

Brera
Design
District

Design Week 2018

in collaboration with



application form /
communication format



Next
appointment:

17–22.
04.2018



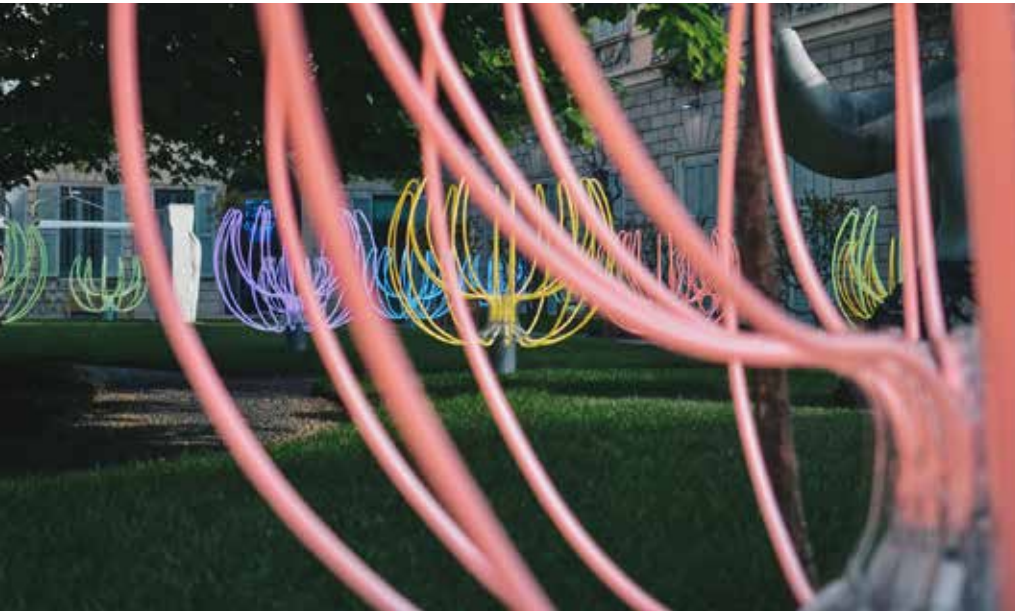


Brera
Design
District

the first
and most important



promotional **district**



of design **in Italy**



Brera Design District



Design Week 2018





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1 Brera Design District

About / Mission / Coordinated projects

Design Week

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Format 2018

Brera Design District

About

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

Historically an art district thriving around the Accademia di Belle Arti, which asserts itself today as the main cultural and commercial district of the city thanks to the presence of more than 100 permanent showrooms and art galleries.

Brera Design District through the years has consolidated its role as mediator and propeller for these realities, creating a capillary convergence system through a dedicated communication plan.

The suggestive and unique locations of the district represent an ideal window for the promotion of design – particularly during **Design Week**, but also for the year round, involving brands and professionals as well as investors, sponsors and temporary exhibitors.

Brera Design District

Mission

Brera Design District was built with the aim of creating an **organized network** enclosing the area's realities, promoting commercial and cultural activities through a leading-edge development plan.

Year by year Brera Design District, with its packed event schedule, implements the cultural, economic and social heritage that distinguishes the district. By sharing skills and resources among professionals, the set aim is to spread and promote design culture in the fields of product design, architecture and art, blending tradition and innovation.

Brera Design District

Coordinated projects

The Brera Design District project currently features **four projects** coordinated in different fields, from territorial development to consultancy. There are two main yearly events that wholly fulfil the project's expression: the *Design Week* in April and the *Design Days* (during Design City Milano) in October. The other two coordinated formats are the consultancy platform *Design Locations* and the *Design Apartment* showroom.



