e design. Con il progetto Internotaiolano ha creato quella che lui definisce una fabbrica diffusa, un tessuto produttivo composto da una rete di laboratori artigiani e aziende manifatturiere che incarnano l'eccellenza della capacità italiana di creare manufatti di altissima qualità. Un nuovo approccio per comunicare e connettere il tessuto produttivo italiano, strategia operativa per il contemporaneo.



*Creating
connections,
communicating
innovation*

Brera represents a unique part of the city: there you are sure to find ideas, projects, visions that provide the most genuine and authentic spirit of designing today in Milan.

Giulio Iacchetti is an industrial designer who has always been attentive to the evolution of the relationship between the craft milieu and design. With the Internotaiolano project he has created what he calls a diffuse factory, a productive fabric made up of a network of craft workshops and manufacturing companies that embody the excellence of Italian skill to create very high quality products. A new approach to communicate and connect the Italian productive fabric, an operating strategy for the contemporary world.

MY BRERA

Quando arrivi a Milano il quartiere di Brera rappresenta l'evadone dalla periferia dove abitavo, il luogo dove poter passare un piacevole pomeriggio tra la Pinacoteca e le sue belle vetture. Forse in quelle strade che impregnano un andamento lento rievocano l'atmosfera del paese che avevo lasciato per l'avventura milanese.

Negli anni scoprii sempre di più la sobrietà e l'eleganza che distinguono il quartiere, le espressioni di design dei suoi showroom erano le io sono ancora un catalogo aperto dove poter informare e tornare alla scuola dei grandi brand.

Le mie passeggiate per Brera si sono trasformate nel tempo in una serie di appuntamenti fissi per una visita a vecchi concetti come Andrea Galimberti del Piccolo, un'occasione alle vetture di Molteni, un saluto agli amici di Valcucine, perdersi nel grande showroom di Bolli, passare da Paola C. trovare presidi per acquistare qualcosa da ASAP e passare un poco di

tempo in quel piccolo angolo di paradiso che è il botanico.

Brera è un coseno di valori, bellezza, progetto: le antiche botteghe artigiane hanno ceduto il passo a chi oggi artigianalmente pensa e progetta, vedi i condottieri in quel quartiere di studi professionali di architetti e giovani designer, architetti, grafici e illustratori... anche quello fatto è segno di altra vitalità.

Città dunque l'irruzione di eleggere il quartiere di Brera a Distretto del Design: è un riconoscimento ufficiale di una situazione che spontaneamente si era creata, grazie alla libera iniziativa dei tanti attori (negozzi, designer, gallerie d'arte, luoghi di esposizione, ecc.) che potranno solo beneficiare di un'organizzazione più accurata e in grado di dialogare ad armi pari con le rappresentanze degli altri quartieri del Fuori Salone.

Over time my strolls in Brera were transformed into a series of fixed appointments, for a visit to old acquaintances like Andrea Galimberti of the Piccolo Theatre, a glance in the Molteni showcase windows, a greeting to the friends of Valcucine, losing myself in the great Bolli showroom, a look in at Paola C., an excuse to buy something from ASAP and spend

some time in that little corner of paradise that is the botanical garden.

Brera is a collection of values, beauty and design: the old craft workshops have given way to those who today think and design craft. In the district you see a concentration of professional studios of established and young designers, architects, graphic artists and illustrators... this fact too is a sign of sincere vitality. It has therefore been an excellent idea to elect the Brera quarter to the status of Design District: it is an official recognition of a situation that came into being spontaneously from the free initiative of the many protagonists (shops, designers, art galleries, showrooms etc. etc.), which can only benefit from a more thorough organisation able to dialogue on equal terms with the representations of the other Fuori Salone districts.

Brera

DESIGN
DISTRICT
MILANO

APRIL 8 / 13
2014

BRERA DESIGN DISTRICT

Un progetto di Studiolo e Marco Tomati, che nasce con l'obiettivo di comunicare Brera come punto di riferimento per il design milanese, territorio con la più alta densità di showroom, gallerie, location, spazi dedicati al design e al contemporaneo in termini di arte e cultura.

Info, contatti, address
Studiolo
Via Pastrengo 5/A, Milano
T. 02 3663.8150
info@studiolodistrict.it

