

Brera
Design
District

Design Week

17-23 April 2023

in collaboration with



formats to join the
communication packages

Brera Design District 2023

Theme 2023: The future is now

The logo for Brera Design District, featuring the text "Brera Design District" in white, stacked vertically on a red rectangular background.

The future is now, to give it shape and meaning is a priority.

The 14th edition of Brera Design Week, taking place from 17 to 23 April, moves from this awareness.

Embracing the theme selected by Fuorisalone, “Laboratorio Futuro / Future Lab”, Brera Design Week 2023 proposes **a reflection on contemporaneity’s challenges, giving space to projects and practices able to trigger a change in actions.** The future isn’t something abstract or immaterial, but can be built through the quality of our present. Design is a precious tool to face tomorrow’s challenges: the world’s most important design week will be a stage for strongly impactful creative ideas and innovative solutions. “Laboratorio Futuro” will represent a moment for analysis and experimentation, to turn today’s challenges into tomorrow’s opportunities.

Brera Design Week 2023 will **focus on the most relevant current themes for the design industry**, from material innovation to circularity, through the new market challenges combining online and offline experience, with a special attention to new ways of engaging and collecting the new generations’ interest.

Brera Design District 2023

What we offer/Who we address to

The Brera Design District's commercial offer is developed through a communication plan designed, on the one hand, to promote events during the Fuorisalone and, on the other hand, to promote the District's key players throughout the year.

Therefore, the proposals address to these two moments and include:

A. Communication plan dedicated to the Fuorisalone event (Brera Design Week)

Three solutions: **Basic, Sponsor, Extra**

B. Year-round communication plan

Four solutions: **Experience, Content, Media, Newsletter**

Business proposal 2023

Communication plans offered

A) Dedicated to the Fuorisalone 2023

If you have a permanent showroom in the Brera district or you have chosen to exhibit in a temporary location, you can join one of the three proposed communication plans that include more activities and tools, as needed, during Brera Design Week to support and communicate the planned events.

The proposals for the **Brera Design Week 2023** are:

Base pack - 1.500€ + vat

Sponsor pack - 2.500€ + vat | [updated plan](#)

Extra pack - 4.000€ + vat | [updated plan](#)

B) Dedicated and active all year round

If you have a permanent activity in the district or if you simply want to promote a brand or activity within the Brera Design District channels, you can join one of our communication proposals on an as-needed basis.

The proposals planned for the **rest of the year 2023** are:

Experience pack - 1.500€ + vat | [only for permanent showrooms](#)

Content pack - 1.800€ + vat

Social media pack - 1.000€ + vat

Newsletter pack - 1.000€ + vat

Commercial proposal dedicated to Fuorisalone

17-23 April 2023

Brera
DESIGN
DISTRICT

Brera
DESIGN
DISTRICT

Brera
DESIGN
DISTRICT

Brera
DESIGN
DISTRICT

Commercial proposal dedicated to Fuorisalone

Brera Design Week 2023

How to join the project

The steps to follow are:

1. Choose the format

Identify the preferred communication plan among the three proposed. If you have any doubts or require further information, please contact us by phone or email

2. Fill in the online form

Fill in the application online form and follow the instructions by selecting the chosen package and any additional formats

3. Pay the fee

Pay the fee corresponding to the chosen communication plan. A regular commercial invoice will follow

4. Activation

Once the editorial team has verified the information and content submitted as correct and complete, the access to the platform will be activated for content entry by sending all details and steps via email

Brera Design Week 2023 Communication Plan

1/3 - Base pack – 1.500€ + VAT

The offer includes:

Brera Design District

Brera Design Week website (www.breradesignweek.it)

- Event page published in the guide
- Marking the event on the browsable map

Physical tools (on the territory)

- Paper folding map
- Event guide - basic visibility (see preview in tools section)
- Event totems to be placed in the exhibition space

Social media ([@breradesigndistrict](https://www.facebook.com/breradesigndistrict))

- Sharing of event page with Brera Design District Facebook post *

Communication

- Mention within the press release and within the press kit spread during the press conference (if the contract is signed no later than 10 February) and at any later updates.

Fuorisalone.it

Fuorisalone website event guide (www.fuorisalone.it)

- Presence on the website within the Brera Design District itinerary
- Event page (basic format) automatically published in the event guide
- Brand page
- Linked exhibitor and designer pages

Please note

* The sharing will be done in the period between 20 March - 22 April, including design week.

The choice of day is subject to the date the slot is booked, following the signing of the contract.

Brera Design Week 2023 Communication Plan

2/3 - Sponsor pack – 2.500€ + VAT

Updated plan

The offer includes:

Update

The Sponsor communication plan from 16 February 2023 has undergone a revision due to saturation of slots and adhesions to the DayByDay newsletter. In order to maintain the same level of visibility, a social release of your choice on Instagram or Facebook programmable before 20/03 or after 25/04 was added to the plan.

Brera Design District

Brera Design Week website (www.breradesignweek.it)

- Event page published within the guide
- Marking of the event in the browsable map
- Banner on homepage with list of sponsor events (random)
- Inclusion of the logo in the sponsor position in the footer of the website (both on the homepage and on internal pages)

Physical tools (on the territory)

- Paper folding map
- Event guide - sponsor visibility (see preview in tools section)
- Event totem to be placed in exhibition space

Social media ([@breradesigndistrict](https://www.instagram.com/breradesigndistrict))

- Publication of an Instagram post or alternatively a Facebook post *

- An Instagram or Facebook post that can be published before 20/03 or after 25/04

- Publication of an Instagram story by the editorial staff

Communication

- Mention within the press release issued at the conference (if the contract is signed by 10 February) and in later updates.
- Presence with dedicated paragraph in the attachment to the press release.
- Presence with dedicated paragraph in the pdf presentation that accompanies the press conference

Fuorisalone.it

Fuorisalone.it website (www.fuorisalone.it)

- Presence on the website in the Brera Design District itinerary
- Event page (focus format) published in the events guide automatically + Brand page + Linked exhibitor and designer pages + Pin on digital map

Social media ([@fuorisalone](https://www.facebook.com/fuorisalone))

- Sharing of the event page with Fuorisalone Facebook post **

Please note

* Sharing will be done in the period between 20 March - 22 April, including design week.

** Sharing will be done in the period between 20 March - 4 April.

The choice of day is subject to the date the slot is booked, following the signing of the contract.

Brera Design Week 2023 Communication Plan

3/3 - Extra pack – 4.000€ + VAT

Updated plan

The offer includes:

Update

The Extra communication plan from 16 February 2023 has undergone a revision due to saturation of slots and adhesions to the DayByDay newsletter. In order to maintain the same level of visibility, a social release of your choice on Instagram or Facebook programmable before 20/03 or after 25/04 was added to the plan.

