

Design Week

Brera
Design
District

7 – 13 April 2025
Communication Plans

Fuorisalone theme 2025

Mondi Connessi (Connected Worlds)

Interactivity and Immersion in Design for a Connected World

Milan is preparing to welcome Design Week 2025 with a theme that promises to redefine our relationship with the different worlds to which design today may refer, between hybridisation, contamination and exploration of different languages and knowledge.

“Connected Worlds” is the theme of Fuorisalone 2025, a vision that promotes participatory and generative design, celebrating the art of engagement through design and forms of artificial intelligence. This theme encourages reflection on how design can play a pivotal role in linking various dimensions of our lives, from the natural environment to advanced technologies, from cultural traditions to future innovations.

“Connected Worlds” is an invitation to design not only to express creativity and ingenuity but also to foster a sense of unity and global cooperation.

Fuorisalone theme 2025

Mondi Connessi (Connected Worlds)

Interactivity and Immersion in Design for a Connected World

The theme also offers many interesting points for reflection that are intended to animate a debate with insiders, imagining several significant contexts that can be summarised in the list below.

- New Dialogue between Physical and Digital
- Cultural Connections and Sustainability
- Public Spaces and Inclusiveness
- Urban Mobility and Innovation

“**Connected Worlds**” is not just a theme, but a vision of the present that anticipates the future, in which design and artificial intelligence work together to create a more interactive, immersive and above all connected world. For this reason, Milano Design Week 2025 could be a real laboratory of ideas where the future of design takes shape.

Find out more on www.fuorisalone.it

Brera Design Week 2025
Business proposal

What we offer/Who we address to

The commercial offer of the Brera Design District 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 protagonists throughout the year.

The proposals are therefore aimed at these two moments and include:

A - Communication plan dedicated to the Fuorisalone event – Brera Design Week

It envisages three solutions: **Basic, Sponsor, Extra**

and the possibility of purchasing **additional tools** for greater visibility from February to April

B - Year-round communication plan – Media Kit

Three solutions: **Pack 01, Pack 02, Pack 03**

and the possibility of purchasing **additional tools** for greater visibility from May to January

Business proposal

Offer for the Fuorisalone - Brera Design Week

(7 - 13 April, 2025)

If you have a permanent showroom in Brera or have chosen to exhibit in a temporary location, you can join one of the three proposed communication plans that include several activities and tools (digital and printed), according to your needs, during Brera Design Week.

The proposals are:

Basic Pack - 1.800€ + vat

Sponsor Pack - 2.800€ + vat

Extra Pack - 4.500€ + vat

Additional tools - Brera Design Week

(February - April)

If you want more visibility during the period before and during the Design Week from February to April, you can add a series of additional activities to your standard communication plans to help increase content promotion.

The tools are:

Newsletter - Dedicated and Brera Experience

Online magazine - Articles

Social media - Classic posts or targeted campaigns

Printed ADV Guide - Advertising and editorial pages

How to join the project

Brera Design Week 2025

The steps to join are:

1.

Choose the format

Choose your communication plan from those proposed. For any doubts or further information, contact us by phone or email

2.

Fill in the online form

Fill in the online application 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, followed by the sending of a regular commercial invoice

4.

Activation

The editorial office, having verified the completeness of the information sent, activates access to the platform for content insertion by sending details and steps by email

1/3 – Basic Pack – 1.800€ + VAT

The offer includes:

Brera Design District

Brera Design Week website (www.breradesignweek.it)

- Event page published in the guide
- Marking of the event in the navigable map

Physical tools (on the territory)

- Folding paper map (pin map and list)
- Event guide - basic visibility (see preview in the tools section)
- Event totem to be placed in exhibition space

Social media (@breradesigndistrict)

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

Communication

- Mention in the press release and in the press kit released at the press conference (if the contract is signed by 10 February) and in subsequent updates

Fuorisalone.it

Event guide on Fuorisalone website (www.fuorisalone.it)

- Presence on the website within the Brera Design District itinerary page
- Event page, basic format, automatically published in the events guide
- Brand page and linked exhibitor and designer pages
- Pin in digital map

Please note

* Sharing will be done by the editors between 17 March and 11 April, the date of publication is also at the discretion of the editors.

2/3 – Sponsor Pack – 2.800€ + VAT

The offer includes:

Brera Design District

Brera Design Week website (www.breradesignweek.it)

- Event page published in the guide and marking of the event in the navigable map
- Band on homepage with list of sponsor events (random)
- Inclusion of logo in sponsor position in pop-up footer of site (both on homepage and internal pages)

Physical tools (on territory)

- Folding paper map (pin map and list)
- Event guide - focus visibility (see preview in the tools section)
- Event totem to be placed in exhibition space

Social media (@breradesigndistrict)

- Publication of one post to be chosen from Instagram, Facebook and LinkedIn *
- Publication of an Instagram story by the editorial team (max 4 images with content related to the event during design week) **

Online magazine - Brera Design District website (www.breradesigndistrict.it)

- Promotional article proposed by the client in the NEWS section
- Sharing of the article for direct promotion on LinkedIn and via Instagram social story ***

Newsletter

- Publication of 1 box dedicated to the promotion of the event in the “Day By Day” newsletter to be published during Design Week (from 6 to 12 April 2025) by the editorial staff ****

Communication

- Mention in the press release and in the press kit released at the press conference (if the contract is signed by 10 February) and in subsequent updates
- Presence with dedicated paragraph in the annex to the press release

Fuorisalone.it

Event guide on Fuorisalone website (www.fuorisalone.it)

- Presence on the website within the Brera Design District itinerary page
- Event page, focus format, automatically published in the events guide
- Brand page and linked exhibitor and designer pages
- Pin in digital map

Please note

- * Sharing will be done in the period between 17 March and 6 April, excluding the Design Week period. The choice of the day is subject to the date of booking the slot, following the signing of the contract.
- ** The publication of the story will be done by the editorial staff in the period between 7 and 11 April according to the opening days and times that you will indicate in the online form.
- *** Social sharing will be done in the period between 1 March and 6 April by the editorial staff alone and according to the date of publication of the article, which must also be done in the same period.
- **** Sharing of the content for its direct promotion within the day by day newsletter, on the dates of: Sunday 6 April, Monday 7 April, Tuesday 8 April, Wednesday 9 April, Thursday 10 April, Friday 11 April, Saturday 12 April.

3/3 – Extra Pack – 4.500€ + VAT

The offer includes:

Brera Design District

Brera Design Week website (www.breradesignweek.it)

- Event page published in the guide and marking of the event in the navigable map
- Band on homepage with list of sponsor events (random)
- Inclusion of logo in sponsor position in pop-up footer of site (both on homepage and internal pages)

Physical tools (on territory)

- Folding paper map (pin map and list)
- Event guide - focus visibility (see preview in the tools section)
- Event totem to be placed in exhibition space

Social media (@breradesigndistrict)

- Publication of an Instagram post and a post of your choice between Facebook and LinkedIn *
- Publication of an Instagram story by the editorial team (max 4 images with content related to the event during design week) **

Online magazine - Brera Design District website (www.breradesigndistrict.it)

- Promotional article proposed by the client in the NEWS section
- Promotion of the article through:
 - 1) Direct sharing of the article on LinkedIn and via Instagram social story
 - 2) Sharing of the article through a box in the Brera Experience newsletter ***

Newsletter

- Publication of 1 box dedicated to the promotion of the event in the “Day By Day” newsletter to be published during Design Week (from 6 to 12 April 2025) by the editorial staff ****

Communication

- Mention in the press release and in the press kit released at the press conference (if the contract is signed by 10 February) and in subsequent updates

- Presence with dedicated paragraph in the annex to the press release

Fuorisalone.it

Event guide on Fuorisalone website (www.fuorisalone.it)

- Presence on the website within the Brera Design District itinerary page and pin in digital map
- Event page, focus format, automatically published in the events guide
- Brand page and linked exhibitor and designer pages

Social media (@fuorisalone)

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

Please note

* Sharing will be done in the period between 17 March and 6 April, including The Design Week. The choice of day is subject to the date of booking of the slot, following the signing of the contract.

** The publication of the story will be made by the editorial staff in the period between 7 and 11 April according to the opening days and times that you will indicate in the online form.

*** Sharing of the article for its direct promotion in the preview box of the Brera Experience newsletter, a choice of dates: 16 March, 26 March, 2 April. Each date will have a maximum of 10 articles shared, the choice of the date is subject to availability at the time of booking.

**** Sharing of the content for its direct promotion within the day by day newsletter, on dates from Sunday 6 April to Saturday 12 April.

***** Sharing will be done between 17 March and 31 March, the date of publication is at the discretion of the editorial staff.

***** If the choice is on the Instagram channel the publication can be made from 1 March to 1 April (not during design week) | If the choice is Facebook or LinkedIn there are no restrictions on publication dates

Additional tools – for greater visibility

1/5 – Dedicated newsletter

1.800€ + VAT

- N. 1 dedicated newsletter with dedicated content to promote the company

Note: Dedicated newsletters linked to the Design Week period must be booked in the period before or immediately after Design Week

2/5 – Experience newsletter

1.000€ + VAT

- N. 1 box focus format in the Experience newsletter promoting a piece of content in the Brera Design District or Brera Design Week dedicated to the customer (event card or article in the online magazine). There are a total of 2/3 focus boxes per newsletter issue.

3/5 – Online Magazine

1.000€ + VAT

The Brera online magazine thrives on content all year round. During the period before and during Design Week there is the possibility to purchase the publication of:

- N. 1 editorial article + LinkedIn share and Instagram story

Note: The use of additional tools must be carried out from February to April of the reference edition (2025)

Strumenti aggiuntivi – per una maggiore visibilità

4/5 – Social

Additional posts can be expected during the period from February to April.