BDD JOURNAL
EDIZIONE FUORISALONE 2014
È UN PROGETTO A CURA DI
Studiolo

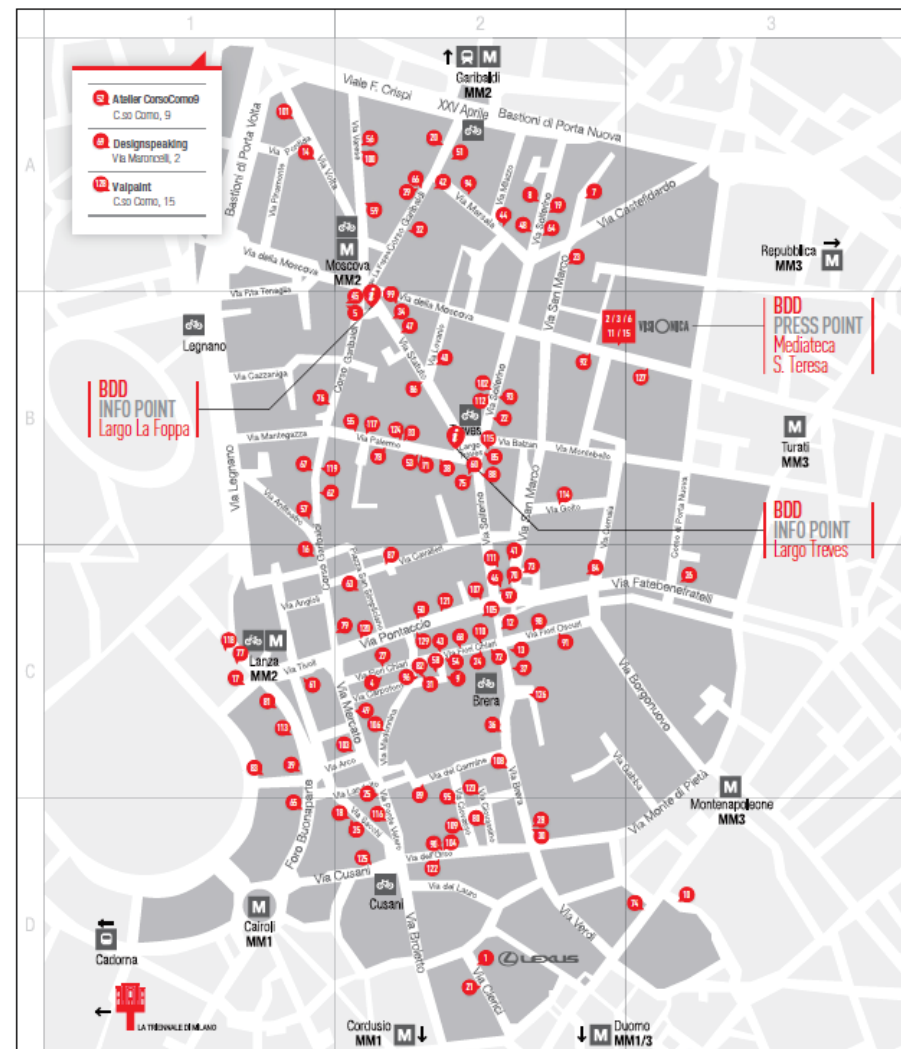
GRAFICA ED IMPIAGNACIONE
Andrea Vianigori

ILLUSTRAZIONI
Jacopo Pozzati

SI RINGRAZIA
Comune di Milano

UFFICIO STAMPA
Lukas Bertoldo
ufficio@stampalukasbertoldo.com
Tel. +39 02 25.68.67.11

- FUORISALONE 2014 - EVENT GUIDE *Map*



- | | | | | | | |
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www.breradesigndistrict.it

#breradesigndistrict

MAIN SPONSOR / MAIN CONTENT EVENTS



Lexus Design Amazing 2014
Lexus
Circolo Filologico Milanese - Via Cenci, 10
► **ESPOSIZIONE**
Giorni: 8 h.13-21 9/10 h.11-20
11/12 h.11-21 13 h.11-18

► **INIZIATIVE**
Martedì 8 Aprile
h. 18.00 - 21.00

Fabio Novembre (IT), Nao Tamura (JP) and MIT Media Lab (USA) presentano la loro interpretazione di "Amazing in Motion" per Lexus. In mostra anche i 12 progetti vincitori del Lexus Design Award 2014.

Fabio Novembre (IT), Nao Tamura (JP) and MIT Media Lab (USA) presentano la loro interpretazione di "Amazing in Motion" per Lexus. In mostra anche i 12 progetti vincitori del Lexus Design Award 2014.



Monster in the spotlight - A Shadow art performance
Ducati
Mediobanca di S. Teresa - Via Moscova, 28
► **ESPOSIZIONE**
Giorni: 8 h.18-22 9 h.11-22 10/12 h.14-22
11 h.14-24 13 h.10-18

