

Design Week

Brera
Design
District

12 – 18 April 2027
Communication Plans

Fuorisalone theme 2027

Design In Relation

Design as a tool for creating new forms of proximity, building connections, and giving meaning to the relationship between people, places, and contexts

“**Design In Relation**” is the theme chosen for Fuorisalone 2027. It is an invitation to view design not as an isolated gesture, but as a practice capable of bringing people, knowledge, cultures, materials, technologies, and territories into relation. Every project takes shape within a system of connections and, at the same time, helps to create new ones, redefining the way we live, inhabit, and interpret the world.

“**Design In Relation**” is also an invitation to move beyond the idea of the project as a finished object and to recognise it instead as an open process, shaped by listening, dialogue, and cross-pollination. Design emerges from the encounter between different perspectives and grows through exchange. Today, these interconnections are becoming increasingly complex: they span the physical and the digital, the local and the global, the human and the technological, giving rise to new forms of collaboration and new ways of imagining the future.

Fuorisalone theme 2027

Design In Relation

Design as a tool for creating new forms of proximity, building connections, and giving meaning to the relationship between people, places, and contexts

At a time marked by profound transformations, **Fuorisalone 2027 presents relation as a key to interpreting the role of contemporary design.** Designing today means engaging with open systems in which people, the environment, technologies, and cultures influence one another.

Rather than providing definitive answers, design is called upon to create the conditions in which new connections, collaborations, and visions can emerge. **“Design In Relation” is an invitation to designers, companies, institutions, and creative professionals to imagine the project as a shared space, where value arises from the encounter between different perspectives.** Because design does not shape objects alone, but also the ways in which we choose to live together.

Find out more on www.fuorisalone.it

Brera Design Week 2027
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 (12 – 18 April, 2027)

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 - 2.000€ + vat

Sponsor Pack - 3.200€ + vat

Extra Pack - 4.900€ + vat

Additional tools - Brera Design Week (valid for use between February and 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

Fuorisalone Passport

Fuorisalone Passport is the service offered by Fuorisalone.it for the 2027 edition, designed to simplify public access to events through **a single QR code-based identification system**. The service extends to events throughout the city, **both within the Fuorisalone.it circuit and the Brera Design District**, and is already included, **at no additional cost**, in all available communication packages.

Thanks to a dedicated dashboard, Fuorisalone Passport serves as a strategic tool for exhibiting companies: it allows them to easily manage visitor flows, obtain statistics on their visitors, and compare their event's performance with the average of other participants.

The goal is **to standardize the access experience for the public**, avoiding multiple registrations and offering exhibitors **advanced reporting capabilities that highlight results**, visitor behavior, and positioning within Design Week.

Activation takes place through the reserved area; detailed instructions will be provided upon subscription to one of the communication plans.

Learn more at [**www.fuorisalonepassport.it**](https://www.fuorisalonepassport.it)

How to join the project

Brera Design Week 2027

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 – 2.000€ + 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 the exhibition space

Social media (@breradesigndistrict)

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

Communication

- Mention of the brand or project name in the digital press release shared in the press folder on the occasion of the press conference (subject to the contract being signed by 8 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

* The sharing will be managed by the editorial team between 22 March and 15 April, and the publication date will also be at the discretion of the editorial team.

The communication plan includes the Fuorisalone Passport service.

2/3 – Sponsor Pack – 3.200€ + 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)

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 the exhibition space

Social media (@breradesigndistrict)

- Publication of one post to be chosen from Instagram, Facebook and LinkedIn *
- Publication of an Instagram Story featuring event-related content during Design Week, produced by the editorial team **

Newsletter

- Publication of 1 dedicated box promoting the event page in the “Day By Day” newsletter, published during Design Week (11-17 April 2027), produced by the editorial team ***

Communication

- Mention of the brand or project name in the digital press release shared in the press folder on the occasion of the press conference (subject to contract signature by 8 February) and in subsequent updates.
- Presence with a dedicated paragraph about the initiative in *the digital press release attachment*.

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

- * The publication will take place between 22 March and 9 April, excluding the Design Week period. The possibility to choose the exact day is subject to the booking date of the slot, following the signing of the contract.
- ** The story will be published by the editorial team between 12 and 16 April, based on the opening days and times that you indicate in the online form.
- *** Sharing of the content for its direct promotion within one of the day-by-day newsletters, on the following dates: Sunday 11 April, Monday 12 April, Tuesday 13 April, Wednesday 14 April, Thursday 15 April, Friday 16 April, Saturday 17 April.

The communication plan includes the Fuorisalone Passport service.

3/3 – Extra Pack – 4.900€ + 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)

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 the exhibition space

Social media (@breradesigndistrict)

- Publication of an Instagram post *
- Publication of a post of your choice between Facebook and LinkedIn *
- Publication of an Instagram Story featuring event-related content during Design Week, produced by the editorial team) **

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

- Promotional article proposed and written by the client in the NEWS section
- Promotion of the article through:
 1. Sharing via a LinkedIn post and Instagram Story
 2. Sharing through a dedicated box in the Brera Experience newsletter ***

Newsletter

- Publication of 1 dedicated box promoting the event page in the “Day By Day” newsletter, published during Design Week (11–17 April 2027), produced by the editorial team ****

Communication

- Mention of the brand or project name in the digital press release shared in the press folder on the occasion of the press conference (subject to contract signature by 8 February) and in subsequent updates.
- Presence with a dedicated paragraph about the initiative in *the digital press release attachment*.

Brera Design Week 2027

Communication Plans

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

* The publication will take place between 22 March and 18 April, including the Design Week period. The possibility to choose the exact day is subject to the booking date of the slot, following the signing of the contract.

** The story will be published by the editorial team between 12 and 16 April, based on the opening days and times that you indicate in the online form.

*** Sharing of the article for its direct promotion in the preview box of the Brera Experience newsletter, to be chosen from the following dates: 24 march, 31 March, 7 April. Each date will include a maximum of 10 shared articles, and the choice of 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 the following dates: Sunday April 11, Monday April 12, Tuesday April 13, Wednesday April 14, Thursday April 15, Friday April 16, and Saturday April 17.

***** The sharing will take place between 22 March and 11 April, and the publication date will be at the discretion of the editorial team.

***** If Instagram is chosen as the channel, the publication can take place from 8 March to 4 April (not during Design Week) | If Facebook or LinkedIn is chosen, there are no restrictions on publication dates.

Additional tools – for greater visibility

1/5 – Dedicated newsletter

2.000€ + VAT

- 1 dedicated newsletter featuring promotional content about the company*

*The newsletter can be scheduled in the days immediately before or 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

1.500€ + 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 (2027)*

Additional tools – for greater visibility

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) – **1.500€ + VAT**
- N. 1 Story up to 5 images or video – **1.000€ + 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 (2027)

Comparing communication plans

		Basic Pack	Sponsor Pack	Extra Pack
		2.000€ + VAT	3.200 € + VAT	4.900 € + 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)		●	●
	event totem	●	●	●
	social release of choice between Instagram, Facebook and LinkedIn **		●	● ●
	publication of an Instagram Story by the editorial team) **		●	●
	box promoting the event page in the DayByDay newsletter **		●	●
	mention in press material and CS	●	●	●
	presence with paragraph in CS attachment		●	●
	promotional article proposed and written 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

2.000 € + VAT

Sponsor Pack

3.200 € + VAT

Extra Pack

4.900 € + VAT



Press Conference

- Mention within the digital press release

- Mention within the digital press release
- Presence with a paragraph in the attachment to the digital press release

- Mention within the digital press release
- Presence with a paragraph in the attachment to the digital 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)

- Event page published in the guide
- Marking the event on the navigable map
- Band on homepage with list of sponsor events (random)



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

- Dedicated box promoting the event page in the “Day By Day” newsletter, produced by the editorial team

- Dedicated box promoting the event page in the “Day By Day” newsletter, produced by the editorial team

- Dedicated box promoting the event page in the “Day By Day” newsletter, produced by the editorial team



Brera Design District Website Online Magazine

- Promotional article proposed by the customer
- Promotion of the article through:
 - 1. Sharing via a LinkedIn post and Instagram Story
 - 2. Sharing through a dedicated box in the Brera Experience newsletter

- Promotional article proposed by the customer
- Promotion of the article through:
 - 1. Sharing via a LinkedIn post and Instagram Story
 - 2. Sharing through a dedicated box in the Brera Experience newsletter

- Promotional article proposed by the customer
- Promotion of the article through:
 - 1. Sharing via a LinkedIn post and Instagram Story
 - 2. Sharing through a dedicated 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 Facebook post
- N.1 social outlet of your choice on Instagram, Facebook or LinkedIn channels

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

- 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 2026 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 8 February** to enter **the press note and press conference**
- **No later than 5 March** to enter **the paper map/guide**
- **No later than 5 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 2027
Communication Tools

Communication tools overview

A platform between digital and physicalphysical



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.