Brera Design Week

Brera Design Week website (www.breradesignweek.it)

- Event page published within the guide
- Marking of the event in the browsable map
- Banner on the homepage with list of sponsor events (random)
- Inclusion of the logo in the sponsor position in the footer of the site (both on the homepage and internal pages)

Physical tools (on the territory)

- Paper folding map
- Event guide - sponsor visibility (see preview in tools section)
- Event totem to be placed in exhibition space

Social media (@breradesigndistrict)

- Publication of an Instagram post and a Facebook post *
- An Instagram or Facebook post that can be published before 20/03 or after 25/04

- Publication of an Instagram story (max. 4 images with content related to the event during design week) *

Communication

- Mention in the press release issued at the conference (if the contract is signed by 10 February) and in later updates.
- Presence with dedicated paragraph in the attachment to the press release and presence with dedicated paragraph in the presentation pdf that accompanies the press conference

Fuorisalone.it

Fuorisalone.it website (www.fuorisalone.it)

- Presence on the website in the Brera Design District itinerary
- Event page (focus format) published in the events guide automatically + Brand page + Linked exhibitor and designer pages + Pin on digital map

Fuorisalone.it Magazine (www.fuorisalone.it)

- Publication of N.1 promotional article proposed by the customer
- Sharing the article for direct promotion on Facebook **

Social media (@fuorisalone)

- Sharing of the event page with Fuorisalone Facebook posts ***
- N.1 social release of your choice on Fuorisalone.it Instagram, Facebook or LinkedIn channels ****

Please note

* Sharing will be done in the period between 20 March - 22 April, including design week.

** Sharing will be done in the period between 1 March - 22 April (for the article and related promotion)

***Sharing will be done in the period between 20 March - 4 April.

**** If the choice is on the Instagram channel the publication can be made from 1 March to 15 April (not during design week)

The choice of day is subject to the date the slot is booked, following the signing of the contract.

Commercial proposal dedicated to the Fuorisalone

Brera Design Week 2023

Comparing communication plans

For the Brera Design Week period, three possible combinations are offered for comprehensive coverage. Each position provides different levels of visibility and communication through various tools including the Fuorisalone.it platform in different variants.

	Base pack	Sponsor pack	Extra pack
	1.500€ + VAT	2.500 € + VAT	4.000 € + VAT
Brera Design District channels	visibility on the online event guide and interactive map *	●	●
	visibility on folding map and paper guide *	●	●
	presence on the home page (random with other sponsor events)		●
	logo in sponsor position in the footer of the site		●
	Event totem	●	●
	sharing of the event page on Facebook **	●	
	social release choosing between Facebook and Instagram **		● ●
	publication of an Instagram story (max. 4 img) **		●
	mention in press material and press release	●	●
	presence with paragraph in the press release attachment		●
	presence with paragraph in the press conference presentation pdf		●
Fuorisalone.it channels	presence of the event on the website in the BDD itinerary	●	●
	event page brand page designer page*	●	●
	publication of an article proposed by the customer **		●
	sharing and promoting the article on Facebook **		●
	sharing of the event page on Facebook **		●
	social release of your choice of Facebook, Instagram or LinkedIn **		●

Please note

* Check the visibility on online and printed media in the details of each individual package

** Check the publication period in the details of each individual package

Deadline

How to join the project in a few steps

- Choose the communication plan that suits you
- Log in or register at www.breradesignweek.it/adesioni
- Fill in the online form with all your data and sign the contract
- Pay the membership fee
- Wait for the activation of your plan and instructions from the team

DEADLINE

No later than 10 February to be included in the **press note and possible conference**

No later than 15 March to be included in the **paper map/guide**

No later than 10 April to be included in the **online-only communication**

If you need to sign up for more than one offer combined with the Design Week plan, email us at info@breradesigndistrict.it or call (+39) 02 36638150 for support and instructions.

A photograph of a modern interior space with stone walls and arched windows. The room features a brown leather sofa, a dark wood coffee table, and a patterned rug. In the background, there is a dining area with a table and chairs, and a kitchen area with a chandelier. The ceiling has exposed wooden beams.

Commercial proposal dedicated and active all year round

for all 2023

Communication plans active throughout the year

1/4 - Experience pack

1,500€ + VAT

Only for permanent showrooms

The offer includes:

Brera Design District website (www.breradesigndistrict.it)

- Showroom page published on the site in the Discover section and tagged "Selected"
- Publication of n.1 Article (typology in the form of an interview or editorial) by the editorial staff

Social media ([@breradesigndistrict](https://www.instagram.com/breradesigndistrict))

- 1 sharing of the magazine article in Instagram stories format
- 1 share of the magazine article in a Facebook post
- n.1 post to be chosen from Instagram or Facebook channels of a content different from the interview above, dedicated to the promotion of content, products, events, exhibitions realised by the client in the Brera showroom

Newsletter

- Publication of 1 box, within the Brera Experience newsletter, dedicated to promoting the article published in the magazine or a content of the customer's choice

2/4 - Content pack

1.800€ + VAT

The offer includes:

Brera Design District Magazine (www.breradesigndistrict.it)

- Publication of n.1 Article (typology in the form of an interview or editorial) by the editorial team

Social media ([@breradesigndistrict](https://www.instagram.com/breradesigndistrict))

- 1 sharing of the magazine article in Instagram stories format
- n.1 sharing of the magazine article in Facebook posts
- n.1 instagram post publication

Newsletter

- Publication of 1 box, within the Brera Experience newsletter, dedicated to a content proposed by the company within the column designed to promote brand and extra-district content (bdd x customer)

Communication plans active throughout the year

3/4 - Social Media pack

1.000€ + VAT

The offer includes:

Brera Design District Magazine (www.breradesigndistrict.it)

- Publication of n.1 Article (typology in the form of an interview or editorial) by the editorial team

Social media (@breradesigndistrict)

- n.1 instagram post publication
- 1 Instagram story publication (cover + up to 5 cover images)
- n.1 facebook post publication

Newsletter

- Publication of 1 box, within the Brera Experience newsletter, dedicated to a content proposed by the company within the column designed to promote brand and extra-district content (bdd x customer)

4/4 - Newsletter pack

1.000€ + VAT

The offer includes:

Newsletter

- Publication of 1 dedicated DEM newsletter

Communication tools

Brera Design District



Communication tools

Overview

Online

Website 2023
Brera website
Social Media
Newsletter

Print

Event Guide
Map

On the territory

Infopoint
Totem
Flags
Event Totem

Fuorisalone.it

Website
Magazine
Social Media

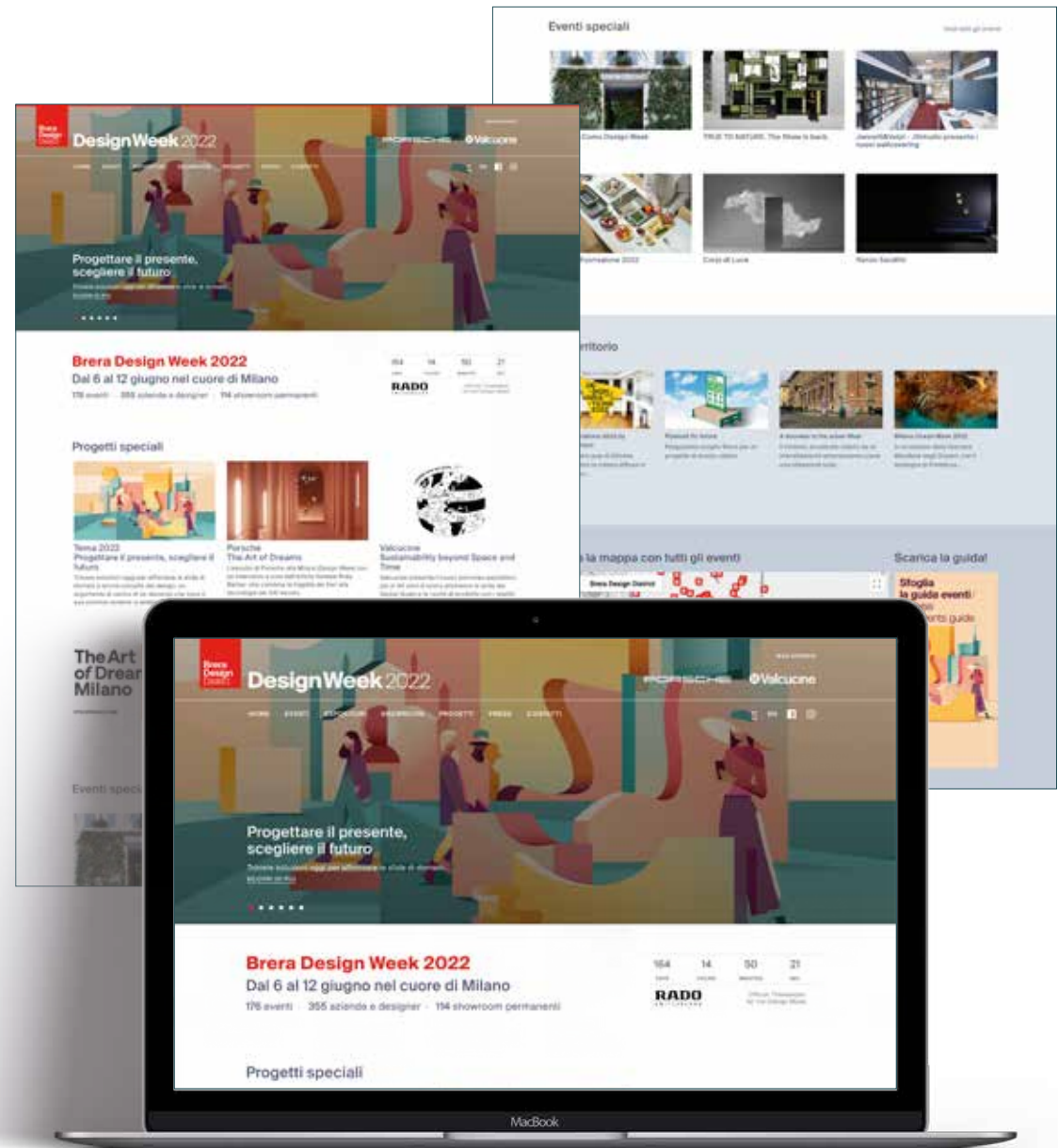
Communication tools

Website edition 2023

The structure of the website dedicated to the Brera Design Week event follows a well-established template that **brings to the forefront the main projects and the interactive map** of the district with an indication of all active points and the various exhibitions, showrooms and companies.

The aim is to immediately bring the user's attention to the main points of the project, **the events agenda and area projects**.

It is important to remember that each **Brera Design Week event has its own dedicated page** that will always remain online.



BRERA DESIGN WEEK WEB SITE

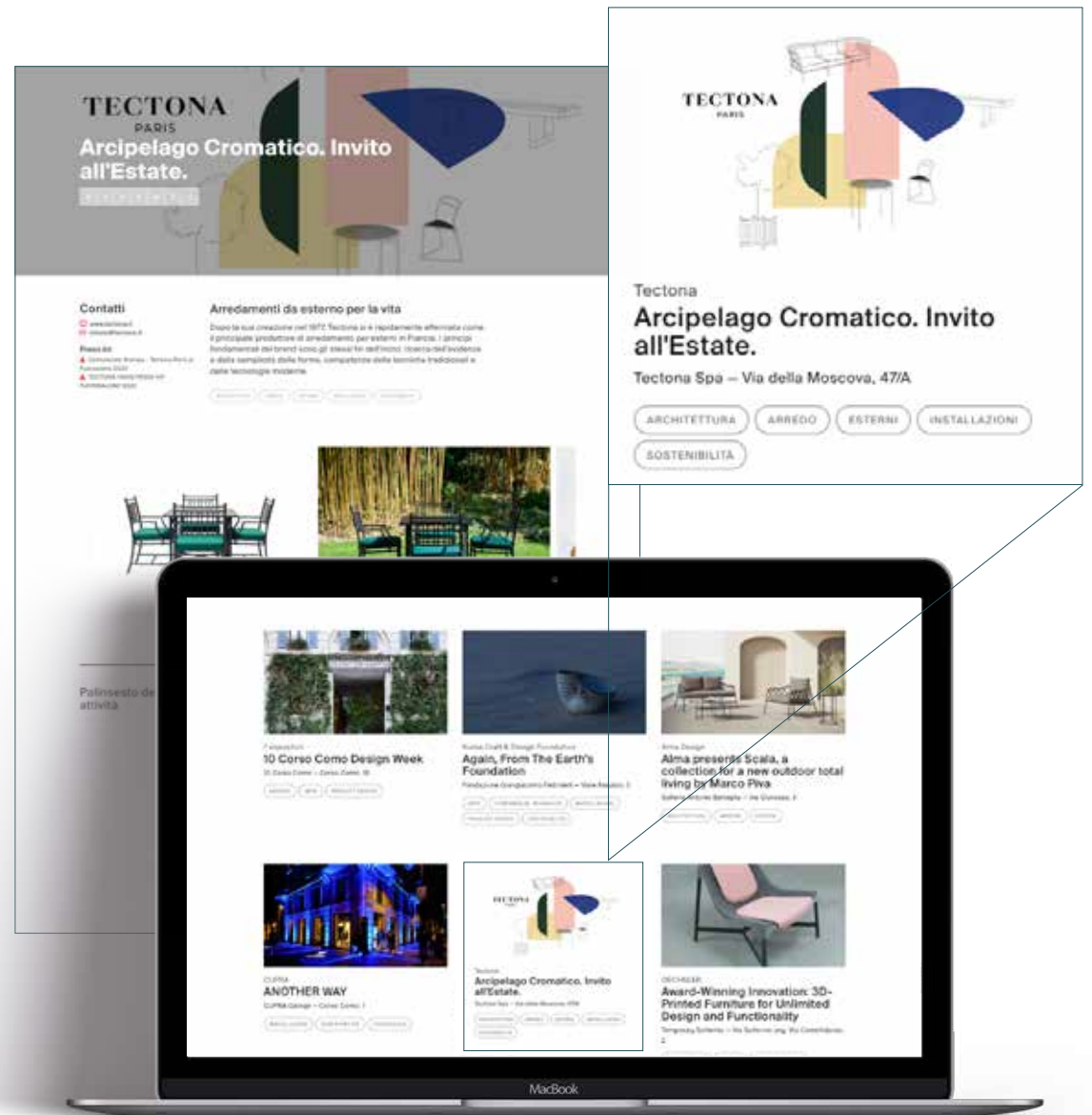
Communication tools

Website / Event page

The structure of the **event page** consists of a **cover page** with image, title and days of exhibition highlighted. This is followed by a **descriptive text**, **contacts** and any **downloads** dedicated to the **press**.