**Design
Week**



**Design
Days**



**Design
Apartment**



**Design
Locations**

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Brera Design District

2 Design Week

Increase over the years / Award / Ambassadors / Illustration

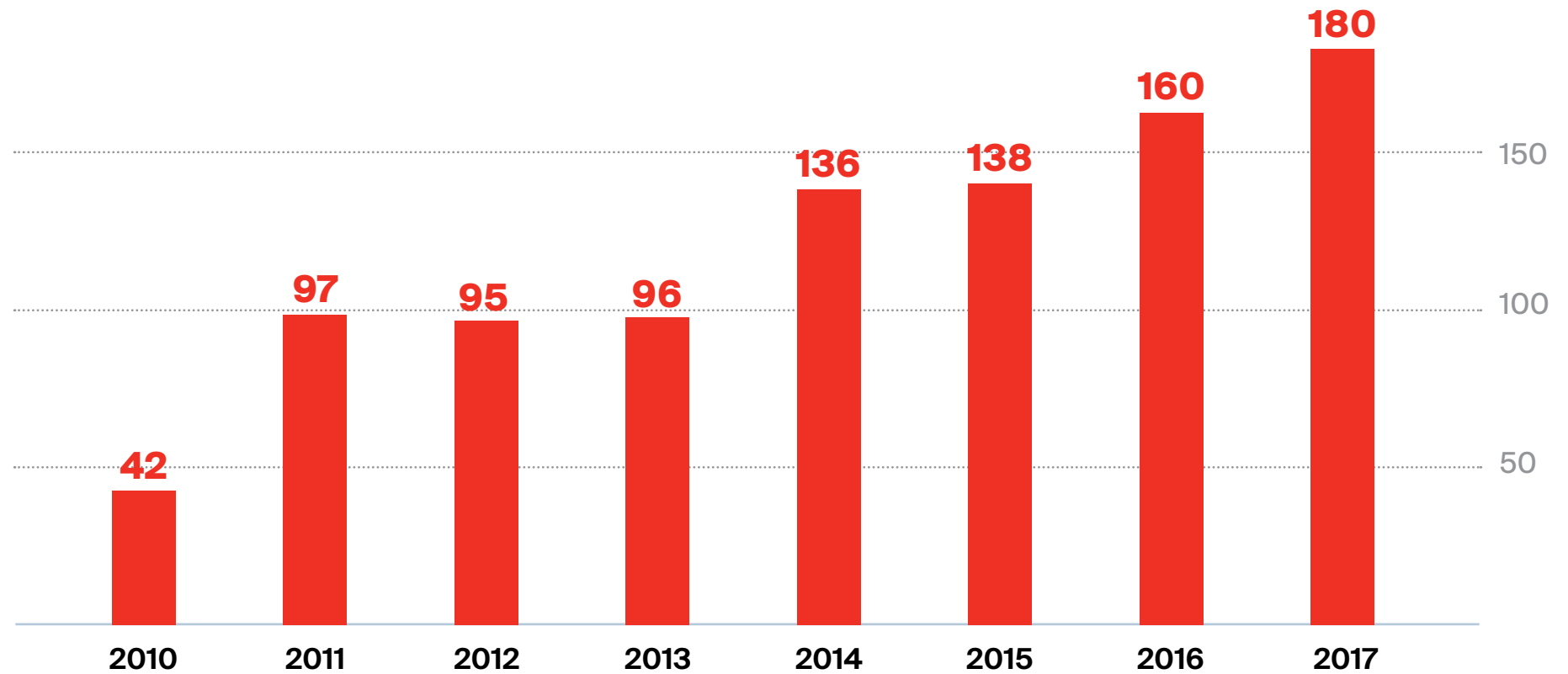
Communication Tools

Format 2018

Design Week

Increase over the years

Number of events



Design Week

Design Lessons Award

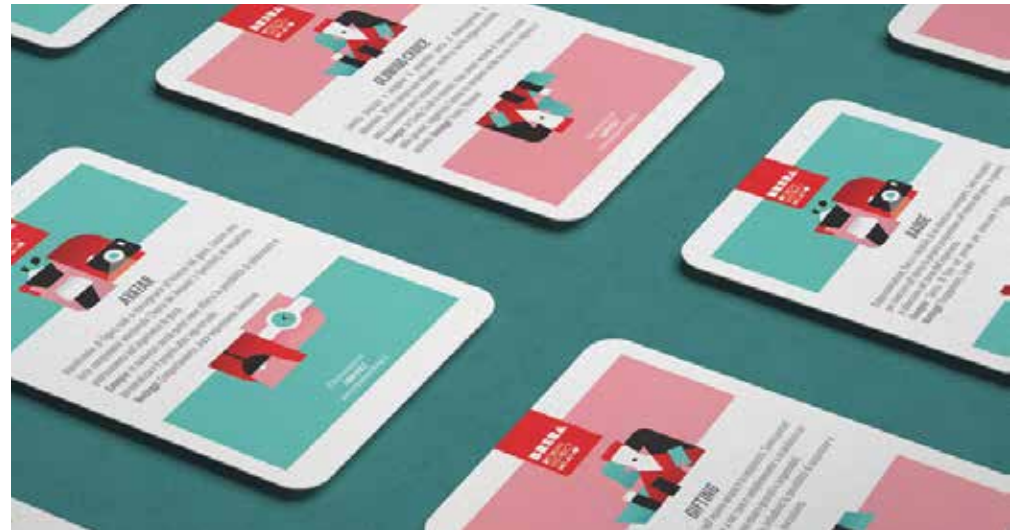
Brera Design District in 2014 launched the *Design Lessons Award*. This prize is awarded to those who, with their work or activity, distinguish themselves in the field of design in Italy or abroad. The winner's experience becomes an example, **a global design lesson**, should it contribute to spread design culture according to the principles promoted and shared by Brera Design District. The prize has a symbolic value and it's awarded during the Design Week and communicated with BDD's platform and communication tools. BDD launched the award with a double aim, to account a successful case history as an incentive and encouragement for satellite activities and to avail itself of an "ambassador" who will be both the district representative during the event and the annual spokesman of the district's shared values.

