

Brera

DESIGN
DISTRICT
MILANO

BRERA DESIGN DISTRICT
FUORISALONE DESIGN WEEK
12-17th April 2016

MEMBERSHIP APPLICATION FORM
COMMUNICATION PACKAGE

Brera
DESIGN
DISTRICT

Brera
DESIGN
DISTRICT

Brera
DESIGN
DISTRICT

In collaboration with:



STUDIOLABO



Fuorisalone.it®

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

NEXT APPOINTMENTS:

DESIGN WEEK 12-17 APRIL 2016

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 2016 (April 12 to 17) its 7th 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, communication innovation”
Brera Design District 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 District, 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.



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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.

For the 2015 edition, the “Design Lessons Award” was awarded to Martino Gamper, the designer who best interpreted the values standing at the base of the topic chosen. For Project Formation Identity the award goes to Martino Gamper, a designer whose work integrates art, design and handicraft. Gamper distinguished himself for his unique planning ability, for having transferred a deep knowledge of the history of design into his original creations, by translating the project-based culture in a well defined identity.





02.

REPORT 2015

BRERA IN NUMBERS

Brera Design District confirms the referent point for design in Milan and the district most important with 138 events, 230 brand and a passage of 180,000 people who have registered an increase of 25% compared to 2014. In particular, the weekend saw increase in visitors in Italian layman.

Theme of the Fuorisalone 2015 is: Project Form Identity.

To create an identity is essential to invest in training, the only way to develop a design capacity. There is in fact no identity project; and that combining the two expressions of this equation are the training, learning, knowledge.

Mediateca Santa Teresa in Via della Moscova 28, also this year has been our headquarters as well as **information and media point to the press during the Fuorisalone.**

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 200,000.

BRERA ON SOCIAL NETWORK

Facebook

5,472 like to page of which 769 new like in the week from April 14 to 19

80,000 clicks on post and 151 shares, reaching a flow rate of 29.521 people

Twitter

the tweets with # breradesigndistrict have been 3.223 and 1.251 the retweets for a total of people reached equal to 1,28 million

Instagram feed

4,000 images were posted with # breradesigndistrict on Instagram



BRERA IN NUMBERS



200.000
PAGE VIEWS DURING
FUORISALONE



180.000
PERSONS WHO TRANSITED
IN THE DISTRICT



50.000
GUIDE AND MAPS



50.000
UNIQUE VISITORS
OF WEB SITE DEDICATED



3.223
TWEET WITH
#BRERADESIGNDISTRICT



4.000
UPLOADED IMAGES WITH
#BRERADESIGNDISTRICT



138
EVENTS IN THE DISTRICT



230
BRAND AND COMPANY
IN THE DISTRICT



80.000
CLICK ON POST
OF FACEBOOK

MILANO DESIGN WEEK

BRERA ALONE 2013

BRERA EVENTS MAP



Brera
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MILANO

www.breradesigndistrict.it

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MILANO

C.M.C.2.0



Brera
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MILANO



BRERA DESIGN DISTRICT
È UN PROGETTO
L'OBIETTIVO
COMUNICARE BRERA COME PUNTO DI
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UN SISTEMA DI COMUNICAZIONE DEDICATO ALLA
PROMOZIONE DELLA ECCELLENZA E DEI PUNTI DI
FORZA ATTIVI SUL TERRITORIO, BRERA DESIGN
DISTRICT INTENDE ARRICCHIRE LA PROPOSTA
CULTURALE E L'APPEAL DEL DISTRICT IN MODO DA
UNIRE TRADIZIONE E INNOVAZIONE NEL CAMPO
DEL DESIGN.

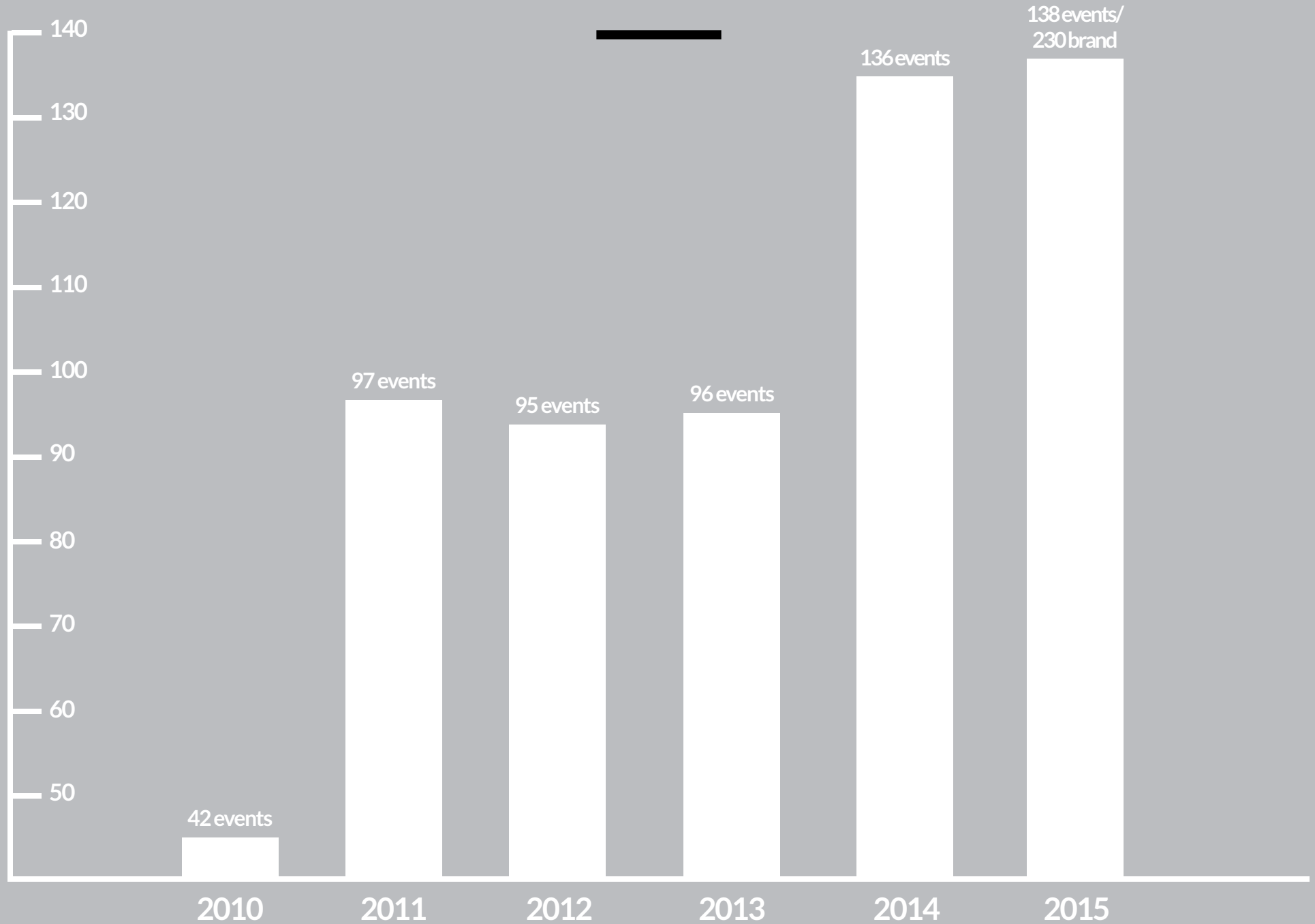
BRERA DESIGN DISTRICT
IN A REGIONAL MARKET
THE LIGHT BRERA
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SYSTEM DESIGN ED
EXCELLENCE, BRERA
DISTRICT IN OR
INNOVATION IN T
WWW.BRERADISTRICT.IT

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ANNUAL INCREMENTS





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03.

FORMAT

BRERA DESIGN DISTRICT 2016

You can join the project for the Fuorisalone 2016 from October 2015.