Gallery of images related to the event or exhibition and the **schedule of activities** planned during the week, from the simple exhibition to inaugural events or specific activities.

The **event pages on the website** are **the same for all** regardless of the chosen communication plan, **the Sponsor and Extra plans** also provide **visibility on the home page**, randomly, in the 'Special Events' section.



Communication tools

Print / Map and Event Guide

The **Map** and the **Event Guide** are among the most frequently used orientation tools in the district during Design Week.

Every year, **30,000 Event Guides** and **50,000 Maps** are printed and distributed in the days before and during the Design Week, at our Info Points and at every participating exhibitor location.

Each package provides different visibility on the two tools, and it is also possible to **expand visibility through the purchase of ADV or editorial pages.**



Event Guide

Base pack

BASE PACK EVENT PREVIEW

Pack Base

- **Basic visibility position in the guide**
- **Logo space**
Vector file (.Eps, .Ai, .Pdf)
- **Event info**
(Title, dates, address, website, e-mail...)
- **Event Description**
Maximum text length
300 strokes ita
+ 300 strokes eng (including spaces)

cappellini

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Cappellini – Thirty years of Icons

Cappellini

Cappellini racconta il contributo che ha dato in trenta anni di lavoro allo sviluppo del design contemporaneo. Una presentazione scarna, brutale e spettacolare con forti richiami all'arte, da Jackson Pollock a Banksy con la sua visual protest.

Cappellini showcases its contribution in the last thirty years in the design's development. A brutal, spectacular and bare presentation with references to the Art world from Jackson Pollock to Banksy with his visual protest.

Luogo/Place
CAPPELLINI POINT
Bastioni
Porta Nuova, 9

Mostra/Exhibition
9-13 aprile
h. 10-20
14 aprile
h. 10-18

Opening party
8 aprile h. 19

CASALAGO
MILANO - COMO

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Never Stop Respecting Tomorrow

CASA LAGO

NEVER STOP RESPECTING TOMORROW è una dichiarazione di intenti, un viaggio che da anni cerchiamo di portare avanti con la scelta di un design empatico in sintonia con le esigenze e la qualità della vita delle persone e l'utilizzo di materiali ed infrastrutture in grado di favorire un mondo e una società più responsabile. Una sfida che ha come base il RISPETTO.

NEVER STOP RESPECTING TOMORROW is a declaration of intent, a journey that we have been actively developing for years through the choice of empathetic design in tune with people's needs and quality of life as well as use of materials and infrastructures that can help create a more responsible world and society. A challenge based on RESPECT.

Luogo/Place
CASA LAGO
Via San Tomaso, 6

Mostra/Exhibition
9-13 aprile
h. 9-20

Incontri
9-13 aprile
19-20

Event Guide

Sponsor pack

SPONSOR PACK EVENT PREVIEW

Sponsor pack

- **Leading position in the guide**
- **Event-related photography**
Dimensions 88x65mm
+ 5mm abundance
- **Logo space**
Vector file (.Eps, .Ai, .Pdf)
- **Event info**
(Title, dates, address, website, e-mail...)
- **Event Description**
Maximum text length
500 strokes ita + 500 strokes eng
(including spaces)

cielo
handmade in Italy

09

Spazio Cielo

Ceramica Cielo

<https://www.ceramicacielo.it/it>



Luogo/Place
SPAZIO CIELO
Via Pontaccio 6

→ Mostra/Exhibition

Spazio CIELO, showroom monomarca nel cuore di Brera di Ceramica Cielo, diventa palcoscenico delle nuove tendenze nell'arredo bagno con le esclusive collezioni 2022 che si affiancano agli iconici prodotti del brand. Tra queste Marcel, il nuovo mobile con lavabo che si ispira alle forme sinuose e razionali del Bauhaus e all'eleganza ed essenzialità della produzione dei mobili in legno massello curvato e in paglia di Vienna, reinterpretati in chiave moderna dai designer Andrea Parisio e Giuseppe Pezzano.

Cielo Space, the flagship showroom in the heart of Brera, becomes an exclusive space will be a stage for new bathroom furnishing trends with the new collections 2022. Among these, Marcel, the new washbasin whose concept is inspired by the sinuous yet rational shapes of the Bauhaus and the elegance and essentiality of the production of curved solid wood furniture and Vienna straw, a distinctive feature of the Thonet family, reinterpreted in a contemporary way by designers Andrea Parisio and Giuseppe Pezzano.

Map


Base pack

BASE EVENTS LIST

Base pack

- Event pin on the map
- Presence in events list

Pin number matching
Company name
Address



69. A&B Living Via Brera 2	85. CERAMICHE REFIN Via Melone 2	182. Fornace Brioni via Statuto 18
70. Agape 12 Via Statuto 12	86. ClassiCon Via Solferino 44	183. Fundetmax via Solferino 24
71. Alé Jordão Corso Garibaldi 86	87. Cor Via Solferino 11	184. Gigacor Via Solferino 24
72. antoniolupi Piazza Lega Lombarda angolo Via Porta Tenaglia	88. Cristina Colestino Via Manzoni 16	185. Giamora Via Solferino 27
73. Arredo3 Piazza San Marco 1 fronte via Solferino 3	89. CRISTINA Rubinetterie Via Pontaccio 8/10	186. Green Wise Corso Como 9
74. Artemest Piazza San Marco, Giardino Roberto Sanesi	90. Colofax And Fowler Via Palermo 8	187. Green Wise Via Palermo 5
75. Artwork Italian Heritage by Kerasan Piazza e via San Marco 2	91. D'SIGN Via Solferino 37	188. HENRYINI Foro Buonaparte 62
76. Azzurra Via Giuseppe Sacchi 9	92. Dedar Via Fiori Chiari 18	189. H+O Via Solferino 11 - 3° piano
77. B&B Italia Via San Fermo 17	93. Dieffebi Via Milazzo 8	190. IGuzzini illuminazione Via Brera 5
78. BCD, ACCIÒ Catalonia Trade & Investment, Barcelona City Council Via Madonnina 12	94. 2.8 duepuntootto design for dogs Via Pontaccio 19	191. Kaldewei Via Maroncelli 2
79. BOOYFRIEND EUROPE Via Manzoni 43	95. ECAL Via dell'Orso 16	192. Kerakoll Via Solferino 16
80. Boffi, De Padova Via Solferino 11	96. Effeitalia Via Borgonuovo 25 Via Fiori Oscuri 4	193. LAGO Via San Tomaso 6
81. KYKLOSDENDRON Via Solferino 11	97. Effeti Cucina Corso Garibaldi 68	194. LAGO Via Brera 38
82. C&C Milano Via Brera 7	98. Elite Via Marco Formentini 14	195. LAND, Migliore+Serretto, Lendlease Via Varese 12
83. Caffè Napoli Largo la Foppa 1	99. Fendi Casa Piazza della Scala	196. Lee Broom Via Palermo 11
84. CEADERIGN Via Brera 9	100. FILIPPI 1971 Via San Simpliciano 6	197. Lewi Group Via Marco Formentini 4/6
	101. Flexform via della Moscova 33	198. LODS via della Moscova 33
		199. Londonart Piazza San Marco 4