Design Week

Design Lessons Award

2017

Fabio Viola



2017 Edition
To design is to play, to play is to design

Design Week Ambassador 2017

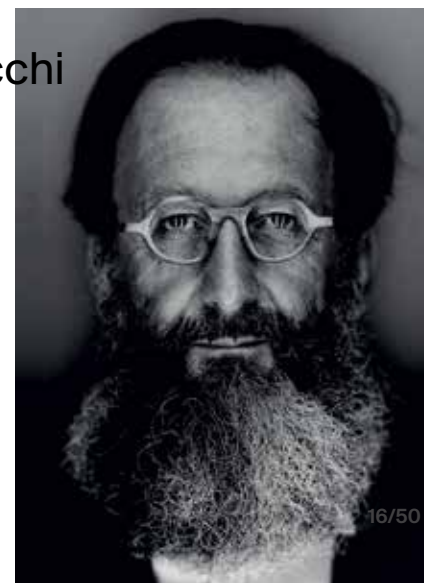


Tony Chambers



Studiopepe

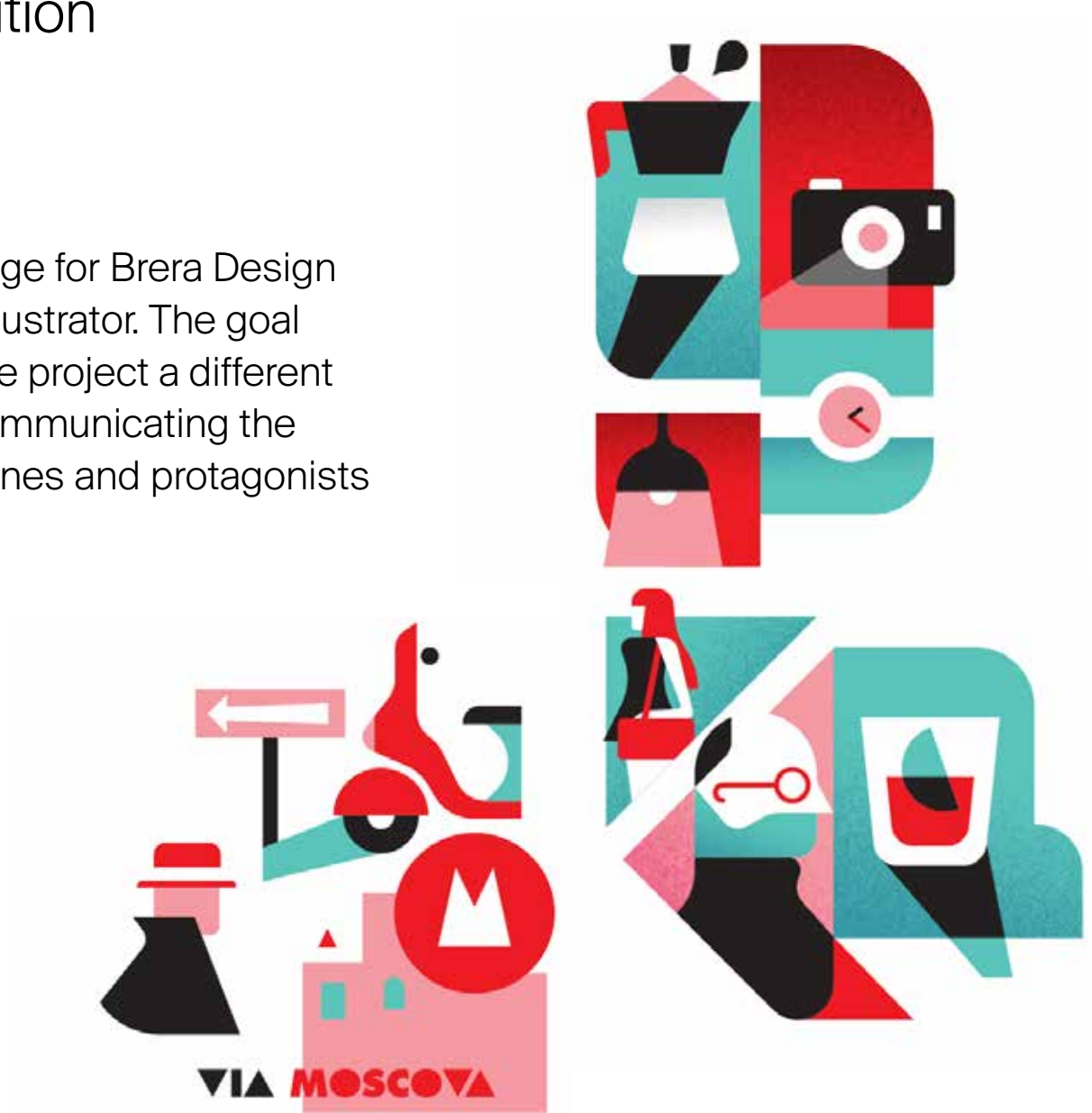
Michele De Lucchi



Design Week

An illustrator for each edition

Every year the communication image for Brera Design District is entrusted to a different illustrator. The goal is to diversify the editions giving the project a different character each time, capable of communicating the district and its emblematic milestones and protagonists from different perspectives.