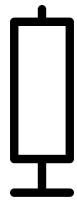
- Instagram
- Facebook
- LinkedIn



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

151k
Followers

3.9 mln Impressions
2.4 mln Reach

14k Average Impressions/post
9k Average Reach/post

60% followers 35-54 years
65% women
35% men
—
52% Italy
8% Brazil
3% USA



Facebook

27.6k
Followers

1.3 mln Impressions
750k Reach
1.5k Post Engagement

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



Linkedin

2k
Followers

45k Impressions
27k Reach
6k Click

40% of followers are in the
design and architecture
industry



Website

+175k
Unique users

331k Page views

Average duration: 01:06 min

11k Visualizzazioni Calendar
72k Visualizzazione News
12k Visualizzazione Discover
17k Visualizzazione Tips



Newsletter

+15k
Total users

46% Open rate

3% Click rate

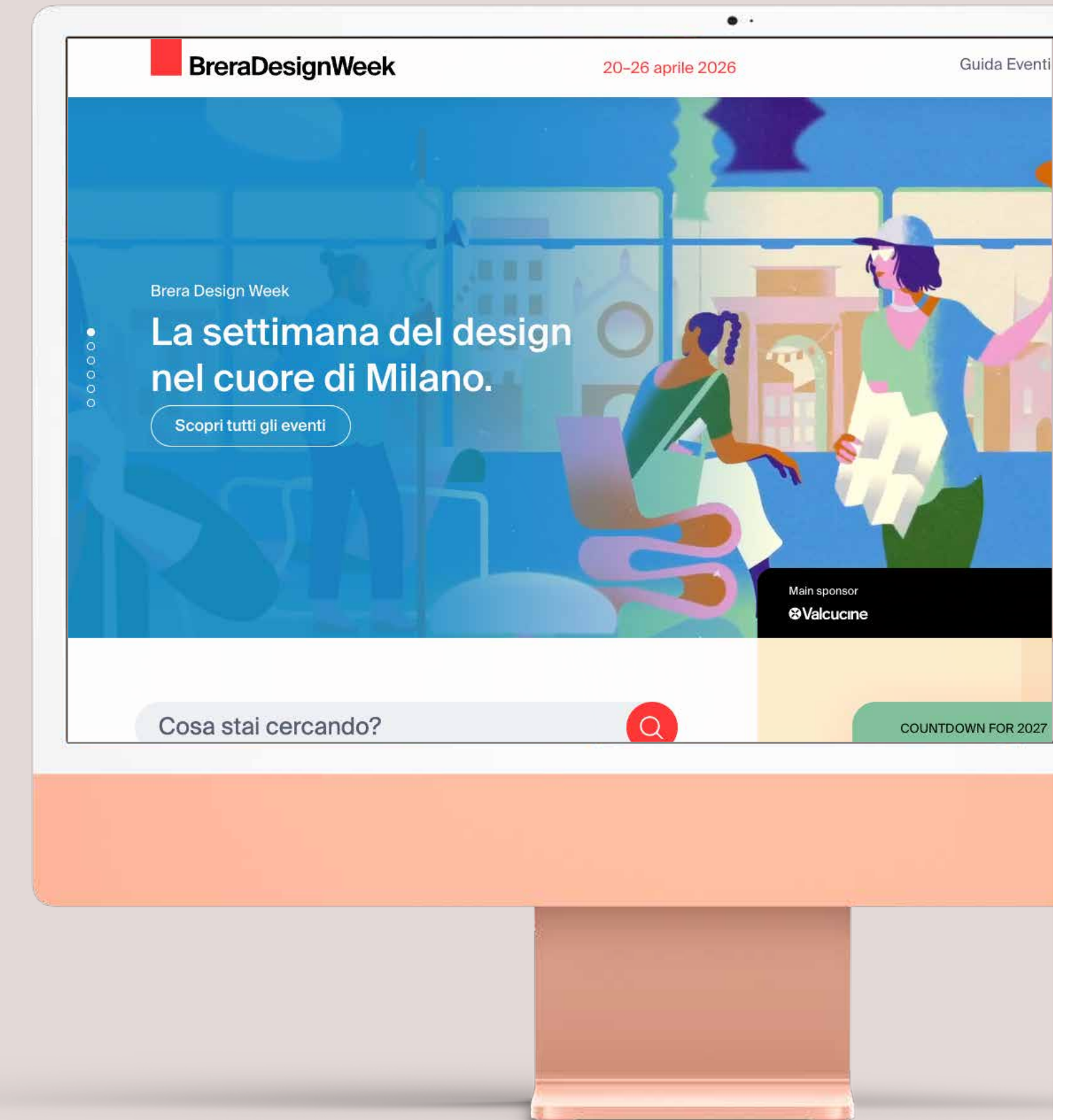
Communication Tools

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.



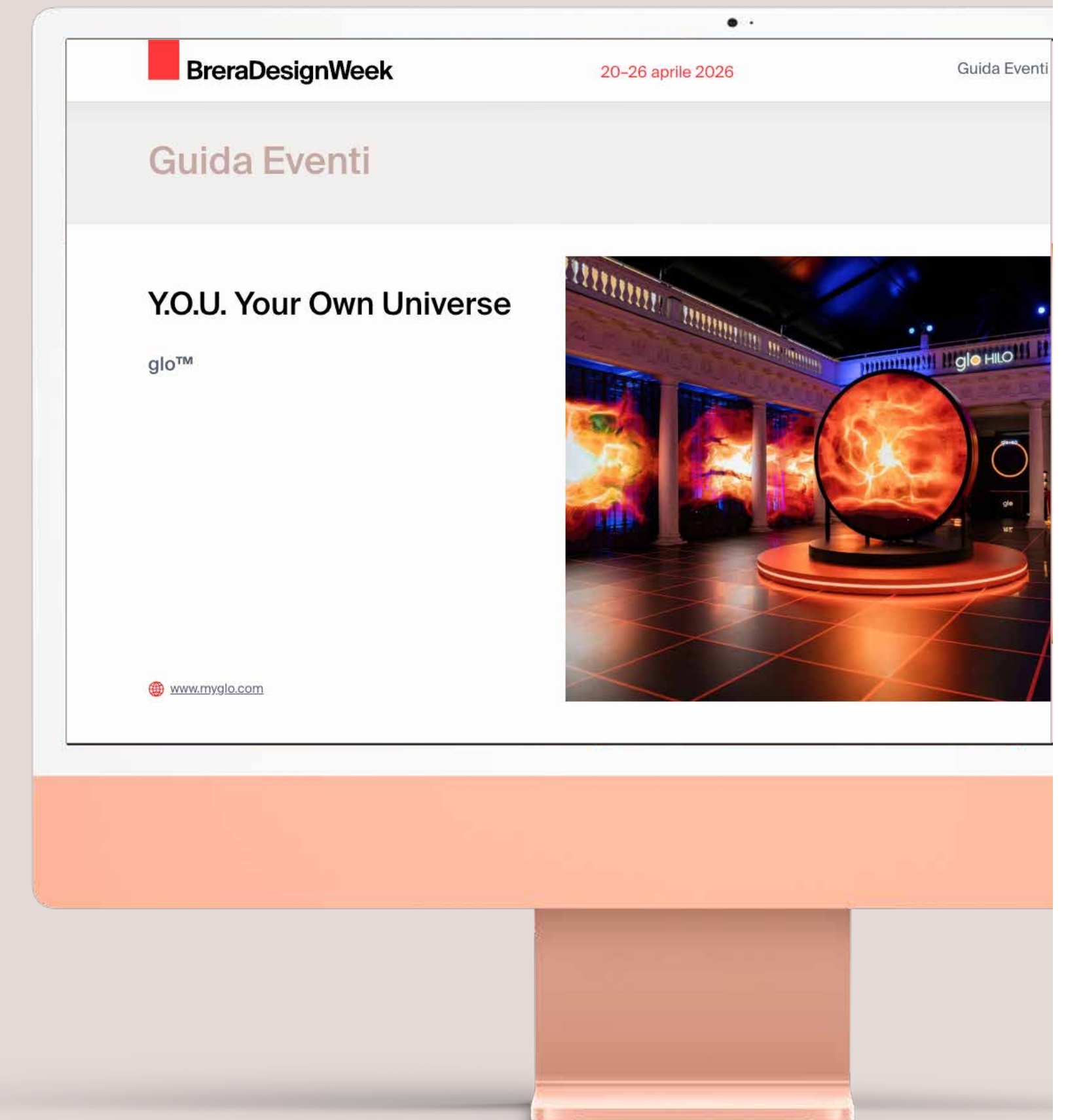
Communication Tools

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.