Channels include:

4.1 – Instagram

- N. 1 single post or N. 1 Reel (provided by the client) – **1.200€ + VAT**
- N. 1 single post with gallery – **1.400€ + VAT**
- N. 1 Story up to 5 images or video – **800€ + VAT**

On request we can produce:

- dedicated stories or reels produced by our creators – **cost on request**
- targeted promotional campaigns (in dark) – **cost on request**

4.2 – Facebook

- N. 1 single post – **400€ + VAT**

4.2 – LinkedIn

- N. 1 single post – **600€ + VAT**

5/5 – **ADV** printed guide

- N. 1 ADV single page – **2.500€ + VAT**
- N. 1 ADV double or editorial page – **3.500€ + VAT**

Note: The use of additional tools must be carried out from February to April of the reference edition (2025)

Comparing communication plans

		Basic Pack	Sponsor Pack	Extra Pack
		1.800€ + VAT	2.800 € + VAT	4.500 € + VAT
Canali Brera Design District	visibility in the online event guide and interactive map *	●	●	●
	visibility on fold-out map and printed guide *	●	●	●
	presence on the home page (random with other sponsor events)		●	●
	logo in sponsor position in the footer of the website		●	●
	event totem	●	●	●
	social release of choice between Instagram, Facebook and LinkedIn **		●	●●
	publication of an Instagram story (max. 4 img) **		●	●
	event box in DayByDay newsletter **		●	●
	mention in press material and CS	●	●	●
	presence with paragraph in CS attachment		●	●
	promotional article proposed by the client		●	●
	sharing of article on social media		●	●
	sharing of the article in newsletter			●
Canali Fuorisalone.it	presence of the event on the website in the BDD itinerary	●	●	●
	event page brand page designer page *	●	●	●
	sharing of event card with post on Facebook **			●
	social outreach on your choice of Facebook, Instagram or LinkedIn **			●

Note:

- * Check the type of visibility in online and printed media in the details of each individual package
- ** Check the publication period in the details of each individual package

Packages overview

Basic Pack 1.800 € + VAT

Sponsor Pack 2.800 € + VAT

Extra Pack 4.500 € + VAT



Press Conference

- Mention in the press release

- Mention in the press release
- Presence with paragraph in the annex to the press release

- Mention in the press release
- Presence with paragraph in the annex to the press release



Brera Design Week Website

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

- Event page published in the guide
- Marking the event on the navigable map
- Band on homepage with list of sponsor events (random)
- Logo insertion in sponsor position in the pop-up footer of the website

- Event page published in the guide
- Marking the event on the navigable map
- Band on homepage with list of sponsor events (random)
- Logo insertion in sponsor position in the pop-up footer of the website



Printed Guide

- Paper folding map (pin map and list)
- Event guide - visibility BASIC
- Event totem to be placed in exhibition space

- Paper folding map (pin map and list)
- Event guide - visibility FOCUS
- Event totem to be placed in exhibition space

- Paper folding map (pin map and list)
- Event guide - visibility FOCUS
- Event totem to be placed in exhibition space



Social Network Brera Design District

- Sharing the event page with Brera Design District Facebook post

- Publication of a post of your choice between Instagram, Facebook and LinkedIn
- Publication of an Instagram story by the editorial team

- Publication of an Instagram post
- Publication of a post of your choice between Facebook and LinkedIn
- Publication of an Instagram story by the editorial team



Newsletter

- Sharing the event page with Brera Design District Facebook post

- Publication of the event in the 'Day By Day' newsletter by the editorial team

- Publication of the event in the 'Day By Day' newsletter by the editorial team



Brera Design District Website Online Magazine

- Sharing the event page with Brera Design District Facebook post

- Promotional article proposed by the customer
- Sharing the article for its direct promotion on LinkedIn and via social story on Instagram

- Promotional article proposed by the customer
- Promotion of the article through:
 - 1) Direct sharing of the article on LinkedIn and via Instagram social stories
 - 2) Sharing the article through a box in the Brera Experience newsletter



Fuorisalone.it Website

- Presence on website in the Brera Design District itinerary
- Event page, BASIC format
- Brand and related designer page
- Pin in digital map

- Presence on website in the Brera Design District itinerary
- Event page, FOCUS format
- Brand and related designer page
- Pin in digital map

- Presence on website in the Brera Design District itinerary
- Event page, FOCUS format
- Brand and related designer page
- Pin in digital map



Social Network Fuorisalone.it

- Sharing the event page with Brera Design District Facebook post

- Sharing the event page with Brera Design District Facebook post

- Sharing the event page with Facebook post
- N.1 social outlet of your choice on Instagram, Facebook or LinkedIn channels

Membership and deadlines

To join:

- Choose the communication plan that suits you
- Log in or register from November 2024 at www.breradesignweek.it/adesioni
- Fill in the online form with all your data and sign the contract
- Pay the membership fee
- Wait for your plan to be activated and for instructions from the team

Deadline:

- **No later than 10 February** to enter **the press note and press conference**
- **No later than 1 March** to enter **the paper map/guide**
- **No later than 1 April** to enter **the online-only communication**

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

Brera Design Week 2025
Communication Tools

Communication tools overview

A platform between digital and physical



Website

Digital content and events in the Brera area.

- Brera Design District website
- Brera Design Week Events Guide
- Appointments
- Design News
- Guides and advice
- Design Showrooms, Art Galleries, Lifestyle and Clubs
- Fuorisalone.it website - events guide



Guide and Map

Printed guide and map with list of events and directions for public orientation in the district.

- Event guide: A5 publishing product, print run 30,000 copies
- Map: poster format 50x70 cm, print run 50,000 copies



Social Media

Digital content tailored to the tool and target audience.

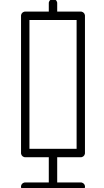
- Instagram
- Facebook
- LinkedIn



Newsletter

Selected, formatted and direct communication to the public.

- **Brera Experience**
Periodic Insights on the Brera District
- **DayByDay**
The unmissable events during the Brera Design Week
- **DEM**
Dedicated communication for your brand



On the territory

The area comes alive with an orientation system for the public between events, consisting of various tools.

- Infopoint
- Orientation totems
- Flags
- Events totems

Audience and KPIs of the Design Week period

Who we communicate to



Instagram

116k
Followers

2.2 mln Impressions
1.1k Reach

7.9k Average Impressions/post
6.5k Average Reach/post

59% followers 25-44 years
64% women
36% men
—
52% Italy
8% Brazil
3% USA



Facebook

28k
Followers

636k Impressions
288k Reach
2.9k Post engagement

62% followers 25-44 years
66% women
34% men
—
74% Italy
2% Brazil
2% Spanish



Linkedin

1k
Followers

7k Impressions
3.5k Reach
370 Click
146 Reactions
706 Page views

31% followers are from Milan



Website

+115k
Unique users

167k Page views

Average duration: 01:06 min

Italy 71%
US 4%
UK 3%
Germany 3%
Switzerland 3%
France 2%
Other countries 14%



Newsletter

+14k
Total users

43% Open rate

3.3% Click rate

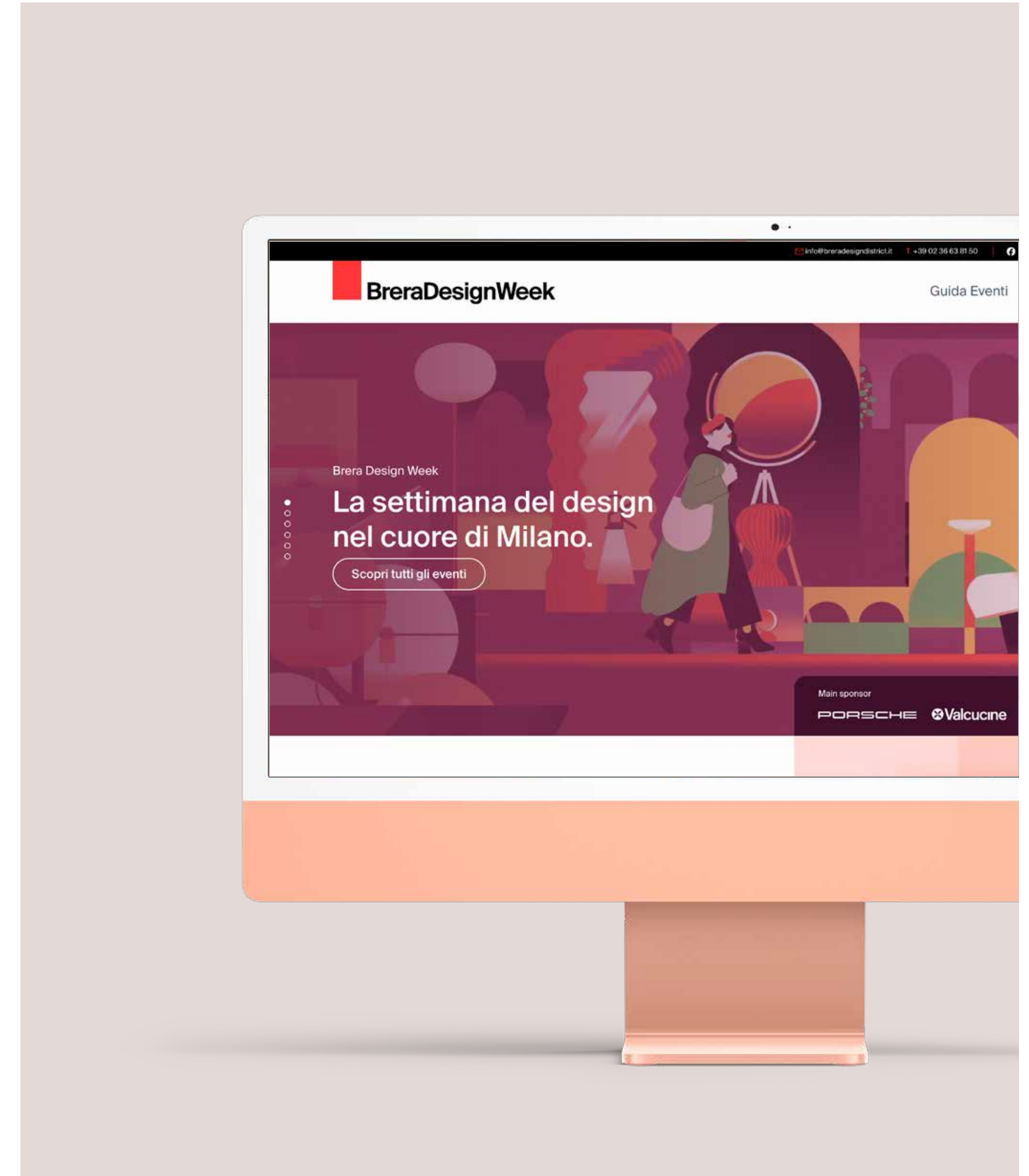
Communication Tools

Website dedicated to Design Week

The website dedicated to the Brera Design Week event has a renewed template **that brings to the forefront the main projects, the district itineraries and all the events with an indication of all the active points and the various exhibitions, showrooms and companies.**

The objective is to immediately bring the user's attention to the fundamental points of the project, i.e. the events agenda and the district projects in evidence.

