



Milan, 2nd March 2016

Preview press release

BRERA DESIGN DISTRICT Fuorisalone 2016: Designing is Listening

On the occasion of the **2016 Fuorisalone** week, on stage in **Milan from April 12th to April 17th**, the **Brera Design District will celebrate its seventh edition**. The Milanese district, business and creative hub of the city, extends from the new area of Porta Nuova-Gae Aulenti to via Broletto, from via Legnano to via Montenapoleone, following the borders set by DUC Brera (Distretti Urbani del Commercio – Urban Business Districts). In the previous editions of the Fuorisalone, the Brera Design District has seen **more than 138 events with a flow of about 200 thousand visitors**, over 50,000 visits to the www.breradesigndistrict.it website for a total of 200,000 visualisations, 3,232 tweets and 4,200 Instagram pictures with #breradesigndistrict.

With such a great success, the Brera Design District houses a rich schedule of events and **proposes a format including: a theme, “Lezioni di Design” (“Design lectures”) award, and a series of meetings, special projects as well as cultural initiatives.**

Chiara Luzzana, with the project “The Sound of City”, **Matteo Thun** and **Dimore Studio** with the designers **Emiliano Salci** and **Britt MorAn** will be the ambassadors of this year’s Brera Design District.

For Chiara Luzzana *“Brera is music even before you start composing it. Thanks to its sound nuances, to the contrast between an eccentric nightlife and mornings permeated with artistic passion, I was able to create Milan’s soundtrack. I walked through the streets of the city at dawn, listening and recording silence and life being born, and among the voices of students full of ambitions and hopes I found the sense of Milan: a snap shot between past and present catching the city into my ears like a future yet to be listened to.”*

For Matteo Thun: *“Brera is my home. I have been living and working here for 30 years. It is the dinners at Latteria di San Marco, symbol of the simplicity of Italian cuisine and the chats at the news stand, one of the oldest in Milan, that make me feel at home here. During the Fuorisalone Brera is enlivened by lots of people, creativity, life, and enthusiasm...by this creative and effervescent atmosphere. We are a big family here in Brera that during the Fuorisalone it grows even larger...which is beautiful!”*

For Emiliano Salci and Britt MorAn: *“Brera has remained a small district in the city centre where everyone knows each other and that during the Salone becomes a wide pedestrian area with huge numbers of people walking through its small alleys. For over 10 years now we have been exhibiting in via Solferino having the great fortune of feeling the international creative and positive energy which spreads around on the street during those days.”*

The theme of the Brera Design District 2016 edition is “Designing is Listening”. As in the previous years the theme generates from a debate with an artist. If in the last edition Patrick Tuttofuoco – through a reflection on identity – was the one who led us to outline the theme “Project Shape Identity”, **this year the work of Chiara Luzzana and the debate with Paolo Ferrarini allowed us to identify the act of listening as a metaphor, the founding principle of a design and creative project.**

“For me, cities are like immense musical instruments – the artist says. Listening, exploring, closing your eyes and letting sound perception guide you. Hearing: that deep, intimate sense that has now become secondary to sight. I travelled all around the world and in every place I have been I was able to catch the character of the city through my ears, not my eyes. Using just sight we lose that prenatal ability of spontaneous listening.”



The theme **"Designing is Listening"** starts from the awareness that the rigour of music composition and that of design thinking are particularly close to each other. Like music, design starts from listening: listening to functions, materials, objects and spaces. Active listening means interpretation of the world and not merely data collection. Listening to things does not only lead to learning, but also to transformation and then to a natural evolution that guides us towards innovation.

"Designing is Listening" also highlights the didactic and educational power of *good design*. While it is true that a good teacher is someone able to imagine what a person could become even before it happens, a good designer (of any field) can see how the world will be through his work. Thanks to that, research and listening are deeply interconnected.