► **INIZIATIVE**
Martedì 8 Aprile
h. 18.00 - 20.00

Una presenza importante ma anche significativa dell'attenzione che la casa motociclistica di Borgo Pange ha, da sempre, nei confronti del design e dell'arte. Come nel mondo del design si lavora, prendendo in considerazione luci e ombre. Ducati e l'intero programma un percorso multimediale. In mostra alcuni installatori di shadow art, una forma di scultura che invece di pannello materico crea ombre per raccontare un simbolo. Indiscusso di stile e personalità, quale il nuovo Monster 1200. Una progettazione di luci ed ombre amichevole da fuori che si concretizza in installazioni che interagiscono con l'ambiente e acquistano nuovi significati. Partner tecnico dell'esposizione sarà Canon. Its presence there is important and also highlights the attention the motorcycling manufacturer from Borgo Pange has always given to art and design. Like in the world of design, where the work of designers takes light and shade into account, Ducati and ED will offer a multi-sensory journey. In the show there are some shadow art installations, a form of sculpture that doesn't form shapes with materials but casts shadows to reveal an undisputed symbol of style and personality such as the new Monster 1200; a projection of light and shade enriched with sounds which comes together to produce installations that interact with the environment and take on new meanings. Canon will be the technical partner of the exhibition.



Martini Racing Lounge
Martini & Rossi Spa
Mediobanca di S. Teresa - Via Moscova, 28
► **ESPOSIZIONE**
Giorni: 8/9/10/11/12 Aprile
h. 18.00 - 22.00

► **INIZIATIVE**
8/12 Aprile
h. 18.00 - 22.00

Con il suo ritorno in Formula Uno™, MARTINI® celebra la sua ricca storia portando nuovamente glamour nello sport automobilistico. Nella MARTINI RACING LOUNGE potrete ammirare la nuova monoposto WILLIAMS MARTINI RACING e vivere con noi l'aperitivo più cool della Milano Design Week, ove gli ospiti verranno immersi nel mondo MARTINI® Racing e potranno gustare gli sorsi del fresco MARTINI ROYALE® Bianco e Rosso, gli inimitabili cocktail classici MARTINI® e le bottiglie di MARTINI® Monclera Melodico Classico. Alla cucina, design innovativo e musica animeranno la MARTINI RACING LOUNGE, in collaborazione con ED, LEICA CAMERA ITALIA; ALMA - Scuola Internazionale di cucina italiana.

MARTINI® celebrates its rich history in bringing Italy's top motorsports and its return to Formula One™ with the MARTINI RACING LOUNGE. Come and see the new WILLIAMS MARTINI RACING car and experience with us the most glamorous aperitif of the Milan Design Week with a MARTINI ROYALE®, the timeless classic MARTINI® cocktails and the bubbly MARTINI® Monclera Melodico Classico. The MARTINI RACING LOUNGE is powered by ED; LEICA CAMERA ITALIA; ALMA - International School of Italian cuisine.



Designed for Life
Presotto
Rimesa del Fiori
Via Fiori Chari 17/a / Via S. Carpoforo, 9
► **ESPOSIZIONE**
Giorni: 8-10/12-13 h.10-22
11 h.10-24

► **INIZIATIVE**
Martedì 9 Aprile
h. 18.30

L'evento presenterà una nuova prospettiva materica del prodotto Presotto, esaltando la contaminazione di elementi naturali in un percorso inedito tra arte, design e sostenibilità. Il progetto mette in luce le novità 2014, i cui tratti distintivi sono da sempre qualità artigianale di alta gamma, scelte di design all'avanguardia, integrazione tecnologica e ricerca di materiali innovativi.

The event will show a new way of presenting Presotto's products using materials, exalting the contamination of natural elements along an original path that includes art, design and bespoke elements that authentically express the company's philosophy. The project, showcasing the company's 2014 collection that have always been distinguished by top hand-craft quality, innovative design choices, integration of technology and research into innovative materials.



Buy Aldo Cibic
Buy Aldo Cibic
Galleria Ambrosiana Jannone - Cao G. Garibaldi, 125
► **ESPOSIZIONE**
Giorni: 8/9/10/11/12/13 Aprile
h. 10.00 - 21.00

► **INIZIATIVE**
Martedì 7 Aprile
h. 14.30 - 21.00

Buy Aldo Cibic debutta con una collezione di pezzi che comprende diversi oggetti e complementi, che nascono per contribuire a creare un ambiente accogliente e contemporaneo. "Buy Aldo Cibic" makes its debut with a collection of various pieces all of which stem from Italy hot ideas relating to functionality, contributing towards the creation of warm, welcoming, modern environments.



Caesarstone presents - Islands by Raw-Edges
Caesarstone
Palazzo Clerici - Via Clerici, 5
► **ESPOSIZIONE**
Giorni: 8/9/10/11/12/13 Aprile
h. 10.00 - 20.00

► **INIZIATIVE**
Martedì 8 Aprile
h. 10.00 - 20.00

"Islands" by Raw-Edges, un'installazione interattiva, esplorando ambienti cucina e domestici, ponendo Caesarstone al centro degli interni. "Islands" by Raw-Edges, an interactive installation, exploring kitchen and domestic environments, placing Caesarstone at the core of the interior.



