
Brera

DESIGN
DISTRICT
MILANO

BRERA DESIGN DISTRICT

A project of territorial marketing

***APPLICATION FORM
COMMUNICATION PACKAGE***

in collaboration with


STUDIOLABO


Fuorisalone.it[®]

THE FIRST DESIGN DISTRICT IN ITALY

Next appointments:

Fuorisalone 2017 - April, 4-9th 2017



BRERA DESIGN DISTRICT

About

Brera Design District is Italy's most important district for the promotion of design, an international point of reference and a centre of Milan's creative and commercial development.

Brera Design District is a brand. It is a territorial marketing strategy which, by means of a dedicated communications plan, aims to promote excellence and to develop business and real estate in the area, enhancing the district's cultural supply and appeal, and bringing together tradition and innovation in the broad field of design.

The project involves both brands and professionals already present in Brera and temporary investors, sponsors and exhibitors who find the district's unique and suggestive locations to be an ideal showcase.

BRERA DESIGN DISTRICT

Mission

Brera Design District was created with the purpose of creating an organized network of the activities in this zone in order to promote commercial and cultural activities and to implement a model of a cutting edge development.

Year after year Brera Design District improves the huge potentials this district has. With its events, it highlights the strengths of the cultural, economic and social wide heritage that characterize the district.

Studiolabo have in its DNA the attitude to create and develop networks between professionals for sharing Skills and Resources, the Brera Design District project proposes to spread and promote the culture of the furniture design and art by creating connections between the activities in the district.

BRERA DESIGN DISTRICT *Coordinated projects*

The project of Brera Design District currently foresees four coordinated projects in different fields, ranging from territory to consultancy. The two main events, during the year, that present the highest and utter most expression of design are: in April the Fuorisalone and, this year, in October the Brera Design Days for Design City Milano. The other two coordinated formats are the consultancy platform Brera Real Estate and the showroom Brera Design Apartment.



Brera DesignDistrict
FUORISALONE

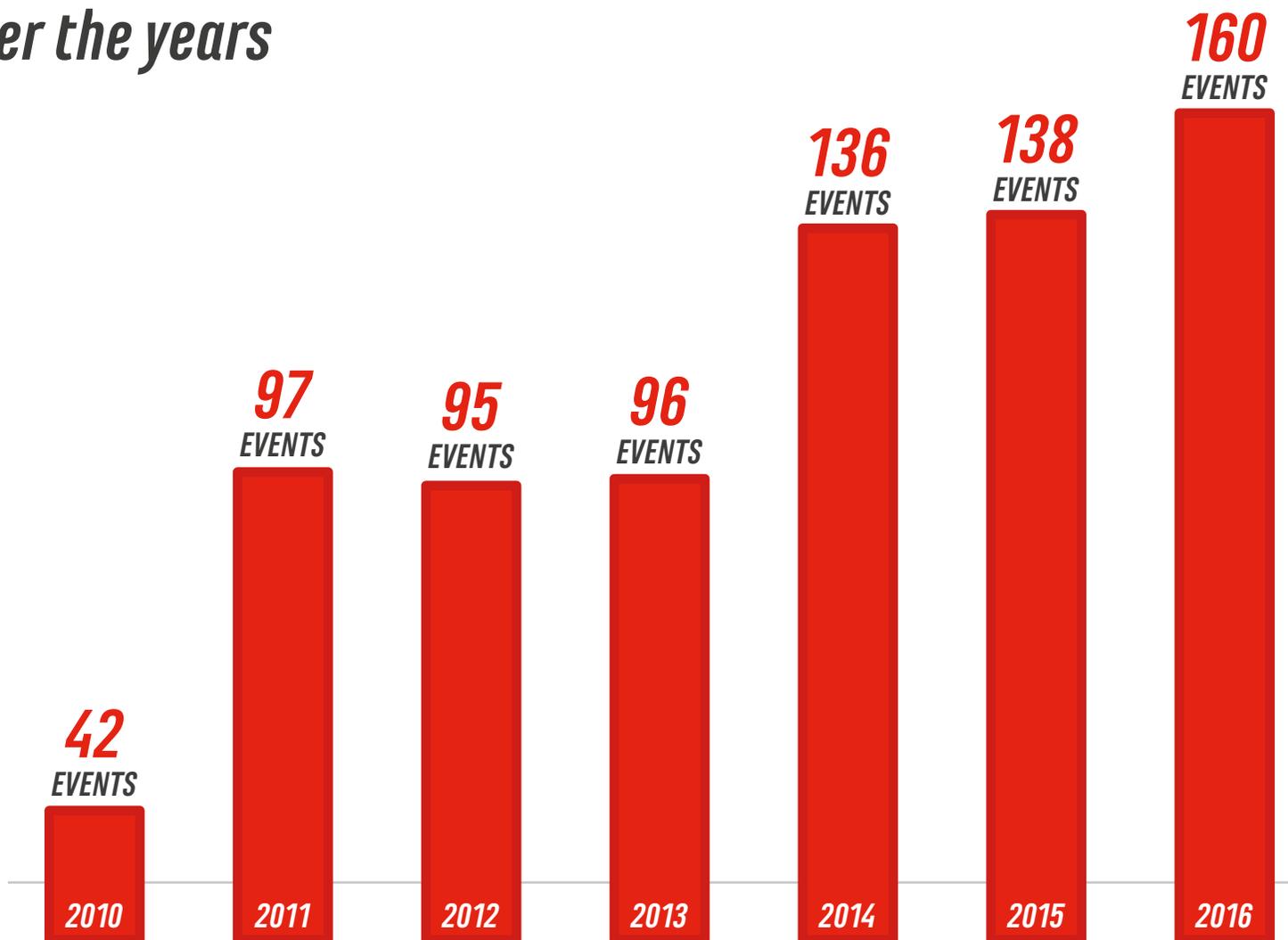
Brera RealEstate
LOCATION & PROPERTIES

Brera DesignDays
TALKS & WORKSHOPS

Brera DesignApartment
EVENTS & LOCATION

BRERA DESIGN DISTRICT - Fuorisalone

Increase over the years



BRERA DESIGN DISTRICT - Fuorisalone ***Communication: Premio Lezioni di Design and Ambassador***

