



Fuorisalone 2020 **Second Edition: Design City Edition**

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Milano Design City
28 September - 10 October
www.fuorisalone.it

Fuorisalone 2020

The second edition in autumn, from 28/9 to 10/10

A 4-month Fuorisalone

Studiolabo, author and creator of the platform Fuorisalone.it (www.fuorisalone.it), proposes the second step of the Fuorisalone project that will see, from 28 September to 10 October 2020, a new calendar made of events and talks dedicated to the world of design and project culture, all within the frame of the format proposed by the City of Milan under the name Milano Design City.

Milano Design City is the evolution of the Fall Design Week activated in autumn in the last four years by the City of Milan - which has seen Studiolabo as protagonist with the Brera Design Days festival - in order to investigate and explore issues related to the culture and the various forms of design, which fully share in contents and tools with the new Fuorisalone Digital platform.

Fuorisalone Design City Edition is the final destination of a unique communication journey that began on 15 June with the launch of Fuorisalone Digital and the release of Fuorisalone.it and Fuorisalone TV, and two new channels Fuorisalone China and Fuorisalone Japan.

Studiolabo's goal is to make the most of the tools and content proposed in the Fuorisalone platform to ensure continuity and visibility to the brands that have invested in the project and to promote others that intend to take part in the second phase of the project.

Brera Design District will be one of the main protagonists of this Fuorisalone Design City Edition offering a specific itinerary addressed to local showrooms, with a rich calendar of talks, webinars and round tables, traditionally part of the Brera Design Days festival and that this year will be hosted in digital version on Fuorisalone TV.

Fuorisalone 2020

The second edition in autumn, from 28/9 to 10/10

Fuorisalone Design City Edition provides a communication plan that takes full advantage of the Fuorisalone.it platform that includes:

- **events agenda** with related presentation pages for brands, designers and products
- **promotion of events and itineraries** with social plan and dedicated newsletter
- **promotion virtual showroom** with navigation and virtual interaction of physical spaces and interaction with product tags.
- promotion of events on the Fuorisalone **China channel (Wechat and Weibo)**
- **Fuorisalone Meets** platform activation for the promotion of closed-number webinars upon registration
- promotion of **on-demand video content** such as product launches, series and in-depth interviews on Fuorisalone TV

The area reserved for the insertion of content related to events in the territory will be activated from the end of August and the content inserted will be visible online from September 10.

The digital events will be immediately visible and inserted in the platform according to the structure and logic currently online.

In both cases the social channels will be activated according to a predefined schedule presented below.

Fuorisalone.it

Communication and promotion formats

- Pack Standard format
- Additional formats
- Pack Virtual Showroom (new format)

How to participate in Fuorisalone

Pack standard format:

Format 2° edition Fuorisalone “Design City Edition” - Pack Standard

For the second edition of Fuorisalone, we propose a single communication package for 1.500€ + VAT which includes a series of tools to which other formats can be added or associated.

Fuorisalone.it

- Event page
- Brand page
- Designer pages (more than one)
- 1 magazine article of your choice among Focus, Discover, People or Stories formats
- Promotion of the Event page's content through IG stories

Social

(publication from September to October according to the schedule availability)

1 post social of your choice among Instagram post, Instagram stories, IGTV; Facebook post; LinkedIn post

Fuorisalone TV

1 video on Fuorisalone TV on-demand section

Newsletter

1 presence in a multi-article newsletter (which will contain max 8 articles in a single issue)
(mandatory landing link to the customer's content on Fuorisalone.it)

Price: 1.500€ + VAT

How to participate in Fuorisalone

To the standard pack or already active contracts can be added:

Newsletter dem

Dedicated newsletter with customer-defined content with publication possible only from 16 October to 15 December 2020.

Single output cost: 900 € + VAT

Fuorisalone TV

Publication of 1 or more videos on fuorisalone.tv, with the possibility of live events and ad hoc production. from 1.000€ + VAT - more information in the slide to follow

Visibility on Fuorisalone social channels

1 Instagram post

Cost: 800 euros + VAT

1 Instagram stories with 5 images or video (stay in the highlighted stories)

Cost: 600 euros + VAT

1 IGTV video + 1 callback post

Cost: 1.200 euros + VAT

1 Facebook post

Cost: 400 euros + VAT

1 LinkedIn post

Cost: 250 euros + VAT

How to participate in Fuorisalone

To the standard pack or already active contracts can be added:

Fuorisalone Meets

Publication and promotion of a webinar on meets.fuorisalone.it, video recording of the webinar and publication on fuorisalone.tv after 48 hours. The webinar will be promoted with 1 linkedin post, 1 dedicated fb post. The video of the recording and the list of participants will be sent to the customer after the event. Training on the platform and technical assistance during the event will be provided.