Registering is very easy and you can do everything from your computer by following the few steps required to sign and seal the deal:

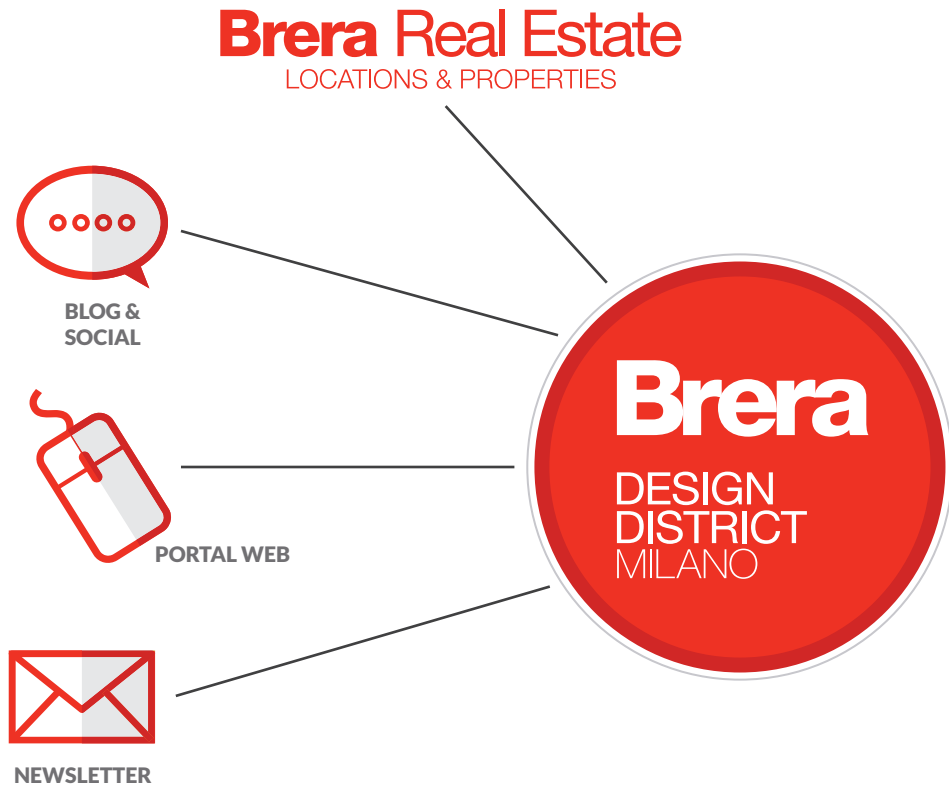
The steps to follow are:

- **Identify your favorite position for joining the project**, if necessary for further contact Studiolabo
- **Fill in the form online, requesting it to info@breradesigndistrict.it** and send the membership contract as indicated
- **Pay the amount corresponding to the chosen plan** will be followed by regular commercial invoice
- **Verify the completeness and correctness of the information** and content sent and inserted in the form with the Studiolabo staff

YOU WILL AGREE NO LATER THAN MARCH 15, 2016

COMMUNICATION PLAN

MEDIA FOR COMMUNICATION FOR 365 DAYS A YEAR



MEDIA DEDICATED TO THE PERIOD OF FUORISALONE FOR EVERY EVENT



DEDICATED WEBSITE



EVENTS APP
FUORISALONE.IT



FUORISALONE.IT



NEWSLETTER



GUIDE & MAP



TOTEM



BLOG & SOCIAL



PRESS
CONFERENCE

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

700€ + 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

1.200€ + 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**
- **1 POST ON FACEBOOK OFFICIAL PAGE**
- **1 POST WITH DEDICATED IMAGE ON INSTAGRAM**

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**
- **1 ARTICLES IN THE NEWSLETTER** OF BRERA DESIGN DISTRICT
- **1 ARTICLE IN DISCOVERY SECTION OF MAGAZINE** ONLINE OF FUORISALONE.IT
- **2 POSTS ON FACEBOOK OFFICIAL PAGE**
- **2 POSTS WITH DEDICATED IMAGES ON INSTAGRAM**

EXHIBITOR FORMAT

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

1

BASE

700€

2

PLUS

1.200€

3

SPONSOR

2.000€

BASIC

700€ + VAT

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

The cost for this format is 700 Euro + VAT and **you can be seen and communicated in the printed map with indication of the positioning and small contribution on the event written in the guide book, on the website will have a tab dedicated to the event and to the showroom if permanent.**

Will then be handed the kit of Brera Design District composed of totem marker and paper maps to be displayed in the showroom.

IN SUMMARY:

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PLUS

1.200€ + VAT

The company that participates in the Brera Design District as an affiliate in **the position plus has optimum visibility..**

The cost for this format is 1,200 Euros + VAT and **can be visible in the communication plan of the district, differentiating by brand adhering to the basic position.**

The adhesions Plus in fact will be identified in the guide through their brand / logo and description of the event, on the website will have a privileged position, it will be within the “special event”.

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- **1 POST ON FACEBOOK OFFICIAL PAGE**
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SPONSOR

2.000€ + VAT

The company that participates in the Brera Design District as sponsor gets a very important and strategic visibility by linking directly to the project as an active supporter of the project. The sponsors have guaranteed all visibility of the plus position, to which is added the presence of advertising space on the paper guide and on dedicated websites: breradesigndistrict.it and fuorisalone.it.

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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

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04.

TOOLS



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 Studioloab appartamento e Milano Design Network

LINGUA: IT EN

MAJOR SPONSOR: MAZDA SAMSUNG OFFICIAL TIMEKEEPER: TISSOT MAIN CONTENT: VALCUCCHINI

HOME EVENTI EVENTI SPECIALI PROGETTI ESPOSITORI SHOWROOM PRESS ABOUT


SCHEDA EVENTO

ACQUA EVENTI

ABOUT

Sistemi per progettare ambienti del vivere contemporaneo

Arredo Design Illuminazione



GIORNI DI APRILE: 15

Orari durante Il Fuorisalone: 10-22

www.novamobili.it

About

NOVAMOBILI APRE IL SUO PRIMO FLAGSHIP STORE A MILANO NEL CUORE DI PORTA NUOVA E PRESENTA LE COLLEZIONI DI INTERIOR CON UNO SPETTACOLARE ALLESTIMENTO DI VIDEO-INSTALLAZIONI: ABOUT

Il flagship store Novamobili, gestito in partnership con Interni Mobili & Design, è uno spazio multifunzionale di 500 metri quadrati con vetrine su strada nel basemont dell'iconico edificio GIOIAOTTO (via Melchiorre Gioia, 6/8), architettura del 1973 progettata da Marco Zanuso e Pietro Crescini. Per la sua inaugurazione, si presenta al pubblico del Fuorisalone con uno scenografico allestimento curato da Edoardo Gherardi con video-installazioni firmate dal regista Marco Pozzi e con l'immagine coordinata di Paolo Bazzani.

Le collezioni disegnate da Edoardo Gherardi dialogano con dieci totem sviluppati in verticale suggerendo allo spettatore storie di persone che si relazionano con gli spazi domestici ricreati. L'allestimento si trasforma in un set cinematografico in cui si stagliano paesaggi umani. L'apparente immobilità delle immagini crea un campo ipnotico in cui lo spettatore precipita. Il racconto degli oggetti si completa e si dilata attraverso la suggestione della presenza umana che interpella direttamente il visitatore, chiamato a costruire un personale percorso di senso. Echi di esistenze. Un suono. Un gesto. Uno sguardo. Un movimento. Un profumo. Un colore. Un'immagine in cui specchiarsi per riconoscersi.

ESPOSITORI & AZIENDE

NOVAMOBILI SPA


Novamobili è un nome protagonista a livello internazionale, un sinonimo di qualità del prodotto e del servizio, sempre al passo con un mercato in continua evoluzione. Dietro a questo marchio, ci sono una tradizione importante, una filosofia precisa, una ricerca continua ed un autentico impegno per lo sviluppo sostenibile. Questi sono i valori sui quali si basa il successo di Novamobili nel mondo.

www.novamobili.it
novamobili@novamobili.it
04389868

LOCATION

Novamobili Flagship Store
via Melchiorre Gioia 6/8 20124 Milano

Vai alla scheda location



Brera Design District è un progetto di Studioloab appartamento e Milano Design Network

LINGUA: IT EN

MAJOR SPONSOR: MAZDA SAMSUNG OFFICIAL TIMEKEEPER: TISSOT MAIN CONTENT: VALCUCCHINI

HOME EVENTI EVENTI SPECIALI PROGETTI ESPOSITORI SHOWROOM PRESS ABOUT

ELENCO SHOWROOM BRERA DESIGN DISTRICT 2015

Sponsored by: MAZDA SAMSUNG

120%lino / C.so Garibaldi ang. Via Marsala 13
IN QUESTA LOCATION:
- 120%lino / Inedita partnership tra 120%lino e Chizu Kobayashi

