

Fuorisalone.it Design Guide

Milan Design Week 2023 Dedicated Communication and Promotion Formats

-

Fuorisalone / 17-23 April 2023

Laboratorio Futuro

Fuorisalone.it 2023 theme

“Laboratorio Futuro” (Future Lab) offers a reflexion on how we imagine our future, in connection with the unique times we are living.

‘Lab’ because we have imagined this edition as an opportunity to confront, imagine and build alternative ideas, through a moment of collective conversation, to focus on opportunities and critical aspects, but also contradictions.

Lab as a place for debate, a concrete place in which errors are considered a useful element to evolve.

Lab as a shared working process, as a method to build, in the present, solutions to afford us a future, which could soon become an illusion.

We are living a historical moment in which the great characterizing themes are all strongly connected by a fil rouge: from climate change to the energetic crisis, through war and political instability.

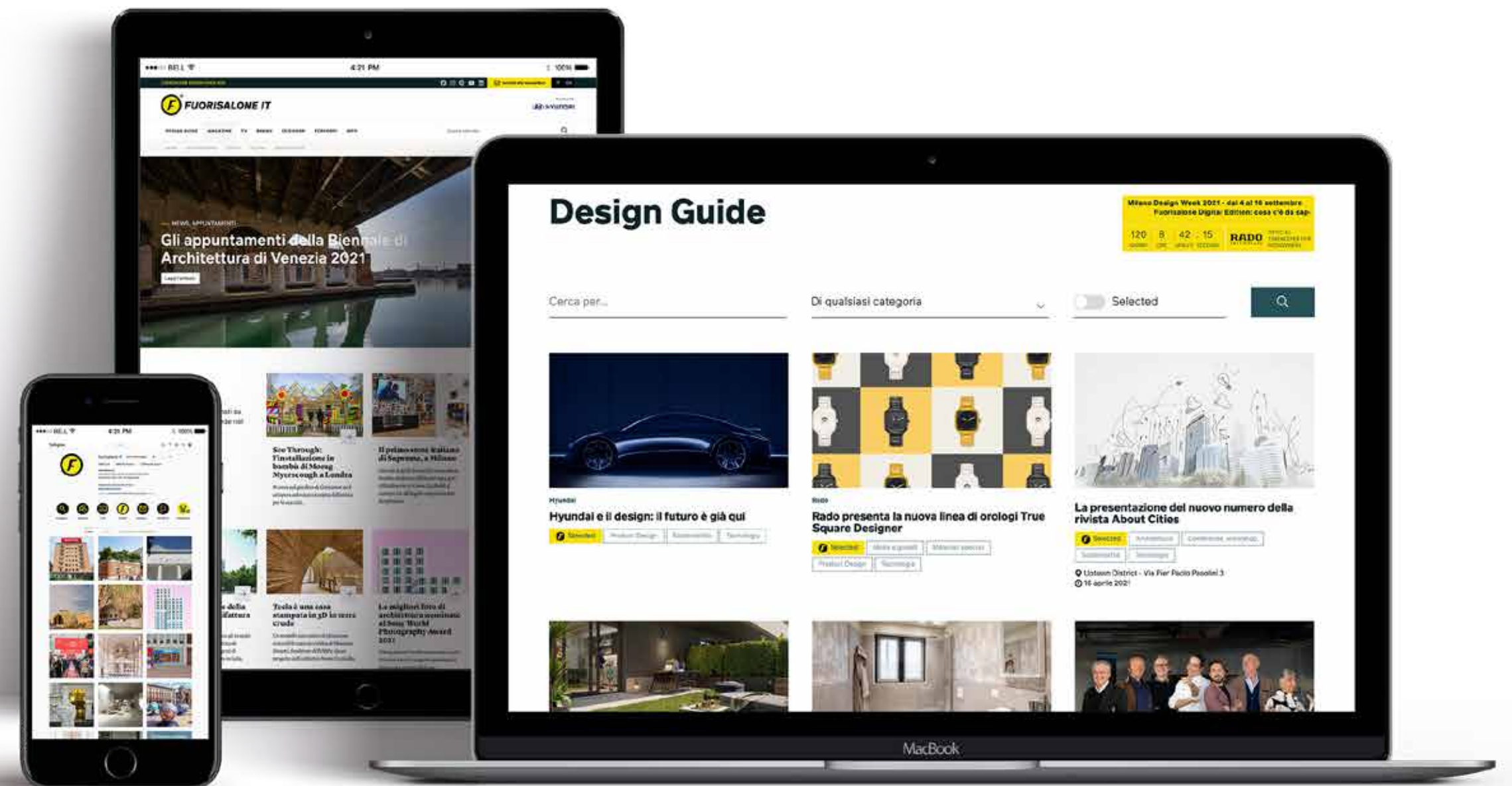
We have chosen a theme which recalls the experimental aspects of design and intending this as an invite, a challenge to reflect on how we want to design change, to answer the many challenges ahead.