In 2014 Brera Design District set up the **Premio Lezioni di Design**.

This prize is awarded to those who have distinguished themselves with their work in the Italian or international design field. The winner's experience becomes an example, **a lesson in design for everyone** if it contributes to design culture according to the principles promoted and shared by the Brera Design District.

The prize has a symbolic value. It is awarded during the Fuorisalone week and published on the web platform and via the BDD communications tools.

BDD set up the prize with a twofold aim: **to share a case history of success** as an incentive and encouragement to all those working in the field, and to take advantage of an ambassador figure to represent the district during the event and to become a spokesperson for the shared values of the event throughout the year.

**LEZIONI DI DESIGN
AWARD**



2014 - AMBRA MEDDA
"Be District"



2015 - MARTINO GAMBER
"Progetto Forma Identità"



2016 - GIORGIA LUPI
"Progettare è ascoltare"

**AMBASSADOR
2016**



DIMORE STUDIO



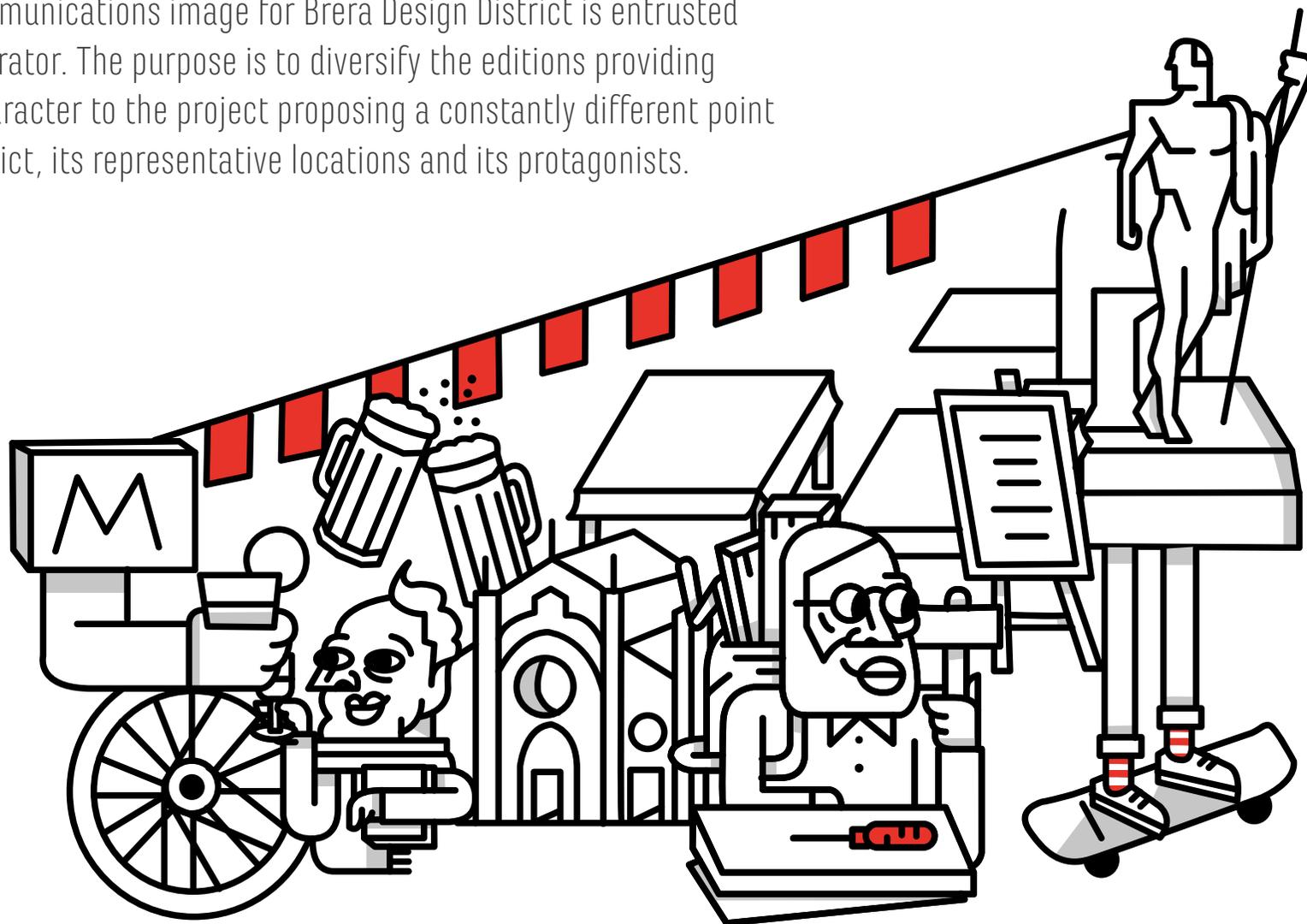
MATTEO THUN



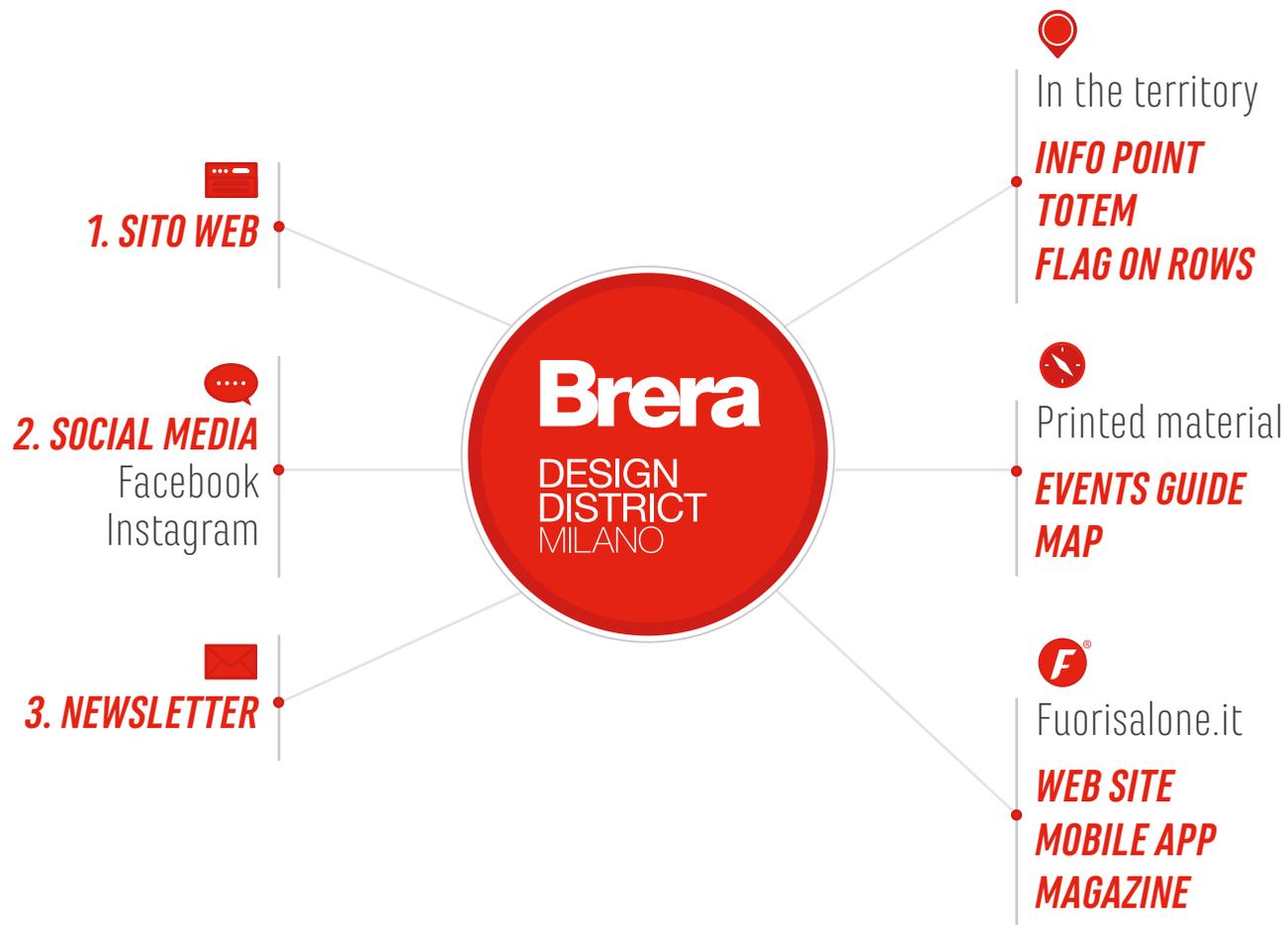
CHIARA LUZZANA

BRERA DESIGN DISTRICT - Fuorisalone *Communication: one illustrator for each edition*

Each year, the communications image for Brera Design District is entrusted to a different illustrator. The purpose is to diversify the editions providing an always-new character to the project proposing a constantly different point of view of the district, its representative locations and its protagonists.