5 Botteghe d'Interni / Via Formentini, 4 - 20121
IN QUESTA LOCATION:
- 55555 Botteghe d'Interni / FuoriSalone 2015

a15 / via Marsala, 4
IN QUESTA LOCATION:
- A15 / JDE COLOMBO - LEGGENDA MILANESE

agape₁₂ / via Statuto, 12
IN QUESTA LOCATION:
- Agape AgapecaasAlpes InnoAntrax ITCoedition EmecoKnIndustriaMade a Mano srl Manifestodesign MingarsoStarpoolThe Benedini Collection / Agape12 Fuorisalone 2015

A.G. SPALDING & BROS. / via Fiori Chiari, 24
IN QUESTA LOCATION:
- SILVER CRUISE BIKE EVENT

Brera DESIGN DISTRICT MILANO

APPARTAMENTO LAGO / Via Brera 30
IN QUESTA LOCATION:
- LAGO / APPARTAMENTO LAGO MILANO-BBERA

DABBENE MILANO 1991

Argenteria Dabbene / Via Eugenio Balzan ang. Largo Claudio Treves 2
IN QUESTA LOCATION:
- ARGENTERIA DABBENE Artigiani Audaci KUNZI / ARGENTERIA DABBENE PRESENTA GLI ARTIGIANI AUDACI E KUNZI CON LE RICETTE VIVACI

Brera DESIGN DISTRICT MILANO

ASILO NIDO RIGO TONDO / FORO BUONAPARTE 20
IN QUESTA LOCATION:
- KIDS CORNER BRERA

Bianca Danielio Bibijoux / Via Marco Formentini, 7
IN QUESTA LOCATION:
- Bianca Danielio BIBIJOUX Festival EvoluzioneModaDabbeneMilanoADBCU

"Grand Tour" – Alla scoperta della Ceramica classica italiana

Posted on July 20, 2015 by giulia



Mostra organizzata dall'

Associazione Italiana Città della Ceramica – AICC

A cura di Jean Blanchaert, Viola Eraldi, Anty Pansera

Coordinamento di Giuseppe Olmetti

Biblioteca umanistica di Santa Maria Inconronata, Corso Garibaldi 116 – Milano

Apertura al pubblico dal 15 al 26 luglio 2015

Inaugurazione 14 luglio 2015_ ore 18

Orario: tutti i giorni dalle 12 alle 22

Ingresso libero

Per maggiori info: <http://www.buongiornoceramica.it/grand-tour-la-ceramica-classica-italiana-a-milano/>



Brera Design District in numeri_Fuorisalone 2015

Posted on April 24, 2015 by Silvia Damato

Brera Design District si riconferma il punto di riferimento per il design a Milano e il distretto più importante con 138 eventi e un passaggio di 180.000 persone. 2 info point e 1 media 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. Il sito breradesigndistrict.it ha contato 50.000 visite totali raggiungendo 200.000 visualizzazioni.

Brera Design District social listening

La pagina Facebook di Brera Design District ha pubblicato 84 post raggiungendo 1.115.756 persone. Sono stati registrati 769 nuovi like durante la settimana, che hanno fatto raggiungere alla pagina i 5.472 like totali. [facebook.com/breradesigndistrict](https://www.facebook.com/breradesigndistrict)

Su Twitter, @Brera_District ha pubblicato 105 tweet, totalizzando 224 retweet che hanno raggiunto 985.000 persone.

L'account di Brera Design District è stato menzionato in 487 tweet che hanno raggiunto 1.280.000 persone. twitter.com/brera_district

Search

Tag Cloud

andrea vigna Anteo Spazio Cinema Milano
appartamento lago
architettura arte Bernardo Secchi
biarchitettura Blog Brera
Brera Design District Brera
Extraordinaria comuna baires
corsi software architetti cross dinner cirtzak
cucina Design Distretto eco
bookshop ecologia Eventi
Evento fooda food design food
event food for future Fuorisalone
incontri design milano lago libreria
libri libro Milano Milano Design Film
Festival Milano Design
Weekend poesia presentazioni libri
quadri sostenibilità studioloabo
tavola periodica teatro urbanistica
Valcucine Video

"Grand Tour" – Alla scoperta della Ceramica classica italiana

Posted on July 20, 2015

Mostra organizzata dall' Associazione Italiana Città della Ceramica – AICC A cura di Jean Blanchaert, Viola Eraldi, Anty Pansera
Coordinamento ...



Brera Design District in numeri_Fuorisalone 2015

Posted on April 24, 2015

Brera Design District si riconferma il punto di riferimento per il design a Milano e il distretto più importante con ...



EVENTI E PROTAGONISTI DEL BDD

Posted on March 20, 2015

Quest'anno nel Brera Design District troviamo alcune delle firme più rinomate del design italiano e internazionale: Sebastian Herkner, Arik Levy, ...



Meta

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Entries RSS
Comments RSS
WordPress.org

Contatti:

Studioloabo s.n.c.
Via Pastrengo, 5/a 20159 Milano, Italy
Tel: 02.36638150
Mail: info@studioloabo.it

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.

Brera Design District

Pagina Messaggi Notifiche Insights Strumenti di pubblicazione Impostazioni Centro assistenza

QUESTA SETTIMANA
19 "Mi piace" sulla Pagina
495 Copertura dei post

Diario Informazioni Foto Recensioni Altro

Place a 5.840 persone +19 questa settimana
5.375 persone sono state qui +62 questa settimana
Copertura dei post questa settimana: 495

Promuovi la tua Pagina
Promuovi Pagina

INFORMAZIONI
Brera is a regional marketing operation that aims to communicate Brera as a reference point for design in Milan.
<http://breradesigndistrict.it/> Promuovi il sito Web

FOTO

RECENSIONI
4.8 ★ 4.8 su 5 stelle · 27 recensioni

Carlotta Cà Margot · Available 2 big double rooms to rent during Milan Design Week. The location is in the core of Fuorisalone event. Via Mat... Altro...
9 aprile 2014 · 10 recensioni · 1 Mi piace · Commenta

Pierpaolo Ferrara · Eccezionale!
31 maggio 2014 · 118 recensioni · 1 Mi piace · Commenta

PIACONO A QUESTA PAGINA

Brera Design District ha condiviso la foto di G.Cova&C.
Via Cusani 10 Milano.
Milano - con questo caldo ordina entro le 11.30 ordina il tuo pranzo take away, te lo consegneremo a domicilio! Chiama subito il numero 0236682366!

G.Cova&C. Via Cusani 10 Milano
Entro le 11.30 ordina il tuo pranzo take away, te lo consegneremo a domicilio! Chiama subito il numero 0236682366!

448 persone raggiunte
Metti in evidenza il...

Brera Design District
Pubblicato da Silvia Diamato (1) · 18 luglio alle ore 8:00 · Modificato (1) · 48
Slow Wood vi invita all'evento Wood Rules N.1, un progetto di installazioni ideato da Studio Modulo. Opening oggi ore 18:00 fino al 19 settembre. Slow Wood è in Foro Bonaparte 44/a in Brera.

Wood Rules N.1
INSIDE
in progetto di Studio Modulo
opening venerdì 18 luglio 2015
ore 18:00

Home Notifiche Messaggi

Cerca su Twitter

Brera DESIGN DISTRICT MILANO

TWEET 550 FOLLOWING 582 FOLLOWER 1.712 PREFERITI 53

Modifica profilo

BreraDesignDistrict
@Brera_District
BreraDesignDistrict è una operazione di marketing territoriale che promuove le eccellenze del settore design e moda nello storico quartiere di Brera a Milano
Via Palermo 1, Milano
breradesigndistrict.it
Iscritto a giugno 2013
78 foto e video

BreraDesignDistrict ha ritwittato
Skyscanner @Skyscanner · 23 lug
@fuorisalone @MucedMi @turismomilano Hey guys! Milan has been featured in our new #YucioleCities guide skyscan.it/6015BEu33

BreraDesignDistrict ha ritwittato
Milano2Love @Milano2Love · 17 lug
#AmoMilano
Benvenuti a #Brera, uno degli angoli più noti e frequentati della città! @museobrerat @Brera_District

BreraDesignDistrict ha ritwittato
Fuorisalone.it / @fuorisalone · 21 lug
Scopri la #Ceramica classica italiana fino al 26 luglio #design #mostra @breradesigndistrict goo.gl/53S4Pg

BreraDesignDistrict ha ritwittato
Cult Marche @CultMarche · 17 giu
Scopri le #Marche a @museobrerat @Expo_Marche @Brera_District @MarcheTourism @ceiscollicuca cultmarche.it/scopri-le-marc...