Del Tongo Solferino
Del Tongo
Del Tongo - Via Solferino, 22
► **ESPOSIZIONE**
Giorni: 8/9/10/11/12/13 Aprile
h. 11.00 - 22.00

► **INIZIATIVE**
Martedì 8 Aprile
h. 19.00 - 23.00

Un'installazione che studia le emozioni provocate dal colore, protagonista di un allestimento che si ispira al Pop.

An installation that explores the emotions provoked by the color, the star of an exhibition inspired by the Pop.



Devon&Devon - "Created in Florence. Inspired by the world."
Devon&Devon
Devon&Devon - Via S. Marco, 38
► **ESPOSIZIONE**
Giorni: 8/9/10/11/12/13 Aprile
h. 10.00 - 20.00
► **INIZIATIVE**
Giovedì 10 Aprile
h. 19.00

Devon&Devon celebra 25 anni di storia con un nuovo spazio di 500 mq e l'anteprima del film "The Heritage".

Devon&Devon celebrates 25 years anniversary with a new 500 m2 store and the movie premiere "The Heritage".



The wallcovering design
Effeitalia, Omexco, Arte, Limited edition, Fabritout
Florichiani - Via Fiori Chari, 5
► **ESPOSIZIONE**
Giorni: 8/9/10/11/12/13 Aprile
h. 10.00 - 20.00

► **INIZIATIVE**
Giovedì 10 Aprile
h. 20.30 - 22.00

In esclusiva Italia, le collezioni di rivestimenti murali Omexco/Maison Martin Margiela e Arte/Fondation La Corbuser. Ambientazioni: tappeti e moquette Limited Edition, tessuti Fabritout. Exclusive for Italy wall covering collections Omexco/Maison Martin Margiela and Arte/Fondation La Corbuser. Setting: carpets and rugs Limited Edition, fabrics Fabritout.



Pulp Magazine Launch
Fedrigoni
Fabrizio Boutique - Via Ponte Vetere, 17
► **ESPOSIZIONE**
Giorni: 8/9/10/11/12/13 Aprile
h. 10.00 - 20.00

► **INIZIATIVE**
Martedì 8 Aprile
h. 18.00 - 20.00

Presentazione del nuovo magazine internazionale Pulp dedicato al visual communication design su carta, curato dal team londinese di Eye Magazine e Fedrigoni cartiere.

Pulp official launch, the international magazine about visual communication on paper. By Eye magazine London team and the Italian Fedrigoni paper mill.



Surf Space
Florm
Florm - Via Falegnanelli, 9
► **ESPOSIZIONE**
Giorni: 8/9/10/11/12/13 Aprile
h. 10.00 - 13.00 / 14.00 - 19.00

► **INIZIATIVE**
Martedì 10 Aprile
h. 18.00

La qualità materica diventa metodo espressivo. I toni caldi delle superfici ceramiche realizzano spazi dove abitare, accogliere, lavorare, vivere meglio. Surf Space, la superficie dello spazio. Material quality becomes a way of expression. Tactile tones of Ceramic surfaces create spaces where you can dwell, host, work, live better Surf Space, the space surface.



Foscarini Spazio Biera (dalla Sala 2014)
Foscarini
Foscarini Spazio Biera - Via Fiori Chari, 29
Via Pontaccio, 19
► **ESPOSIZIONE**
Giorni: 8/9/10/11/12/13 Aprile
h. 10.00 - 22.00
► **INIZIATIVE**
Giovedì 10 Aprile
h. 18.30 - 20.00

Una presentazione che, tramite la semplicità degli elementi utilizzati, sottolinea la forza espressiva ed emotiva delle lampade Foscarini. Il prodotto diventa protagonista in un gioco di immagini e specchi. A presentation which highlights the expressive and emotional power of Foscarini lamps via the simplicity of the elements used to make them. It is the product which is contrived in the interplay of images and mirrors.



Mostra personale di Paolo Paradiso
X.Tra.Ordinary places
Galleria Ponte Rosso
Galleria Ponte Rosso - Via Biera, 2
► **ESPOSIZIONE**
Giorni: 8-12 h. 10.00 - 12.30 / 15.30 - 18.00
13 Aprile h. 15.30 - 19.00

► **INIZIATIVE**
Martedì 11 Aprile
h. 18.30 su IMDb

Venticinque nuovi dipinti di grande formato dell'artista PAOLO PARADISO dedicati all'America degli anni '50s (in particolare New York e Chicago).

Twenty five new large-format paintings by the artist Paolo Paradiso dedicated to the America of the '50s (especially New York and Chicago).