COMMUNICATION TOOLS- Fuorisalone Dedicated to Milan Design Week



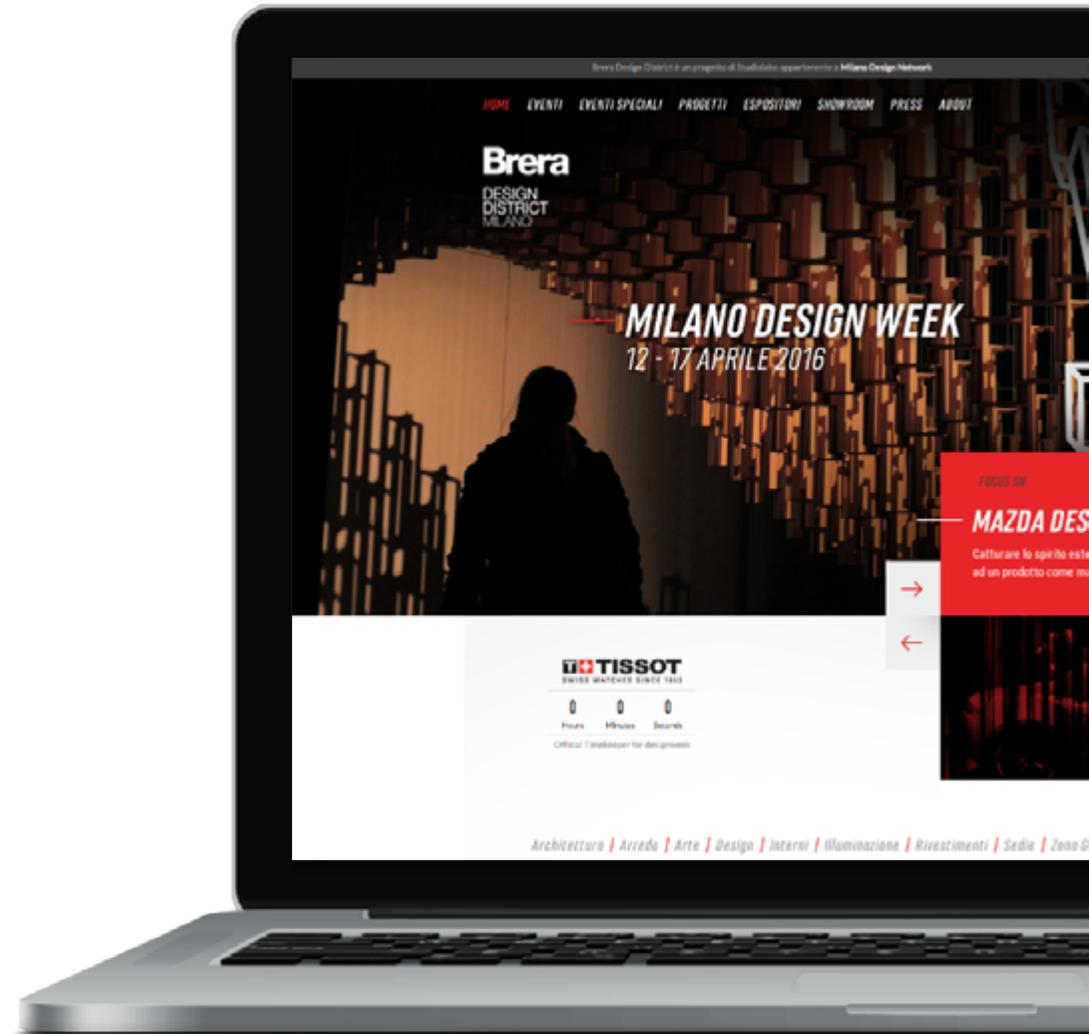
WEB SITE

www.breradesigndistrict.it

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



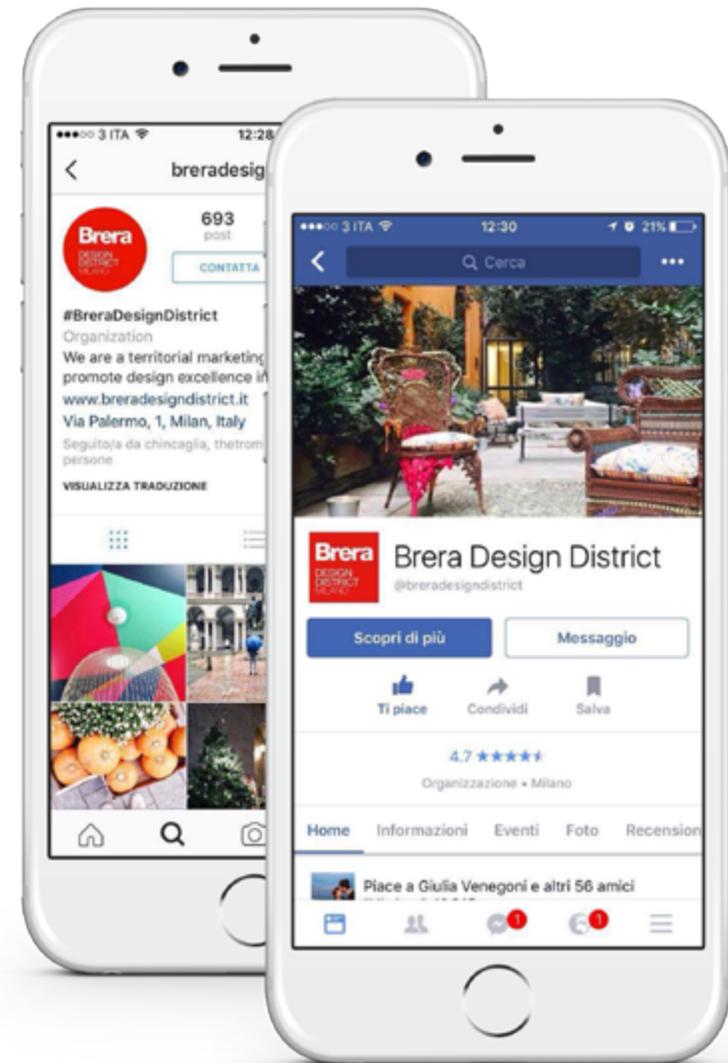
SOCIAL MEDIA *Day-by-day from the district*

Brera Design District over the years has expanded its communication tools being always in step with the times. More and more the social networks are seen as a marketing tool capable of reaching a wide audience and a target audience.