Y.O.U. Your Own Universe

glo™



www.myglo.com

Location

Palazzo Moscova
Via Moscova, 18 - Milano

Mappa e indicazioni

Orari di apertura

Lunedì 20 Aprile
h. 14:00–18:00
Martedì 21 Aprile
h. 10:00–20:00
Mercoledì 22 Aprile
h. 10:00–20:00
Giovedì 23 Aprile
h. 10:00–20:00
Venerdì 24 Aprile
h. 10:00–20:00
Sabato 25 Aprile
h. 10:00–20:00
Domenica 26 Aprile
h. 10:00–20:00

glo e Numero Cromatico presentano Y.O.U. Your Own Universe

glo torna alla Brera Design Week 2026 con l'installazione Y.O.U. di Numero Cromatico a Palazzo Moscova.

Ispirata al tema “Be the Project”, l'opera esplora il rapporto tra luce, architettura e partecipazione, dando vita a un'esperienza immersiva e contemporanea. Al centro, un grande portale interattivo –un cerchio arancione– simbolo di connessione e appartenenza, accoglie i visitatori in uno spazio dinamico, dove tecnologia e creatività si fondono. Il pubblico diventa parte attiva del progetto, contribuendo a definirne l'evoluzione.

In questo contesto si inseriscono i dispositivi glo Hilo e glo Hilo Plus, in perfetta connessione con il progetto proposto da Numero Cromatico. Progettati per offrire un'esperienza d'uso modulabile, unica e adattabile alle preferenze individuali, in continuità con il concept dell'opera.

Il 22 aprile, dalle 11:00 alle 12:00, nello spazio glo Hilo di Palazzo Moscova, gli artisti di Numero Cromatico saranno disponibili a incontrare il pubblico e firmare le copie di Flash Art.

Press Kit glo 2026



Guida Eventi

Visita i 244 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.