Chi seguire - Aggiona - Visualizza tutto
L'architetto @architettomag
Marcello Retinò @Marcello...
Casabellaweb @Casabella...
Seguito da TUBES radiatori ...

Trova amici

Tendenze · Modifica
#manefredo
#FIPBuddy
#Azzellini
#OTPAKansasCity
FIFA
#Venezia72
Lis
Muschino
Vincent Van Gogh
Baritez

© 2015 Twitter · Chi siamo · Aiuto
Riconoscitori sugli smartphone



Fuorisalone 2015
14-19 aprile
-
#breradesigndistrict



NEWSLETTER



IN ANTEPRIMA PER L'ITALIA, LA MAZDA DESIGN COLLECTION

Mediante l'approccio stilistico Kodo, s'intuisce l'energia concentrata prima che questa venga sprigionata, come nel corpo dell'atleta ai blocchi di partenza o nel felino che si appresta al balzo. Mazda presenta al pubblico internazionale del Fuorisalone la "Mazda Design Collection": oggetti di design creati sulla base della filosofia KODO ("essenza del movimento").

By stylistic approach Kodo, intuites the concentrated energy before it is emitted, as in the body of the athlete in the starting blocks or feline who is preparing to pounce. Mazda presents the international public of Fuorisalone the "Mazda Design Collection": design objects created on the basis of the philosophy KODO ("Soul of Motion").

www.mazda.it



Embrace - Sensorial Experience

LA PORTA DEL FUTURO SI APRE CON UN ABBRACCIO
Al Samsung District l'Innovazione tecnologica, l'avanguardia del design e la voglia di stupire si uniscono in un abbraccio per farti provare un'esperienza sensoriale unica ed inaspettata.
Vieni a scoprirla dal 14 aprile in Viale della Liberazione 9/13 Milano.

*THE DOOR OF THE FUTURE OPENS WITH AN EMBRACE
At Samsung District technology innovation, design avant-garde and the desire to amaze join within an embrace to make you participate in a unique and unexpected sensorial experience.
Discover it from 14th April in Viale della Liberazione 9/13 Milano.*

www.samsung.it/district

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.

TEMPTING ART

Tempting Art

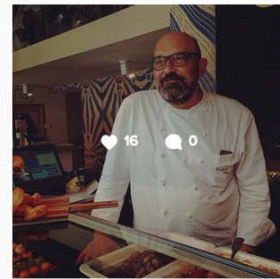
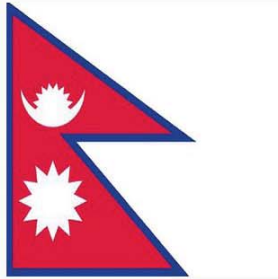
The Tempting Art exhibition curated by



breradesigndistrict SEGUI GIÀ

breradesigndistrict Via palermo 1 /Milano www.breradesigndistrict.it

330 post 1,669 seguaci 538 persone seguite



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](https://www.instagram.com/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 initiative
for design in Milan. Brera is a reference point
for design in Milan.

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.

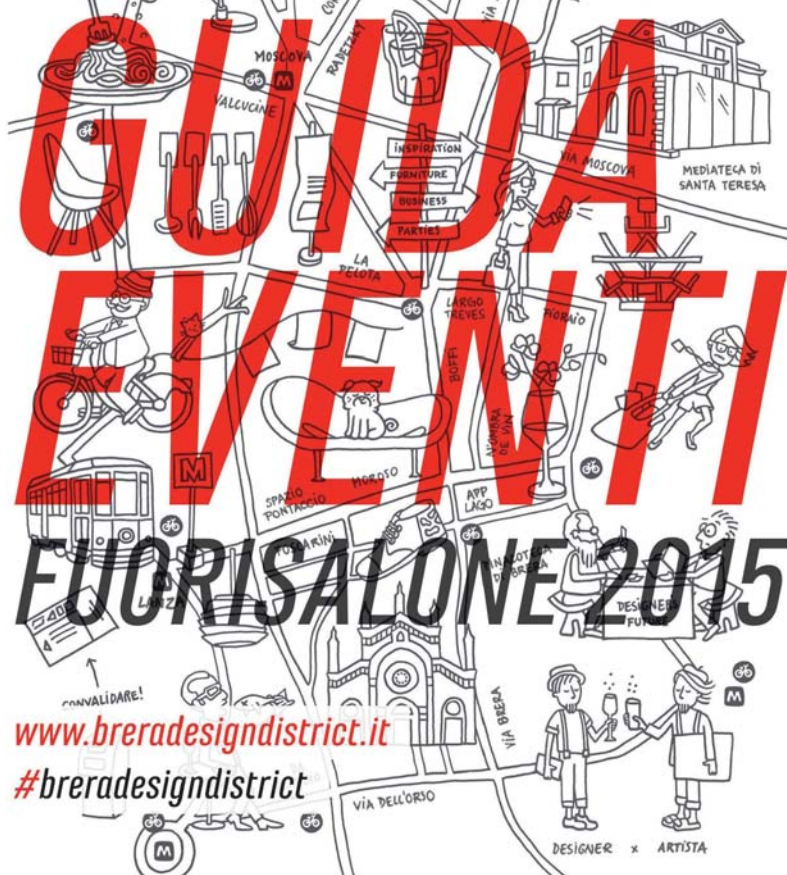
Organized on format 29x38 cm with 48 pages provides an opportunity to give more space for content and to buy positions in advertising and promotion that can be purchased separately from the communications package.

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



www.breradesigndistrict.it

#breradesigndistrict



Luca Nichetto

"In questi anni è stato bello guardare l'evoluzione del Fuorisalone, ora tutto è più disciplinato e solo a Milano c'è una settimana del design così potente".

"It's been interesting to witness the evolution of Fuorisalone in recent years, nowadays everything is more organized, only Milan can offer such a powerful design week."



Luca Nichetto, designer di origine veneziana classe 1976, ha iniziato la sua carriera disegnando prodotti in vetro di Murano per Salviati. Oggi è senza dubbio uno dei talenti più interessanti del panorama contemporaneo. Spazia dal product all'interior design e negli anni, oltre a vincere numerosi premi - il più recente è WALLPAPER Design Award 2015 per il cofee set Succobrick - è diventato direttore artistico di van brand.

Born in Venice in 1976, design of Luca Nichetto started his career designing Murano glass products by Salviati. Today, he is undoubtedly one of the most talented contemporary designers; his creative versatility ranges from product to interior design. Awarded with several prizes - most recently, the WALLPAPER Design Award 2015 for his coffee set Succobrick - over the years Nichetto has been working as an advisor for different brands.

La prima design week milanese l'ha vissuta nel 1995, da studente. Quest'anno il designer è uno degli ambasciatori del Brera Design District, che definisce "la zona più interessante, in grado di portare tutto nel centro di Milano". Dice di aver scelto di esporre qui perché, ciò che gli interessa "non è solo creare l'evento, ma far respirare al pubblico il clima e le atmosfere che offre l'intero distretto: un mix di informazioni, edifici storici, appartamenti, cantine, in generale, luoghi che altrimenti nessuno avrebbe la possibilità di visitare".

He was still a student when he attended his first design week, in 1995, while this year Nichetto will be one of the ambassadors for the Brera Design District, which he likes to define as "the most interesting area, for it contains everything in the heart of Milan". According to his own words, he has chosen the district for his exhibition for he is interested "not just in creating an event, but because I really want the public to feel the climate and the atmosphere created by the entire district. A blend of melting pot, historical buildings, apartments, courtyards and different places, that otherwise people would not have the chance to visit."

Nichetto è presente qui con il brand svedese Kinnarps per il quale ha realizzato un allestimento che interpreta il trend report sul nuovo modo di vivere l'ufficio (Eargo Treves 5, ingresso da via Solferino). Per il marchio ocoo Verreum invece presenta BonBon, una serie di tavolini in vetro spaccato (Via dell'Orso 12), mentre nello showroom di Foscarini Spazio Brera (Via Fiori Chiari 28) espone una versione moderna della famiglia di lampade Piasa e la nuova lampada da tavolo Kinnarps, disegnata con Nendo.