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

Facebook: 10k fans

Instagram: 13k followers



NEWSLETTER

More than 30.000 contacts

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.



INFO POINT, TOTEM, FLAG ON ROWS *Communication around the district*

Fundamental importance is the role of the **Info Point**. **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. The infopoint service was created in 2014 edition by CMC2.0

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

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



EVENT GUIDE AND MAP ***Orientation throughout the district***

The events guide of Brera Design District is the main reference for the orientation throughout the district; it is one of the most used tools during the Design Week.

In 2016, the guide had a circulation of 50,000 copies, distributed days before the Fuorisalone at focal points in Milan and specifically at Info Points and in the vicinities of the events locations.

For 2017 the events guide and a map will be separate.

More infos: [GUIDE FORMAT AND ADV SPACES](#)

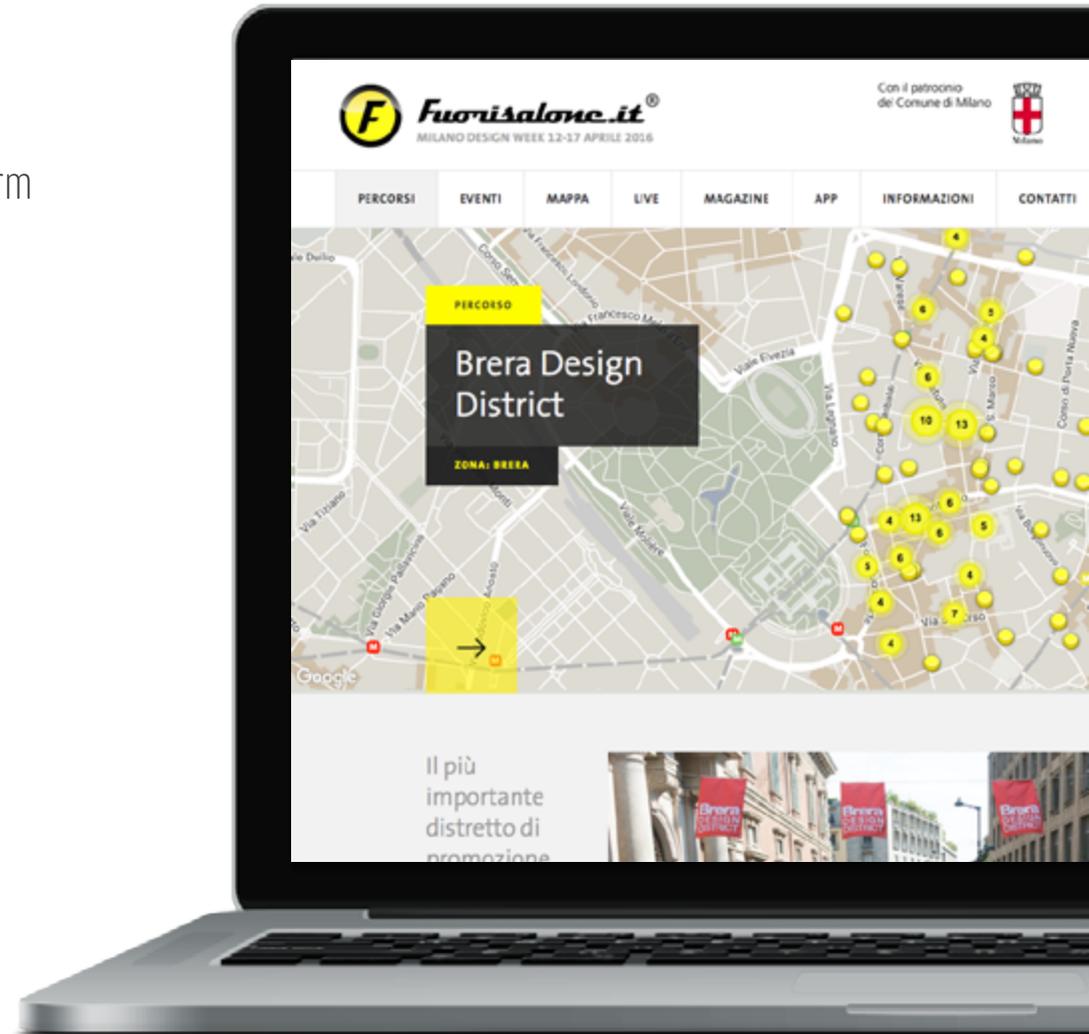


BRERA DESIGN DISTRICT on FUORISALONE.IT *Dedicated communication spaces*

At its 15th year, Fuorisalone.it is the official reference platform for Milan Design Week.

Brera Design District plays a main role in the project with dedicated communication spaces, such as:

- The presence of **the event on the website** within the itinerary
- The presence of **the event on the mobile app** Fuorisalone.it
- **Dedicated articles** on Fuorisalone Magazine