Map

Sponsor pack

SPONSOR EVENTS LIST

Sponsor pack

- Event pin on the map
- Presence in events list
 - Brand Logo
 - Pin number matching
 - Company name
 - Address

Elenco eventi
Events list

1. Porsche Via Clesio 9 PORSCHE	12. CHRISTOPHER BOOTS. L'ART PRODUCE Via Mecenate 3 CHRISTOPHER BOOTS	24. Fiorini Foto Buonaparte 14 FIORINI	32. Jannelli&Vajpi Corso Garibaldi 83 J STUDIO
2. Valucine Corso Garibaldi 89 Valucine	13. CUPA Corso Cova 1 CUPA	25. FERRE Via Pontaccio 18 FRANKS	27. Jung Via Palermo 1 JUNG
3. Steak Viale Gallo 2 STEAK	14. DCWILLIAMS & MODELEC Via Palermo 1 DCWILLIAMS & MODELEC	26. GESSI Via Manzoni 10/A GESSI	29. KCP - AREA CRAFT & Design Foundation Viale Gallo 5 Korea Craft & Design Foundation
4. Bagliani Hotel & Research Via dei Sordani 21 BAGLIANI HOTEL & RESEARCH	15. DEESUP Via Solferino 42 DEESUP	27. Grand Selko Via Giovanni 17 GS Grand Selko	33. KNT Via Fonti Olivi 30 KNT
5. ALTA Cucina Foto Buonaparte 48 ALTA CUCINA	16. Delvis Unlimited Via Montebello 8 Delvis Unlimited.	28. HOME Italia Via Solferino 17 HOME	40. La Boutique Via Pirelli 8 LA BOUTIQUE
6. ALICE CONCORDE Via San Marco 13 alice concorde	17. VO CREA Piazza a via San Marco 2 vo crea	29. MARE OF SWEETNESS Via Tommaso da Carrara angolo Corso Garibaldi 83/A MARE OF SWEETNESS	41. LAMBRETTA Piazza Paolo VI 4 Via Cavallotti del Santo Spirito 3 Lambretta
7. Brunner Via Palermo 22 brunner::	18. FANTINI Piazza San Marco 8 FANTINI	34. IAAD. Accademia Italiana Della Moda IAAD.	42. Lara Piana Sebastani Via della Moscova 22 Lara Piana Sebastani
8. CEDT - Consorzio d'Italia Foto Buonaparte 14/A cedt CONSORTIO D'ITALIA	19. PABLO COPE Via Fontanelle 10 PABLO COPE	35. Isola della Rosa Via Sesto 2 ISOLA DELLA ROSA	43. Magis Corso Garibaldi 77 MAGIS
9. Cielo Via Pontaccio 9 cielo	20. FENIX Via Quintino Sella 1 ang. Foto Buonaparte 48 FENIX Arpa H	44. Marsotto Largo Troves 2 Marsotto	

Event Guide

Extra ADV

**SINGLE
PAGE
ADV**

—
**2.000 €
+ VAT**

DIMENSIONS

148x210 mm + 5mm



Event Guide

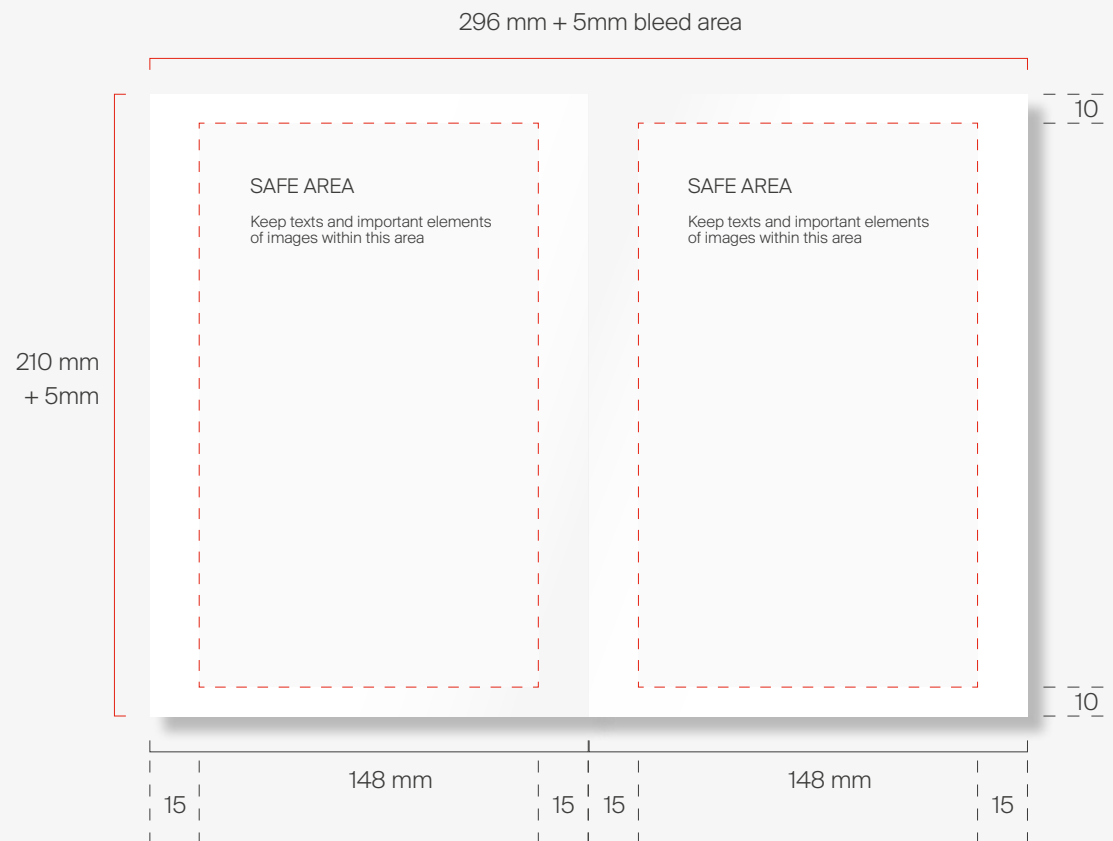
Extra ADV

DOUBLE PAGE ADV

—
3.500 €
+ VAT

DIMENSIONS


296x210 mm + 5mm



Event Guide

Single and double ADV

Brera Design District communication tools



Cole & Son
COLOUR · PATTERN · EXCLUSIVENESS

SHOWCASING FOR THE FIRST TIME AT BRERA DESIGN WEEK

BOTANICAL
~Botanica~

Discover Cole & Son's collections including Botanical ~Botanica~: a seasonal exploration of the English landscape. From the captivating beauty of cultivated gardens, to the enchanting allure of rolling meadows and wild woodlands, Botanical ~Botanica~ studies the magnificent transformation of nature throughout the seasons.