Price: 750€ + VAT

Fuorisalone China

You can choose from various formats:

ADV Pack

1 post WeChat + 2 post Weibo

Price: 1.500€ + VAT

Pack Miniprogram

brand/designer promotion with dedicated page in the Miniprogram Selected by Fuorisalone

Price: 2.500€ + VAT

Product card nel Miniprogram

detailed product data sheet to be associated to the brand/designer page in the Miniprogram

Price: 500€ + VAT for each product card

Note: more info in the following Fuorisalone China page

NEW!

Virtual showroom

A virtual experience to live real space online

The best way to visit the showroom for the public that will not be able to be in Milan giving back an immersive experience for the user.

A three-dimensional navigable photographic representation of the showroom or location, will allow to move around the space and interact with the products thanks to the related links that can refer to product sheets or external multimedia content.

The investment for the realization of the project is small and has a variable given by the dimension (in terms of square meter) of the space that must be represented, the larger and higher the cost, and there are special prices.

Indicative costs:

150sqm space: 850 € + VAT / 250sqm: 1250 € + VAT / 500sqm: 2400 € + VAT

Which provide:

Activation

3D mapping

Three-dimensional navigable model that can be integrated into your site

Photos (4 for each room)

Technical assistance IT (1 hour)

Hosting 12 months

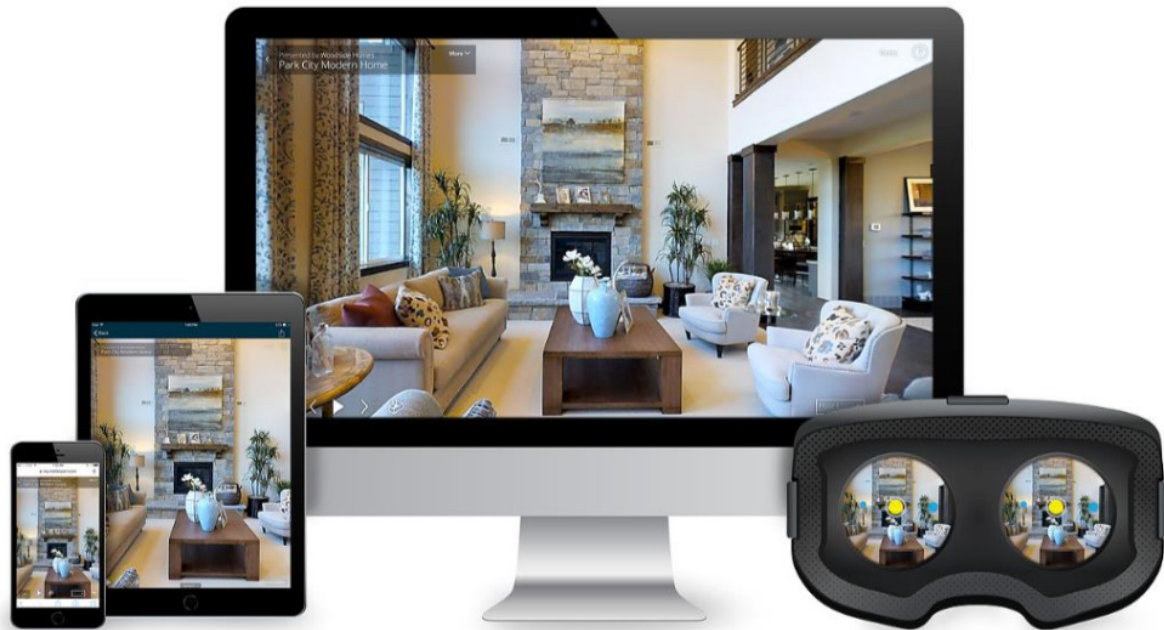
150sqm:15 Tags products; 250sqm: 25 Tags products ; 500sqm: 50 Tags products

Three-dimensional navigable model implementable in your site, photographs (4 for each room), use of the model freely implementable in any website without limitations.

NEW!

Virtual showroom

A virtual experience to live real space online



Find out more, check out our demo: <https://virtualshowroom.fuorisalone.it>

Fuorisalone.it

Other formats that can be purchased in the communication

- Fuorisalone TV
- Fuorisalone China

FUORISALONE.TV - Commercial Formats

proposed packages

PACK VIDEO - LIVE

The Brand organizes a live appointment and its video transmission is broadcast on the Fuorisalone.tv platform and on the Fuorisalone Facebook page.