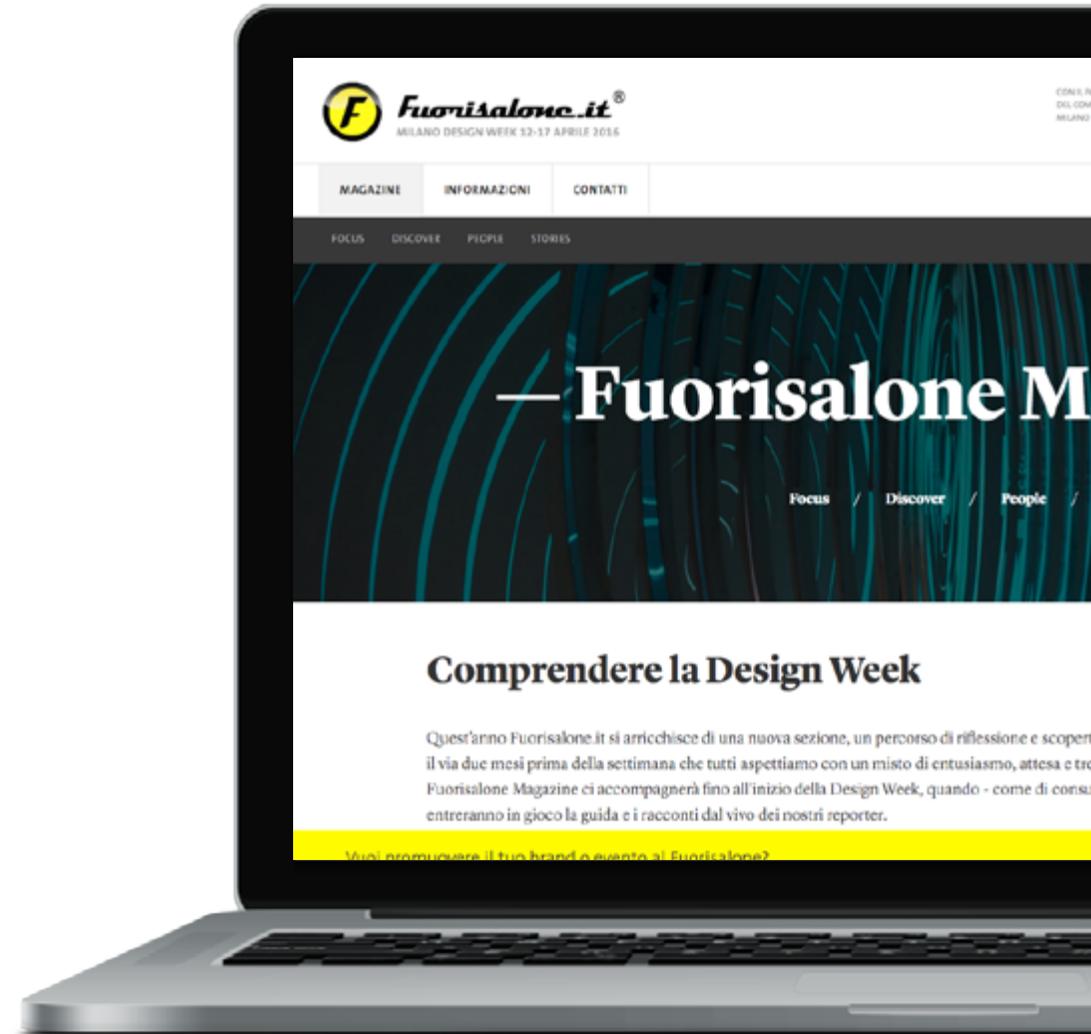


BRERA DESIGN DISTRICT on FUORISALONE MAGAZINE *Dedicated articles*

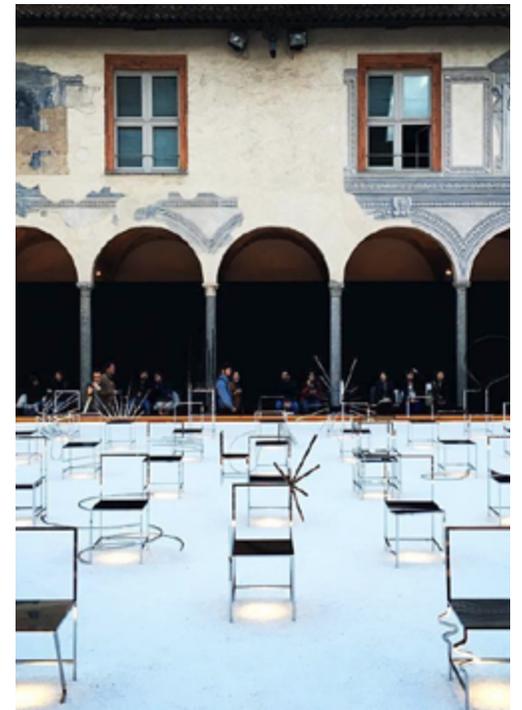
In order to anticipate and promote the events of the Design Week, Fuorisalone Magazine inserts itself among the tools of communications of Brera Design District with two formats: the Discover and the Guide.

The **Discover** article provides a presentation of short articles seen as promotional spaces and news concerning the events and design.

The **Guide article** is a new editorial format designed specifically for Brera Design District, with the purpose of proposing short thematic itineraries through the showrooms and throughout the events taking place in the district.