Design Week

An illustrator for each edition

2014
Jacopo Rosati



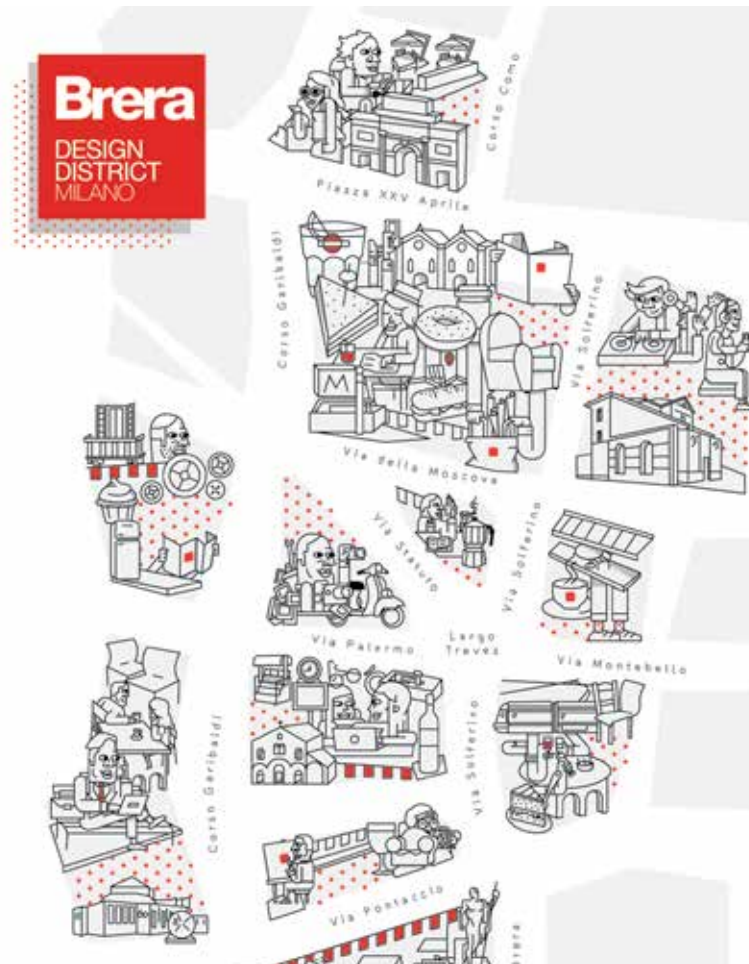
2015
Renée Melo



Design Week

An illustrator for each edition

2016
Giorgio Mozzorecchia



2017
Stefano Marra



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Brera Design District
Design Week

3 Communication Tools

Online / Print / Neighborhood / Fuorisalone.it

Format 2018

Communication Tools

Online

Website
Social Media
Newsletter

Print

Events Guide
Map

Neighborhood

Infopoint
Signage totem
Banners / flags

+

Indexing on
fuorisalone.it

Website
Mobile App
Magazine

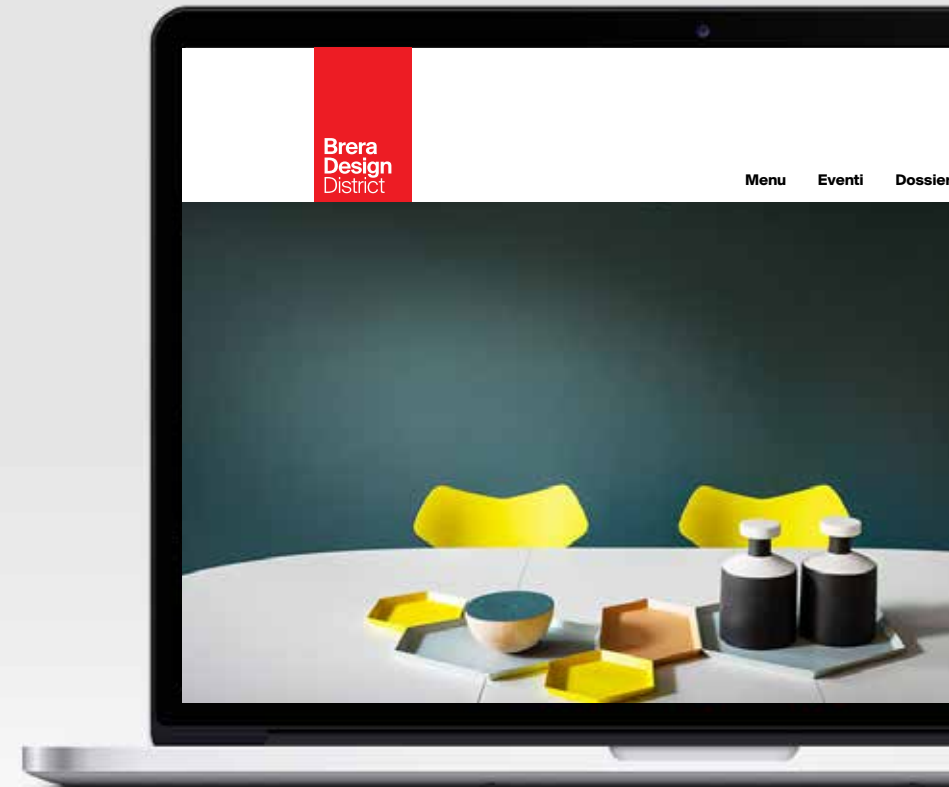
Communication Tools

Online / Website

The structure of the website follows a consolidated template that brings to the foreground the main projects and an interactive district map enclosing all the active points and the various exhibits, showrooms and brands.

The objective is to immediately direct the user's attention to the project's fundamental points, meaning the event calendar with its focus on special events (location, main sponsor, sponsor, plus). It is important to point out that every Brera Design District event has **its dedicated page**, which will remain online.

www.breradesigndistrict.it



Communication Tools

Online / Social media

Day-by-day by Brera Design District has broadened its communication tools offer. Social media are ever more a marketing tool capable of reaching a very vast audience and a reference target. Since 2016 Brera Design District has strongly focused on the role of social media, particularly on its official Facebook and Instagram pages as tools to communicate the district's events and activities. This year, Brera Design District, through the use of Instagram and of the hashtag **#breradesigndistrict** created a new visual memory of the Fuorisalone, an image container destined to grow from year to year.