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



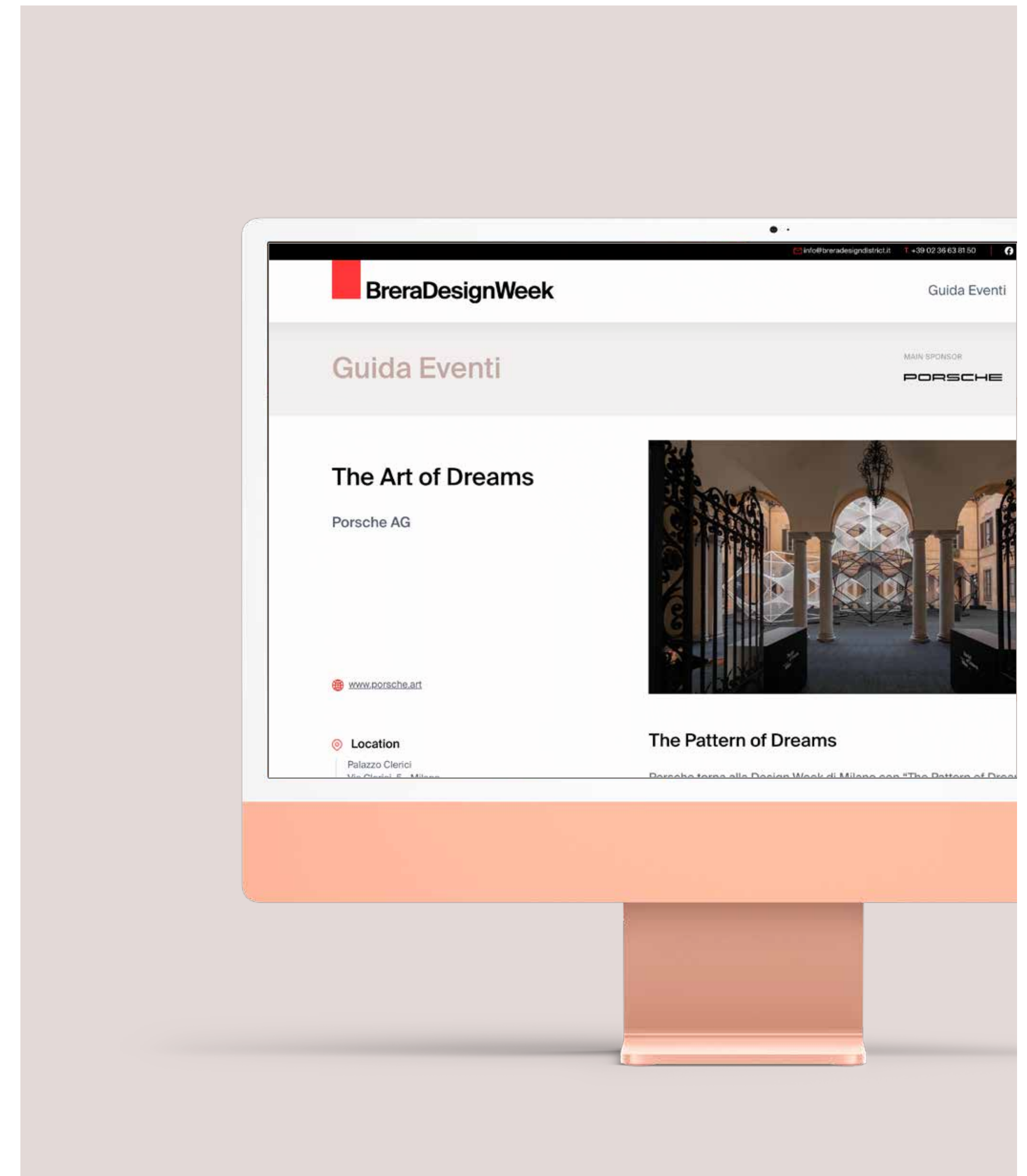
Communication Tools

Online event page

The structure of the event page consists of an **opening image, title and highlighted exhibition days**. This is followed by descriptive text, contacts and any dedicated press downloads with specifics of the brands/designers involved.

Image gallery linked 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 schedules on the site are the same for all regardless of the communication plan chosen, the Sponsor and Extra plans also provide for visibility on the home page, randomly, in the “Highlights” section.



The Art of Dreams

Porsche AG



www.porsche.art

Location

Palazzo Clerici
Via Clerici, 5 - Milano

Mappa e indicazioni

Orari di apertura

Mar 16 Aprile	10:00-20:00
Mer 17 Aprile	10:00-18:00
Gio 18 Aprile	10:00-20:00
Ven 19 Aprile	10:00-20:00
Sab 20 Aprile	10:00-20:00
Dom 21 Aprile	10:00-18:00

Servizio Coffee bar attivo
16 - 21 aprile, dalle 10:00 alle 17:00

Coreografia di Imre e Mame van Opstal
16 aprile, alle 18:00

The Pattern of Dreams

Porsche torna alla Design Week di Milano con "The Pattern of Dreams", la 5a tappa dell'iniziativa itinerante di arte e design "The Art of Dreams", lanciata nel 2021 a Parigi. Installata a Palazzo Clerici, "The Art of Dreams" esplora il concetto di ritmo e ripetizione ispirandosi all'iconico motivo "Pepita", impiegato per la prima volta nella Porsche 356 e successivamente nella Porsche 911.

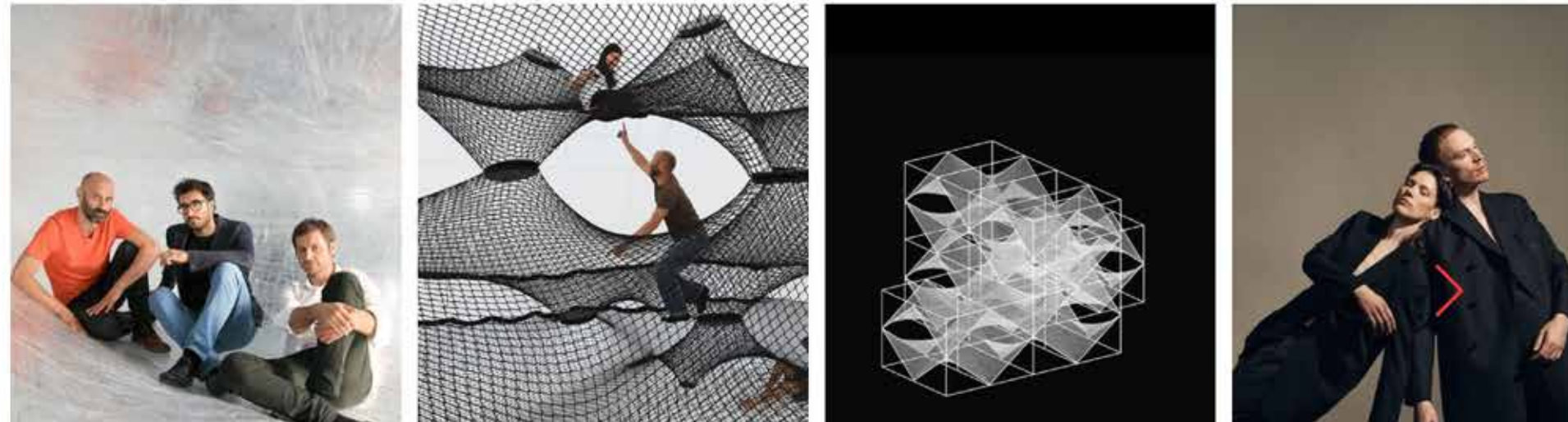
Il collettivo di design Numen/For Use riprende le diagonali monocromatiche del motivo "Pepita" e dà loro vita in una monumentale opera d'arte immersiva. Composta da una leggera struttura di moduli di metallo che fanno da base ad un intreccio di reti in bianco e nero, "Lines of Flight" evoca un agitato stormo di uccelli in fuga dall'insidia delle reti. Metafora del fuggire, eludere schemi e vecchi sistemi, trovare la libertà nell'ignoto. Come un "paesaggio fluttuante", l'installazione invita i visitatori a salirci sopra per esplorare questa scultura sociale, una sorta di "amaca comunitaria", un luogo di evasione, transizione, fantasia e libertà.

Ripetizione e ritmo, ispirati dal motivo "Pepita", saranno inoltre celebrati dal duo olandese Imre e Mame van Opstal, che cureranno la coreografia di una spettacolare performance di danza nella cornice di Palazzo Clerici, il 16 aprile. Inoltre sarà anche presentata una collezione di arredi in edizione limitata, nata dalla collaborazione tra Vitra e Porsche.

Modalità di accesso

Ingresso libero

ARREDO ARTE GRAFICA INSTALLAZIONI PRODUCT DESIGN



Guida Eventi

COUNTDOWN

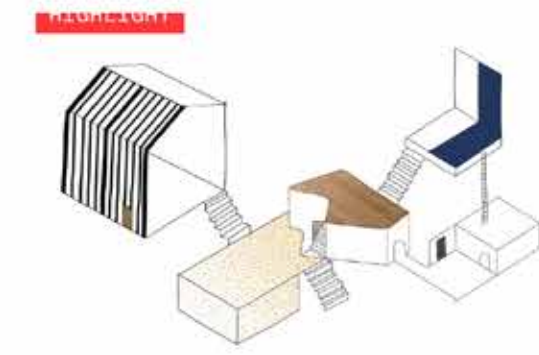
256 GIORNI 18 ORE 13 MIN 05 SEC

6S Grand Setto OFFICIAL TIMEKEEPER BRERA DESIGN WEEK

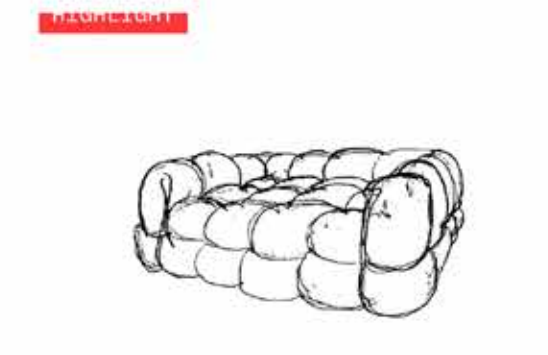
Visita i 228 eventi nel Brera Design District durante il Fuorisalone. Esplora il cuore creativo di Milano, scopri le novità delle aziende e le ultime creazioni dei designer.

MAIN SPONSOR PORSCHE MAIN SPONSOR Valcucine

Cerca Evento Cerca brand Cerca location Tag FILTRA EVENTI



Valcucine
Architectural Scenarios
Valcucine Milano Brera - Corso Giuseppe Garibaldi, 99
ARCHITETTURA ARREDO CUCINA INSTALLAZIONI SOSTENIBILITÀ



Loro Piana Interiors
A Tribute to Cini Boeri
Loro Piana - Cortile della Seta - Via della Moscova, 33
ARREDO INSTALLAZIONI PRODUCT DESIGN



5 espositori
Caleido Contract Café
Bruno Bordese Store - Via Maroncelli, 2
ARREDO ILLUMINAZIONE PRODUCT DESIGN



CASAMANCE, MISIA
CASAMANCE
CASAMANCE - Via Brera, 28/A
ARCHITETTURA ARTE INSTALLAZIONI MATERIALI SPECIALI SOSTENIBILITÀ



Chiquita, Romero Britto
Chiquita House
Cambi Casa d'Aste - Via San Marco, 22
ARTE CONFERENZE, WORKSHOP FOOD & BEVERAGE INSTALLAZIONI SOSTENIBILITÀ



Coem, Fioranese
Coem e Fioranese presentano Suspended Color
Galleria Mimmo Scognamiglio Artecontemporanea - Via Goito, 7
ARCHITETTURA BAGNO CUCINA INSTALLAZIONI PRODUCT DESIGN