Showcasing at Cole & Son Flagship - B & B Clermontina Via E. Foa 4 20123 Milano
Cole & Son's Res 'Pop Up' Via Paterna 1 20121 Milano

cole-and-son.com

Event Guide

Double editorial page

DOUBLE EDITORIAL PAGE

—
2.500 €
+ VAT

DIMENSIONS

296x210 mm + 5mm

2 **MAIN EVENT**

Porsche presenta
The Art of Dreams

porsche.art

Porsche in mostra per la prima volta alla Milano Design Week con un'installazione immersiva che fa parte della sua nuova iniziativa artistica "The Art of Dreams".

Attraverso l'opera dell'artista fioreale Ruby Barber, Porsche intende esplorare l'interazione tra natura e tecnologia con un'installazione immersiva e onirica in mostra a Palazzo Clerici.

Ruby Barber ha creato un'opera d'arte scultorea edificante che combina la fragilità dei fiori alla prospettiva tecnologica nel XXI secolo. Affascinante già nello stato di riposo, l'installazione prende vita attraverso performance coreografate.

Un intenso processo creativo ha visto Barber collaborare con ingegneri di volo e numerosi piloti di droni nella realizzazione di un'esperienza artistica "innovativa".

Porsche showcases at Milan Design Week for the first time with an Immersive installation that is part of its new art initiative "The Art of Dreams".

With an installation by floral artist Ruby Barber Porsche aims to explore the interplay of nature and technology in a dream-like, Immersive installation on display at Palazzo Clerici. Barber has created an uplifting sculptural artwork that combines the fragility of flowers with the promise of 21st century technology. Already fascinating in its resting state, the installation comes to life for choreographed performances.

Le idee inizialmente pensate per il mondo virtuale del rendering e delle animazioni sono state trasposte nella realtà fisica creando panorami e generando sensazioni surreali per gli osservatori. L'installazione entra in connessione con lo spirito pionieristico di Porsche, e allo stesso tempo pone sottili interrogativi sul ruolo della tecnologia, sul suo contributo e sul suo rapporto con la natura.

Durante la Milano Design Week 2022, "The Art of Dreams" a cura di Porsche avrà luogo presso lo storico Palazzo Clerici nel cuore di Brera. Oltre alla programmazione di eventi esclusivi, sarà possibile scoprire nel giardino del secondo cortile del Palazzo un temporary bar che consentirà ai visitatori di godere un momento di relax e degustare un caffè con gli amici.

In an intense creative development process, the artist collaborated with flight engineers and a dozen dedicated drone pilots to create a new-to-the-world art experience. Ideas first envisioned in the virtual realm of renders and animations are transported into reality, creating surreal vistas and sensations for the viewer. The installation connects with the sports car manufacturer's pioneering spirit while at the same time posing subtle questions about the role of technology, its contribution, as well as its relation to nature.

During Milan Design Week 2022, the "The Art of Dreams" by Porsche will showcase at Palazzo Clerici in the heart of Brera. Exclusive events are as much part of the program as a secluded garden café in the Palazzo's second courtyard that lets visitors linger a bit and enjoy a casual coffee with friends.

The Art of Dreams 81

Luogo/Place
PALAZZO CLERICI
Via Clerici 5

4 5

Communication tools

On the territory / Event totems

Each exhibitor will have a **totem to be placed at the entrance of the exhibition space or showroom** to signal the presence of the event to visitors. Each exhibitor will receive a **kit consisting of a pole, base and banner**.



Communication tools

For territorial orientation / Row flags and totems

In the district during the event week there will be a classic row flag system to mark the main streets and mark the district boundaries.

In addition to the row system, **8 totems** will be distributed on the main streets of the district with a printed map of the district and a recap of participating events.



Communication tools

On the territory / Info point

Brera Design District foresees **info points** at the most important points of the district to provide orientation, reception and information for the public visiting the area during Milan Design Week.



Communication tools

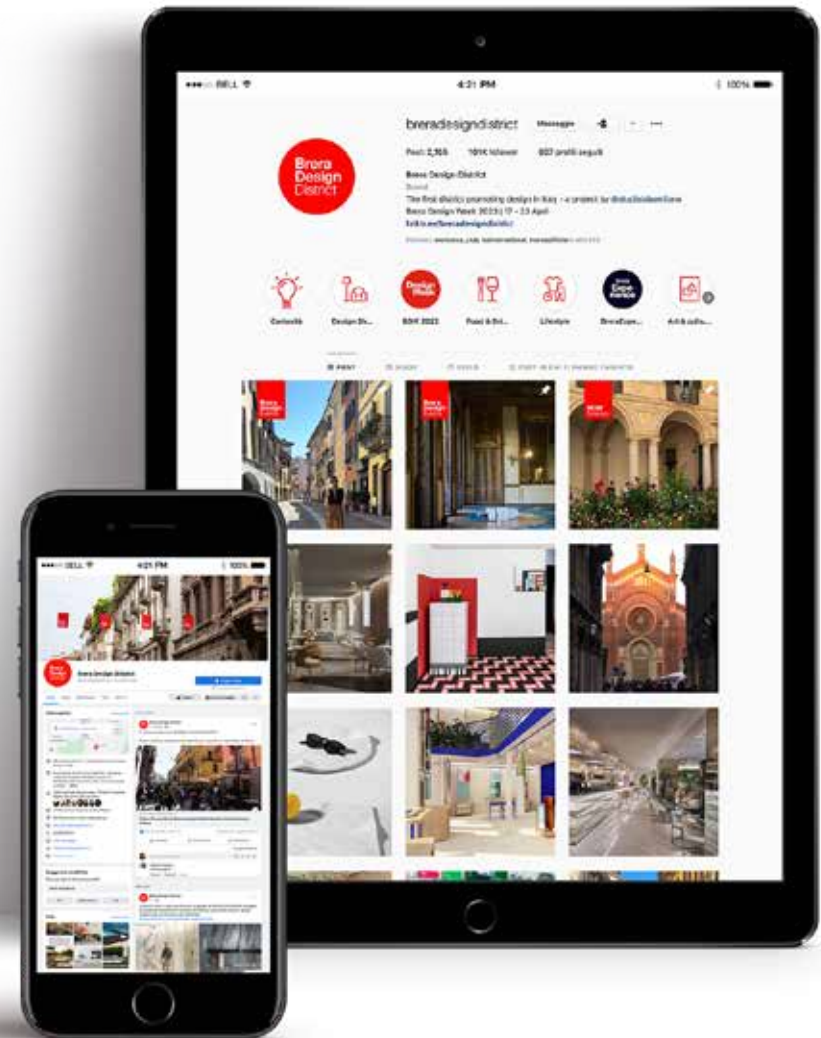
Social media

Over the years, Brera Design District has focused on the role of social media, especially **the official Facebook and Instagram pages**, as a tool to communicate the events and activities taking place within the district to users.

An editorial plan that includes content and columns dedicated throughout the year to the local area, mixed with focus on Design Week and the entire world of design showrooms, art and architecture.