COUNTDOWN FOR 2027

222 GIORNI | 21 ORE | 40 MIN | 59 SEC

6S Grand Setko

OFFICIAL TIMEKEEPER
BRERA DESIGN WEEK

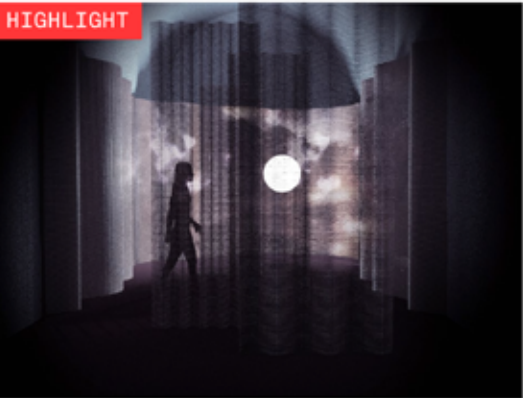
Cerca Evento

Cerca brand

Cerca location

Tag

FILTRA EVENTI



Stark

Albori

Sala dei Pilastri | Castello Sforzesco - Piazza Castello

FS PASSPORT | ARCHITETTURA | ARTE | ILLUMINAZIONE | INSTALLAZIONI | TECNOLOGIA



The Cut

AN ACT OF LIVING

The Cut Flagship Store - Via Pontaccio, 3

FS PASSPORT | ARCHITETTURA | ARREDO | CUCINA | MATERIALI SPECIALI | PRODUCT DESIGN

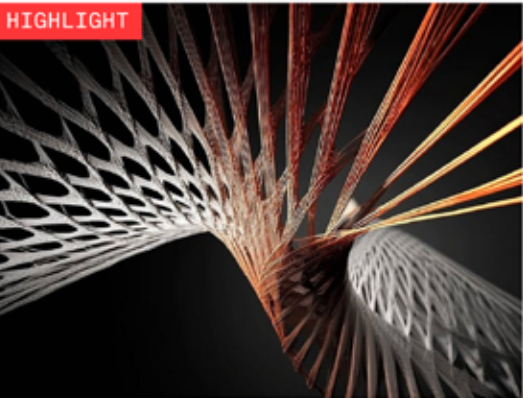


Arpa® e altri 5 espositori

ArchiThoughts-ArchiTouch

FENIX® Scenario - Foro Buonaparte, 66

FS PASSPORT | ARCHITETTURA | ARREDO | INSTALLAZIONI | PRODUCT DESIGN



CUPRA

BEYOND THE KNOWN

CUPRA Garage Milano - Corso Como, 1



Portanuova

Blooming Imperfection - Relationships in Progress

Piazza Gae Aulenti 12 - Piazza Gae Aulenti, 12

ARCHITETTURA | ARTE | FOOD & BEVERAGE | INSTALLAZIONI | SOSTENIBILITÀ



CASAMANCE e altri 4 espositori

Casamance

Casamance - Via Brera, 28/A

TESSILI

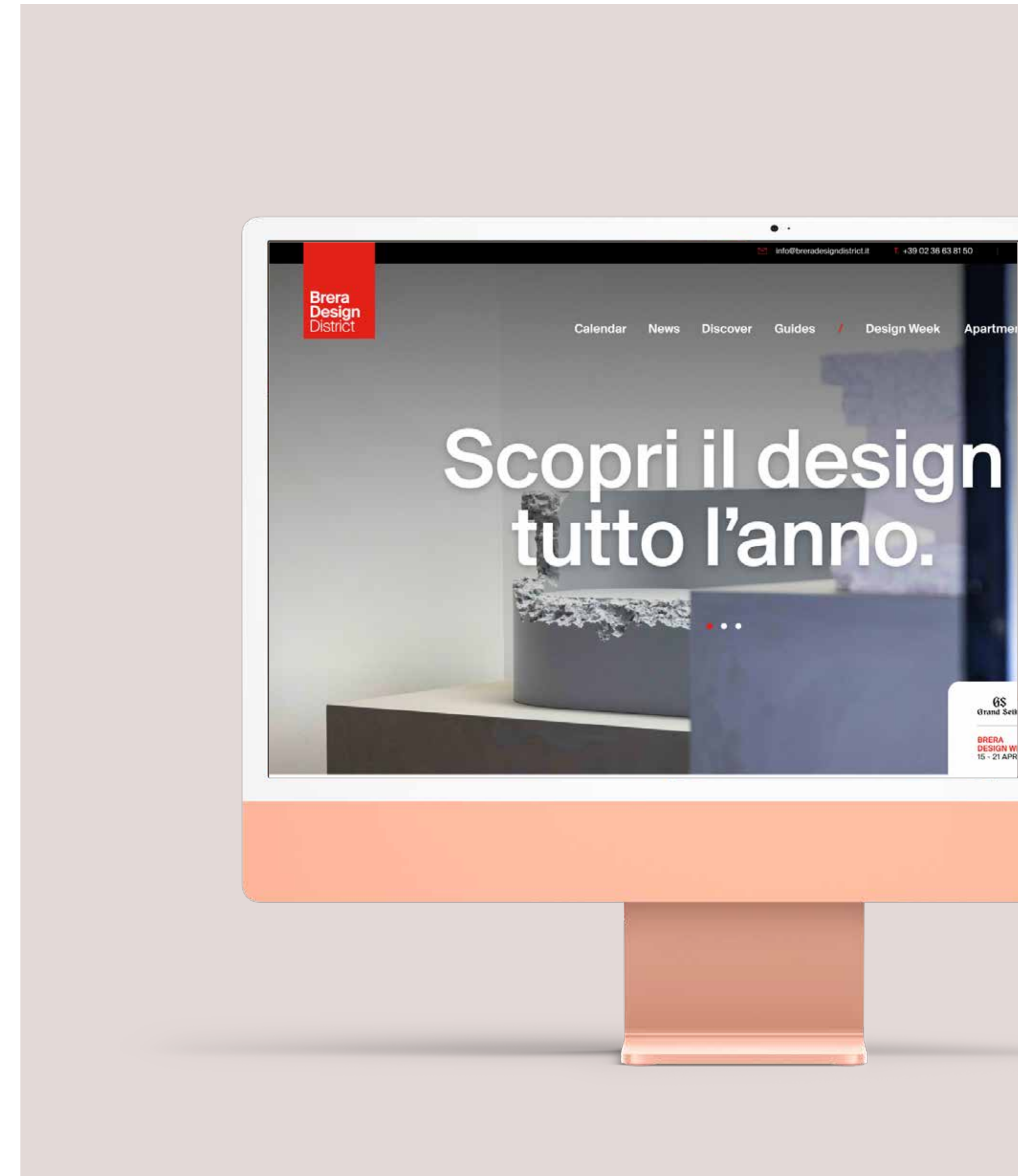
Communication Tools

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**



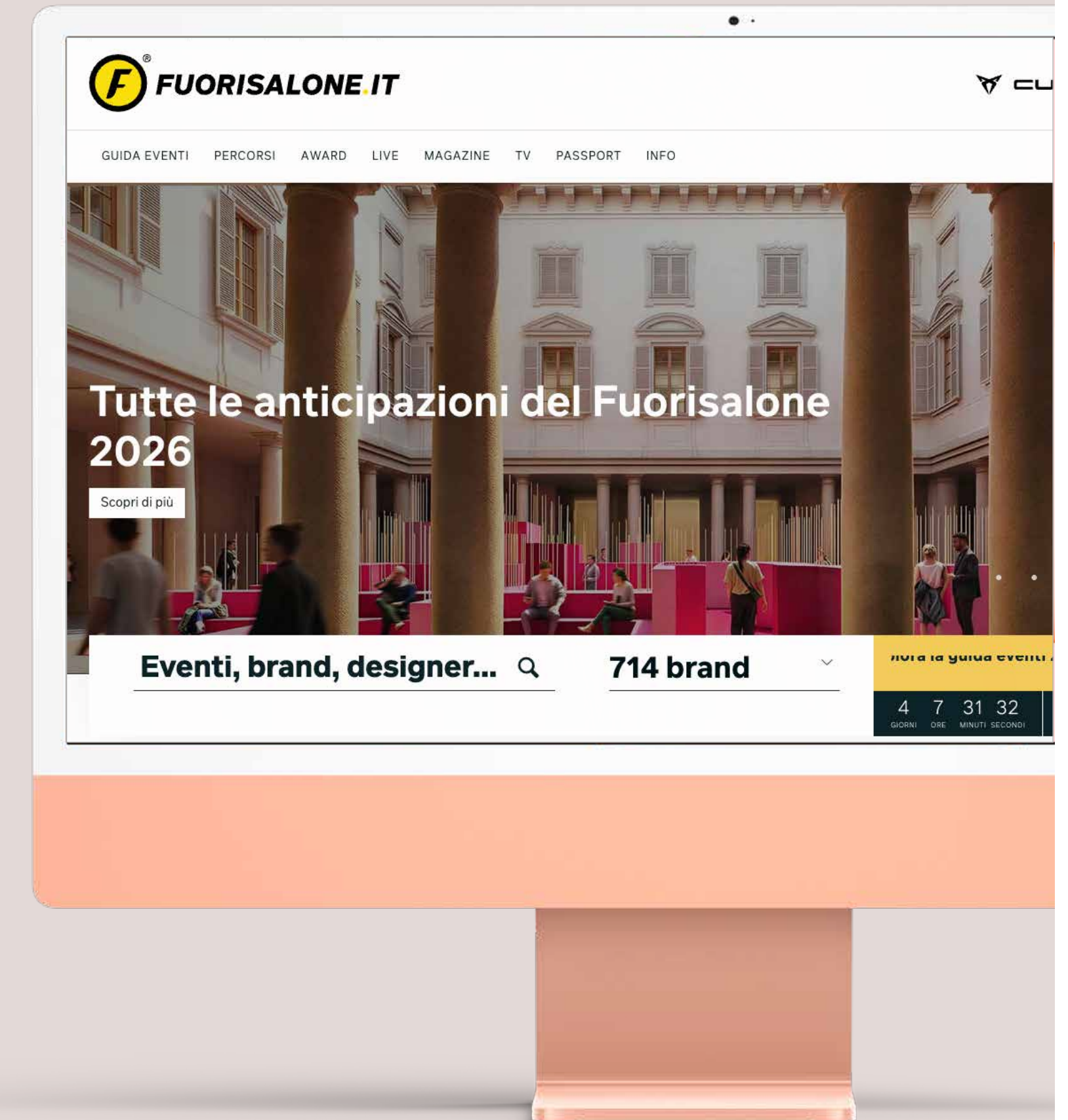
Communication Tools

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
- Vector file (.Eps, .Ai, .Pdf)
- 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



118. 10 CORSO COMO
Corso Como, 10

119. Alice Ceramica
Via Marsala, 2

120. ALTAI GALLERY
Via Pinemonte da
Vimercate, 6

121. Amleto Missaglia
Via Verdi, 6

122. Annabel Karim Kassar
Via Montebello, 27

123. ARGENTERIA DABBENE
Largo Treves, 2

124. ARTECASA
Via Borgonuovo, 16

125. Artigiani
del Mazmo
Via Ciovasso, 17

126. Barbieri Magalini
Bizzotto Italia
Via Maroncelli, 14

127. Bianchini Atelier
Via dell'Orso, 5

128. Bodo Sperlein, Garpa
Via Solferino, 17

129. CDFE China

130. CEADDESIGN
Via Brera, 9

131. Colefax and Fowler
Via Buonaparte, 8

132. Corà Legnami
Corso Garibaldi, 86

133. Corsi Design
Via Romagnosi, 3

134. CRISTINA
Rubinetterie
Via Pontaccio, 8/10

135. DALFILO
Corso Garibaldi, 60

136. Davide Groppi
Via Manzoni, 38

137. de Sede
Via Fatebene-
fratelli, 10

138. Dedar
Via Fiori Chiari, 18

139. Design Luce
Corso Garibaldi, 62

140. DIGITAL DESIGN
Via Solferino, 18

141. Ditre Italia
Via Solferino, 21

142. DIVIANA
Via Monte di Pietà
13/1

143. Dragons
of Walton Street
Via Solferino, 23

144. dSEGNI
Via dei Bossi, 2

145. Eataly
Piazza XXV Aprile,10

146. EQ LUX
Via San Fermo, 7

147. Fantini Rubinetti
Via Solferino, 18

148. FEDUSTRIA
Via Fiori Chiari, 16

149. Fim Umbrellas
Corso Garibaldi, 116

150. firefly
Via Palermo, 8

151. Fischbacher 1819
Via del Carmine, 9

152. FLEXTTEAM
Via Solferino, 19

153. French
Design Award

154. HATENALABO
Corso Garibaldi, 73

155. HENRYTIMI
Foro Buonaparte, 52

156. Hosoo
Largo Treves, 5

157. IKSEL
Largo Treves, 5

158. Impress
Via Solferino, 31

159. Ipunkt0
Via Montebello, 27

160. Iris
Ceramica Group
Via Santa
Margherita, 4

161. Jeroen De Ruddere
Corso Garibaldi, 71

162. Kave Home
Via Santa
Margherita, 10

163. Kerakoll
Via Solferino, 16

164. KOHRO ITALY
Piazza San Marco,
vicolo Piero
Manzoni

165. KRIPTONITE
Piazza XXV Aprile, 7

166. La Cividina
Via Manzoni, 41

167. Le Creuset
Corso Garibaldi, 51

168. Lelièvre Paris
Via Fatebene-
fratelli, 34

169. Londonart
Piazza San Marco, 4

170. Lualdi
Foro Buonaparte, 74

171. Lund University
School of
Industrial Design
Via Palermo, 8

172. MAISON POENAT
Via Borgonuovo, 5

173. Manzoni Hub
Via Manzoni, 43

174. Masiero
Via Statuto,16

175. MetroQuality
Via Solferino, 24

Il passaporto digitale della Design
Week debutta nel Brera Design District
The Digital Passport of the Design Wee
debutts in the Brera Design District