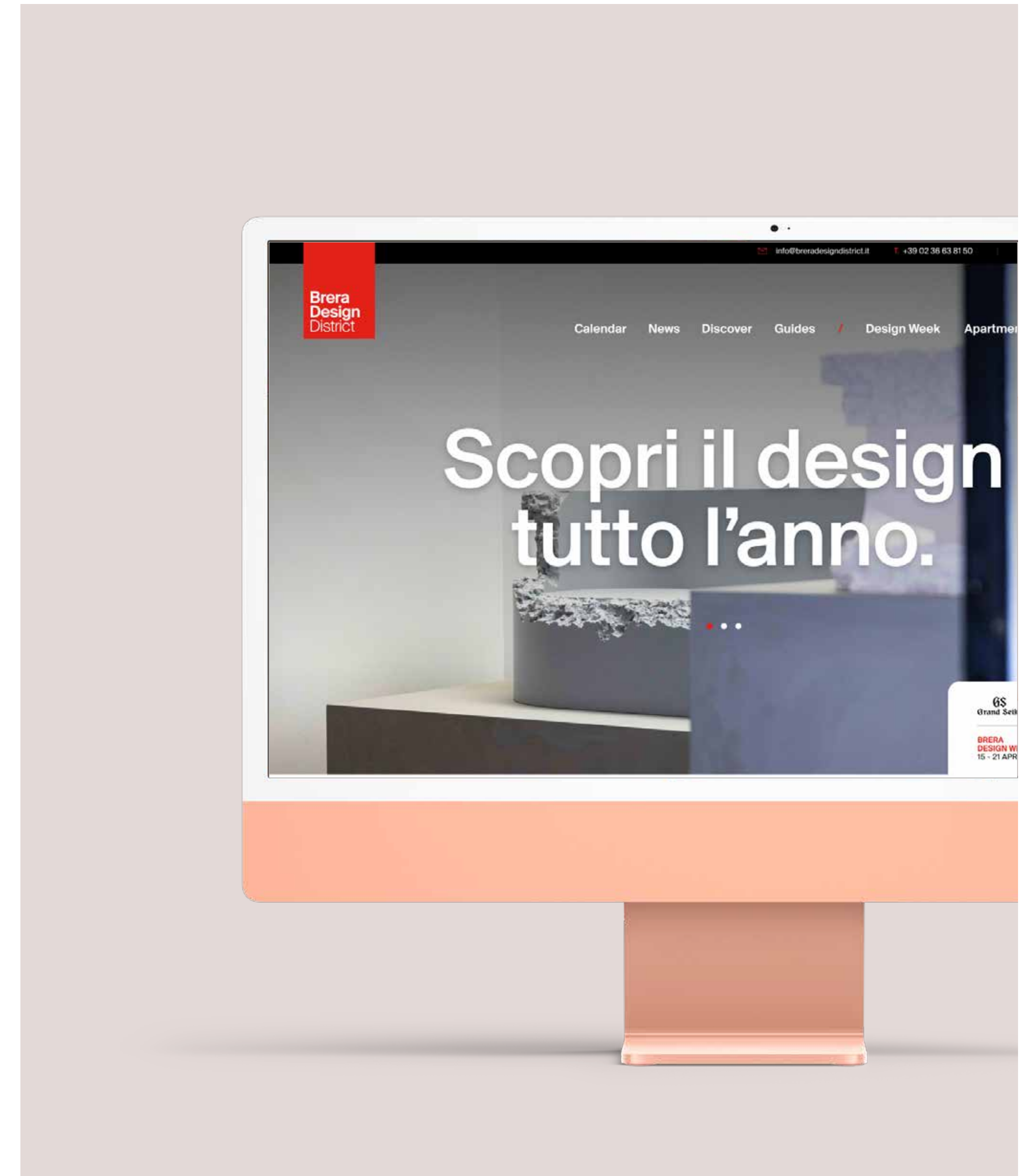
Communication Tools

Year-round website

Brera Design District has a year-round portal, the centrepiece of our communication strategy, with a calendar dedicated to events in the area, an in-depth section with news, interviews and one dedicated to the promotion of commercial activities, as well as one offering guides for exploring Brera.

The main sections of the portal are:

- **Calendar** of events and appointments
- **News** and interviews
- **Discover** design showroom & more
- Thematic **Guides**



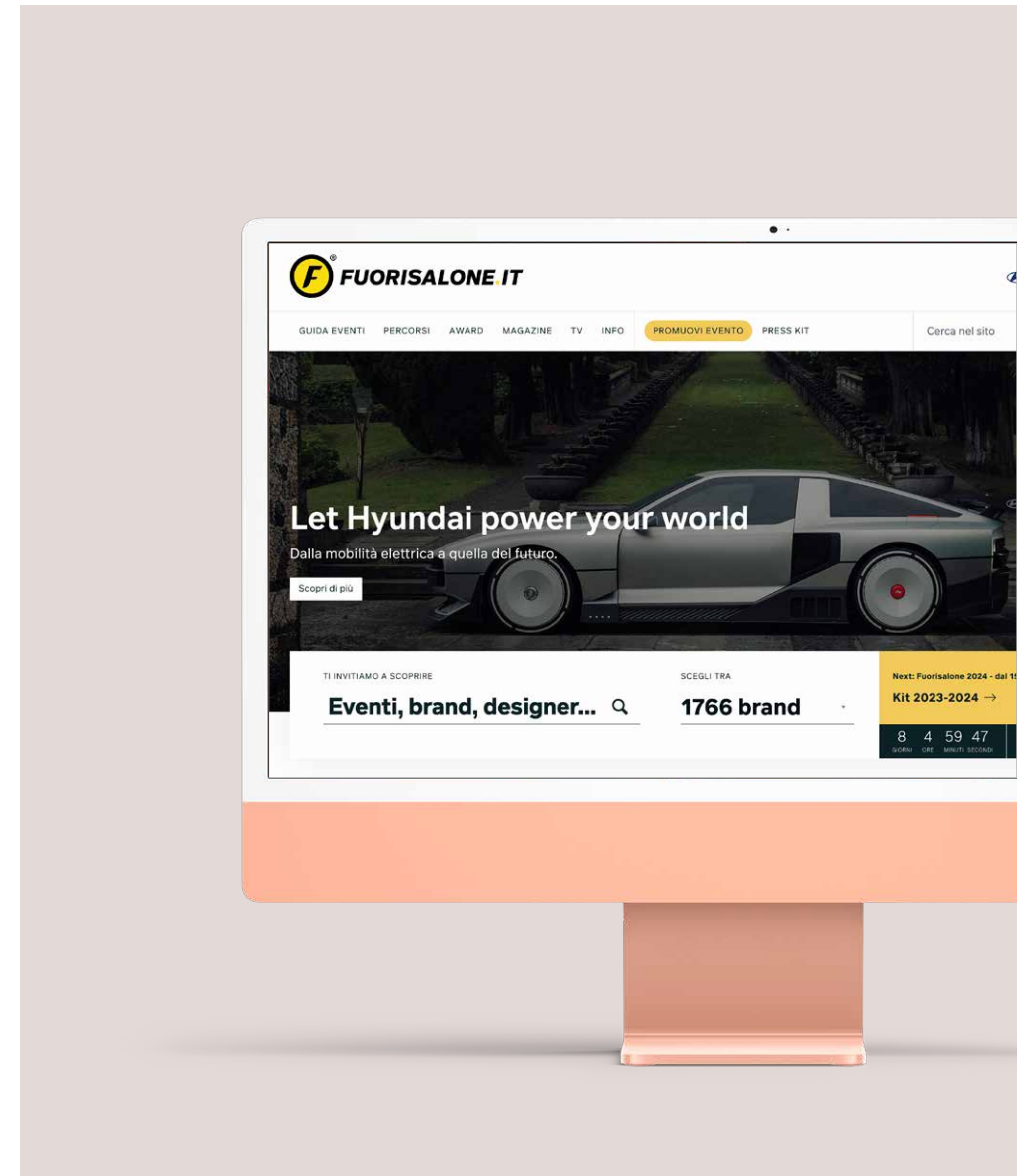
Communication Tools

Fuorisalone.it website

Fuorisalone.it has been the official platform of reference 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:

- Dedicated **project itinerary grouping events** in the district with highlighted locations
- Dedicated **event, brand and designer pages**
- **Pins** on the digital map
- **Content in the magazine** dedicated to the floors with the highest visibility



Communication Tools

Printed Guide and Map

The Map and 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 both in the days leading up to and during 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.

- Single and double-page **ADV**
- **Editorial Articles**
- **Special and customisable Inserts**

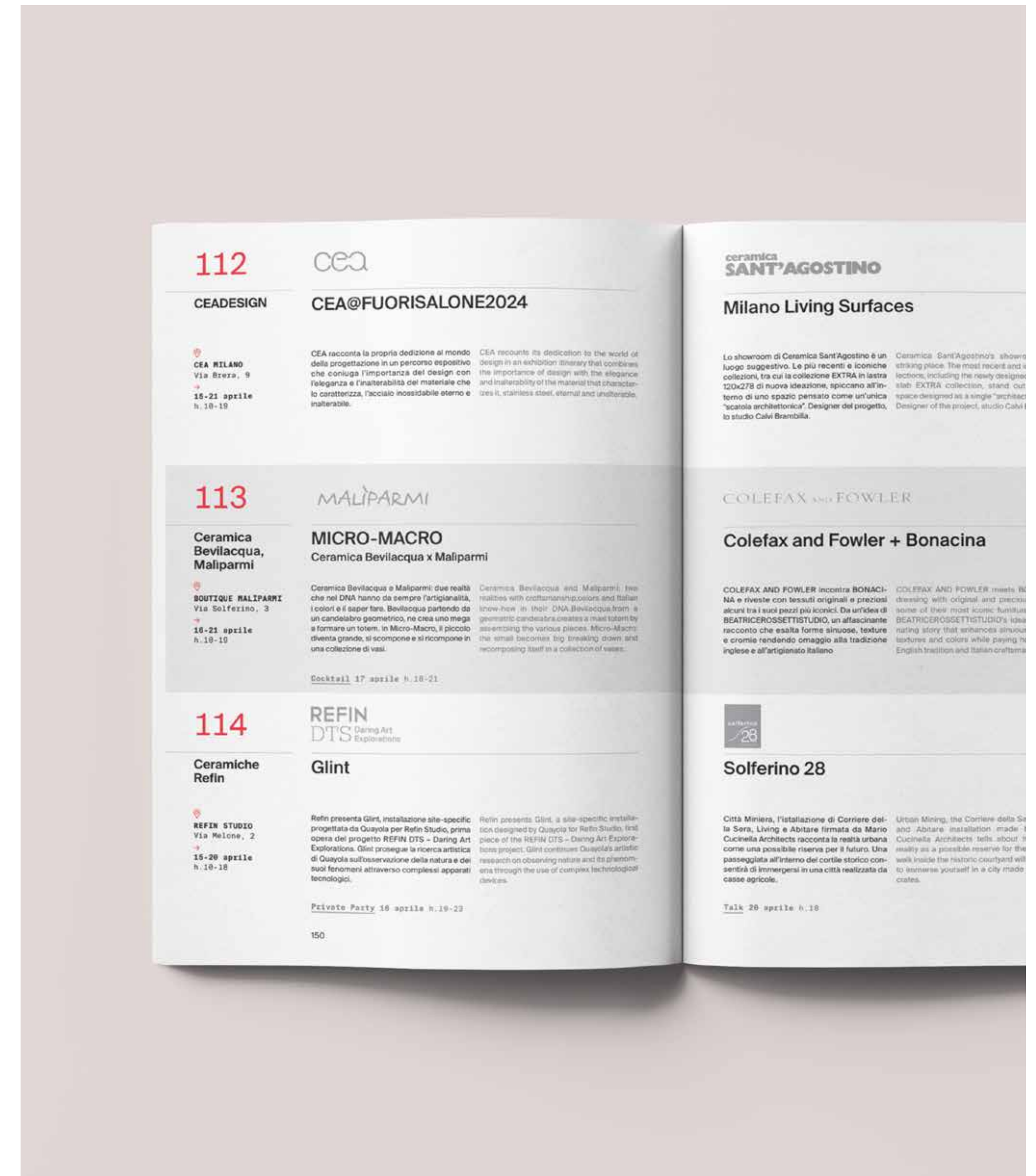


Communication Tools

Printed Guide

Basic Pack

- Basic visibility position in the guide
- Logo area
- Event info
(title, dates, address, website, email...)
- Event description
Maximum text length
300 characters ita/en (including spaces)
- Insert brand name and/or designer
in the exhibitors recap



Communication Tools

Printed Map

Basic Pack

- Event pin on map
- Presence in event list with:
 - Pin number match
 - Company name
 - Address
- Insertion of brand name and/or designer in exhibitors recap