In this perspective, the Lezioni di Design 2016 award (Design lectures award) has been given to Giorgia Lupi, Italian information designer who has been working in New York for many years. Founder of Accurat, Giorgia represents the new generation of designers going beyond the traditional concept of product design focusing on "intangible" issues and giving shape to information and turning it into a story. Through data listening, i.e. data research and analysis, Giorgia Lupi is able to design a view and a vision at the same time.

The Brera Design District will also include the exhibition "Dear Data" highlighting the most artistic side of the work of **Giorgia Lupi**. Dear Data is a "data designing" analogue project in the form of postcards that Giorgia sent her friend Stefanie Posavec (also information designer) for an entire year – one every week – and viceversa. **The data listened to and designed during this period were taken from their daily life:** how much it had rained, the number and type of phone calls they had received, their food preferences, their networks of friends or the pace of their productivity. Every postcard, sent via ordinary mail, was an experiment of "slow" data transmission – definitely not a mainstream one – that eventually reached its destination.

The Brera Design District, with the sponsorship of Comune di Milano - Assessorato Cultura, Moda e Design (Culture, Fashion and Design Division), Council member Cristina Tajani – aims at highlighting and enhancing the role of Milan as international display for the design system, seeing its design week as its greatest showcase.

"As in its past editions, this year the Brera Design District contributes to enlivening the district through the series of collateral events of the Salone del Mobile, placing Milan at the centre of international attention and attracting a significant number of visitors from all over the world" **Council member of Fashion and Design Cristina Tajani declared.** *"A collaboration involving the Administration, the Brera Design District, the Salone del Mobile, Milan and its design schools to receive the many visitors in the best way. With the Brera Design District a historical district of the city becomes protagonist of an event combining design, craftsmanship and culture, features belonging to Milan and its history and representing the distinctive values of its internationally recognised image".*

"As President of the Salone del Mobile of Milan – says Roberto Snaidero – I am happy to see also this year, for the third time, the collaboration between the Salone del Mobile and the Fuorisalone supported by Comune di Milano. It is essential that the most important world showcase of innovation creates a network involving the city and its high-quality offer, establishing one more time the role of Milan as capital of design".

"An essential contribution to this year's design week comes from space&interiors, the new big event aimed at involving architecture finishings manufacturers in the initiative – explains Roberto Snaidero. **An ambitious project that, also thanks to the strategic synergy with the Saloni and with the Brera Design District, will contribute to further enriching the Milan design week:** an innovative location, The Mall in Porta Nuova, an exhibition of architects Migliore and Servetto that will guide visitors towards the discovery of details and excellence, a competition for young designers to explore the new codes of contemporary living, "archicocktails" with the presence of many important architects are just some of the new initiatives that will turn space&interiors 2016 into a unique event in the varied landscape of the Fuorisalone".



Events and key players of the district

Among the international brands that chose the Brera Design District as a stage for their event are: **Beacon Helsinki** (at Maroncelli12, via Maroncelli 12); **Bulthaup** (at Ex Chiesa di San Carpoforo, via Formentini 12); **CasaVitra/Vitra Pop-Up Store** (at CasaVitra, via Maroncelli 14); **Cleanup** (at Spazio Formentini, via Formentini 9); **Cristalplant Design Contest + Elica** (at Circo Solferino, via Solferino 11); **Daniel Libeskind Rug Collection for Loloey** (at Interno 18, via Solferino 18); **Écal - University of Art & Design di Losanna** (at Orso16, via dell'Orso 16); **Hay** (at Pelota, via Palermo 10); **Hem** (at h+, via Varese 12); **Lagoon** (at Spazio Cernaia, via Cernaia 1); **Lin Brasil** (at Galleria Il Milione, via Maroncelli 7); **Marimekko** (at P8, via Palermo 8); **Nosaku Corporation** (at Nosaku Showroom, via Bossi 10); **Panasonic** (at Rimessa dei Fiori, via San Carpoforo 9); **Sollos** (at Spazio Sotto, via Giuseppe Sacchi 5); **Vitra/Eczacibasi** (at Forbuonaparte60, Foro Buonaparte 60)

