

Milan, 22 January 2021  
Press Release

## **Fuorisalone Digital Edition design is ready to make a big comeback from 12-18 April, 2021**

The 2020 edition of Fuorisalone was different from the previous ones, in a year in which our lives have radically changed.

For 2021, Studiolabo proposes a double appointment with the worlds of design, architecture and art: two moments, one in April and one in September on occasion of the Salone del Mobile in Milan, where events on the territory will alternate with digital events.

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### **Fuorisalone 2021: a new format combining physical and online presence, in two phases.**

The **Fuorisalone 2021** edition will be held and take place in two stages. To give continuity to the 2020 edition, **Fuorisalone Digital Edition 2021** will take place **from 12 to 18 April**. Companies will be able to take advantage of our year-round digital platform and, if provisions will permit, organise in-person events.

With Fuorisalone Digital Edition we want to go beyond the concept of physical and virtual space to create a single universe where the essence of the event can be relived, connecting design with people.

This first moment of exchange will anticipate **the next edition of Fuorisalone**, in conjunction with the Salone del Mobile.Milano, **from 4 to 10 September 2021**.

### **"Forme dell'Abitare" (Forms of Living) is the official theme of Fuorisalone 2021**

**Fuorisalone.it** proposes the theme **"Forme dell'Abitare" (Forms of Living)**, opening a debate to reflect on living spaces, which are inevitably at the centre of our lives, and how they may evolve in the future.

But it will also be an opportunity to think and discuss topics related to the environment, the city and relationships among humans, and how they are changing in this delicate historical

moment. 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 with particular focus on circular design, sustainability and wellbeing.

From 12 to 18 April, Fuorisalone.it will be constantly updated with product previews, round tables, virtual events, webinars that will take place thanks to the interest shown by some of the leading local realities.

*"The pandemic has changed the rules of the game, accelerating sharing processes and forms of online experience," says **Paolo Casati of Studiolabo**. "The 2021 edition of Fuorisalone follows up on the objectives set during the previous year: the theme chosen is more contemporary than ever, it is an invitation to open up the debate, a moment to stop and reflect on what are the new ways of living, its interpretations, the changes taking place. In a context where design becomes a useful tool for proposing solutions and new scenarios".*

### **Fuorisalone Design Guide: a year-round observatory on the world of design**

"Forms of Living" will be the key theme that will guide Fuorisalone throughout the year, with projects in collaboration with various partners alternating between the two editions, but also through a dedicated editorial plan that can find applications in the various tools offered by the platform.

The new project, **Fuorisalone Design Guide**, changes the approach and shifts the focus of the communication platform. Today the events guide becomes part of a more articulated system that lives all year round thanks to an editorial plan distributed on several channels: website, magazine, TV and Meets. The editorial proposal includes not only content related to the world of Fuorisalone, including design and architecture, but also art, lifestyle, technology, food and much more. All this will allow international brands and operators to continue to maintain a high level of interest and a constant contact with the public, distributing over time the opportunities for promotion and dialogue with stakeholders.

*"Digital cannot replace the in-person event, but it is in fact a tool to support companies that over time will become an integral part of the physical event and will become increasingly important," says **Cristian Confalonieri of Studiolabo**. "We are experiencing a historic moment in which companies can no longer ignore the importance of being on the web, activating effective forms of communication. Because the design market is an inspirational market".*

**Useful links and contacts:**

[www.fuorisalone.it/press](http://www.fuorisalone.it/press)

**website:** [www.fuorisalone.it/en](http://www.fuorisalone.it/en)

**Informazioni generali**

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