100. 4Spaces, ZigZagZurich Via Marsala, 4	112. CEADesign Via Brera, 9	124. Dieffebi Via Milazzo, 8	138. Gessi Haute Culture Via Manzoni, 16/A	151. KRIPTONITE Piazza XXV Aprile, 7 - Interno cortile
101. 10 Corso Como Corso Como, 10	113. Ceramica Bevilacqua, Maliparmi Via Solferino, 3	125. Ditre Italia Via Solferino, 21	139. GIO PAGANI Via San Marco, 26	152. La Boutique Via Pisoni, 6
102. Alinea Design Objects via Brera, 2/4	114. CERAMICHE REFIN Via Melone, 2	126. Diwergo Corso Garibaldi, 116	140. gioiAtelier Via Melchiorre Gioia, 8	153. La Martina Corso Garibaldi,1
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	123. Design Space AUSA	135. Finsa Via Solferino, 17	149. JANUS et Cie	162. Londonart Piazza S. Marco, 4
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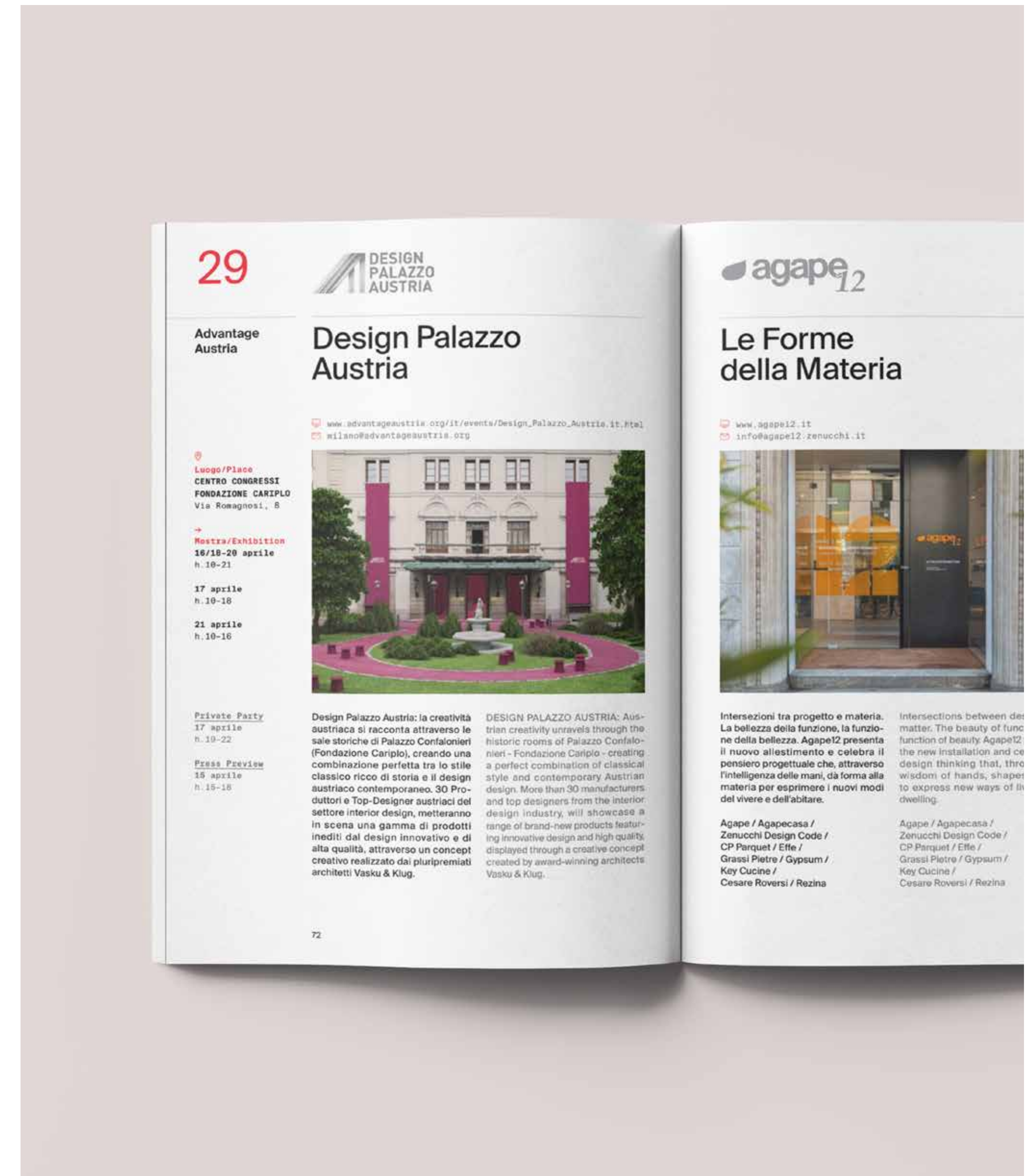


Communication Tools

Printed Guide

Sponsor Pack

- Highlight position in the guide
 - Event related photograph
- Dimensions 94x68mm
+ 5mm abundance
- Logo area
- Vector file (.Eps, .Ai, .Pdf)
- Event info
(Titolo, date, indirizzo, sito web, mail...)
 - Event description
Maximum text length
500 characters ita/en (including spaces)
 - Insert brand name and/or designer
in the exhibitors recap

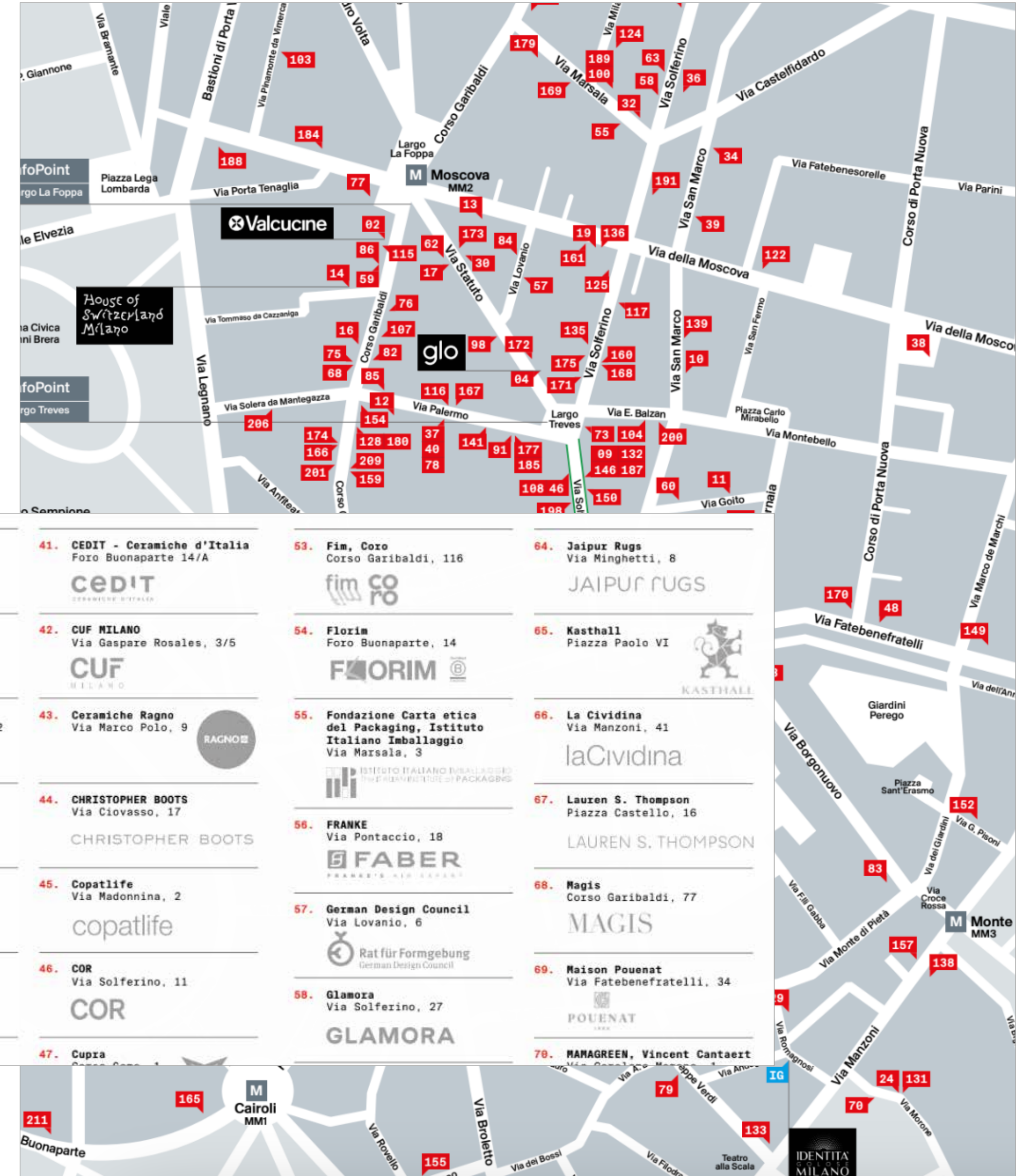


Communication Tools

Printed Map

Sponsor Pack

- Event pin on map
- Presence in event list with:
 - Brand logo
 - Pin number match
 - Company name
 - Address
- Insertion of brand name and/or designer in exhibitors recap



Communication Tools

Printed Guide

Extra Pack

- Top position in the guide
- Event related photograph
Dimensions 94x68mm
+ 5mm abundance
- Logo area
Vector file (.Eps, .Ai, .Pdf)
- Event info
(Titolo, date, indirizzo, sito web, mail...)
- Event description
Maximum text length
500 characters ita/en (including spaces)
- Insert brand name and/or designer
in the exhibitors recap