Nichetto will be attending the Brera Design District with the Swedish brand Kinnarps, with an exhibition interpreting the trend report on new ways to live your office space (Eargo Treves 5, entrance from Via Solferino). Also, the designer will introduce BonBon, a set of mirrored glass tables for the Ocoo brand Verreum (Via Dell'Orso 12), while the Foscarini Spazio Brera showroom (Via Fiori Chiari 28) will display a brand new version of Piasa lamp and the new table lamp Kinnarps, designed with Nendo.



- 1 - Eargo: table of the office designed by Luca Nichetto for Kinnarps
- 2 - Piasa table: table of the office and table lamp designed by Luca Nichetto for Foscarini
- 3 - Kinnarps table: table of the office designed by Luca Nichetto for Kinnarps

Brera

DESIGN DISTRICT MILANO

MAGAZINE



Il più importante distretto di promozione del design in Italia, punto di riferimento internazionale, centro dello sviluppo creativo, commerciale e culturale di Milano.

The most important district in Italy for the promotion of design, an international reference point, and a centre of creative development.

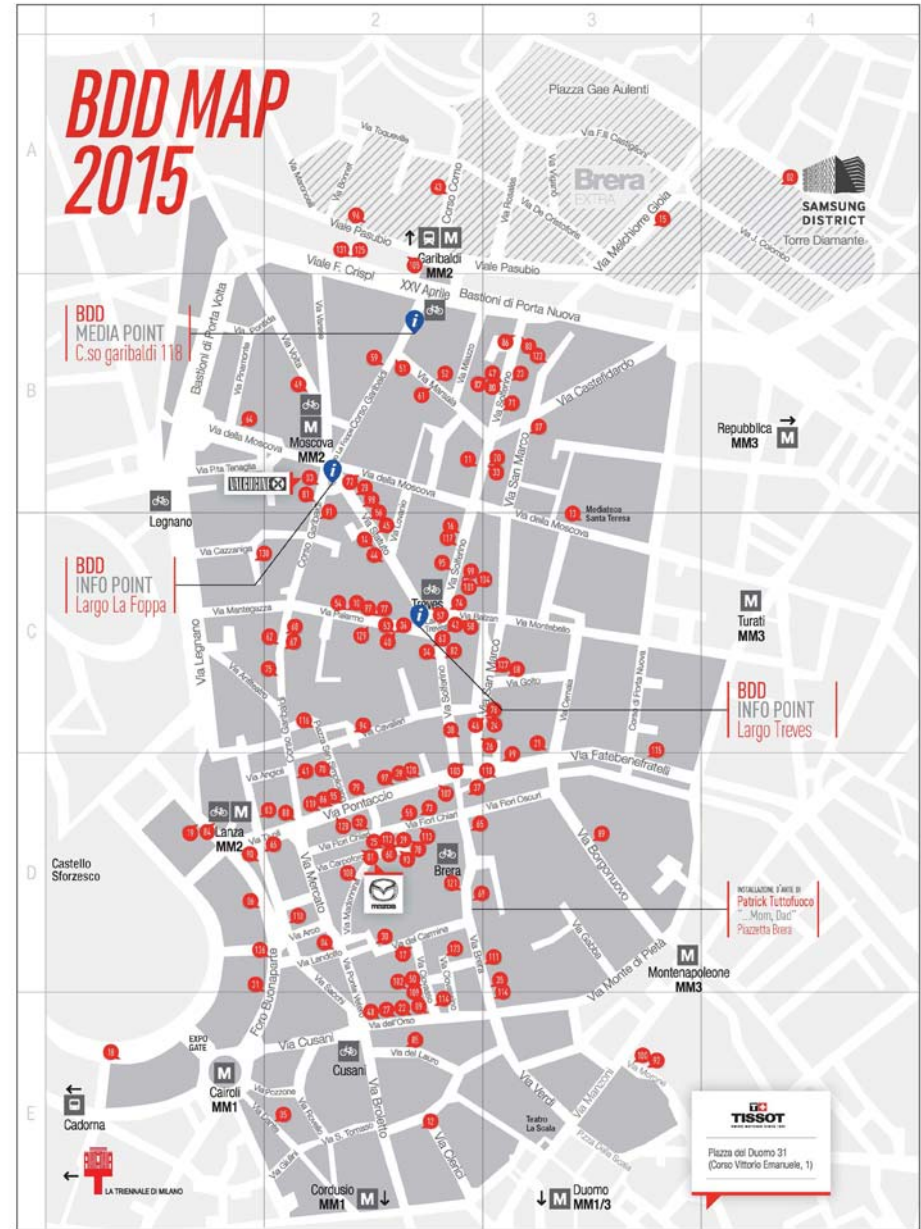
www.breradesigndistrict.it



SAMSUNG



Via Palermo 1, 20121, Milano
T. 02 36.62.8150 / 02 36.62.8151
www.stuccladro.it - info@stuccladro.it



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— MAIN CONTENT

— SPONSORS



Mazda Design Space

Mazda
Rimessa dei Fiori - Via S. Carpoforo, 9
• **ESPOSIZIONE**
Giorni: 14/15/16/17/18/19 Aprile
h. 10:00 - 20:00

01

Mazda has a profound passion for art and does everything to bring the world an original, unique, unmistakable luxury ideal. "Capturing the artistic spirit of a select group of people around a product like never happened before." That's why Mazda is present in the Breda Design District (via San Carpoforo 9).



SAMSUNG

Embrace - Sensorial Experience

Samsung
Samsung District - Via Liberazione, 9/13
• **ESPOSIZIONE**
Giorni: 14/15/16/17/18/19 Aprile
17 h.11 - 23 h.11-20

02

At Samsung District, innovation, technology, the vanguard of design and the desire to surprise us embrace to make you participate in a unique and unexpected sensorial experience.
Vieni a scoprirlo dal 14 aprile in Viale della Liberazione 9/13 Milano
At Samsung Districts technology innovation, design vanguard and the desire to surprise you with an embrace to make you participate in a unique and unexpected sensorial experience.
Discover it from 14th April in Viale della Liberazione 9/13 Milano



VALCUCINE

VALCUCINE | Tempting Art

Valcucine
Valcucine Milano Brera - C.so Garibaldi, 99
• **ESPOSIZIONE**
Giorni: 14/15/16/17/18/19 Aprile
h. 10:00 - 22:00

03

VALCUCINE presenta la nuova cucina Genius Loci e l'installazione Tempting Art: una serie di progetti culinari realizzati da 22 dei architetti, designer e creativi.
VALCUCINE is launching the new Genius Loci kitchen and Tempting Art installation: 22 architects, designers and creatives explore the "hidden" realm, presenting an imaginary culinary menu.



BUBEN&ZÖRWEIG

Show your passion - Buben&Zörweg Showroom

Buben&Zörweg
Buben&Zörweg Serni
Via Fosta Vecara, 23
• **ESPOSIZIONE**
Giorni: 14/15/16/17/18/19 Aprile
h. 10:00 - 22:00

04

BUBEN&ZÖRWEIG è un leader mondiale nelle casefatti di lusso e negli interni su misura.
Al Fuorisalone, BUBEN&ZÖRWEIG svelerà per la prima volta la sua idea di museo privato. L'idea del Museo Privato BUBEN&ZÖRWEIG mira a costruire uno spazio dedicato, solitamente nell'intimità della propria casa, per celebrare e contemplare, proteggere e presentare i vostri beni più preziosi.
BUBEN&ZÖRWEIG are world leaders in luxury sofas and bespoke interiors. At Fuorisalone, BUBEN&ZÖRWEIG will unveil its private museum concept for the first time. The BUBEN&ZÖRWEIG Private Museum concept is about building a dedicated space, usually in the intimacy of your own home, for celebrating and contemplating, protecting and presenting your most treasured possessions.

5555 Botteghe d'Interni



donne illuminate

DURAME®

FuoriSalone 2015

5555 Botteghe d'Interni
5 Botteghe d'Interni - Via Formentini, 4
• **ESPOSIZIONE**
Giorni: 14/15/16/17/18/19 Aprile
h. 10:00 - 20:00

25

Nuova apertura Showroom 5555 Botteghe d'Interni. Finestre e creazioni con elementi naturali interpretati da Arrogan d'Arte.

New Showroom opening 5555 Botteghe d'Interni - Natural finishing and decorative elements interpreted by Arrogan.

• **OPENING**
Martedì 25 Aprile
h. 18:30 - 22:00

Domè, il laboratorio d'idee dedicato all'interior design, presenta Stay Tuned: sei stanzette con il design.