40th Anniversary Special Event "Fuorisalone"
Gamma Arredamenti International
Showroom Gamma/Dandy Home - Cao G. Garibaldi, 117
► **ESPOSIZIONE**
Giorni: 8/9/11/12 h. 10.30 - 21.30
10 h. 10.30 - 19.30
13 h. 10.30 - 18.00

► **INIZIATIVE**
Martedì 11 Aprile
h. 18.30 su IMDb

In occasione del suo 40° anniversario Gamma presenta "Dandy Home" collezione di imbottiti e complementi d'arredo progettata e coordinata dal designer Giuseppe Vigano.

For its 40 years anniversary, Gamma presenting "Dandy Home", a great collection of Leather upholstered products and furniture accessories, created and managed by designer Giuseppe Vigano.



HANGOUT, Unconventional Collection.
Hangar Design Group
Biera2 - Via Biera, 2
► **ESPOSIZIONE**
Giorni: 8/9/10/11/12 Aprile
h. 10.00 - 20.00

► **INIZIATIVE**
Martedì 11 Aprile
h. 18.30 su IMDb

Hangar Design Group presenta Unconventional Collection, in collaborazione con Vietoli, Urto, Rosseto, Acqua e Bertoni.

Hangar Design Group presents Unconventional Collection, in collaboration with Vietoli, Urto, Rosseto, Acqua and Bertoni.



Barzaghi
Barzaghi
BAD Biera Art & Design - Via Formentini 4/6
► **ESPOSIZIONE**
Giorni: 8/12 h. 10.00 - 22.00
13 Aprile h. 11.00 - 19.00

► **INIZIATIVE**
Martedì 11 Aprile
h. 18.30 su IMDb

Una preziosa collezione di mobili in noce canaletto segna il debutto di Barzaghi alla design week milanese, con la direzione artistica di Ippolite Segna.

A fine collection of furniture in Walnut Caneletto Wood marks the debut of Barzaghi at the Milan Design Week of Barzaghi, under the artistic direction of Ippolite Segna.

FORMAT SPONSOR

- SIGNIFICANT POSITION IN THE GUIDE
- PHOTOGRAPHY RELATED TO THE EVENT
- SPACE FOR THE LOGO
- EVENT INFO (TITLE, DATE, ADDRESS ...)
- DESCRIPTION OF THE EVENT
(380 CHARACTERS FOR ITALIAN LANGUAGE AND 380 CHARACTERS FOR ENGLISH LANGUAGE)



Monster in the spotlight - A Shadow art performance

Ducati

Mediateca di S. Teresa - Via Mossova, 2B

► ESPOSIZIONE

Giorni: 8 h.18-22 9 h.11-22 10/12/ h.14-22
11 h.14-24 13 h.10-18

► OPENING PARTY

Venerdì 8 Aprile
h. 18:00 - 20:00

_02

Una presenza importante ma anche significativa dell'attenzione che la casa motociclistica di Borgo Panigale ha, da sempre, nei confronti del design e dell'arte. Come nel mondo del design si lavora, prendendo in considerazione luci e ombre, Ducati e IED insieme propongono un percorso multimediale: in mostra alcune installazioni di shadow art, una forma di scultura che invece di plasmare materia crea ombre per raccontare un simbolo indecusso di stile e personalità quale il nuovo Monster 1200. Una progettazione di luci ed ombre arricchita da suoni che si concretizza in installazioni che interagiscono con l'ambiente e acquisiscono nuovi significati. Partner tecnico dell'esposizione sarà Canon.

Its presence there is important and also highlights the attention the motorcycling manufacturer from Borgo Panigale has always given to art and design. Like in the world of design, where the work of designers takes light and shade into account, Ducati and IED will offer a multi-sensory journey: in the show there are some shadow art installations, a form of sculpture that doesn't form shapes with materials but casts shadows to reveal an undisputed symbol of style and personality such as the new Monster 1200; a projection of light and shade enriched with sounds which comes together to produce installations that interact with the environment and take on new meanings. Canon will be the technical partner of the exhibition.

FORMAT PLUS

- POSITION OF HIGH VISIBILITY IN THE GUIDE

- SPACE FOR THE LOGO

- EVENT INFO (TITLE, DATE, ADDRESS ...)

- DESCRIPTION OF THE EVENT
(110 CHARACTERS FOR ITALIAN LANGUAGE AND 110 CHARACTERS FOR ENGLISH LANGUAGE)



FORMAT BASE

- POSITION IN THE GUIDE IN SECTION BASE

- EVENT INFO (TITLE, DATE, ADDRESS ...)

- DESCRIPTION OF THE EVENT

(110 CHARACTERS FOR ITALIAN LANGUAGE AND 110 CHARACTERS FOR ENGLISH LANGUAGE)

Around Morandi
120%Lino
120%Lino - Via Merello, 13 ang. C.so G. Garibaldi
► **ESPOSIZIONE**
Giorni: 8/10 h. 10:30 - 20:00
11/12 h. 10:30 - 22:00
13 h. 10:30 - 20:00

_42

Il lino, il design e la cultura dell'innovazione si incontrano per celebrare Giorgio Morandi reinterpretandone la filosofia grazie ad un allestimento che ricrea suggestioni dell'universo dell'artista.
Linen, design and cultural innovation join together to celebrate Giorgio Morandi by performing his philosophy with an exceptional staging which recreates the artist universe.