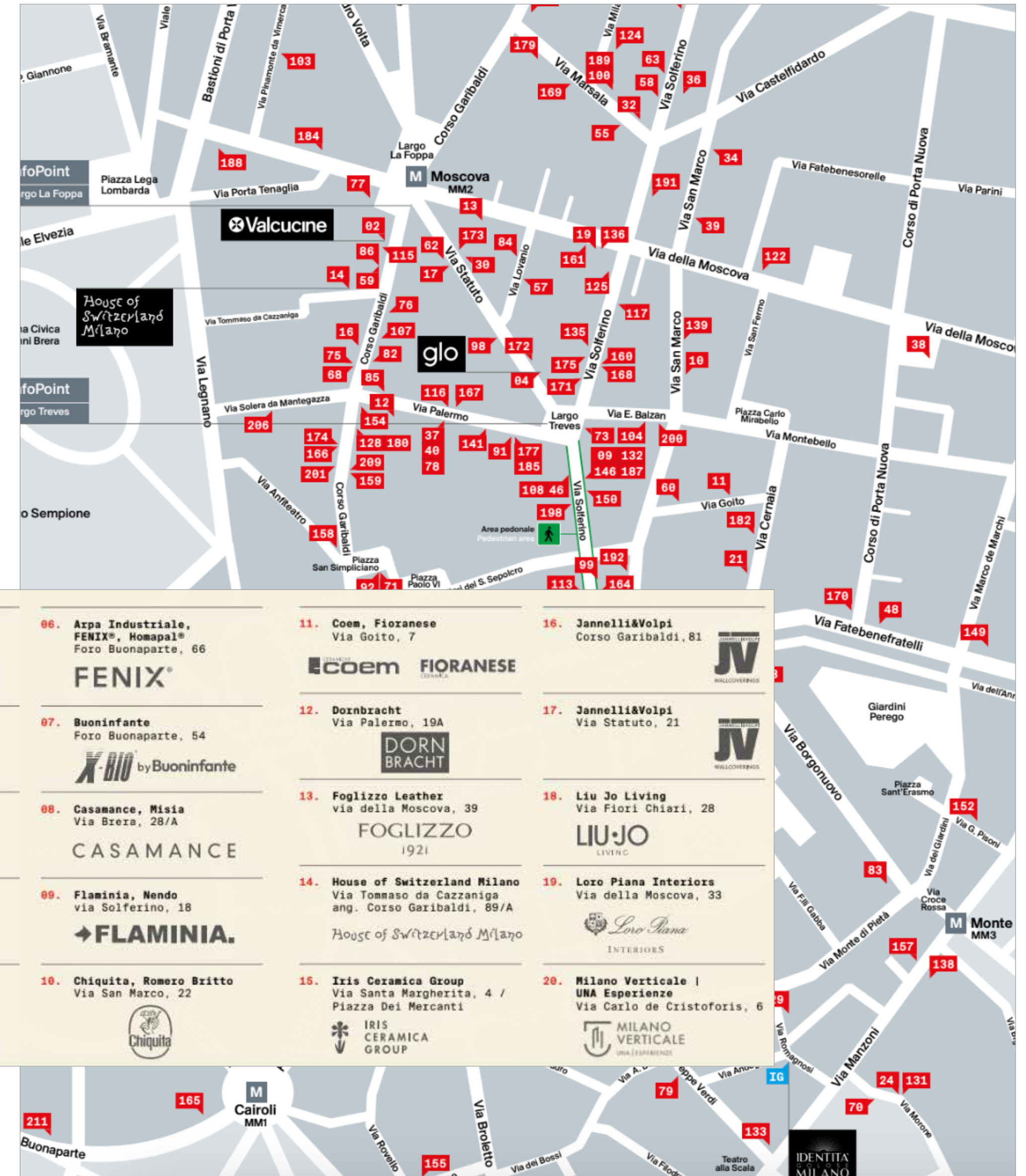


Communication Tools

Printed Map

Extra Pack

- Event pin on map
- Presence in event list with:
 - Brand logo
 - Pin number match
 - Company name
 - Address
- Insertion of brand name and/or designer in exhibitors recap



Communication Tools

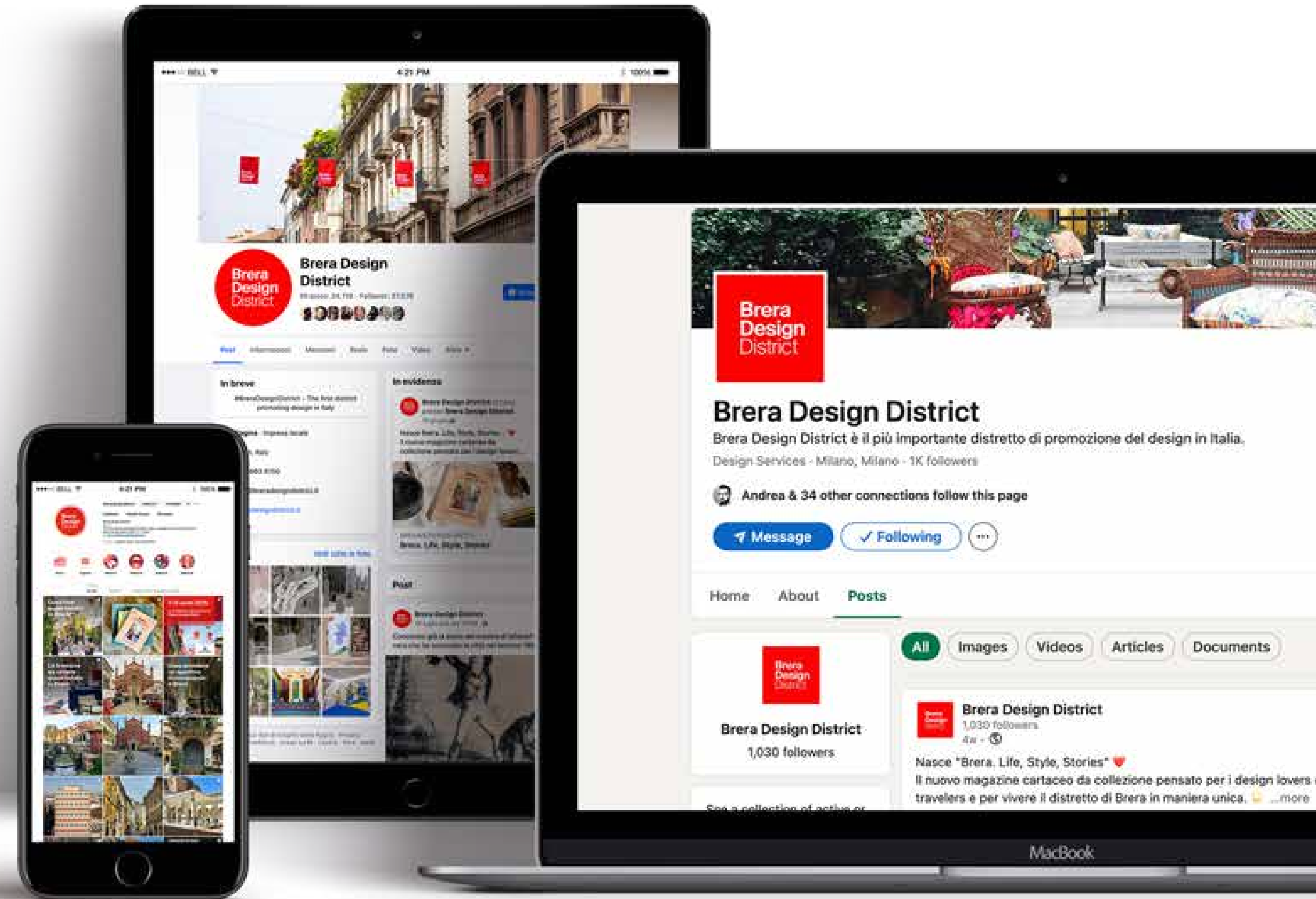
Social media

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

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

- **Instagram** – 116k follower
- **Facebook** – 28k follower
- **Linkedin** – 1k follower

Note: data from July '24

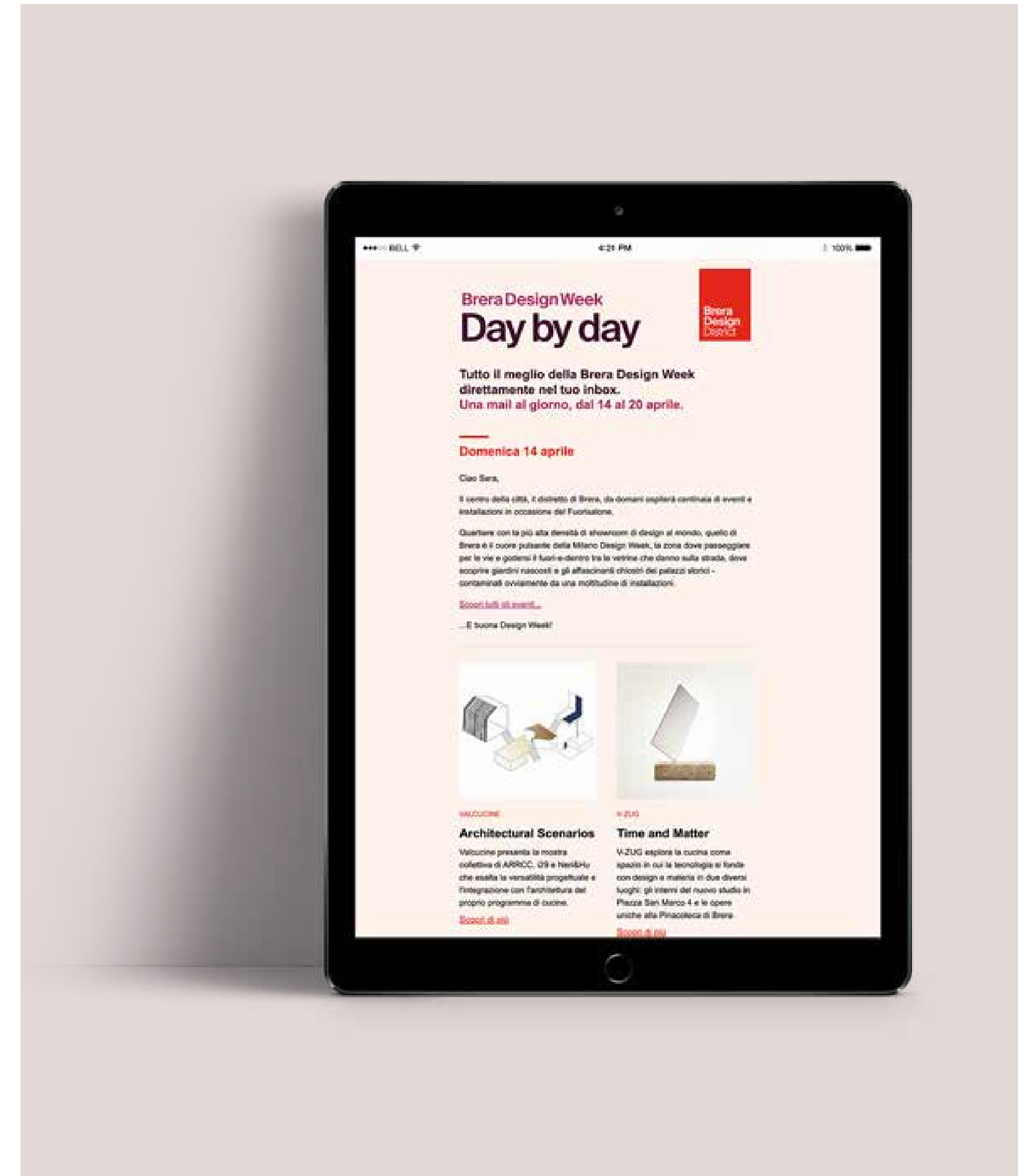


Communication Tools

DayByDay newsletter

The importance of selected and direct communication to our audience.

The DayByDay newsletter is an important communication tool for the direct promotion of the editorial plan and events during Design Week.