Facebook: 16k fan

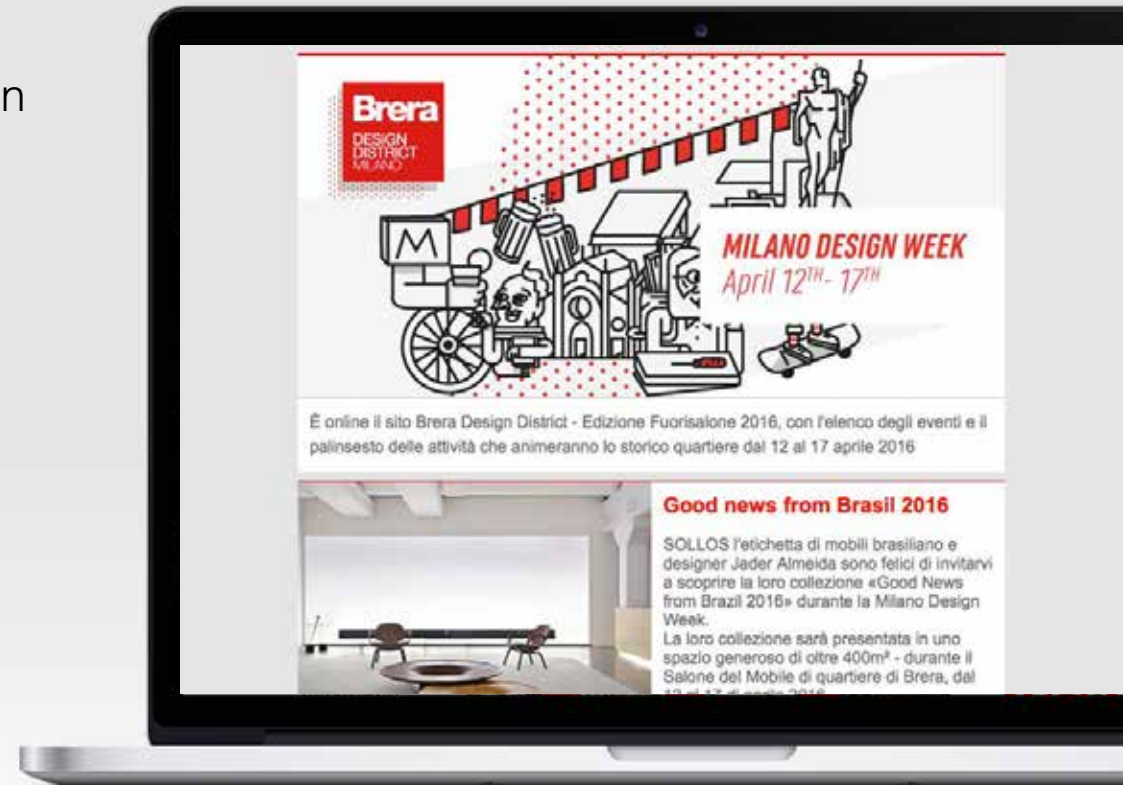
Instagram: 32k follower



Communication Tools

Online / Newsletter

The Brera Design District **newsletter** is another fundamental tool of the communication plan. Addressed to more than 30,000 profiled contacts, the newsletter is the ideal promotion and communication reference for all district news and activities. Mainsponsors and sponsors can co-plan the release of articles and editorials to launch events, products and services.



Communication Tools

Neighborhood /

Info point, signage totem, banners

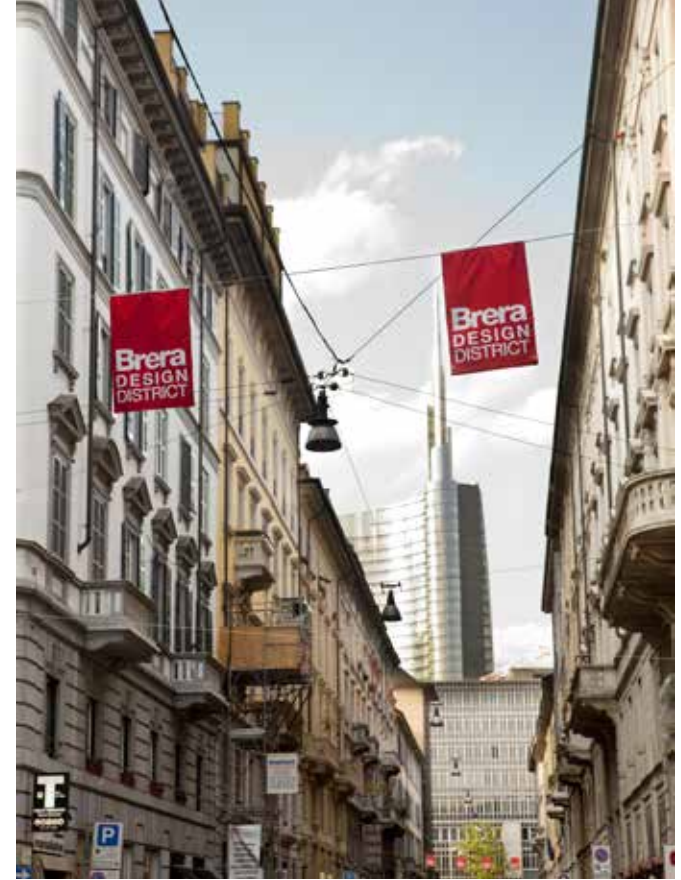
Of fundamental importance is the role of the **Info Points**. Situated in strategic locations, Largo Treves, Eataly Largo La Foppa, in 2017, to receive and inform the thousands of visitors that animate the city streets looking for innovation and quality experiences. The Info Point service was created for the 2014 edition by C.M.C.2.0