SCOPRI GLI EVENTI
PROGETTA AL CROQUIS

Communication Tools

Printed Guide

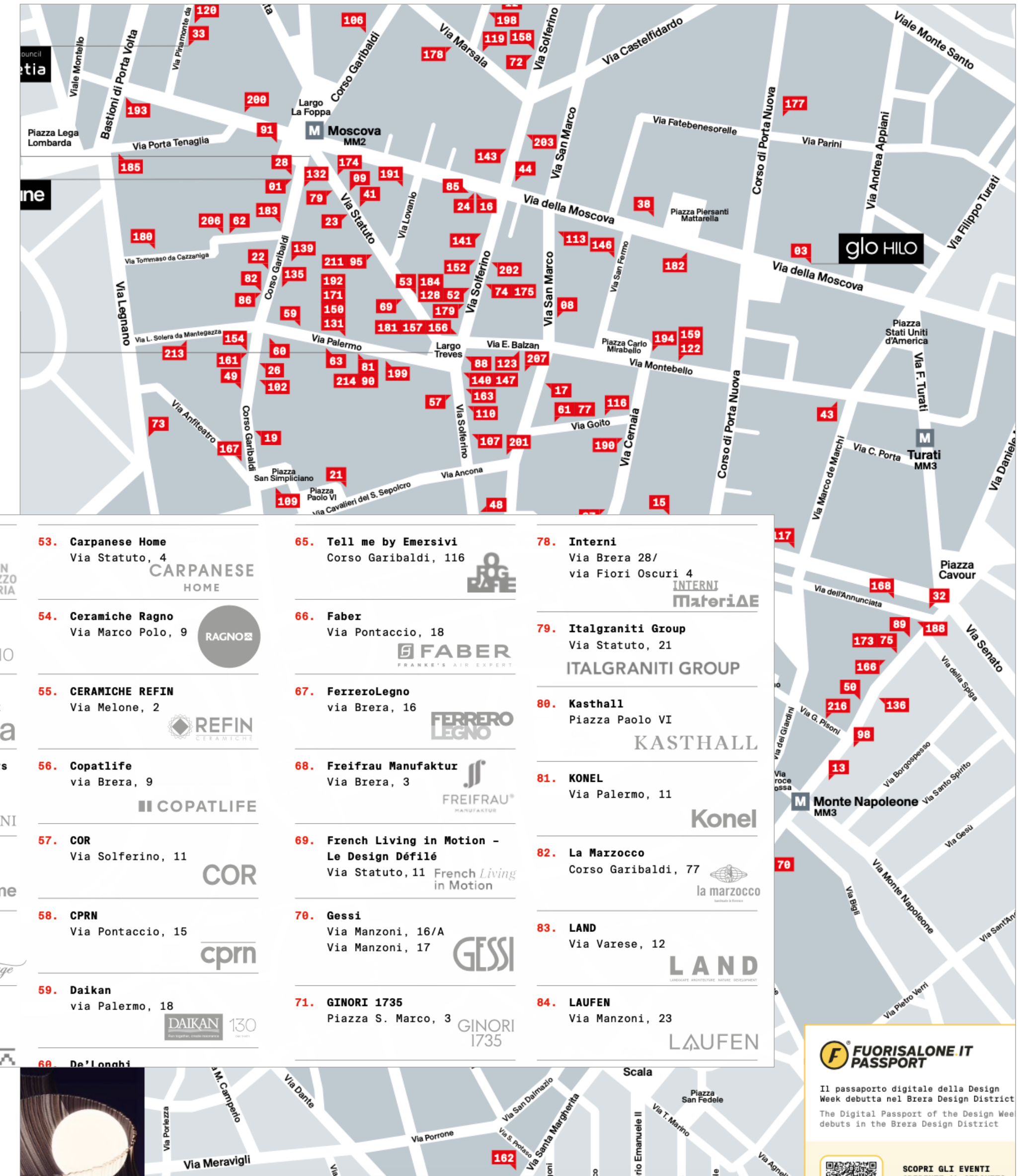
Sponsor Pack

- 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



Sponsor Pack

- Insertion of brand name and/or designer in exhibitors recap



Communication Tools

Printed Guide

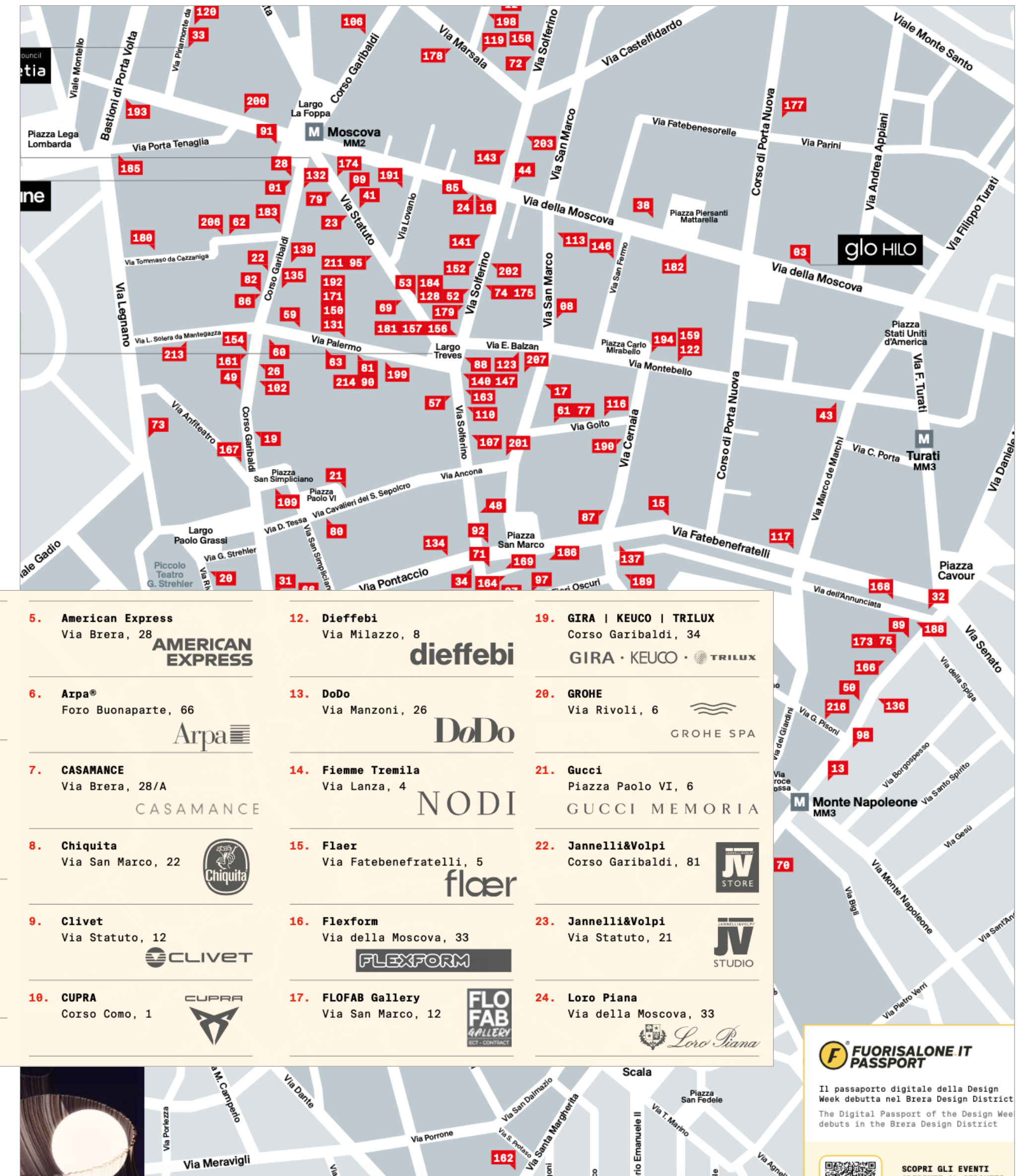
Extra Pack

- 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



Extra Pack