Price: 1.000€ + VAT

PACK VIDEO - PRODUCTION

The Brand asks for the organization of a live appointment (guests in videoconference from different locations) and its transmission. Studiolabo is responsible for producing the direction and video signal of the live broadcast that will be broadcast on the fuorisalone.tv platform and on the Fuorisalone Facebook page. The video will also be made available on demand on the Fuorisalone TV platform in the days following the live broadcast and delivered to the client.

Price: 2.000€ + VAT

PACK ON DEMAND - PRODUCTION

The Brand commissions Studiolabo to produce a promotional video of max 5 minutes. Included in the Fuorisalone.tv broadcast is the editing and delivery of the file to the customer. The file will remain available on demand on the Fuorisalone.tv platform until March 2021.

Price: 4.000€ +VAT

PACK ON DEMAND - LIVE

The Brand provides one or more videos that enter the schedule and on-demand archive of Fuorisalone.tv.

Price: 1.000€ + VAT

FUORISALONE CHINA - Commercial Formats

ADV pack / Miniprogram pack - Product card

ADV PACK

- 1 article on WeChat + 2 posts on Weibo (one warm up post + one follow up post) - (possibility to use also video content of maximum 20 minute) - subtitles translations have an extra package cost on request

Price: 1.500€ + VAT

MINIPROGRAM PACK

- brand page inside the Miniprogram in Chinese
- designer page inside the Miniprogram in Chinese
- 15 product images
- brand contact form
- basic customer service

Price: 2.500€ + VAT

PRODUCT CARD ON MINIPROGRAM

The product page is an additional service of the Miniprogram and includes:

- technical information (data sheet) of products in Chinese
- 10 product images
- possibility to insert third party comments on the product page in Chinese
- brand contact form
- basic customer service

Fee: 500€ + VAT for each single product card

Fuorisalone.it

in-depth study of the project and the possibility of accession

- Platform explanation F.A.Q.

F.A.Q. : Fuorisalone second edition

how does the project evolve?

Design City Edition will take place from 28/9 to 10/10 following the Digital Edition.

The two editions share the same platform and tools with the only difference that the second edition also includes physical events on the territory.

On the site we will publish physical events (in Milan but not only), and we will continue to have digital events also for the second edition. The aim is to integrate new events by offering visibility to all the contents present thanks to dedicated navigation paths according to the search criteria and users' interest.

What role will the content already on the platform play?

The brands that have joined the Digital Edition (with launch on June 15) will be able to update their event page or add a new page if they are planning an event on the territory from 28/9 to 10/10.

If a brand is organizing events on the territory in more than one location, it can't connect the page to more than one location, eventually it will have to fill in more than one event page on the territory.

How much does it cost to join the project and who has already joined the first edition has to buy a new format?

Brands that have already invested in the first edition will not have to pay a new fee if they don't want to integrate additional communication to the plan already purchased.

The cost of the standard presence pack is 1.500€+vat, in the presentation the details foreseen in the communication plan are proposed.

F.A.Q. : Fuorisalone second edition

how does the project evolve?

How will events in the territory be communicated and present on the site?

The events on the territory will be arranged on a map and in the lists will show a specific label, indication of the location, opening days and access modes.

Digital events will not be divided between Digital edition and Design City edition, also because there is no clear logical separation. An order of priority will be created between all digital events in order to bring them to light together with those on the territory.

Content of various types will continue to be related in the same way. We will also be able to correlate events on the territory and digital events in cases where they are promoted by the same company or group.

The events research will be integrated by the map, search by place (points of interest, all Milan, outside Milan), days and times, proximity to current position (mobile), present moment (mobile), filter for physical events only.

Each physical event will have to fill in its “schedule of activities” from 28th to 10th (no other dates) with specific times, a mandatory field of registration and access modalities, an optional link to a registration or registration platform.

Some events will also have the **virtual showroom** embed if purchased as a service.

F.A.Q. : Fuorisalone second edition

how does the project evolve?

How will the routes on the site be managed?

In the itinerary list will be indicated with a special label if the route contains events in the area. In the route sheet, if it contains physical events, the map will be added.

In the list of events, the physical ones will have a label, location, days.

How will the Fuorisalone TV be updated for the second edition?

New company videos will be added and new series/themes/etc will be created.

3 videos will be communicated through daily newsletter from 28/9 to 10/10 at our choice and editorial decision.

The release of these videos will compose the schedule of fuorisalone.tv together with other appointments.



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