05.

ADV - GUIDE



ADV

The type of advertising purchased on the events guide is defined STANDARD and provides image + text.

The formats in which is possible to advertise itself are:

- FULL PAGE
- HALF PAGE
- QUARTER OF PAGE

The material for the publication will be provided by the customer and must be sent as a single file in one of the following formats: PDF (preferred), EPS, TIFF or JPEG.

The image should have a resolution of 300 dpi in CMYK format. We will not accept open files (Illustrator, Photoshop, InDesign, etc.).

For technical information contact info@breradesigndistrict.it

COST: € 3,500 + VAT



HALF PAGE

DIMENSIONS: 250X172 MM + 5 MM ABUNDANCE
COST: 2,000 € + VAT

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HALF PAGE
250X172

Geometric details
I segni del tempo - Via Formentini, 4/6
► **ESPOSIZIONE**
Giorni: 8/9/10/11/12/13 Aprile
h. 10:00 - 19:00

► **COCKTAIL**
Venerdì 11 Aprile
h. 10:00 - 22:00

I segni del tempo presenta i brand: Cedar, David Hicks, Hamble, Larsen, Marica Gazzoni

I segni del tempo presenta the brand: Cedar, David Hicks, Hamble, Larsen, Marica Gazzoni

82

AI Asia Pacific Federation Designers
The Sign Italia e AI, sviluppa una sequenza degli ultimi progetti premiati e di 10 top designers contemporanei scelti tra tradizione ed avanguardia.
The exhibition curated by Della Gallo and 何品成, Head AI Italia and AI, develops a sequence of recent award-winning projects and 10 top award-winning designers between tradition and avant-garde.

► **ESPOSIZIONE**
Giorni: 8/9/10/11/12/13 Aprile
h. 10:00 - 20:00

► **COCKTAIL**
Venerdì 11 Aprile
h. 10:00 - 22:00

L'installazione curata da Della Gallo e 何品成, Head AI Italia e AI, sviluppa una sequenza degli ultimi progetti premiati e di 10 top designers contemporanei scelti tra tradizione ed avanguardia.

83

Spazio Cernala
Inedito
Spazio Cernala - Via Cernala, 1
► **ESPOSIZIONE**
Giorni: 8/9/10/11/12/13 Aprile
h. 10:00 - 22:00

► **COCKTAIL**
Martedì 9 Aprile e Giovedì 10 Aprile
h. 19:30 - 22:30

*Antiprima delle nuove collezioni firmate da Eduardo Dente, Miriam Dominguez Guerra, Carlo Rampazzi

*New collection preview, designed by Eduardo Dente, Miriam Dominguez Guerra, Carlo Rampazzi

84

FLOWERheadS and ZANETTI MURANO
Inedito
Insieme Le Sedie - Largo Treves, 2
► **ESPOSIZIONE**
Giorni: 8/9/10/11/12/13 Aprile
h. 10:00 - 13:00 | 15:00 - 21:00

Una selezione delle 200 migliori sedie di design selezionate in base alla comodità, al design e al prezzo.

An selection of the best 200 design chairs with focus on comfort, design, price.

85

MY52: L'anima artigianale di MY si fonde con il design ricercato di Mario Moretti.
MY52
Stabito 13 - Via Stabito, 13
► **ESPOSIZIONE**
Giorni: 8/11 h. 10:00 - 22:00
12/13 h. 10:00 - 20:00

► **COCKTAIL**
8/11 Aprile
h. 19:00 - 22:00

MY con Mario Moretti svelano e raccontano un suggestivo viaggio, articolato tra vetro, visioni e armoniche contaminazioni.

MY, together with Mario Moretti, disclose and tell about a suggestive journey, formed of glass, visions and harmonious contaminations.

86

Kasthof cumple 125 anni!
Kasthof
Kasthof - Piazza Paolo VI
► **ESPOSIZIONE**
Giorni: 8/9/10/11/12/13 Aprile
h. 10:00 - 19:00

► **COCKTAIL**
Martedì 9 Aprile
h. 18:00 - 22:00

Kasthof presenta le nuove collezioni di tappeti insieme a "The Secret Treasures", rievocazione di vecchi tessuti recuperati dagli archivi storici, creati nel corso degli anni da alcuni tra i più rinomati artisti tessili.