- Insertion of brand name and/or designer in exhibitors recap



Communication Tools

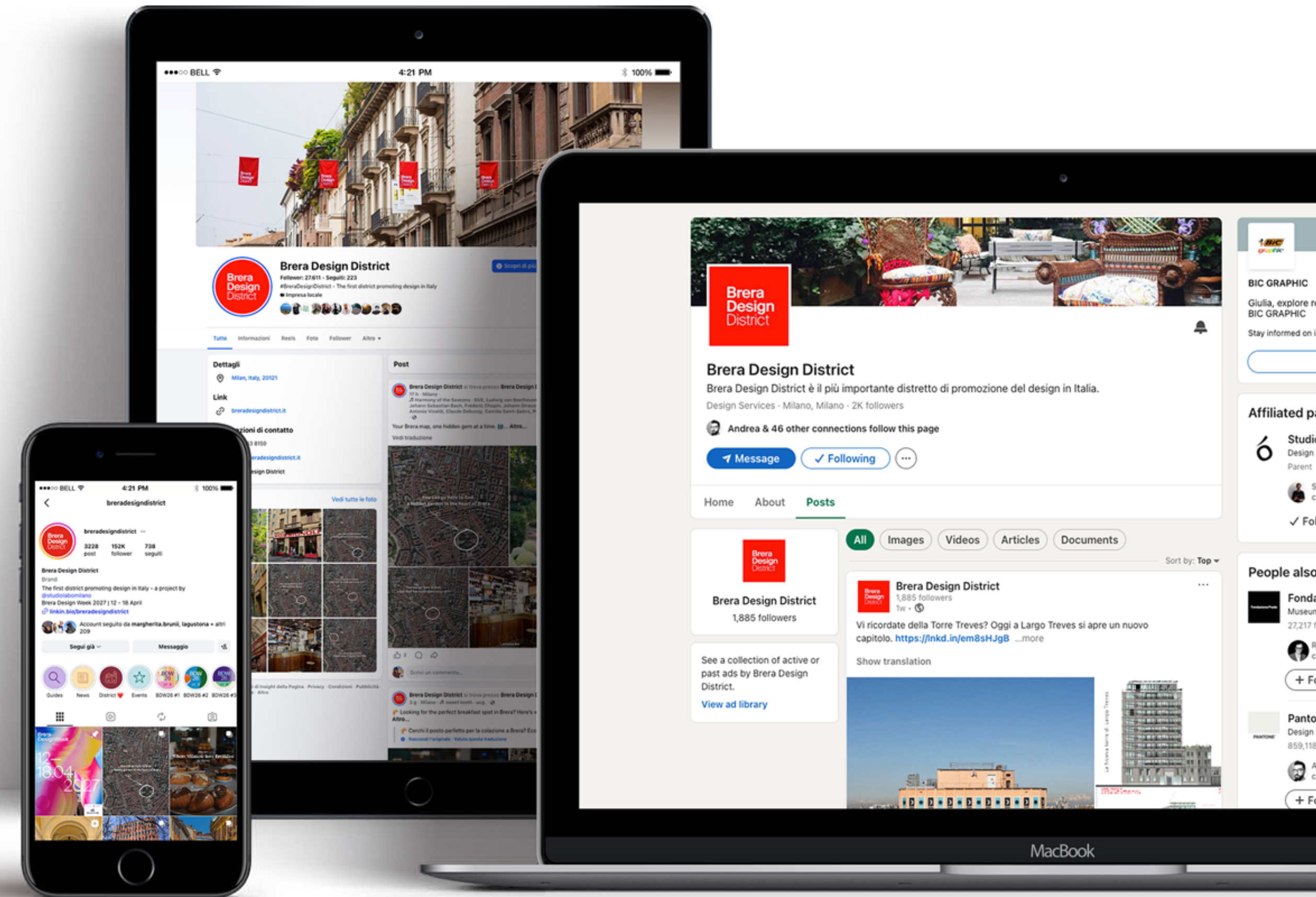
Social media

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 – 151k follower
- Facebook – 27.6k follower
- Linkedin – 2k follower

Note: data from September '26

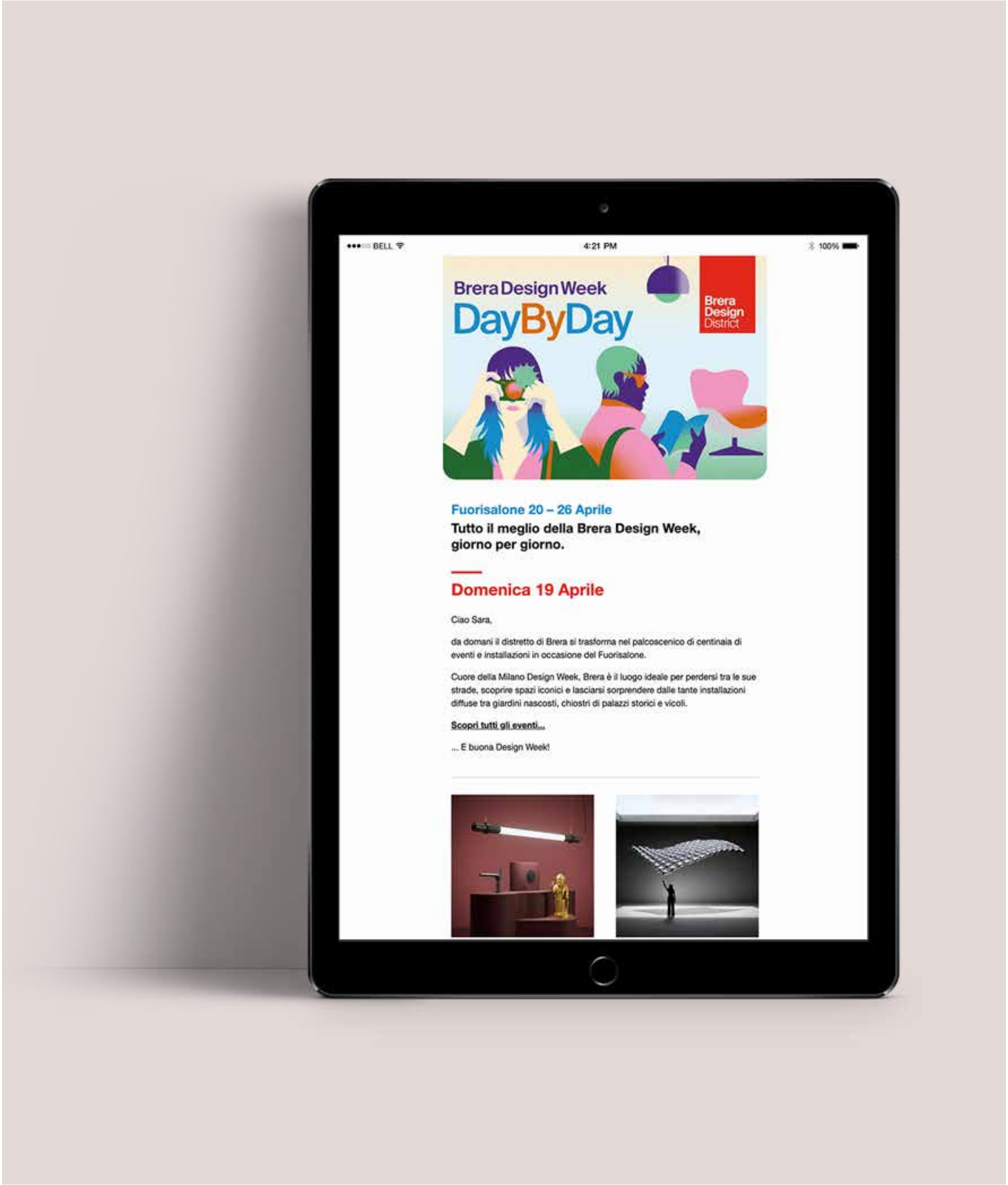


Communication Tools

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.