Domè, the atelier related to interior design, presents Stay Tuned: six d'with design.

26

Donne Illuminate
DONNE ILLUMINATE
Orto 16 - Via dell'Orto, 16
• **ESPOSIZIONE**
Giorni: 14/15/16/17/18/19 Aprile
h. 11:00 - 20:00

27

Durame
Durame
Via Statuto, 18
• **ESPOSIZIONE**
Giorni: 15/16/17/18 Aprile
h. 18:00 - 22:00

Durame presenta mobili e complementi d'arredo che interpretano le potenzialità espressive del legno.
Durame presenta furniture and accessories that show wood's possibilities.

• **OPENING**
Martedì 25 Aprile
h. 18:30 - 22:00

Durame presenta mobili e complementi d'arredo che interpretano le potenzialità espressive del legno.
Durame presenta furniture and accessories that show wood's possibilities.

28

eifeitalia

e Q +

FLORIM

FOSCARINI

THE WALLCOVERING DESIGN II

EFFEITALIA
Ex chiesa San Carpoforo - Via Formentini, 10
• **ESPOSIZIONE**
Giorni: 14/15/16/17/18/19 Aprile
h. 10:00 - 20:00

29

Effeitalia presenta in Italia le collezioni di rivestimenti murali tridimensionali, laccati e a tecniche multiple by Arte, rivestimenti murali materici e naturali by Omexco.

Effeitalia presents exclusively for Italy collections of 3D wallcoverings, lacquered and with multiple techniques by Arte natural and matrix wallcoverings by Omexco.

Brera Fuorisalone 2015

Brera Fuorisalone 2015
40+
Via del Carmine, 11
• **ESPOSIZIONE**
Giorni: 15/16/17/18 Aprile
h. 10:00 - 19:00

30

Presentazione vi è una particolare attenzione alla Collezione Alumni, una serie di nuove sedie in alluminio, realizzate in vari design.

In the Brera presentation there is special attention to the Alumni Collection, a series of new aluminum chairs, executed in various designs.

THINK OVERSIZE

Florim Ceramiche
Florim Flagship Store - Foro Bonaparte, 14
• **ESPOSIZIONE**
Giorni: 14/15/16/17/18/19 Aprile
h. 10:00 - 02:00

31

Nuove lastre, dalle grandissime dimensioni, traducono un primato industriale in un nuovo concept di superfici continue.

New slabs, with extra-large size, express an industrial primacy through a new concept of continuous surfaces.

Foscarini Fuori Salone 2015

Foscarini
Foscarini Spazio Brera - Via Fari Chiar, 28/Potocché, 19
• **ESPOSIZIONE**
Giorni: 14/15/16/17/18/19 Aprile
h. 10:00 - 22:00

32

Foscarini Spazio Brera, luogo dove raccontare storie, ospita "Ritratto", un progetto fotografico che interpreta le molteplici anime delle lampade Foscarini.

Foscarini Spazio Brera, a place designed to tell stories and stimulate creativity, hosts "Ritratto", a photographic project that interprets the many souls of Foscarini lamps.

FAB FANDRE ARCHITECTURAL BUREAU

Foster Live the Quality

HDG Hanger Design Group

K KARIHOKU NEW STANDARD

Fandra Architectural Bureau Milano opening

Grant Fandra
FAB Fandra Architectural Bureau Milano - Via Solferino, 40
• **ESPOSIZIONE**
Giorni: 14/15/16/17/18/19 Aprile
h. 10:00 - 19:00

33

FAB Milano, spazio dedicato alle superfici tecniche Fandra e Perovlingros, firmato Matteo Nardazzi.

FAB Milano, a space dedicated to the technical surfaces of Fandra and Perovlingros, signed by Matteo Nardazzi.

FosterExperience15

Foster
Foster Solferino - Via Solferino, 11
• **ESPOSIZIONE**
Giorni: 14/15/16/17/18/19 Aprile
h. 10:00 - 20:00

34

I due pilastri attorno ai quali l'innovazione in Foster sono il design e la funzionalità, tesi a proporre prodotti ergonomici, pratici, efficienti e rispettosi per l'ambiente.

The two pillars around which innovation revolves at Foster are design and functionality to offer products which are ergonomic, efficient and environmentally friendly.

Back to Back

Hanger Design Group
Via Brera, 2
• **ESPOSIZIONE**
Giorni: 14/15/16/17/18/19 Aprile
h. 10:00 - 20:00

35

Il collettivo di Hanger Design Group quest'anno presenta nuove collezioni di arredo e tableware il cui fil rouge è la tridimensionalità sequenziale del segno progettuale.

The Hanger Design Group collective presents new pieces of furniture and tableware, whose common thread is a recurring three-dimensional sign in sequence.

KARIHOKU NEW STANDARD

Kurihoku Furniture Inc.
Livenini/Molteni Architetto - Via Palermo, 1
• **ESPOSIZIONE**
Giorni: 14/15/16/17/18/19 Aprile
h. 10:00 - 19:00

36

In un appartamento di Brera vi presentiamo le novità di BIG-GAME e nuovi designer Christian Haas.

In a Brera apartment we present the latest pieces by BIG-GAME and new designer Christian Haas.

MAZDA
DESIGN
SPACE





mazda

Mazda Design Space
Mazda
Rimessa dei Fiori - Via S. Carloforo, 9
- ESPOSIZIONE
Giorni: 14/15/16/17/18/19 Aprile
h. 10:00 - 20:00

01

Mazda ha una profonda passione artistica e fa di tutto per portare nel Mondo un originale, unico, ideale di bellezza inconfondibile.
"Catturare lo spirito estetico di un gruppo selezionato di persone attorno ad un prodotto come mai accaduto in precedenza."
Ecco perché Mazda è presente nel Brera Design District (via San Carloforo 9).

Mazda has a deep passion for art and does everything to bring the world an original, unique, unmistakable beauty ideal.
"Capturing the aesthetic spirit of a select group of people around a product like never happened before."
That's why Mazda is present in the Brera Design District (via San Carloforo 9).

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)

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)

Presentazione novità
BOFFI spa
Boffi Solferino - Via Solferino, 11
• ESPOSIZIONE
Giorni: 14/15/16/17/18 h. 10-21
19 h. 10-18

63

Boffi vi aspetta a Milano in via Solferino, 11 per scoprire tutte le novità del 2015.

Boffi invites you at Boffi Solferino in Milan to discover the latest news for 2015.

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



MAZDA DESIGN SPACE



MILAN DESIGN WEEK
16TH - 19TH APRIL 2015 - VIA SAN CARPOFORO, 9 - BRERA

MAZDA ITALIA WWW.MAZDA.IT



mazda

DEFY CONVENTION

FULL PAGE

DIMENSIONS: 250X340 MM + 5 MM ABUNDANCE
COST: € 3,500 + VAT

FULL PAGE
250X340 MM

**UNA SETTIMANA DI LUCE PER UN ANNO DI ENERGIA:
TISSOT È OFFICIAL TIMEKEEPER DELL'EDIZIONE 2015
DI FUORISALONE.IT E BRERA DESIGN DISTRICT**

Tissot, marchio svizzero di orologi "innovative by tradition" per antonomasia, è Official Timekeeper dell'edizione 2015 di Fuorisalone.it e di Brera Design District.

Con il concept "Una settimana di luce per un anno di energia", Tissot è fiero di scandire il tempo dell'innovazione durante la settimana del design milanese con l'ultimo cronometro Tissot, il Tissot Expert Solar, il primo orologio al quarzo a energia solare al mondo. Una settimana di esposizione alla luce condurrà al meridiano un cronometro di carta fino a un anno.

Anche in caso pioggia il Tissot Expert Solar è stato scelto in qualità di cronometro ufficiale di Fuorisalone.it e di Brera Design District: la settimana del salotto del mobile e tutte le attività di fuorisalone rappresentano infatti un momento di luce per la città di Milano e per il suo pubblico, a cui donano energia, ispirazione e carica innovativa per un futuro anno.

Attraverso questo partnership, Tissot desidera celebrare la preziosa collaborazione di valori e di passioni



— Tissot Expert Solar

TISSOT PER BRERA DESIGN DISTRICT

**ONE WEEK OF LIGHT FOR ONE YEAR OF ENERGY:
TISSOT IS OFFICIAL TIMEKEEPER OF FUORISALONE.IT
AND BRERA DESIGN DISTRICT 2015 EDITION**

Tissot, Swiss watchmaking company "innovative by tradition" for antonomasia, is Official Timekeeper of Fuorisalone.it and Brera Design District 2015 Edition.