And to do this, once again, design can be a tool for reflection and at the same time collective enterprise.

Take part in the official event guide of Fuorisalone.

Find with us the best solution for your marketing goals and reach the Milan Design Week audience.

www.fuorisalone.it



Communication plans





Choose or put together your own communication plan to suit your needs and budget.

Formats Fuorisalone 2023

Updated from 23 March

- **Free** / 0€
- **Base** / 1.200€ + vat

Extra tools

-  Newsletter
-  Magazine
-  Social media
-  Fuorisalone TV

Format Free

Take part to Fuorisalone, upload your event

Fuorisalone.it makes uploading your event (either physical in a location in Milan, or digital) accessible to everyone through **the reserved area**, free of charge, from January 2023.



Register > Access > Upload the event

The event will appear in the Event Guide and on the online map with a mention.

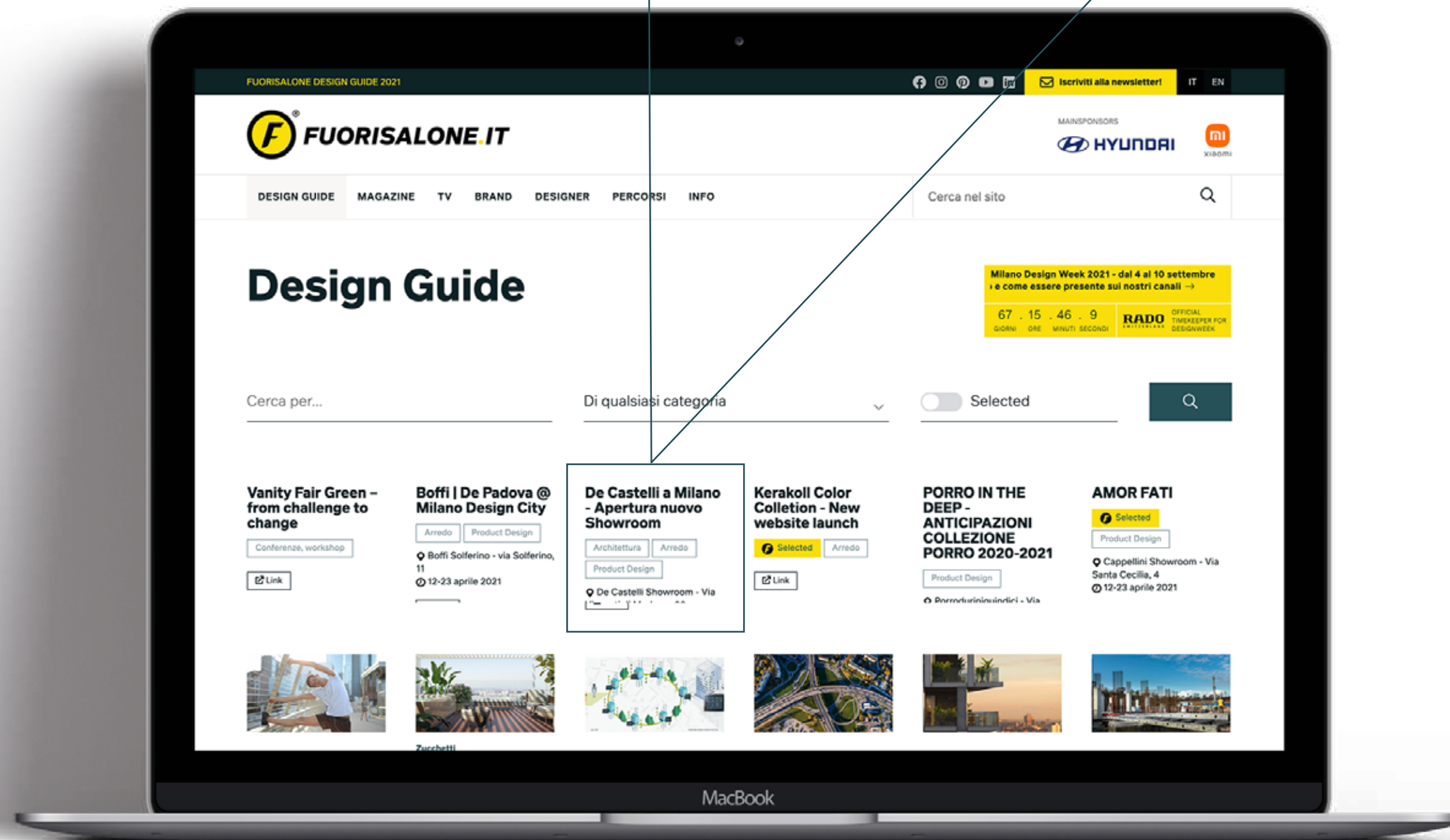
De Castelli a Milano - Apertura nuovo Showroom