This year some of the most well-known international and Italian design signatures will be present in the Brera Design District: **Aldo Cibic** for Slow Wood; **CtrlZak** for JCP; **Daniel Libeskind** for Loloey; **Elena Salmistraro** for Karpeta; **Giulio Iacchetti** with Internoitaliano; **Hagit Pincovici** for Clan; **Jader Almeida** for Sollos; **Matteo Thun** and **Antonio Rodriguez** for Fantini; **Max Lamb** and **Philippe Maulin** at Hem; **Migliore+Servetto Architects** for space&interiors; **Nendo**, **Jasper Morrison**, **Fabio Novembre** and **Mac Stopa** for Cappellini; **Studiopepe** at cc-tapis; **Patricia Urquiola** and **Federico Pepe** for Spazio Pontaccio and cc-tapis at Spazio Pontaccio; **Philippe Nigro** for Novamobili.

space&interiors

The Mall Porta Nuova, new important location inside the *Brera Extra* area of the Brera Design District is an event organised by MADE Eventi, a company managed by FederlegnoArredo.

The Mall Porta Nuova - Porta Nuova Varesine - piazza Lina Bo Bardi 1

Innovation for life. The individual as main focus of the Valcucine project

Valcucine presents itself with a clear message: Innovation for Life. The company places an important weight on wellness, innovation and timeless durability. Every kitchen is designed focusing on the individual and all his needs, thus creating products that contribute to increasing the pleasure of daily life. On the occasion of the Salone del Mobile, Valcucine displays new versions of their latest collection, Genius Loci, as well as many new finishings.

Valcucine Milano Brera - corso G. Garibaldi 99

Fenix NTM by Arpa Industriale: Iconic Re-naissance Design

Inside the open gallery of the Pinacoteca di Brera, FENIX NTM, Nano Tech Matt material for interiors reinterprets a selection of design "icons" through a storytelling of timeless projects. Lightness, rapidity, exactness, variety, coherence: the values identified by Italo Calvino in his "Lezioni Americane" still represent a point of reference for those who create "stories", that is what designers do.

Tables, chairs, stools, lamps, toys, objects of everyday use and remembrance are "given new life" in a poetical and interactive interpretation.

Pinacoteca di Brera – Upper-deck open gallery - via Brera 28

CEDIT – Ceramiche d'Italia: the beginning of a new story mixing art, design and Italianness

Within the exclusive setting of the Design Week, Florim announces the relaunch of the brand CEDIT – Ceramiche d'Italia that after more than fifty years of history changes its personality and expressive language to target a new, well-defined and non-conventional public.

CEDIT becomes a synonym of creativity, elegance and aesthetic research which is in turn translated into new expressive dialogues with the world of art and contemporary design, linked by a common *file rouge*: Italianness.

Forbuonaparte14/N - Foro Buonaparte 14/N



The opening of new companies that chose the Brera Design District as strategic location: **Abimis, LondonArt and Staygreen** (via Pontaccio 19); **Cappellini Point** (corso di Porta Nuova 9); **Carl Hansen & Son** (Foro Buonaparte at the corner of via Arco); **Cedit** (Foro Buonaparte 14/N); **Ceramiche Cielo** (via Pontaccio 6); **Ceramiche Refin** (via Melone 2); **Foster** (via San Marco 12); **Vergari Showroom** (via Lovanio 5); **Wall&decò** (via Mantegazza 7); **Zimmer+Rohde Showroom** (via Fatebenefratelli 13).