Facebook: 23.840 fans

Instagram: 101K followers



Communication tools

Social media

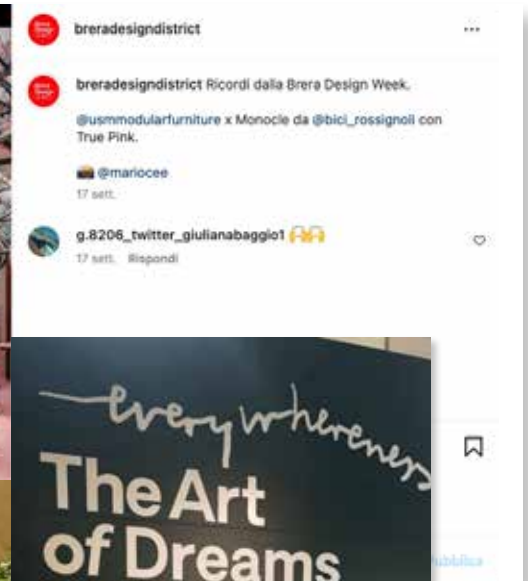
Some data from 1 April to 15 June 2022:

Facebook

44 published posts
148 total reactions
23,2k page likes
2,2M impressions
1,5M reach

Instagram

93 published posts
21,7k likes
181 comments
2,1M impressions
1M reach



INSTAGRAM STORIES AND POSTS

Communication tools

Newsletter

The importance of a **selected and direct communication to our audience.**

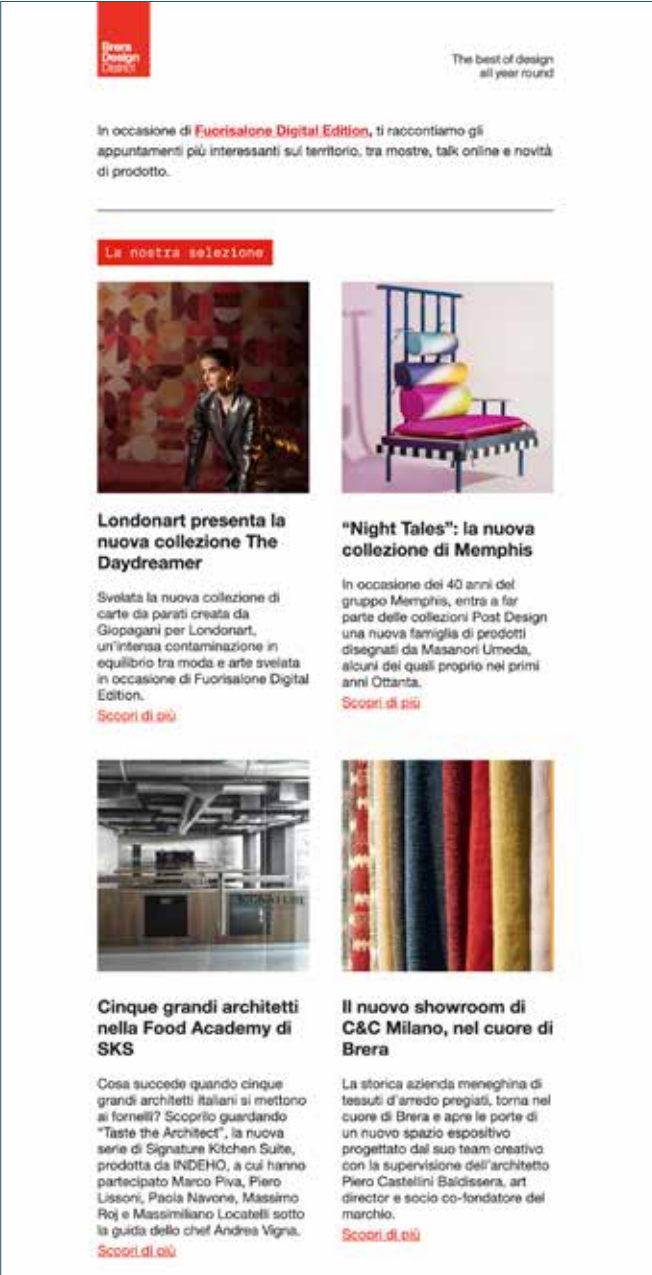
The DayByDay newsletter and the Dedicated newsletter are an important tool for the communication and promotion of the Brera Design Week editorial plan.

DayByDay

Event proposals and selected projects, every day during Design Week

Dedicated

Newsletter with communication dedicated exclusively to one customer



Brera Design District

The best of design all year round

In occasione di **Fuorisalone Digital Edition**, ti raccontiamo gli appuntamenti più interessanti sul territorio, tra mostre, talk online e novità di prodotto.

La nostra selezione

Londonart presenta la nuova collezione The Daydreamer

Svelata la nuova collezione di carte da parati creata da Giopagani per Londonart, un'intensa contaminazione in equilibrio tra moda e arte svelata in occasione di Fuorisalone Digital Edition.

[Scopri di più](#)

"Night Tales": la nuova collezione di Memphis

In occasione dei 40 anni del gruppo Memphis, entra a far parte delle collezioni Post Design una nuova famiglia di prodotti disegnati da Masanori Umeda, alcuni dei quali proprio nei primi anni Ottanta.

[Scopri di più](#)

Cinque grandi architetti nella Food Academy di SKS

Cosa succede quando cinque grandi architetti italiani si mettono ai fornelli? Scoprirlo guardando "Taste the Architect", la nuova serie di Signature Kitchen Suite, prodotta da INDEHO, a cui hanno partecipato Marco Piva, Piero Lissoni, Paola Navone, Massimo Røj e Massimiliano Locatelli sotto la guida dello chef Andrea Vigna.

[Scopri di più](#)

Il nuovo showroom di C&C Milano, nel cuore di Brera

La storica azienda meneghina di tessuti d'arredo pregiati, torna nel cuore di Brera e apre le porte di un nuovo spazio espositivo progettato dal suo team creativo con la supervisione dell'architetto Piero Castellini Baldissera, art director e socio co-fondatore del marchio.