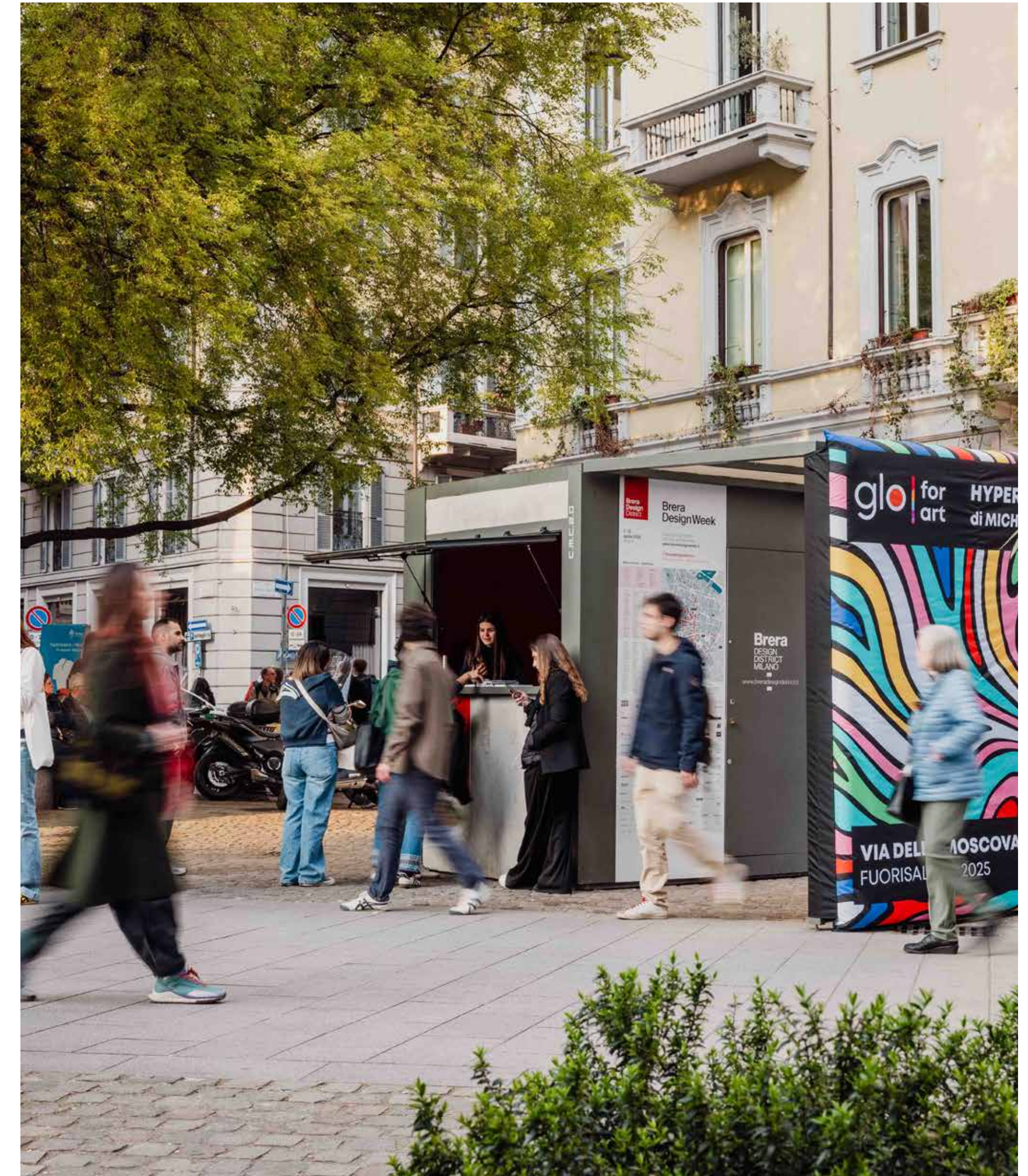
Communication Tools

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 2027
Additional Tools

Additional tools overview



Online Magazine

Online Article
1.500 € + 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
2.000 € + 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)
1.500€ + VAT
- N. 1 Story up to 5 images or video
1.000€ + 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

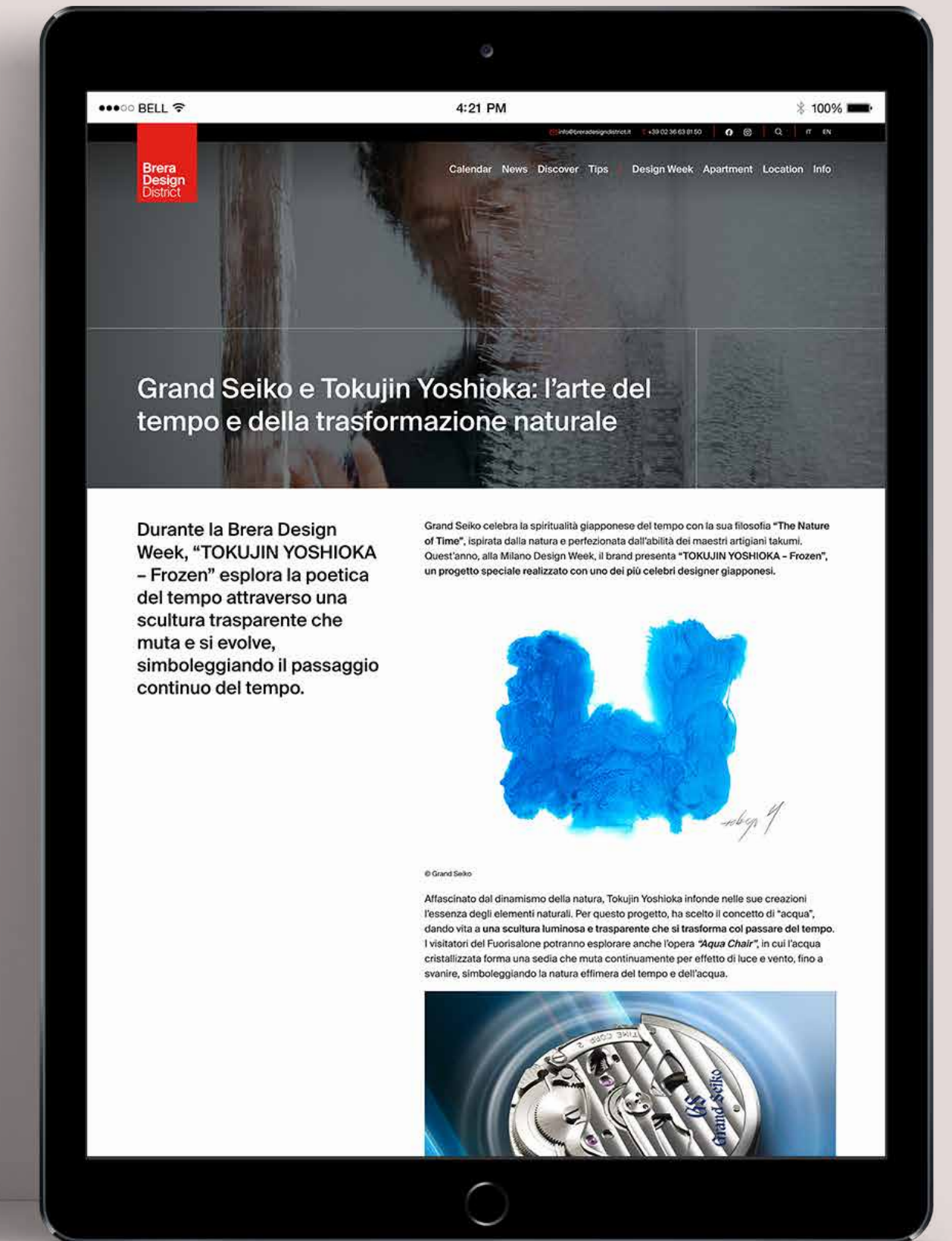
- N. 1 single post
600€ + VAT

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.