Companies currently located in the district: 120%Lino; Abimis; Agape12; Artemest; Asilo Nido Rigo Tondo; Beacon; Bianca D'Aniello; Black Tie; Boffi; Cappellini; Carl Hansen & Son; Carlo Malerba; cc-tapis; Ceadesign; Cedit; Ceramica Flaminia; Ceramiche Cielo; Ceramiche Refin; Cleanup; Cristalplant Design Contest + Elica; Corà Parquet; Fattobene; Devon&Devon; Dimore Studio; Dome Milano; Durame; Dimore Gallery; Elite Milano; Fenix; Fiandre; Florim; Fondazione Rivoli2; Foscarini; Fratelli Fantini; Fukagawa-seiji; GoodLuck; Initial; GOODS; Grandinetti; Guaxs; Hagit Pincovici; HAY; HOF; Inkiostro Bianco Lab con Listone Giordano, Tabula Cucine and Hatria; Internoitaliano; Istituto imballaggio; JCP; Kaikado; Karpeta/Texturae; Kartell; Kasthall; KristinaTi; Lago; Lagoon; Lanieri; Lanificio Leo; Lura G; Leffe; Lin Brasil; Loloey (Daniel Libeskind Rug Collection); Londonart; Luisa Beccaria & Coralla Maiuri; Made in Ratio; Manuel Ritz Boutique; Marimekko; Metaly; MetroQuality; Mobilificio Astor; Molteni&C Dada; Newform; Nidi (Battistella); Nousaku Corporation; Novamobili Flag Ship Store; NUBE; Officine Marmi Italia/SOquadro; Olivieri; Panasonic; Paola Grande Gioielli; Record è Cucine; Reflex; Resurrection Design; Rossocardinalelibri; Rubelli; Seven Salotti; Showroom Vergari; Slow Wood; Society; Sollos; SP edition; SpazioRT; Staygreen; Sumampa; Tappeticontemporanei; Tobeus; Valcucine; Veneta Cucine; CasaVitra/Vitra Pop-Up Store; Vitra/Eczacıbası Yapi Gereçleri; Wall&Decò; Ymakawa Rattan; Zampediverse; Zimmer & Rohde.

Special projects

The Sound of City (The Sound Of Milan-Brera) – Work by Chiara Luzzana

"The Sound of City" is the artistic project designed and curated by the sound artist Chiara Luzzana. **Creating the soundtrack of every city starting from its characteristic sounds.** The project started in 2015 with the composition of the Shanghai soundtrack, city in which the artist lived after being granted an artistic stay at the Swatch Art Peace Hotel. Cities are for Chiara a precious source of meditation. Cars' hooters turn into saxophones, people's steps become jambe, children's laughs are transformed into violins. Every accidental sound becomes music.

For Milan, the artist chose the Brera district as the sound soul that best describes the past and present of the city.

www.thesoundof.city

Brera Design Festival: How to communicate design

Milano, various locations – October 2016

The first edition of the Brera Design Festival will be held in October, on the occasion of the *Milano Design Film Festival* and the *Festival della Crescita*, to which the Brera Design District is partner.

Three days dedicated to free training on the topics of design and communication. The project generates from the Brera Design District's desire to **improve, develop and share knowledge** through the free access to information and to spread the know-how of professionals in the field explaining the main working tools of this job and their correct use.

Spreading "knowledge" and culture is essential to improve development dynamics within a community, which is also true for the design sector. Within the Brera Design District, whose purpose is to build relationships in the territory and spread the design culture, the Festival becomes a sharing and learning method for a wider public.

From the experience gained through the Design Talks – a series of meetings with design professionals organised in some showrooms located in Brera – we have revived an interest towards cultural initiatives focusing on various aspects of design and communication.