Communication Tools

Neighborhood /
Info point, signage totem, banners

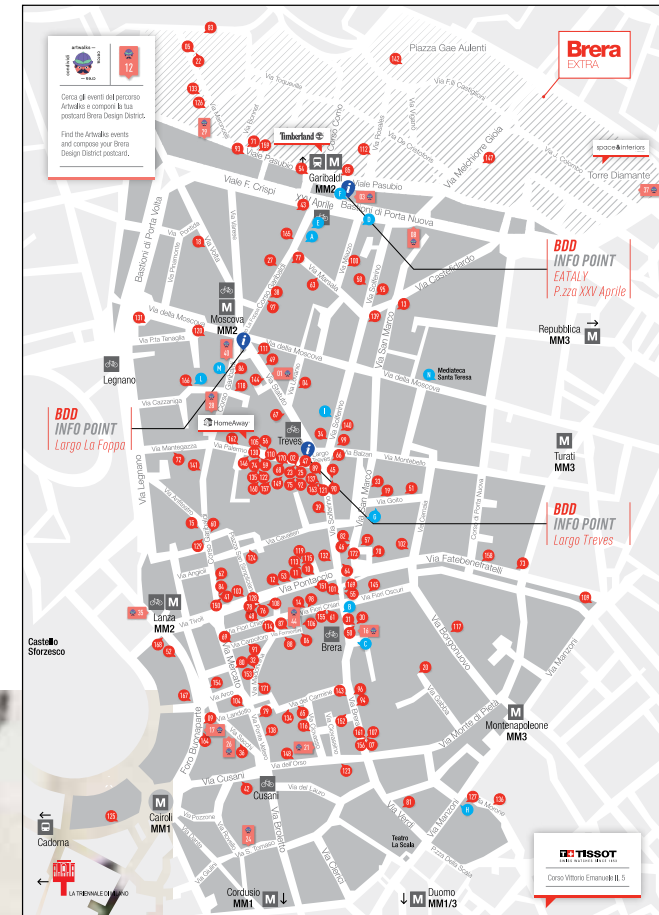
In addition to the Info Points, a **line of flags** signalling the main roads and delimiting the district borders is also provided. Exhibitors will have a banner stand in correspondence to the showroom and exhibition space signalling their presence to the visitors.



Communication Tools

Event guide and map

The event guide and the Brera Design District map are the **main orientation tools** for the district; one of the most used during Design week. In 2017, 50,000 event guides and maps were printed and distributed both before and during Design Week by the three Info Points and the participating venues.