With the concept "One week of light for one year of energy", Tissot is proud to keep the time of innovation during the Milanese design fair thanks to the exclusive Tissot Expert Solar, the first in the world watch powered by solar energy (solar watch) of exposure to the light condense to the watch's 101 one year of power reserve.

That's why Tissot Expert Solar has been chosen as official chronograph of Fuorisalone.it and Brera Design District: the week of the design fair and of the activities linked with it represent a moment of light for the city of Milan and for its public, offering them energy, inspiration and innovative power for a whole year.

Through this partnership, Tissot wants to celebrate the deep sharing of values and thoughts with Fuorisalone.it and Brera Design District: an one hand, the association and the

**TISSOT INNOVATORS
BY TRADITION SINCE 1853**

Segni l'innovazione e tradizione di Tissot

BOUTIQUE TISSOT
— Piazza Brera, 31
(Corso Vittorio Emanuele, 1)
Milano

TISSOTINNOVATORS
Noble spirit and heritage
A philosopher



VALCUCINE vi invita alla presentazione della nuova cucina **GENIUS LOCI** disegnata da Gabriele Centazzo e dell'installazione **TEMPTING ART** curata da Maurizio Galante e Tal Lancman.

VALCUCINE invites you to the presentation of the new kitchen **GENIUS LOCI** design by Gabriele Centazzo and the installation **TEMPTING ART** curated by Maurizio Galante & Tal Lancman.



Burger sandwich by Giuliano Pezzo © Interwenn

VALCUCINE Flagship Store 14 | 19 aprile 2015 10.00 - 22.00 Milano | Corso Garibaldi 99 | Brera Design District

HALF PAGE

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

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HALF PAGE
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QUARTER PAGE

BDD INFO POINT powered by **C.M.C.2.0**
PREFABBRICATI
 LARGO LA FOPPA
 LARGO TREVES

— Come informarsi e orientarsi in Brera.
 Moduli in cemento, progettati per essere usati
 "come e non meno", funzionali, utili e belli, per le
 decine di migliaia di visitatori che attraversano la
 città in cerca di location, eventi, installazioni e per-
 formances.

Foram informazion dinte, personal, pontati e
 aggiornate, è un valore riconosciuto e indispensa-
 bile dell'ospitalità in genere e in particolare dei grandi
 eventi urbani. C.M.C.2.0 partecipa in partnership con
 Brera Design District, fornendo manufatti architettonici
 in moduli prefabbricati di cemento, capaci di
 ben inserirsi nel paesaggio urbano in cui saranno col-
 locati e di ben servire allo scopo a cui sono destinati.

Parliamo quindi di Design-Architettura: design in
 questo prodotto industriale, architettonico in questo
 volume urbano.

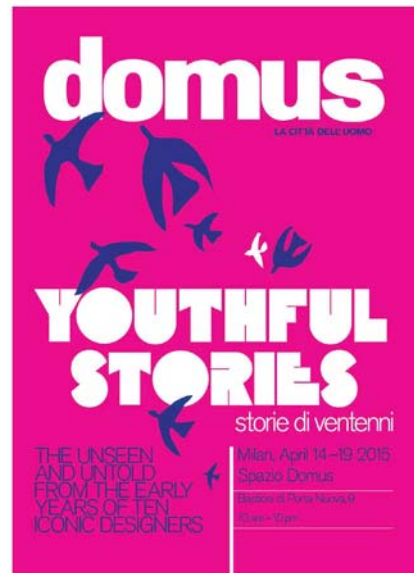
— How to inform and orient yourself in Brera.
 Concrete mono blocks, designed to be "used and non-
 less", functional, useful and attractive supports
 for the tens of thousands of visitors moving around the
 city in search of location, events, installations and
 performances.

Providing direct, personal, to-the-point, updated
 information is a recognized and indispensable value of
 hospitality in general and for big urban events in par-
 ticular. C.M.C.2.0 is participating in partnership with
 Brera Design District, providing architectural structures in
 prefabricated concrete mono blocks, that fit well into
 the urban landscape where they will be located and
 serve the purpose for which they are intended.

We are therefore speaking of Architectural Design:
 design as an industrial, architectural product, an ur-
 ban volume.



www.cmc20prefabbricati.com



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

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QUARTER
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06.

FUORISALONE.IT

— Fuorisalone Magazine —

Focus On / Discovery / **Stories** / Ambassadors / Milano Design Award / Pins

EDITORIAL

Fuorisalone Magazine Editoriale

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READ MORE →

— Paolo Ferrarini



PRIMO PIANO

ASUS
Una visione ispirata dalla forza equilibrata dello Zen.



ASUS DESIGN
Zensation
Experience the Pulse

— FOCUS ON



FOCUS ON

TATRAS

Progetti di brand extension per un nuovo concetto di home living alla Design Week.



FOCUS ON

Milano Design Award

Il primo e unico premio destinato ai migliori allestimenti della Design Week.



FOCUS ON

Beyond Colour

Un percorso di luce, colore, materia, emozioni, storie tra le icone del design italiano.



FOCUS ON

Airbnb & Fabrica

I designer dell'agenzia Fabrica reinterpretano il concetto di ospitalità e accoglienza.



FUORISALONE.IT

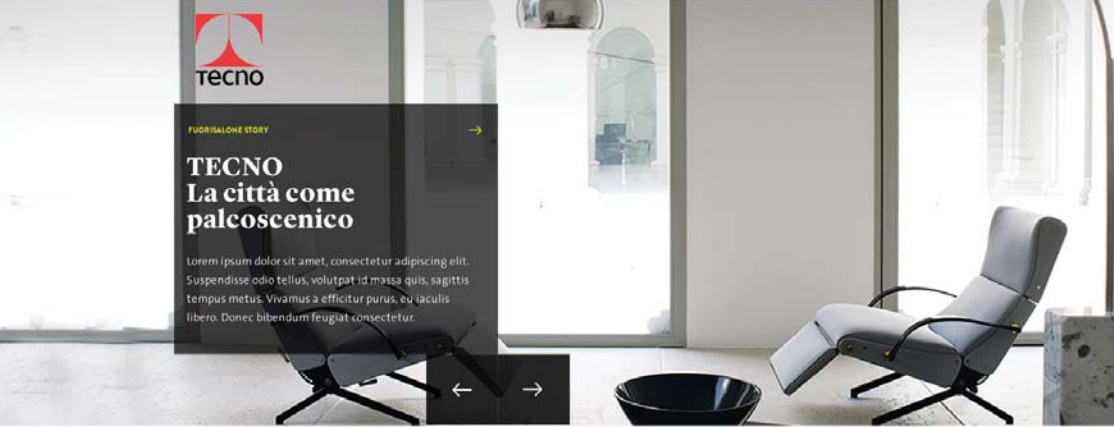
Fuorisalone.it is a **web platform and a support system for the companies, the organizations, private or associations for the development, production, promotion and the communication of the Fuorisalone events.**

The website consists of customizable formats purchased by companies to suit their needs.

Fuorisalone.it introduces for the 2016 edition the Fuorisalone Magazine, a new format, fuorisalone.it goes from being just a guide to be a container of tips, insights and previews on the design world. Fuorisalone Magazine offers dedicated content and previews on events, the work is done by an editorial staff that aims to encourage companies, designers, opinion leaders, professionals and present a preview of the original content for our public.

From this year **Fuorisalone Magazine is the heart of the project,** a collection of ideas, inspiration, opinions of relevant professional figures, promotions and selection of events, stories of companies, photographic stories, updates, around the world of Fuorisalone.

The magazine will consist of several sections of an editorial and other of a promotional nature, essential is to give a critical point of view on the subject expanding the part of content, the target audience and increasing the interest of readers.