**REPORT
FUORISALONE 2016**



REPORT FUORISALONE 2016 EDITION
BRERA DESIGN DISTRICT SAW:

160 EVENTS

295 COMPANIES

230.000 PEOPLE

BRERA DESIGN DISTRICT 2016

By numbers



110.000

-
PAGE VIEWS
DURING FUORISALONE



50.000

-
GUIDES AND MAPS
DISTRIBUTED IN 6 DAYS



9.343

-
LIKES
ON FACEBOOK PAGE



230.000

-
PEOPLE WHO TRANSITED
IN THE DISTRICT



295

-
BRAND AND
EXHIBITORS



7.000

-
FOLLOWERS
ON INSTAGRAM ACCOUNT



160

-
EVENTS
IN THE DISTRICT



94

-
PRESS RELEASES
FROM MARCH TO APRIL



22.288

-
UPLOADED IMAGES WITH
#BRERADESIGNDISTRICT

FORMAT 2017

Brera Design District

FORMAT BRERA DESIGN DISTRICT 2017

How to join the project

You can join the project for the Fuorisalone 2016 from **January 2017**. 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:

1. IDENTIFY THE FORMAT

Identify your favorite position for joining the project, if necessary for further contact Studiolabo

2. COMPLETE THE FORM

Fill in the form online on the website www.breradesigndistrict.it and follow the instructions

3. PAY THE AMOUNT

Pay the amount corresponding to the chosen plan will be followed by regular commercial invoice

4. VERIFY THE INFORMATION SENT

Verify the completeness and correctness of the information and content sent

YOU WILL AGREE NO LATER THAN MARCH 1ST, 2016

FORMAT BRERA DESIGN DISTRICT 2017

Format dedicated to the period of Fuorisalone

You can take part in the event as:

EXHIBITOR
BASIC, SPONSOR, PLUS

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

MAIN SPONSOR
MAIN CONTENT

Promoting your brand through a dedicated communications plan and branding

TECHNICAL SPONSOR
PARTNER

Promoting your brand through a branding action or a strategic collaboration in the circuit of Brera Design District

FORMAT BRERA DESIGN DISTRICT 2017

Exhibitor format

Brera Design District offers three types of standard communication plan divided in basic, plus and sponsor. Each format provides different levels of visibility and communication.

	BASIC 700 € + VAT	PLUS 1.200 € + VAT	SPONSOR 2.000 € + VAT
* visibility on website	●	●	●
visibility on the guide	●	●	●
totem event	●	●	●
Presence event in:			
special events		●	●
website homepage		●	●
fuorisalone.it	●	●	●
fuorisalone.it app	●	●	●
sponsor banner			●
article on Newsletter			●
article on Fs Magazine		●	●
Facebook post		●	●
Instagram post			●

* that means the presence of the event on the online map, the indication of the showroom if permanent and a page dedicated to the event contents

FORMAT BRERA DESIGN DISTRICT 2017

Exhibitor, 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.

SUMMARY

Indication of **the event on site map**

Indication and dedicated page to **the showroom if permanent**

Dedicated page to the event contents

Indication of the event on the **guide** in basic position

Event totem to appear in exhibition space

Presence on **mobile app** of fuorisalone.it

Presence on fuorisalone.it in BDD itinerary

FORMAT BRERA DESIGN DISTRICT 2017

Exhibitor, Plus - 1.200€ + VAT

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

SUMMARY

Indication of **the event on site map**

Indication and dedicated page to **the showroom if permanent**

Dedicated page to the event contents

Dedicated page to the event contents **in special event section**

Rotational box in homepage with special event list

Indication of the event on the **guide** in plus position

Event totem to appear in exhibition space

Presence on **mobile app** of fuorisalone.it

Presence on fuorisalone.it in BDD itinerary

Guide article on Fuorisalone Magazine and **1 Facebook post** consists of a gallery that links to the article.

FORMAT BRERA DESIGN DISTRICT 2017

Exhibitor, 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.

SUMMARY

Indication of **the event on site map**

Indication and dedicated page to **the showroom if permanent**

Dedicated page to the event contents

Dedicated page to the event contents **in special event section**

Rotational box in homepage with special event list

Fixed banner with logos of the sponsor in all pages of the website

Indication of the event on the **guide** in sponsor position

Event totem to appear in exhibition space

Presence on **mobile app** of fuorisalone.it

Presence on fuorisalone.it in BDD itinerary

1 **article in** Brera Design District **newsletter**

1 **Discover article** on Fuorisalone Magazine

1 **Facebook** post, 1 **Instagram** post

FORMAT BRERA DESIGN DISTRICT 2017

Main Sponsor and Main Content

QUOTATION ON REQUEST

Main Sponsor and Main Content are the absolute most prestigious and important positions in Brera Design District. Being a main sponsor/content 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 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.

FORMAT BRERA DESIGN DISTRICT 2017

Technical sponsor and Partner

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

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.

FORMAT 2017

Guide and ADV spaces

01

LOGO

NOME EVENTO

Nome brand

www.sitoweb.com

mail@sitoweb.com

— INDIRIZZO

Nome Location- Via della Location, 5

— ESPOSIZIONE

GIORNI 4/5/6/7/8/9 Aprile

h. 10:00 - 21:00

— OPENING BY INVITATION

GIORNO Martedì 4 Aprile

h. 18:00 - 21:00



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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut tristique velit condimentum ante ultricies, et rutrum sapien interdum. Proin eget justo lorem. Fusce at turpis malesuada, tincidunt mauris a, posuere elit. Donec ac risus laoreet, luctus magna nec, dignissim urna. Praesent tempus metus molestie nisl consectetur feugiat. Aliquam sed ligula felis.

FORMAT SPONSOR

– **SIGNIFICANT POSITION IN THE GUIDE**

– **IMAGE RELATED TO THE EVENT**

Dimension 72x78mm + 5mm bleed area

– **LOGO**

Vector format (.eps, .ai, .pdf)

– **INFOS ABOUT EVENT**

(Title, date, address, web site, mail...)