With the free access to knowledge and to its sharing we believe we can satisfy such need and we intend to promote a cultural and economic growth through an intellectual stimulation essential to create innovation and to develop a competitive market.

www.breradesignfestival.it

Brera Design District & Circolo del Design of Turin

The Circolo del Design of Turin is a permanent platform for the promotion and development of territorial design. It is a physical and virtual meeting space. On the occasion of the next Milan Design Week, the **Circolo del Design** and the



Brera Design District will be connected to each other through a twinning seeing the Circolo describe, in the spaces of Milan, the experience that led **Turin to receive the UNESCO designation**. Next November, on the occasion of **CONTEMPORARY ART**, the important programme dedicated to contemporary arts, the Brera Design District will in turn be special guest at the Circolo del Design.

www.circolodesign.it

Cultural initiatives supported by the district

Kinetic garden is a project carried out by **Piùarch on the occasion of the 2016 Fuorisalone**. Dedicated to kinetic art, it consists in the installation of *Orto fra i cortili* (*Garden among the courtyards*) in via Palermo 1. The botanical theme is a homage to the work of the Venezuelan artist *Carlos Cruz Diez*, that has always been a point of reference and a continuous source of inspiration for the Studio.

Piùarch - via Palermo 1

Borderlight is the name of the installation designed by *Non Riservato* together with *Asterisma De.de.p e Ex-voto* in collaboration with *Luminae lighting design* and made at the Ponte delle Gabelle. **A project developed with a series of installations in the border areas of the city of Milan combining art and light design**. A team of artists and designers created this lighting module with the aim of **transforming suburban areas** into places of meeting and participation. During the Milan Design Week, the first stage of Borderlight will only last 24 hours and will be on the border between district 1 and district 9, with the sponsorship of the Brera Design District and the technical support of iGuzzini, but the tour will continue every year, lighting up neighbouring and usually discontinuous districts.

Ponte delle Gabelle - via San Marco

The Switch On exhibition – from manual to electrical appliance, curated by **Anty Pansera** and **Mariateresa Chirico** with a concept by Sarah Spinelli (studio Pixel), will guide visitors in a trip through past, present and future, describing the change in lifestyles through those objects – both hand and electricity-powered ones – that more than any others brought the concept of “revolution” into people’s houses.

Biblioteca Umanistica dell’Incoronata - corso G. Garibaldi 116

Projects promoted by the district

Comarch is main sponsor and IT Solution Provider of the Brera Design District for the 2016 edition. This partnership was born from the desire to create the first *Smart District* platform for Milan offering services and innovative technology to the district partners, in order to generate value and services dedicated to the citizens and users of the design district.

The project consists in the development of the Brera Smart District project, of which design is protagonist both in terms of content and of model of interaction with the users, having previously studied a user interface also including an e-commerce platform accessible from mobile devices. **The Brera Smart District** offers an innovative communication between district partners and final users exploiting the locationing services based on **Beacon technology** through a mobile application and the SmartCity platform. **The choice of working in partnership with Studiolo and the Brera Design District** was strongly supported by the Board of **Comarch SA** that recognises the huge potential in terms of brand awareness, worldwide media coverage and project uniqueness.

www.brerasmartdistrict.it

Tissot, Swiss watchmaking brand, “Innovators by Tradition” par excellence, is proud to be Official Timekeeper also in this year’s edition of Fuorisalone.it and the Brera Design District, marking the time of designers devoted to innovation, design and research. For Tissot 2016 is the time for action, the decisive moment, the one that you find yourself in and start a new challenge. **Tissot targets e.Reporters, ambassadors of Fuorisalone.it** inviting them to capture, according to their own creative spirit, the crucial moment, the most representative one for the Milan Design Week. The winner will have the chance to live an experience at “Art Basel”, in perfect balance between art and design.