Presents new rug collections and The Secret Treasures, reinterpretations of old sketches from the archives, made by some of the most distinguished textile artists during the years

87

A moveable feast at Kristina Ti
Kristina Ti Restauri Abituali
Kristina Ti store - Via Solferino, 18
► **ESPOSIZIONE**
Giorni: 8/9/10/11/12/13 Aprile
h. 10:00 - 19:00

► **COCKTAIL**
Martedì 9 Aprile
h. 18:00

Lo store Kristina Ti ospita "una festa mobile" aquilamente parigina, firmata ALTEFORME.

The Kristina Ti store features "a moveable feast", parisian atmosphere, signed ALTEFORME.

88

La Chance
La Chance
La Chance Showroom - Via Cambré, 9
► **ESPOSIZIONE**
Giorni: 8/9/10/11/12/13 Aprile
h. 10:00 - 20:00

► **COCKTAIL**
Martedì 9 Aprile
h. 18:00 - 22:00

Nuovi prodotti da Sebastian Henker e designer VB. Ma anche disegni da Noël Duchaufour Lavanola, Luca Nichetto, Pierre Faneuse, Note Design Studio e altri...

New products by Sebastian Henker and VB Designers and still designs by Noël Duchaufour Lavanola, Luca Nichetto, Pierre Faneuse, Note Design Studio and others...

89

MARTINI

RACING LOUNGE

DISCOVER THE NEW
WILLIAMS MARTINI RACING
FORMULA 1™ CAR

FUORISALONE 2014
8-9-10-11-12 APRILE H 18-22
DRINK | MUSIC | VIDEO | DESIGN | FOOD
BRERA - Via della Moscova, 28 - Mediateca Santa Teresa

EVENT PARTNERS:

Breuer, Leticia, IED, ALMA

MARTINI

ROYALE

QUARTER PAGE

DIMENSIONS: 123X172 MM + 5 MM ABUNDANCE
COST: € 1,000 + VAT

Nuova Collezione Reflex 2014

Reflex
Reflex - Via madonnina, 17
► **ESPOSIZIONE**
Giorni: 8/12 h. 10:00 - 22:00
13 h. 10:00 - 19:00

► **OCORRA**
Giovedì 10 Aprile
h. 19:00

Cocktail di Presentazione Nuova Collezione Reflex 2014

Cocktail Party for presentation of Reflex new collection 2014

Moto-Recycling

Regeneel
PopUp Design Gallery - Via Portuocci, 2
► **ESPOSIZIONE**
Giorni: 8/9/10/11/12/13 Aprile
h. 10:30 - 20:00

► **VENDEDE**
Martedì 8 Aprile
h. 18:00 - 21:00

Dainee e Regeneel lanciano una linea di accessori progettati da Marco Ferrari e creati con il materiale delle lute utilizzate dai più famosi piloti del mondo.

Dainee and Regeneel launching a line of accessories designed by Marco Ferrari and created with the material of the lute used by the most famous drivers of the world

Accademia

Pierart Milano
Borasi - Via Elera, 9
► **ESPOSIZIONE**
Giorni: 8/9/10/11/12/13 Aprile
h. 18:00 - 19:00

► **OCORRA**
Martedì 8 Aprile
h. 18:00 - 22:00

Gli elementi iconografici e il metodo di lavoro dell'Accademia, la contusione semantica tra la parola italiana ("design") e quella anglosassone ("design"), il confronto tra i due linguaggi e i loro alfabeti di riferimento. Continua la riflessione di Pierart Milano sul significato del nuovo e sul suo rapporto con la storia e l'esperienza del passato.

Resurrection Design

Resurrection Design by Clara Pigamonti
Barbosa Pigamonti Art Gallery - Via Cavour, 3
► **ESPOSIZIONE**
Giorni: 8/12 h. 10:00 - 19:00
13 h. 10:00 - 16:00

► **OCORRA**
Giovedì 10 Aprile
h. 18:30 - 22:00

Resurrection Design presenta una collezione di mobili e complementi d'arredo che nascono da oggetti in disuso.

Resurrection Design presents a collection of furniture and furnishing accessories that come from disused objects.

African dream natural design

Robertabasta - Scavia Gioielli
Robertabasta - Via Fiori Chiari, 3
► **ESPOSIZIONE**
Giorni: 8/9/10/11/12/13 Aprile
h. 10:00 - 20:00

► **OCORRA**
Giovedì 10 Aprile
h. 18:30 - 22:30

Robertabasta in collaborazione con Scavia Gioielli ad presenta: design, arte e gioielli per un sogno africano.

Robertabasta together with Scavia Gioielli ad presents: design, art and jewellery for an african dream.

FutART in PopCider

Robertabasta - Pop Art Studio
Robertabasta - Via Solferino fronte civico 3
► **ESPOSIZIONE**
Giorni: 8/9/10/11/12/13 Aprile
h. 10:00 - 19:00

► **VENDEDE**
Martedì 9 Aprile
h. 19:00

Presentazione nuove collezioni arte e moda by Pop Art Studio di Ludmila Radchenko.