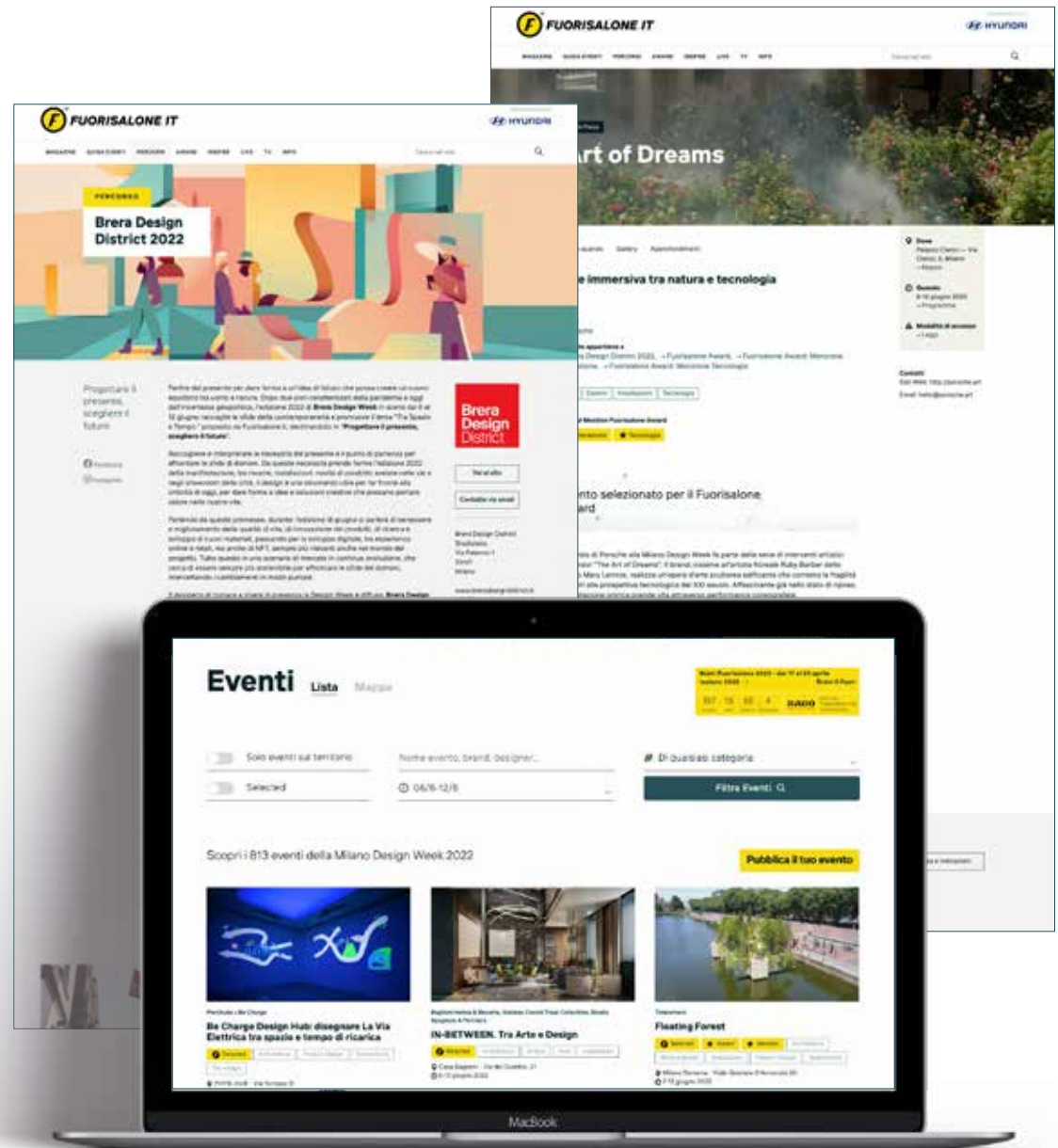
[Scopri di più](#)

Communication tools **Fuorisalone.it**

Fuorisalone.it has been the **official platform** for the Design Week in Milan for over 15 years.

Brera Design District with its activities plays a leading role in the project with **dedicated communication spaces**, such as:

- presence of the event on the website within the Brera Design Week 2023 itinerary
- presence of the event in the events guide and interactive map



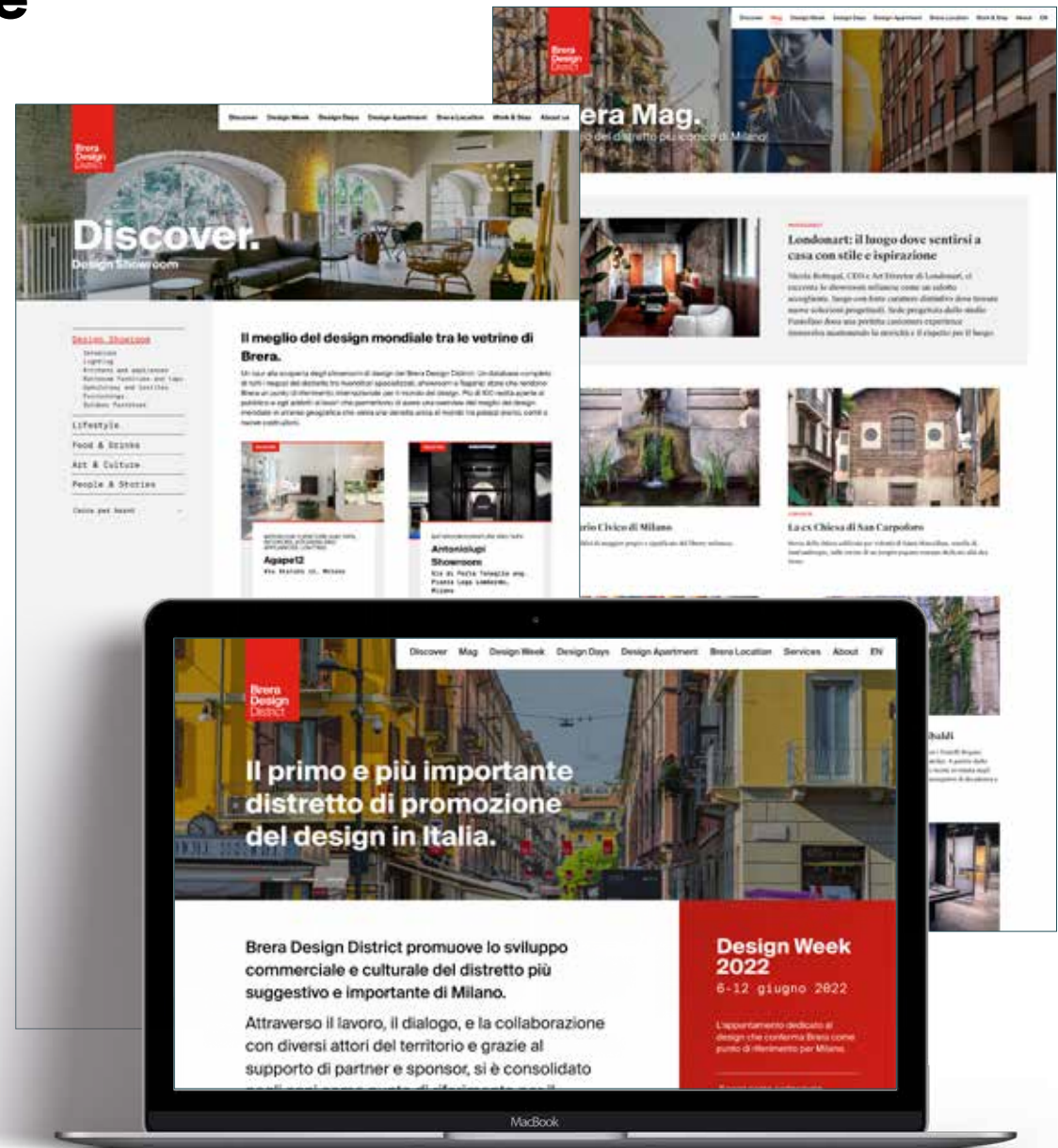
Communication tools

Brera Design District website

Brera Design District also has a portal active all year round to support and promote the district and the activities that are part of it, from design showrooms to art galleries, from fashion and lifestyle activities to more cultural activities linked to museums and landmarks.

The website also includes a Magazine section where interviews and editorial articles are published.

Finally, we have partner services related to hospitality and the world of touring.



**Brera
Design
District**

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STUDIOLABO