– **EVENT DESCRIPTION**

Maximum length of text: 500 characters for italian language + 500 characters for english language (including spaces)

01

SPAZIO LOGO

NOME EVENTO

Nome brand

— INDIRIZZO

Nome Location- Via della Location, 5

— ESPOSIZIONE**GIORNI** 4/5/6/7/8/9 Aprile**h.** 10:00 - 21:00**— EVENTI****GIORNO** Martedì 4 Aprile**h.** 18:00 - 21:00

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FORMAT PLUS

— POSITION OF HIGH VISIBILITY IN THE GUIDE

— LOGO

Vector format (.eps, .ai, .pdf)

— INFOS ABOUT EVENT

(Title, date, address, web site, mail...)

— EVENT DESCRIPTION

Maximum length of text: 300 characters for italian language + 300 characters for english language (including spaces)



FORMAT BASE

— POSITION IN THE GUIDE

— INFOS ABOUT THE EVENTS

(Title, date, address, web site, mail...)

— EVENT DESCRIPTION

Maximum length of text: 240 characters for italian language + 240 characters for english language (including spaces)

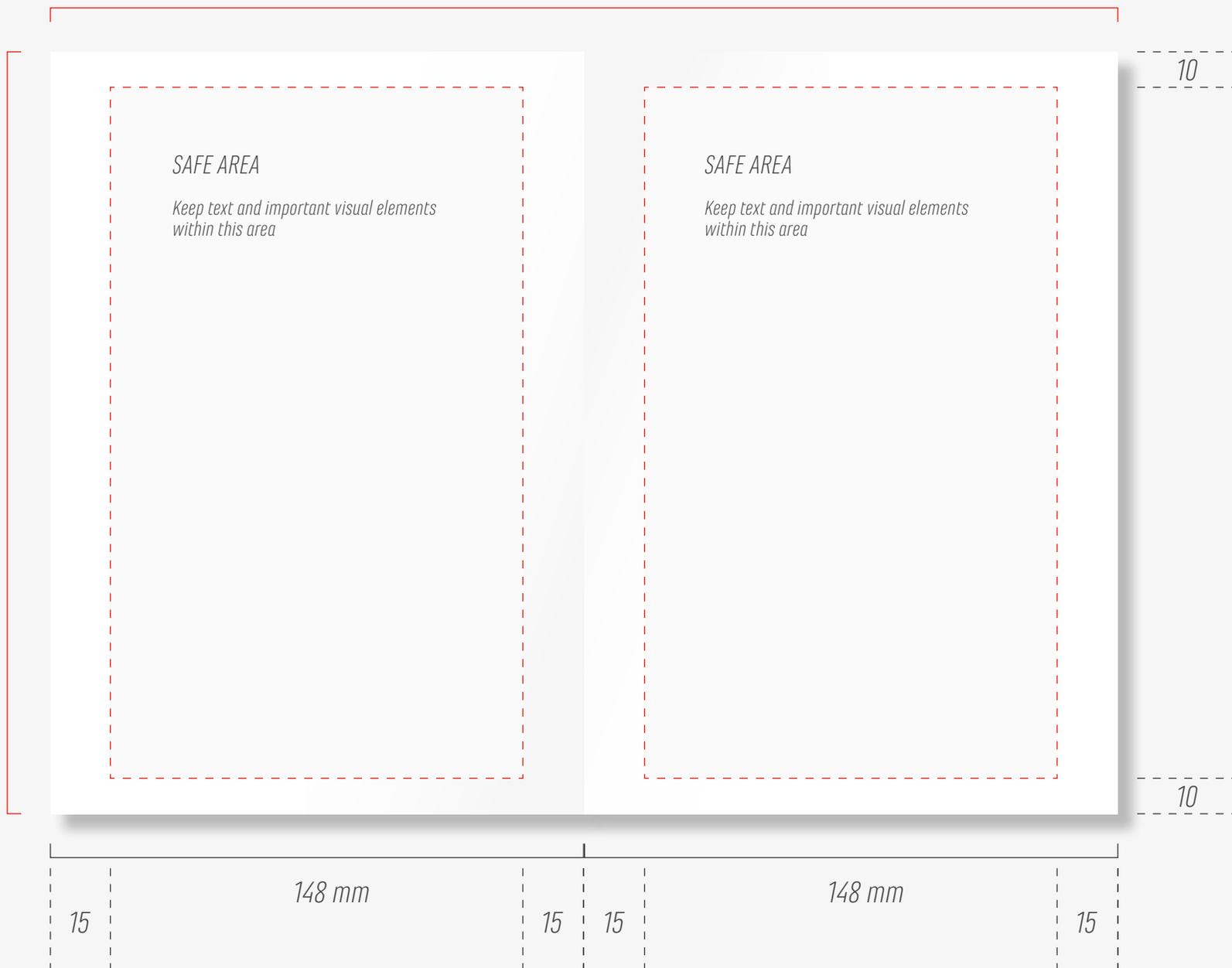
ADV DOUBLE PAGE (SPREAD)

DIMENSION

296x210 mm + 5mm

210 mm
+ 5mm

296 mm + 5mm BLEED AREA



ADV FULL PAGE

DIMENSION

148x210 mm + 5mm

210 mm
+ 5mm

148 mm + 5mm BLEED AREA



Brera

DESIGN
DISTRICT
MILANO

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Francesca Gerosa: francesca@breradesigndistrict.it

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www.brerarealestate.it

www.fuorisalone.it

in collaboration with


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