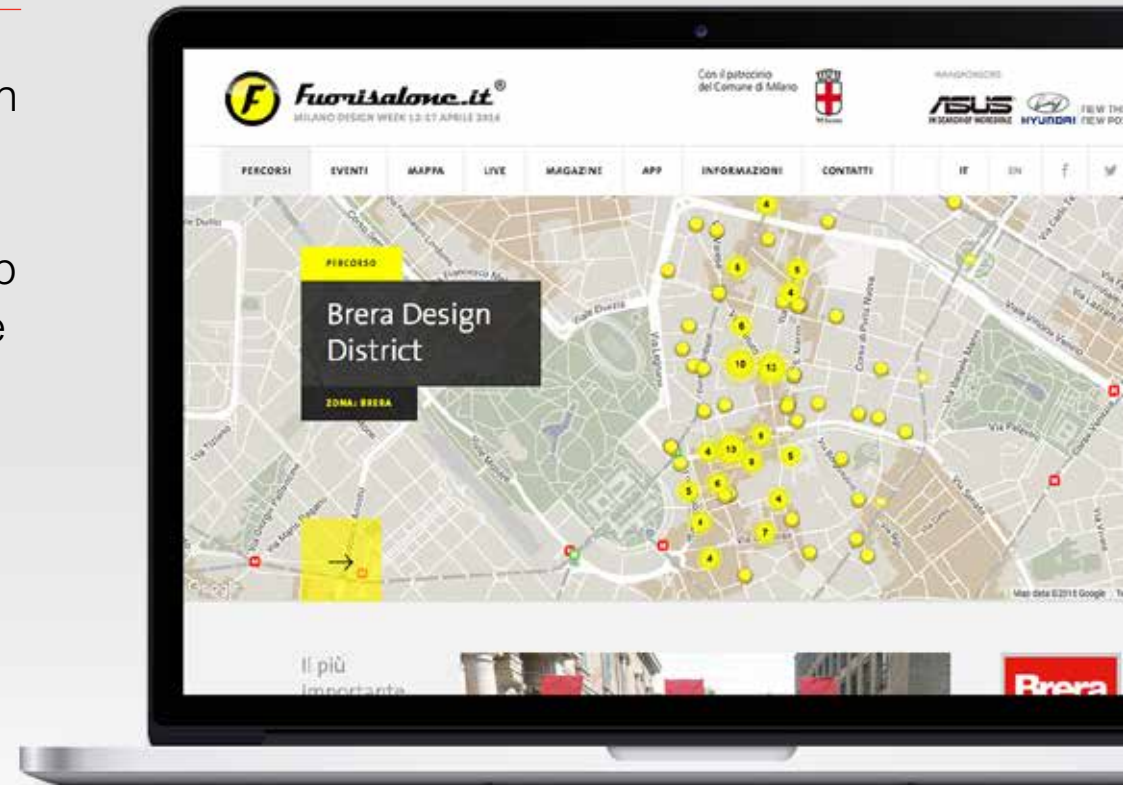


Communication Tools

Fuorisalone.it

At its 16th year of activity, Fuorisalone.it is the official platform for design week in Milano. Brera Design Week takes the role of absolute protagonist with its dedicated communication such as:

- focus on the event on the overall website
- event focus on the Fuorisalone.it mobile app
- dedicated articles on Fuorisalone Magazine



Communication Tools

Fuorisalone Magazine

With the aim of previewing and promoting Design Week events, Fuorisalone Magazine is part of the Brera Design District communication tools with two formats: **Discover** and the **Guide**.

The **Discover** column foresees the presentation of brief articles functioning as promotion and news of events concerning the world of design.

The **Guide** article is a new editorial format created specifically for Brera Design District with the aim of creating short themed tours through the showrooms and events in the district.



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Brera Design District
Design Week
Communication Tools

4 Format 2018

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Format 2018

Report 2017

180
events

3000
companies

250.000 visitors

Format 2018

Report 2017

official website

40.700

Sessions on page

31.000

Unique users

132.600

Page views

in the district

3

Info points

50.000

Guides and maps
distributed in six days

on social media

15.000

Fans on Facebook

25.000

Followers on Instagram

43.500

Pictures with
#BreraDesignDistrict
hashtag

Format 2018

How to join

It will be possible to join the project for the upcoming Design Week **starting January 2018**. Registration is very simple and can be submitted from any computer following the few necessary steps to register and sign the agreement.

The last day for registration will be **March 15, 2018**.

Format 2018

How to join

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

Format 2018

How to join

You can take part in the event as:

Exhibitor

1a. Base

1b. Sponsor

1c. Plus

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

2a. Main Sponsor

2b. Main Content

Promoting your brand through a dedicated communications plan and branding

3a. Technical sponsor

3b. Partner

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

QUOTATION ON REQUEST

Format 2018

1. Exhibitors

Brera Design District offers three kinds of communication plan for **exhibitors: Base, Plus and Sponsor**. Any position consists of various levels of visibility and communication.

* 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

	1a	1b	1c
	Base 1.000 € + VAT	Plus 1.700 € + VAT	Sponsor 2.500 € + VAT
website visibility*	●	●	●
print guide visibility	●	●	●
signage signage totem of the event	●	●	●
Presenza evento in:			
eventi speciali		●	●
homepage del sito		●	●
fuorisalone.it	●	●	●
app fuorisalone.it	●	●	●
banner sponsor			●
articolo su Fuorisalone Magazine		●	●
post Facebook		●	●
post Instagram			●
Instagram Stories			●

Format 2018

1a. Exhibitor, Basic – 1.000€ + 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 2018

1b. Exhibitor, Plus – 1.700€ + 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 2018

1c. Exhibitor, Sponsor – 2.500€ + 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 **Discover article** on Fuorisalone Magazine
- 1 **Facebook post**, 1 Instagram post
- 1 **Live Instagram** Stories

Format 2018

2a. Main Sponsor

2b. Main Content

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.



QUOTATION
ON REQUEST

Format 2018

2a. Main Sponsor

2b. Main Content

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.



QUOTATION
ON REQUEST

Format 2018

3a. Technical sponsor

3b. Partner

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



QUOTATION
ON REQUEST

Format 2018

3a. Technical sponsor

3b. Partner

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 2018

Print guide + ADV

Format Sponsor

- **Significant position in the guide**
- **Image related to the event**
Size 88x65mm
+ 5mm bleed area
- **Logo**
Vector format (.Eps, .Ai, .Pdf)
- **Infos about the event**
(Title, date, address, Website, mail...)
- **Event description**
Maximum length of text: 500 characters for italian language + 500 characters for english language (including spaces)

36

(SPAZIO LOGO)

Nome Brand

Nome Evento

sitobrand.com/global
sito@brand.com

indirizzo
Nome Location
Via della Location, xx

esposizione
5/6/8 aprile
10:00 – 21:00

press preview
4 aprile
17:00 – 19:00

cocktail
giorno 4 aprile
19:00 – 22:00



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Format 2018

Print guide + ADV

Format Plus

- **Position of high visibility in the guide**
- **Logo**
Vector format (.Eps, .Ai, .Pdf)
- **Infos about the event**
(Title, date, address, Website, mail...)
- **Event description**
Maximum length of text: 300 characters for italian language + 300 characters for english language (including spaces)

61

(SPAZIO LOGO)

Nome evento

Nome brand

indirizzo

Nome Showroom
Via dello Showroom, 1

esposizione

giorni 4/5/6/7/8/9 aprile
h. 10:30 - 19:30

coktail

giorno 7 aprile
18:30 - 21:30

Sedi rem et et vendipici res aut quunt, sae. Nequatur sande consequi ut occupa duciminci inus non natisto mo eaque volupta testiiscium vel essi volupta sustioratur? Um arumqui re, odi omnimillaci omnia re net repre corem fuga. Ta sitaturi odias exceration exerias aborum invendisquo dolor re volenis eni il molorum.