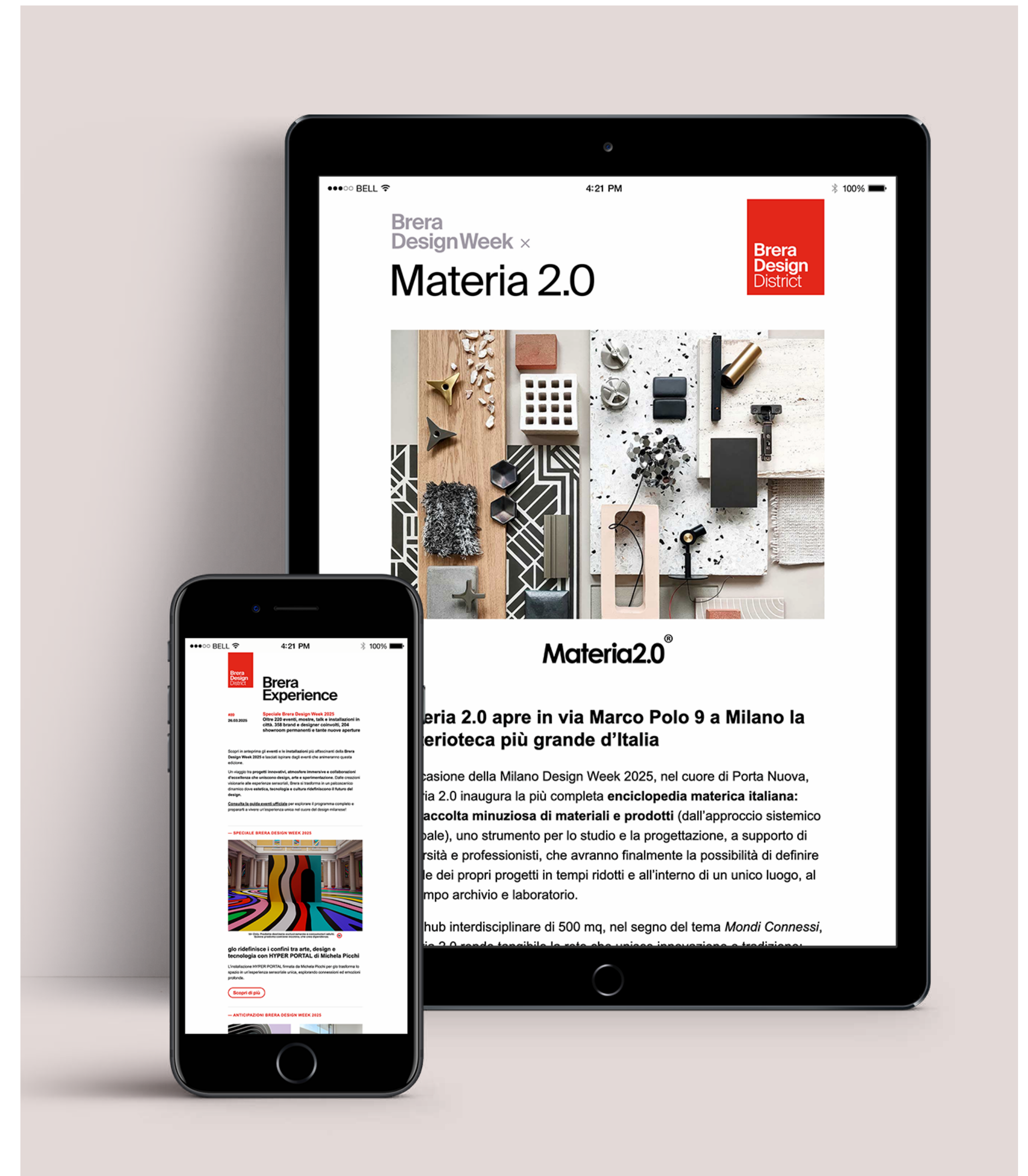


Additional tools

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.

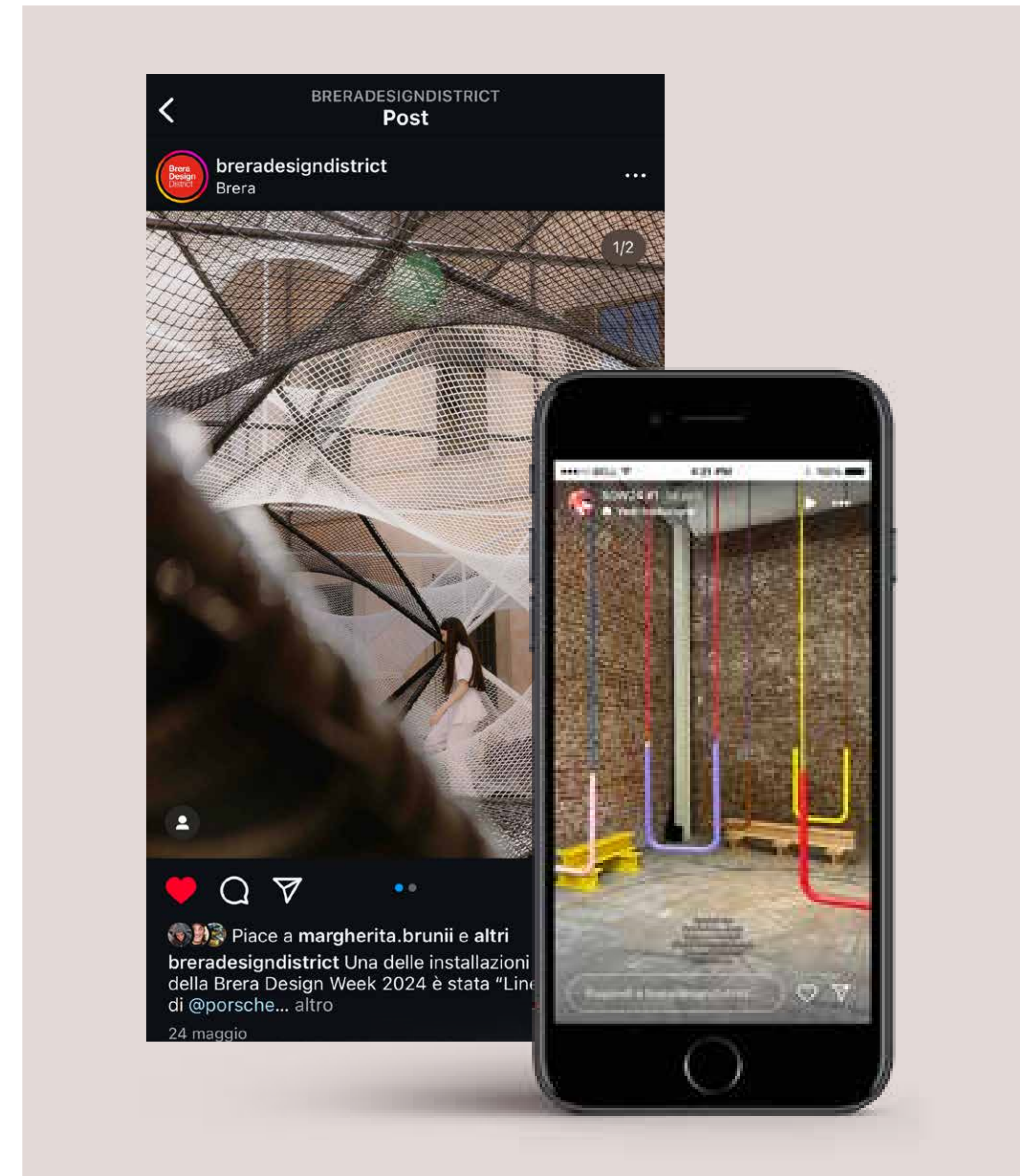


Additional tools

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



**Brera
Design
District**

**Brera Design District
Studiolabo Srl**

tel +39 02 36.63.81.50
info@breradesigndistrict.it

—
www.breradesigndistrict.it

A PRTOJECT BY