Presentation new collections art and fashion by Pop Art Studio di Ludmila Radchenko.

Sacra Recharging Zone

Scavia
Sacra Recharging Zone - Via Solferino, 17
► **ESPOSIZIONE**
Giorni: 8/9/10/11/12/13 Aprile
h. 10:00 - 20:00

► **VENDEDE**
Martedì 9 Aprile e Venerdì 11 Aprile
h. 19:00 - 22:00

Area break con possibilità di ricaricare dispositivi, WiFi gratis e iPad. Reflex su un divano gonfiabile da 13m.

Break area with possibility to recharge devices, free WiFi and iPad. Reflex on a 13m long inflatable sofa.

PURE. Design Factory

Salamanca Design & Co - Alta Nero
Galleria LabExpo - Foro Buonaparte, 60
► **ESPOSIZIONE**
Giorni: 8/12 h. 10:00 - 21:00
13 h. 10:00 - 19:00

► **VENDEDE**
7 Aprile h. 11:30 - 14:30 (grossi penne)
10 Aprile h. 16-18 | Miele, Fartale (cibo vero) | Kids (merenda su invito) | Spesso (a richiesta)

Salamanca Design presenta PURE: intrecci e interazioni tra materiali puri, natura, tentori e "cibo vero" attraverso il design di Lucy Salamanca.

Salamanca Design presents PURE: Weaved relationships of pure materials, nature, tents and "true food" read by the design of Lucy Salamanca.

SWINGING DESIGN @ Salotto 1380

1380 - Spazio tridimensionale
Museo Luciano Minguzzi - Via Palermo, 11
► **ESPOSIZIONE**
Giorni: 8/9/10/11/12/13 Aprile
h. 10:30 - 19:30

► **VENDEDE**
Venerdì 11 Aprile
h. 18:30 - 24:00

Come in un salotto letterario, tra quadri, oggetti e amici incontro e scambio di idee e conoscenze con performance artistiche, condividendo tra un'ipotesi e un'altra.

It's like being in a cultural gathering where you can recharge ideas and knowledge among paintings, objects and furniture with musical and artistic performances, swinging from an idea to another one.

"E" congiunzione semplice dell'Architetto

Stefano Borioni
Saratini
Saratini - Via Ponte Vetere, 11
► **ESPOSIZIONE**
Giorni: 8/9/10/11/12/13 Aprile
h. 10:00 - 19:00

► **VENDEDE**
Venerdì 11 Aprile
h. 10:00 - 23:00

Lo stile Saratini, in occasione del Fuoridomus 2014, ospita i complementi d'arredo dell'architetto Stefano Borioni. Uno scettro: si chiama "Giuseppe" ed è il primo nato della linea "E" CONGIUNZIONE SEMPLICE.

Lo stile Saratini, in occasione del Fuoridomus 2014, ospita i complementi d'arredo dell'architetto Stefano Borioni. Uno scettro: si chiama "Giuseppe" ed è il primo nato della linea "E" CONGIUNZIONE SEMPLICE.

Sei designers a Bressa

Sei designers a Bressa
Argentina Dabbeno - Via Balzan ang. Largo Tevere, 2
► **ESPOSIZIONE**
Giorni: 8/10:00 - 22:00
9/13 h. 10:00 - 19:00

► **VENDEDE**
Venerdì 11 Aprile
h. 18:30 - 24:00

L'Argentina Dabbeno ospita sei progettisti con installazioni dedicate all'interno, alla luce e al tessuto d'arredamento con realizzazioni per la produzione in serie e pezzi unici autoprodotti, nei scorreggiate complete saranno le sei vetture su Via Balzan nel cuore di Bressa. I partecipanti sono: Argentina Dabbeno, L'Arte del Tessuto, Mauro Fabbro, Fucina, Uto Balmonet, Ezio Piva, Studio Blag.

alL'Es

Silvia Maresca Studio
In Style Showroom - Via Palermo, 16
► **ESPOSIZIONE**
Giorni: 8/9/10/11/12/13 Aprile
h. 10:00 - 20:00

► **OCORRA**
Martedì 9 Aprile
h. 18:00

alL'Es, ovvero studio con l'accento sulla luce, è la nuova collezione di lampade ornamentali in Porcelanite ceramica, del Silvia Maresca Studio.

alL'Es, or anielop with an "emphasis on light", is the new collection of decorative lamps in Porcelanite ceramic, designed by Silvia Maresca Studio.

HODARA
ART DESIGNER
ALWAYS UNIQUE

Moai
Sgabellio | Stool

Essenziale e distintiva bellezza. Da condividere, dall'8 al 13 aprile, nel nostro spazio.
Essential and distinctive beauty. To be shared, from 8th to 13th April, in our showroom.

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tel. + 39 02 36638150

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