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Format 2018

Print guide + ADV

Format Base

- **Position in the guide**
- **Infos about the event**
(Title, date, address, Website, mail...)
- **Event description**
Maximum length of text: 240 characters for italian language + 240 characters for english language (including spaces)

75 **Nome Evento**
Nome Brand

indirizzo
Nome Showroom
Via dello Showroom, 1

esposizione
4/5/6/7/8/9 aprile – h. 10-22

cocktail
5 aprile – h. 10-22

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Format 2018

Print guide + ADV

ADV SINGLE PAGE

—
2.000 €
+VAT

SIZE

148x210 mm
+ 5mm bleed/slug



Format 2018

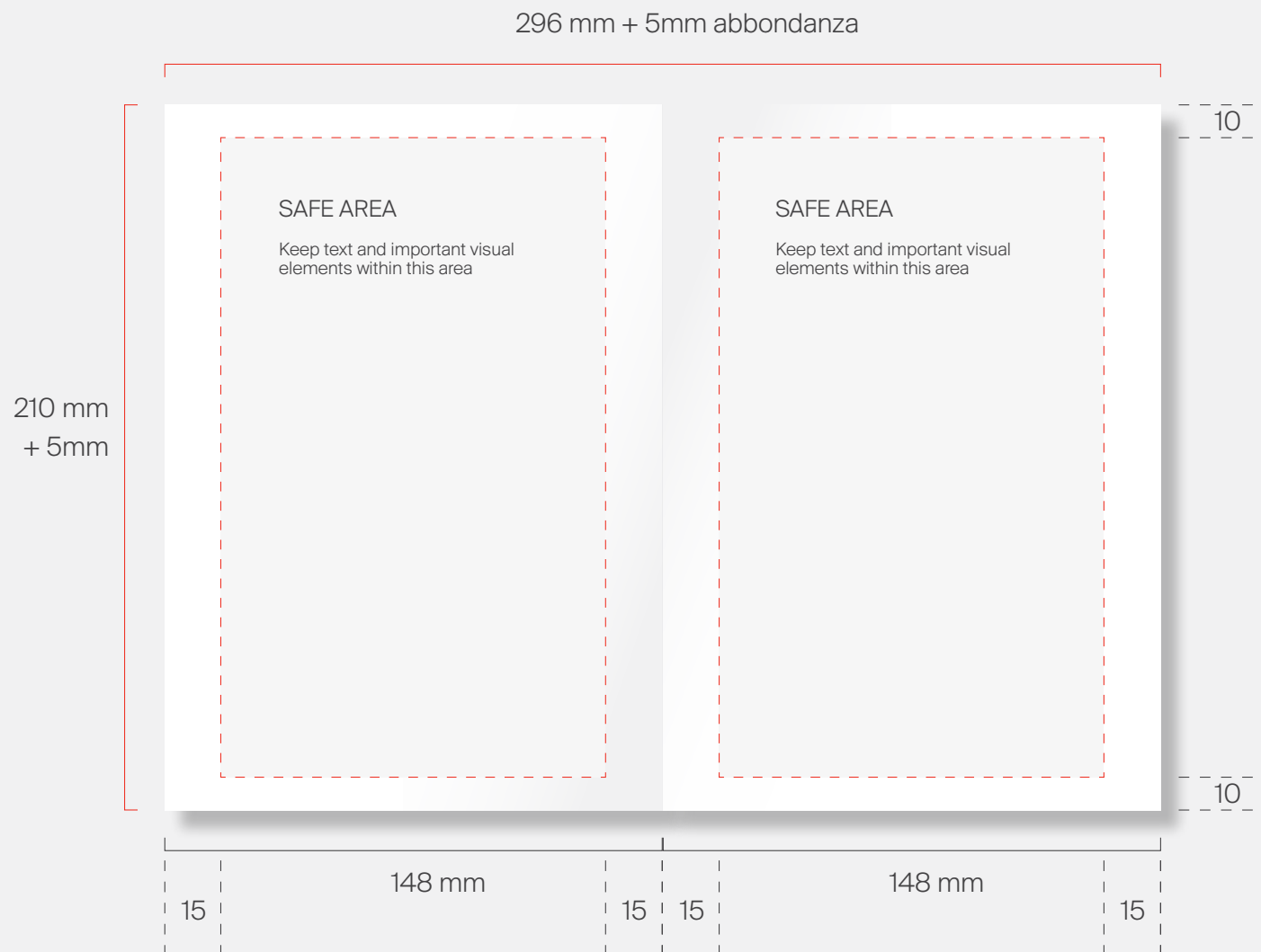
Print guide + ADV

**ADV
DOUBLE
PAGE**

—
**3.500 €
+VAT**

SIZE

296x210 mm
+ 5mm (bleed/slug)



**Brera
Design
District**

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—

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www.breralocation.it
www.fuorisalone.it

in collaboration with