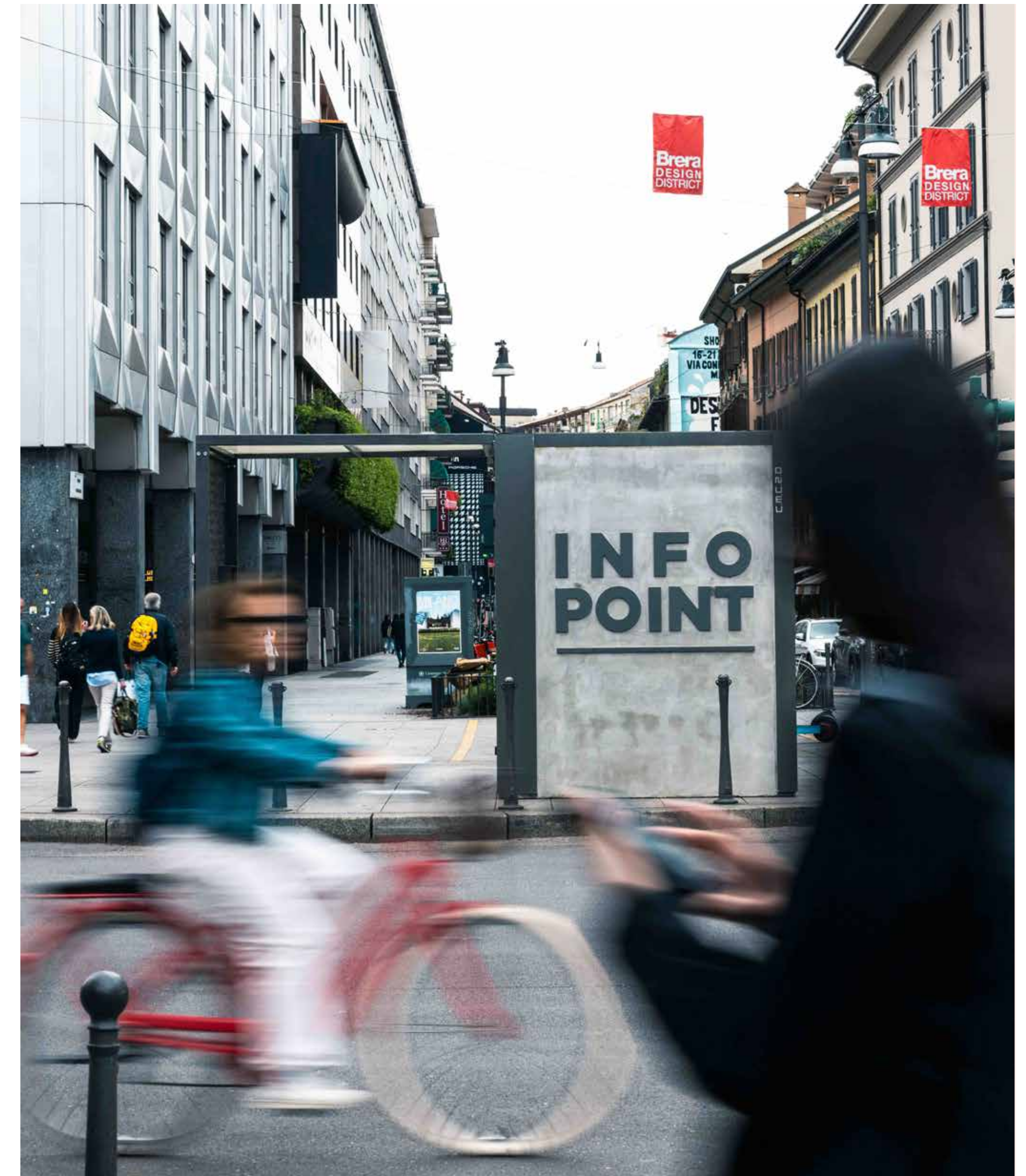
Communication Tools

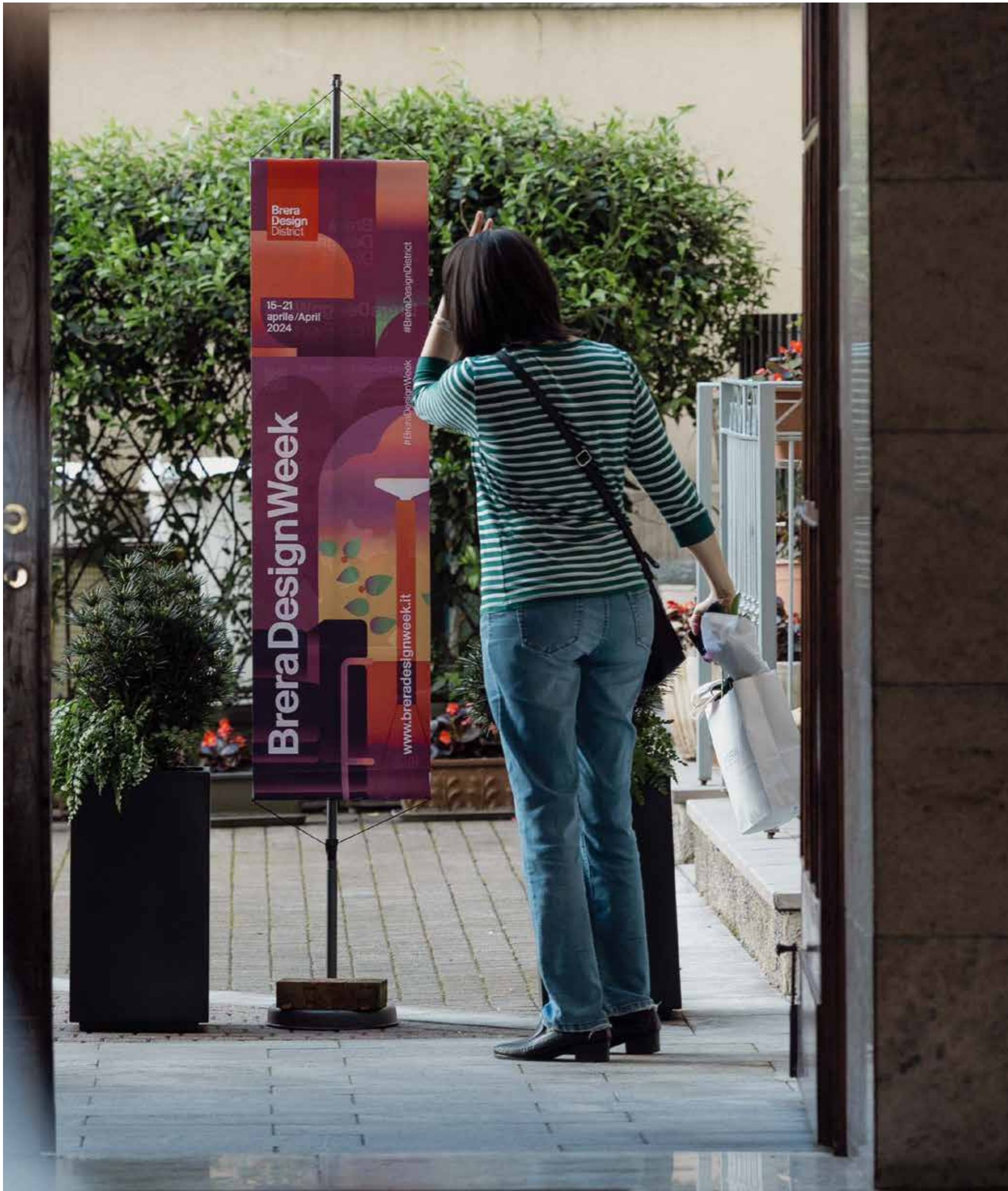
Instruments on the territory

There will be a series of tools in the district to orientate the public in the multitude of events within the district.

In detail, the tools are:

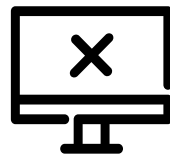
- **Info points** - in Largo la Foppa and Largo Treves
- **Rows of flags** - in the main streets
- **Event orientation totems** - 8 distributed in the district's major hubs
- **Location totems** - one for each exhibitor





Brera Design Week 2025
Additional Tools

Additional tools overview



Online Magazine

Online Article 1.000 € + VAT

- N. 1 editorial article + LinkedIn share and Instagram story



ADV – Printed Guide

ADV Single page 2.500 € + VAT

ADV Double page 3.500 € + VAT

Editorial Double Page 3.500 € + VAT



Newsletter

DEM Newsletter 1.800 € + VAT

- Dedicated newsletter to be sent to the Brera Design District contact database

Experience Newsletter 1.000 € + VAT

- Release with dedicated box in the Newsletter Experience



Social Network

Instagram

- N. 1 single post or N. 1 Reel (provided by the client)
1.200€ + VAT
- N. 1 single post with gallery
1.400€ + VAT
- N. 1 Story up to 5 images or video
800€ + VAT

- On request we can produce:
- dedicated stories or reels produced by our creators
 - targeted promotional campaigns (in dark)

Facebook

- N. 1 single post
400€ + VAT

Linkendin

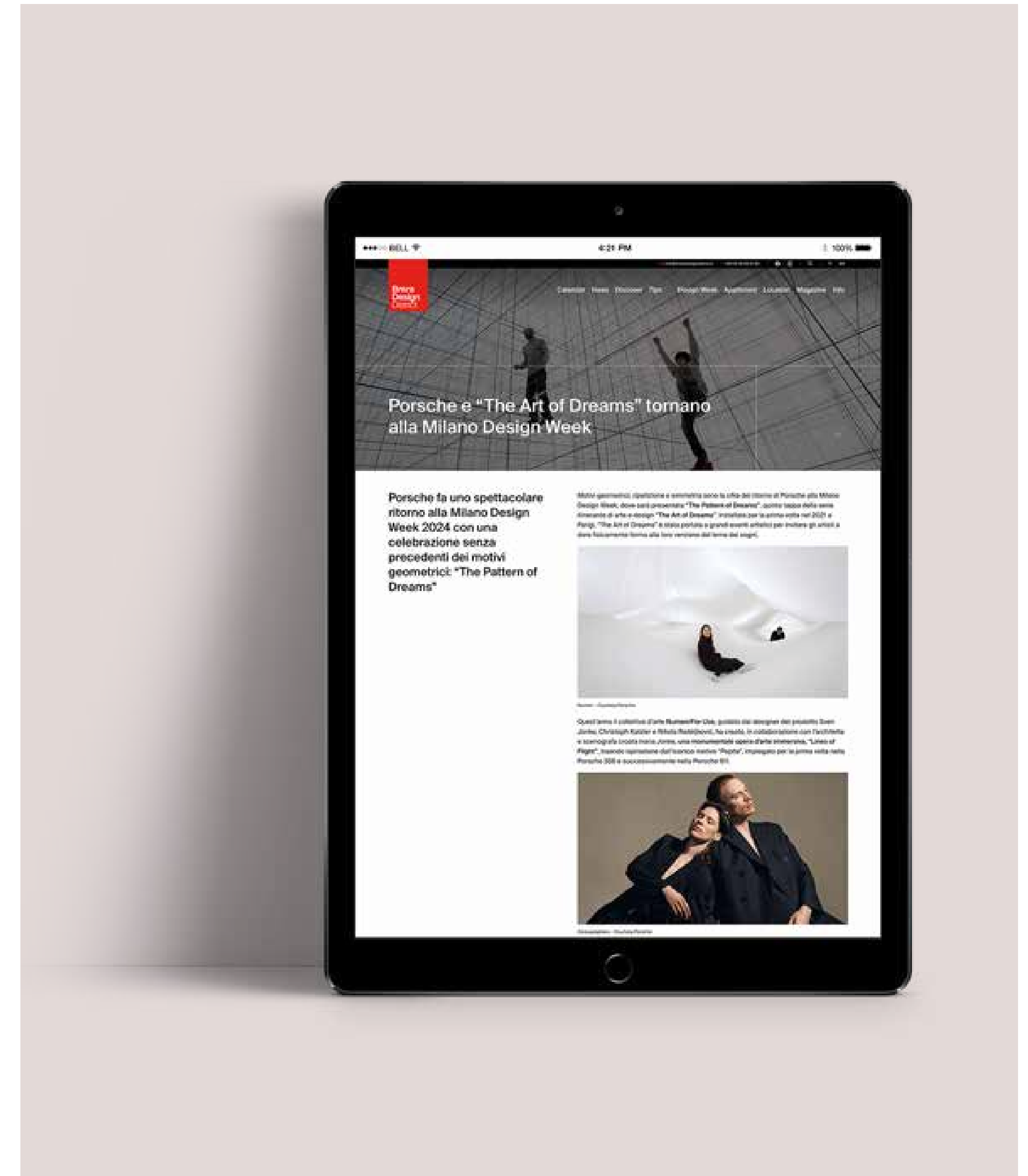
- N. 1 single post
600€ + VAT

Additional tools

Online Magazine – News

Brera's online magazine - the **News** section of the site - is alive with content all year round.