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it.tissotshop.com

For the 2016 design week, **CLUBHOUSE Brera** in collaboration with the Brera Design District proposes **CLUBHOUSE Design Lounge**, a Club dedicated to design where design professionals, designers and opinion makers will have the opportunity to exchange views, network, relax themselves and work with a 24/7 wi-fi connection or have a coffee break at any time during the Milan design week. **Clubhouse Brera** is a membership club designed for working, networking and enriching knowledge. A project by *COPERNICO Where Things Happen* made to create an innovative working space in the heart of the city, inside the ex-Teatro alle Erbe. A historical building which is now given new life without losing its identity and becomes a point of reference also to get inspired by events and initiatives on the world of art and culture, to share knowledge through sessions dedicated to avant-gardes and topics of interest for various companies.
www.clubhousebrera.com

The **Brera Design District** presents "**Historical Workshop**" by **Leffe**, a trip to discover the historical artisan workshops of the Brera district with the aim of restoring know-how and craftsmanship in authentic places that still preserve their identity and value. The project will last for the whole length of the Milan Design Week and consists in visiting every day a different workshop guided by Leffe, craft beer appreciated by the consumers of over seventy countries in the world, which will offer a free tasting with a beer somelier.
www.leffe.com

Valverde, the pure water with modern shapes designed by **Matteo Thun & Partners**, renews and confirms its link with design collaborating with the **Brera Design District** for the 2016 edition of the Fuorisalone. On this occasion, **Valverde will present its 250 ml Special Edition bottles designed by NABA Nuova Accademia di Belle Arti Milano**, made by the students of the Graphic Design and Art Direction three-year course, available in the most exclusive Brera showrooms.
www.valverdewater.com

Eataly and the Brera Design District together for the Milan Design Week. On the occasion of the Milan Design Week, the Eataly store in piazza XXV Aprile will house a series of initiatives for public and design professionals opening its spaces to projects and activities focusing on the theme of the 2016 edition of the Brera Design District: *Designing is Listening*. According to Eataly, "**listening means being able to look through transparency**". Transparency, essential value and unavoidable quality for Eataly, is then interpreted in the **Kartell** installation and discussed in "**Design&Food lesson**", a series of public lectures (upon registration) to be held in the didactic kitchens of Eataly, where listening to raw materials will be the basic principle of every meeting. Besides these activities, the collaboration will also offer an info point within the store and an opening dinner the first night of the design week to inaugurate the new Eataly restaurant.
Eataly - Piazza XXV Aprile 10

On the occasion of the Milan Design Week, **G.Cova & C.** proposes a **temporary restaurant** in collaboration with the Brera Design District. The restaurant in via Cusani 10 will be open from breakfast to dinner with a special format based on a dedicated menu à la carte with kitchens working until midnight and a cocktail bar, to receive the public of the Fuorisalone also after the end of the events and create a new meeting point in Brera.
G.Cova & C. - via Cusani 10

The innovative and artistic pastry shop **Grammo Milano** created for the Brera Design District a **set of custom-made biscuits with 9 creative illustrations** dedicated to the Milan Design Week. Biscuits as a means of communication and sharing and a marketing tool customised in shape and graphics, a hand-made product using high-quality ingredients. Cadeau for the design press and souvenir for the public of the fuorisalone, the four kits proposed will also be protagonists of the social campaign of the Brera Design District.
www.grammomilano.com

The project in collaboration with the **Rigotondo nursery school** will continue this year to receive children and help their parents visit the district leaving them in a safe and comfortable place. The collaboration will also include a set of lab activities. The whole initiative will take place on 16-17th April 2016.



Rigotondo - Asilo nido, Foro Bonaparte 20

Brera Design Apartment

Brera Design Apartment is the new way of conceiving a showroom. A private space in one of the most characteristics courtyards of the Brera Design District, between via Palermo 1 and via Solferino 11.

100 sqm, 4 volumes with historical finishings design a typical Milanese interior able to house events, meetings, expositions selected or produced by the Brera Design District in an exclusive place that shows a different way of presenting and communicating design.

The initiative sees important collaborations with design companies that chose to share with us their project recognising the space's power and versatility from a business and communication perspective. **Davide Groppi**, with the poetic approach characterising his work, designed and produced the lighting system of the space, while **Bulthaup** proposed for the apartment its B2 kitchen system, which perfectly fits the place's need for versatility.