FUORISALONE MAGAZINE

The structure of the magazine includes the following sections:

FOCUS: on things that matter

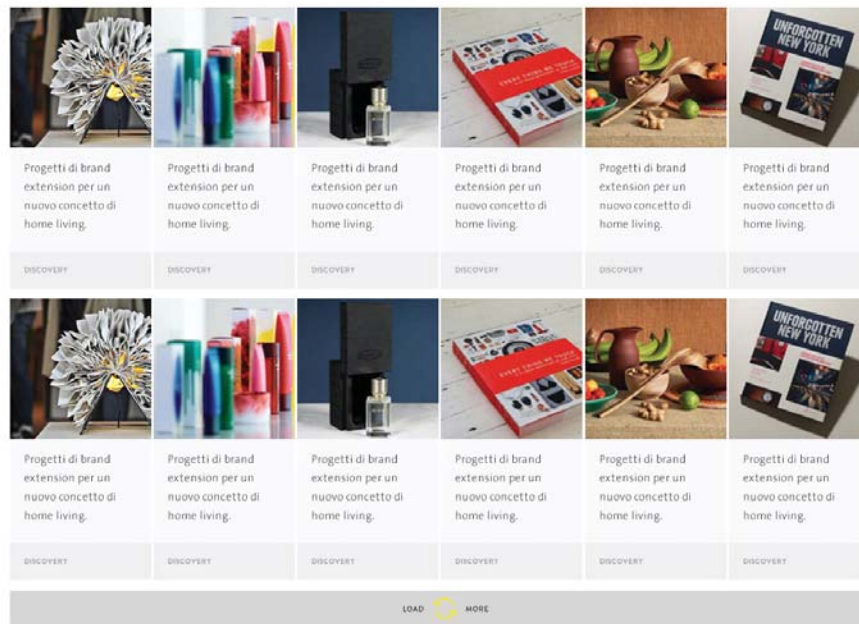
DISCOVER: before the others

PEOPLE: who made Design Week

STORIES: about the essentials of Design Week

DESIGN AWARD: best of fuorisalone 2016

— DISCOVERY



ASUS Zensation Experience the Pulse



ASUS Design Center, il pluripremiato gruppo di designer di ASUS, firma l'evento Zensation. Il concept dell'evento trae origine dalla forza equilibrata dello Zen, tema ispiratore anche delle più recenti proposte presentate.

ASUS porta nel cuore della Milan Design Week i concetti generali ed astratti, ispirati dal pensiero Zen, di diversità ed armonia, sintetizzandoli in un affascinante percorso che si snoda attraverso suggestive installazioni e prodotti innovativi e mostrando come elementi diversi si connettono.

Il concept dell'evento trae origine dalla forza equilibrata dello Zen, tema ispiratore anche delle più recenti proposte presentate.

WEBSITE
www.asus.com

HEADQUARTER
Piazza XXV Aprile, 11
20154 - Milano

VICINI DI PIÙ →

— VEDI ANCHE

Progetti di brand extension per un nuovo concetto di home living.	Progetti di brand extension per un nuovo concetto di home living.	Progetti di brand extension per un nuovo concetto di home living.	Progetti di brand extension per un nuovo concetto di home living.	Progetti di brand extension per un nuovo concetto di home living.	Progetti di brand extension per un nuovo concetto di home living.
DISCOVERY	DISCOVERY	DISCOVERY	DISCOVERY	DISCOVERY	DISCOVERY



DISCOVER

The Discover section provides the presentation of short articles seen as advertising space and news on the world of design.

In terms of visibility:

- Visibility in home page of Fuorisalone.it through the preview of the article (the image + txt)
- Visibility in Magazine section with a preview of article
- Page dedicated to the article in the magazine (image + part txt)
- 1 post on the official page of facebook

In terms of content the Discover section will be as follows:

- Opening cover (image)
- title
- Text 1000 characters
- Company logo / brand
- Link to the event page

The content and creativity will be reviewed and prepared by our team to make the message more attractive and appropriate to the public and to the target of the website.



SOCIAL REPORT

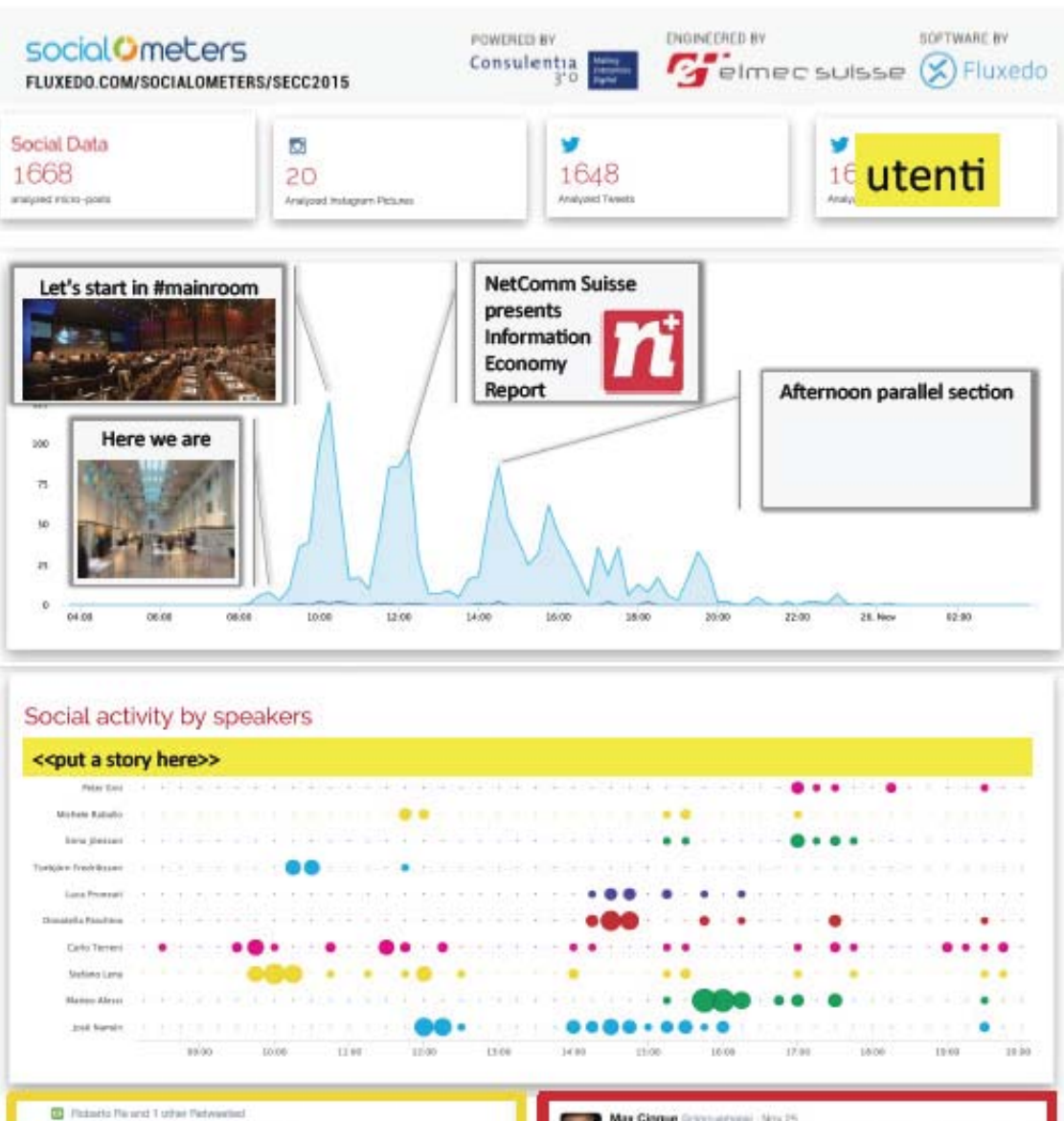
The Social Report stems from the experience of TWINDEX Fuorisalone, a project based on the sensing technique on social. TWINDEX Fuorisalone, through the analysis of data on social network, identifies, in real time, during Design Week, the most popular areas of the city and the most interesting events for visitors etc through keywords and hashtags.

The Social Report includes a numerical analysis daily, based on hashtag provided by the company and the main trends on social (Facebook, twitter, instagram)

Daily will be sent to companies where a link to view the report and eventually download it in PDF version.

This report includes:

- **Number of data analyzed** (hashtag) ranked by social channels (FB, TW, INST)
- **Trend graph of daily use hashtag** with peaks divided by time
- **Selection of 4 post engagement with most other** (+ like)
- **Ranked of hashtag to use** (quotes)
- **Number of words "not hashtag" involved**
- **The 2 post with more shares on social**
- **Users who have a relationship with the hashtag** in order of notoriety of the individual
- **Number of shares** to retweet, like, replay



CONTACTS

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tel. + 39 02 36638150

Follow us through our platform:

**MILANO
DESIGN
NETWORK**

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www.studiolabo.it