During the period before and during Design Week, there is the possibility to publish editorial preview articles or in-depth reports on projects and events with related sharing on social media channels.



Additional tools

ADV in the Printed Guide

Within the printed guide, more visibility can be achieved by purchasing advertising pages (ADV), which are divided into:

Single or double advertising page

the ADV in the single page format is composed of an image and advertising message in the double page format it can be composed of an image and message or one page dedicated to the image and the other to text.

Double editorial page

The double editorial page is a double page of the event guide in which the project and initiative is explored in more detail through text in two languages and supporting images.





New Logica
The back panel with magical doors integrated into the architecture

Design by Gabriele Certazzo

Come to discover our restyled New Logica at "Architectural Scenarios" with ARRC, 129 and Neri&Hu during Milan Design Week 2024 | April 15 - 21



BORN IN OASI ZEGNA




ZEGNA PRESENTA
BORN IN OASI ZEGNA
ZEGNA HEADQUARTERS
VIA SAVONA 56 A





ZEGNA apre le porte del suo headquarters in Via Savona per presentare il progetto BORN IN OASI ZEGNA.

Un'installazione immersiva occuperà gli spazi dello showroom del Brand per raccontarne l'impegno verso la comunità e l'ambiente, offrendo al pubblico della Design week l'opportunità di vivere appieno l'esperienza di Oasi Zegna e del nuovo libro a lei dedicato.

Attraverso un percorso che intreccia arte e natura, i visitatori potranno passeggiare tra la lussureggiante vegetazione della foresta e interagire con le storie e le immagini che animano le pagine del libro.

Al centro di questo racconto si trova un forte senso di responsabilità verso la comunità e il territorio in cui ZEGNA opera. Sin dalla sua fondazione nel 1910, l'azienda ha coltivato questo principio, che si riflette anche in Oasi Zegna. Quest'ultima rappresenta un simbolo tangibile del costante impegno di ZEGNA per la consapevolezza ambientale e la qualità della vita delle future generazioni.

ZEGNA opens the doors of its headquarters in Via Savona to present the BORN IN OASI ZEGNA project.

An immersive installation will occupy the spaces of the brand's showroom to narrate its commitment to the community and the environment, offering the Design Week audience the opportunity to fully experience Oasi Zegna and the new book dedicated to it.

Through an itinerary that interweaves art and nature, visitors will be able to walk through the lush vegetation of the forest and interact with the stories and images that bring the the pages of the book to life.

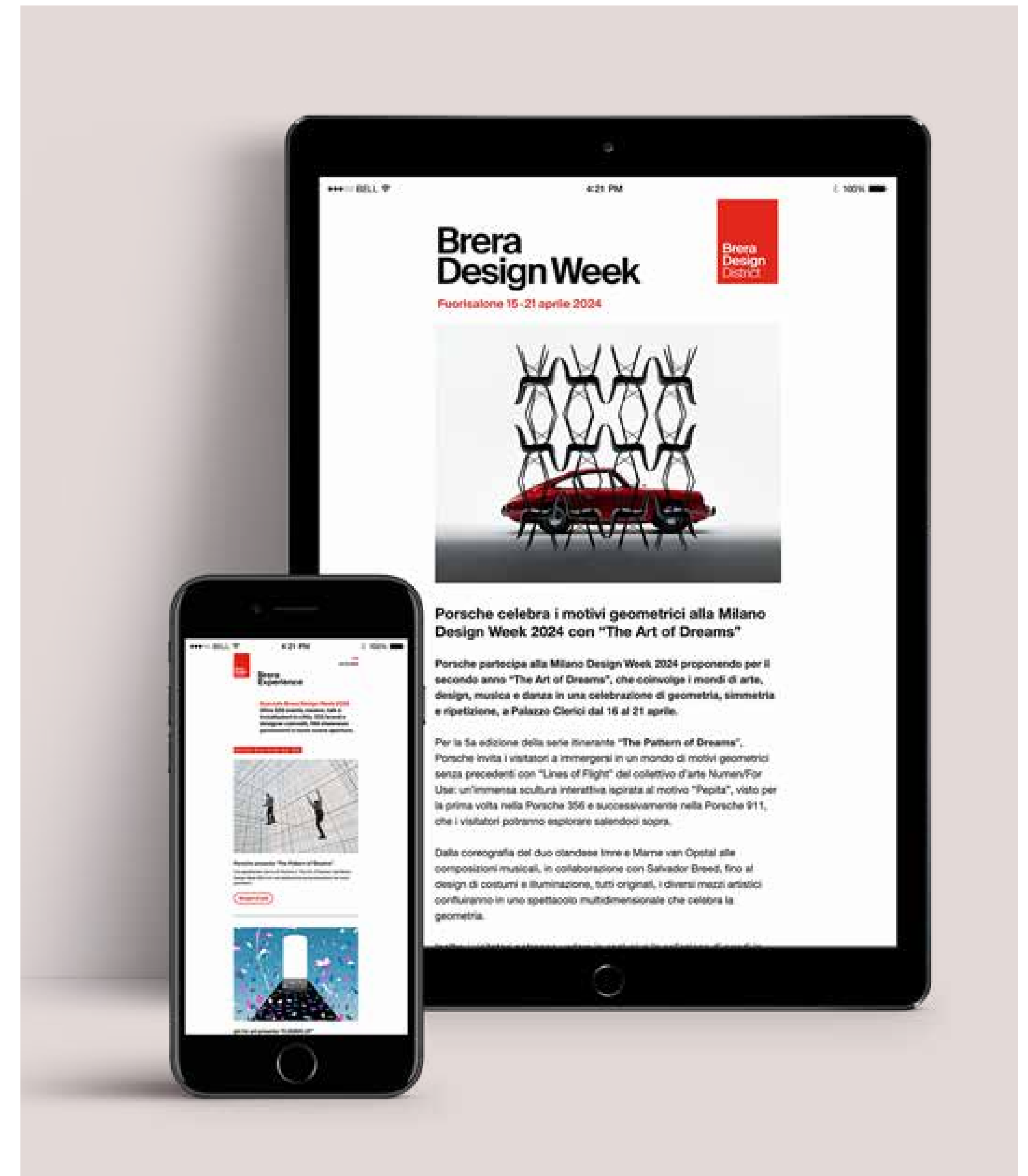
At the heart of this tale is a strong sense of responsibility towards the community and the territory in which ZEGNA operates. Since its foundation in 1910, the company has cultivated this principle, which is also reflected in Oasi Zegna. The latter represents a tangible symbol of ZEGNA's ongoing commitment to environmental awareness and quality of life for future generation.

Additional tools

Dedicated Newsletter and Brera Experience

The Dedicated newsletter is a type of newsletter that allows the client to vertically focus attention and communication on a project or topic with exclusivity.

The Brera Experience newsletter is a type of annual and periodic newsletter that reviews and highlights all the district's activities. For the Brera Design Week a teasing activity is planned with dedicated boxes highlighting certain projects and topics.

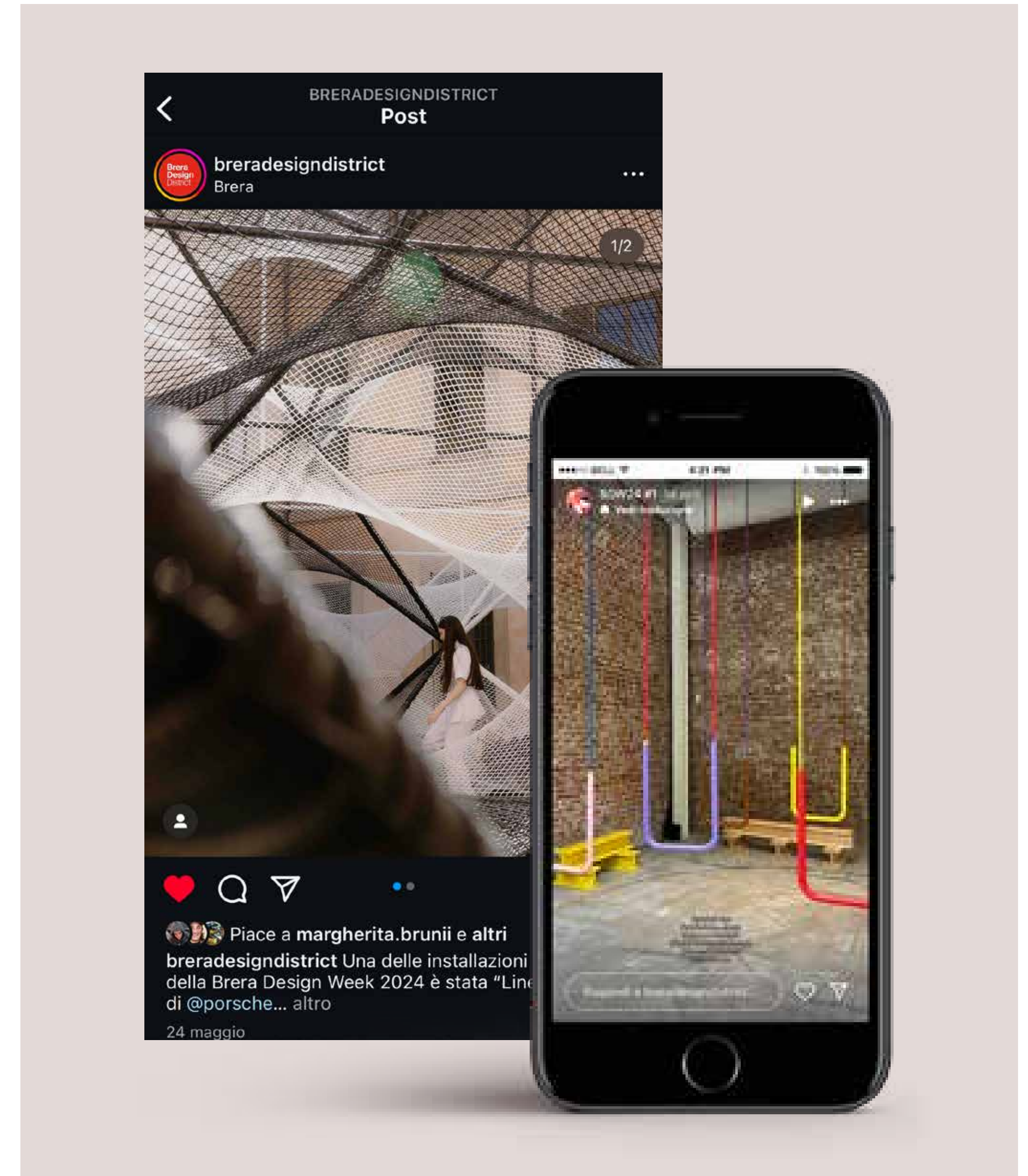


Additional tools

Social media

In order to increase the dissemination and newsworthiness of events and projects, in addition to the classic communication plans Brera offers a series of additional activities on **Facebook**, **Instagram**, and **LinkedIn**, such as:

- **dedicated single or reel posts**
- **posts with gallery**
- **social campaigns in dark mode**
- **reel production by our content creators**



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Design
District**

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—
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A PRTOJECT BY

