

Fuorisalone 2021 Fuorisalone Design Guide & Brera Design District

—
April | Fuorisalone Digital Edition
September | Fuorisalone Design Week Edition

Communication format and tools

Fuorisalone 2021

Brera Design District on Fuorisalone.it

Brera Design District starts again from the District's protagonists in order to underline the strategic importance of Milan and the role of Brera for those brands that have chosen it as their headquarters or as showcase during the Design Week.

In a situation of uncertainty such as the one we are experiencing, we have understood the need, expressed by many companies, to give voice to their contents and projects through our platform, in a strategic dimension of communication that is addressed to professionals and the design community.

In 2020 Brera Design District has seen the opening of thirteen new showrooms and is recording many new requests: the physical location remains a key point in the communication strategies of the brands, also with reference to the creation of digital content, an aspect that today has a fundamental value.

We started from these considerations for the activation of the new communication plan “Brera Experience”.

Our commercial offer gives the possibility to distribute contents during the year, having as main focus **April**, which maintains a fundamental strategic importance in the calendar of design brands, with purely digital launches and partially physical in showrooms, and **September**, with the return to the tradition of Design Week between Salone del Mobile and Fuorisalone spread throughout the city, a moment to rebuild - hopefully - a new normality for our sector.

The proposal that follows includes a coordinated presence on the **Brera Design District platform** (with a renewed magazine section, newsletter, social plan) **and on the new Fuorisalone Design Guide**, adapting the contents according to the objectives and the moment in which the company wants to be present.

April is not so far and many are working with this appointment as their first goal for 2021. The Fuorisalone edition of April (12-18) represents in fact the first important occasion not to be postponed that sees all our support in terms of sharing and content development.

Fuorisalone.it & Brera Design District

How to participate

Being featured on Fuorisalone Design Guide and Brera Design District is very simple.

The platform offers a single format for companies interested in communicating their contents and events to an audience that recognises Fuorisalone and Brera Design District as the reference point and an international showcase for design and lifestyle.

The experience gained in 2020 made it possible to refine the tools and a new strategy, thus proposing additional promotion and project formats on specific communication channels.

Studiolabo acts as a consultant to guide the client through the range of possibilities offered on Fuorisalone.it and to draw up a communication plan spread over the course of the year, between the two editions of the event.

“Forms of Living”

The theme chosen by Fuorisalone for 2021

Fuorisalone.it proposes as a focus for the development of content the subject “**Forms of Living**” expressed in its various dimensions and interpretations (where “living” means: places, space, city, environment and relationships).

The concept of Contemporary Living in its various forms is at the centre of the scenario we are going through, with its rules and habits now upset, and is explored through design, art, architecture and anthropology to offer various useful ideas for companies and designers.

The aim of Fuorisalone.it is to share and promote this theme throughout 2021, developing both projects in collaboration with various partners, to be carried out during the two editions (April and September), and a dedicated editorial plan that can find applications in the various tools offered by the *Fuorisalone Design Guide platform*.

Fuorisalone.it & Brera Design District

A unique participation format

For 2021 to all customers present in the Brera district with their own showroom we propose a unique format of adhesion that provides visibility on both the platform of Fuorisalone.it and that of Brera Design District by directing the proposed content on the different tools offered, to be planned according to their needs and to a shared calendar.

The proposed format that includes Fuorisalone.it & Brera Design District provides for an investment of 2.500 € + VAT

Fuorisalone.it + Brera Design District

A unique participation format

The Base Format includes:

Presence on the new Fuorisalone.it Design Guide.

Possibility of activating two dedicated pages in the Fuorisalone Design Guide depending on the client's needs and on the presence or absence of events in the area.

n.1 article on Fuorisalonemagazine

the choice of layout is made by the Fuorisalone.it editorial staff, depending on the content to be promoted

n.1 social release

the choice of the channel is made by the Fuorisalone.it editorial staff, depending on the content to be promoted

n.1+1 Brand profiles

updated if already present with implementation of new links

n.1+1 designer profiles

updated if already present with implementation of new links

n.1 video on Fuorisalone TV

the choice of tags and categories is made by the Fuorisalone.it editorial staff

Fuorisalone.it + Brera Design District

A unique participation format

Brera Design District Base Format includes:

showroom page highlighted, “selected”, in the Design Showroom landing page of the www.breradesigndistrict.it website and also in the pages of the subsections to which they belong (e.g. Interiors, lighting, bathroom, ...);

from the Brera Design District channel for brand awareness activities - the choice of the channel is made by the editorial staff, depending on the content to be promoted

n. 1 social issue associated with one of Brera’s sections by the editorial staff;

n. 1 article in multi-article newsletter associated with one of Brera’s sections (monthly newsletter frequency).

N.B. The proposed packages are basic but can be reviewed and adapted, on request, to the needs and objectives of the customer. For more details download also the presentation dedicated to **Fuorisalone 2021** [click here](#)

Contacts

Studiolabo

For more information about the project and define in detail a dedicated communication activity, the search for a location, the development of a collaboration or sponsorship do not hesitate to contact us.

Studiolabo

Mail : info@fuorisalone.it // info@breradesigndistrict.it

Phone: 02-36638150

Reference Accounts:

Giulia Gasperini - giulia@studiolabo.it

Angela Ponzini - angela@studiolabo.it

Marta Zanotto - marta@studiolabo.it



Brera
Design
District

Italy

Via Palermo, 1
20121 - Milano

T. 02 36.63.81.50
info@studiolabo.it

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