Brera Design Apartment - via Palermo 1

www.breradesignapartment.it

Furthermore, during the Design Week the Brera Design Apartment will house the editorial staff of the magazine "HOME! L'abitare esclamativo" working at the long awaited relaunch of the magazine itself. HOME!, the innovative and exclamatory monthly on home living in the third millennium is now at its new *first issue*, to be released in April 2016. HOME! Is a project built around people, finally key players of home living and furniture, guided by authoritative signatures and new voices of the web in selecting tools and ideas for their own home space, to create a new and essential channel of communication between design enthusiasts and simple curious onlookers.

Brera Speakers Series is the first format signed by Studiolabo and housed by **Brera Design Apartment** based on a tight schedule of events from May to December 2016. In the apartment in via Palermo 1 a series of meetings, workshops and themed dinners will take place aimed at putting in touch with each other players and authors of the design and communication world.

UPCOMING EVENTS:

Meal & Speech – Speaking with your mouth full of public spaces, art, participation and transformation of the urban context sitting around a sumptuously decked table. Three dinners to deal with the issues of transformation, urban art and participatory processes; targeting professionals working in the field to build together the fourth meeting, which will be held in a square of the city and will be open to the public.

I Workshop: Outlining a communication strategy using social networks *curated by Alessandro Mininno - social media manager of Gummy Industries*

Interpreting images. Basics of cinematic language and photography *curated by Patrizio Saccò – director and cinematographer*

Can you recognise trends? Principles of coolhunting and trend analysis *curated by Paolo Ferrarini - trendsetter*

Esci di segno. A trip of consciousness to bring out unused skills and resources through artistic techniques curated by Arianna Pregagnoli, counselor, Marcella Peluffo, illustrator, Erika Sartori, designer.



Tools for the public

To orient themselves among the events of the Brera Design District, visitors can use their own smartphone and tablet as well as the paper map and the website.

A **32-page Magazine** with events description, map of the district, detailed information on events programme. Free distribution throughout the district and at the two info-points.

Website, blog and dedicated social networks (*Facebook, Instagram, Twitter*) with daily event notification and activity promotion.

Instagram brera diary collection of images through #breradesigndistrict

Official Fuorisalone.it App with a section dedicated to the Brera Design District network

Infopoints in Largo la Foppa and Largo Treves, designed with the **C.M.C. 2.0** to receive the public of the Fuorisalone, providing them with information on the project and on the scheduled events.

Information totems in the strategic locations of the district made by **ABS Group**, Italian company specialising in sustainable fabric-made setups.

Signage system inside the district divided by flags marking the territory and explanatory totem at the entrance of every event.

Website: www.breradesigndistrict.it

Facebook official page: www.facebook.com/breradesigndistrict

Twitter: https://twitter.com/Brera_District

Instagram: <http://instagram.com/breradesigndistrict>

Hashtag: #breradesigndistrict

"Sleepless night" of the district, the Brera Design Night will take place Friday 15th April with extended opening hours for all the showrooms and a series of special events to enliven the district.

For the press:

Press Kit and media kit with images, illustrations and official press releases and press kit of the companies involved downloadable at: www.breradesigndistrict.it/downloads

The Brera Design District is member of the **'Milano Fuori Salone' Committee**, born for the safeguard and collective communication of the Fuorisalone events, which consists in the publication of its programme on dedicated pages of the platform Fuorisalone.it. *'Milano Fuori Salone' – composed by Brera Design District, 5Vie, Fuorisalone.it, Porta Venezia in Design, Sarpi Bridge, Superstudio Group, Tortona Design Week, Ventura Lambrate and Zona Sant'Ambrogio – for the 2016 Fuorisalone edition it promotes 'Milano Design Award', a project developed by Elita.*

Ufficio Stampa Brera Design district

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