Architettura

Arredo

Product Design

📍 De Castelli Showroom - Via
Visconti di Modrone 20
🕒 12-18 aprile 2021



Format Base New

Promote your event with the official guide and map

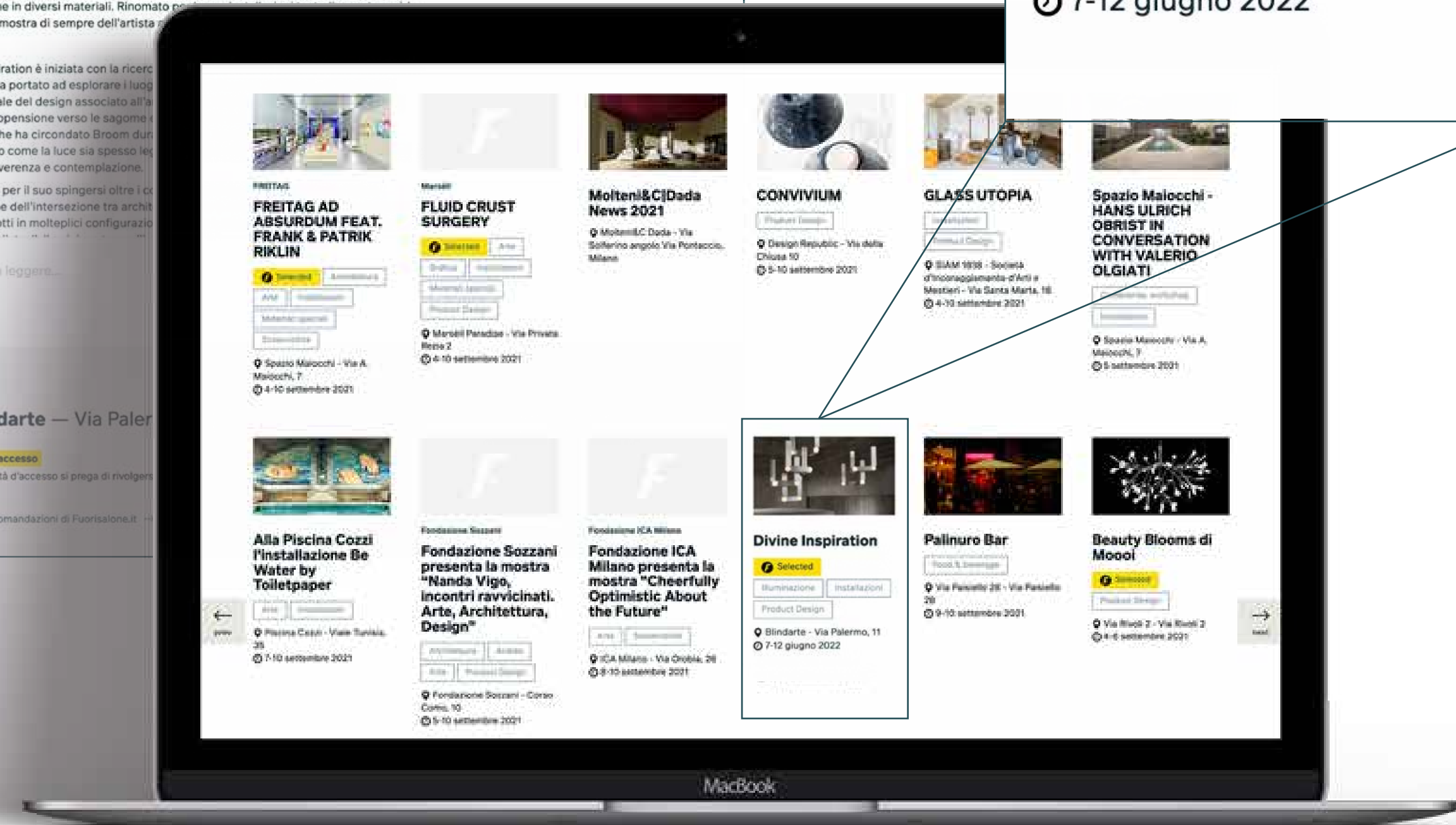
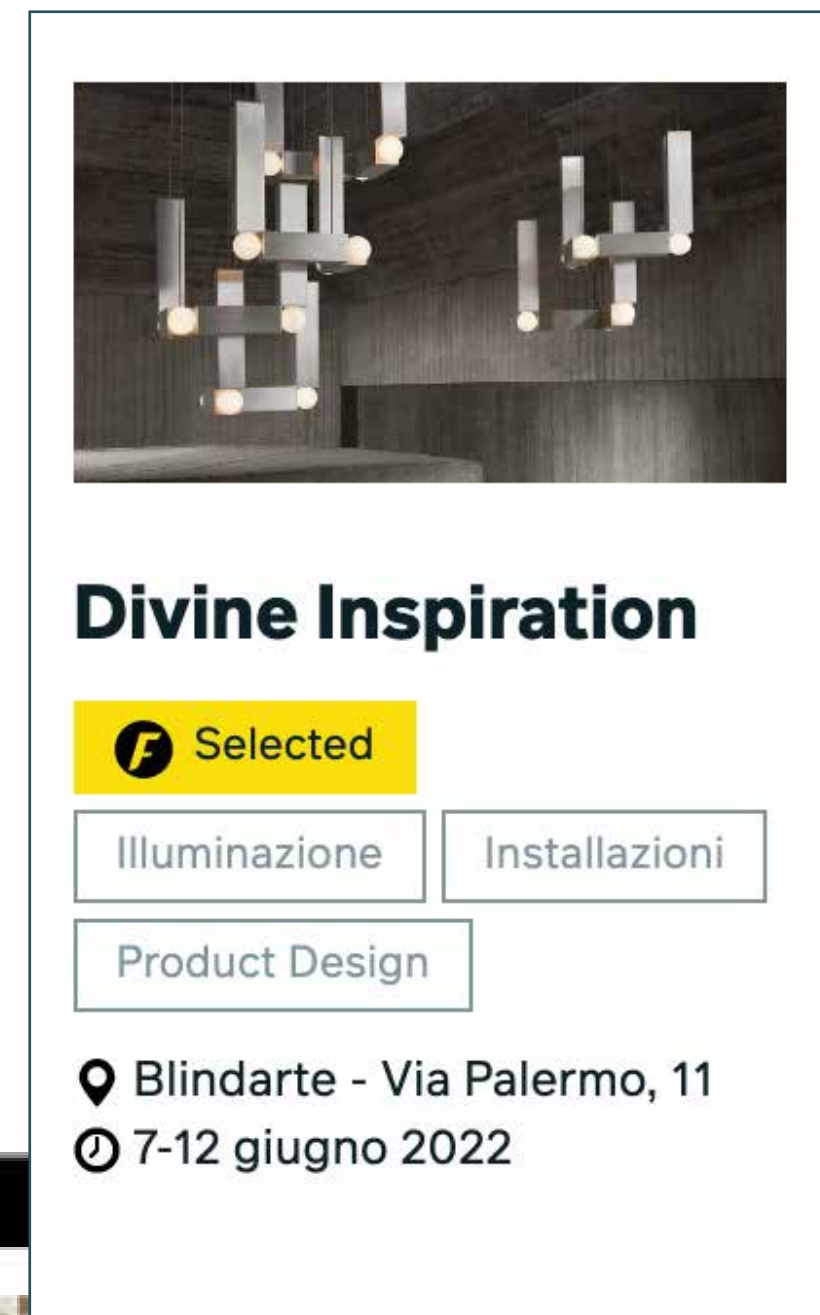
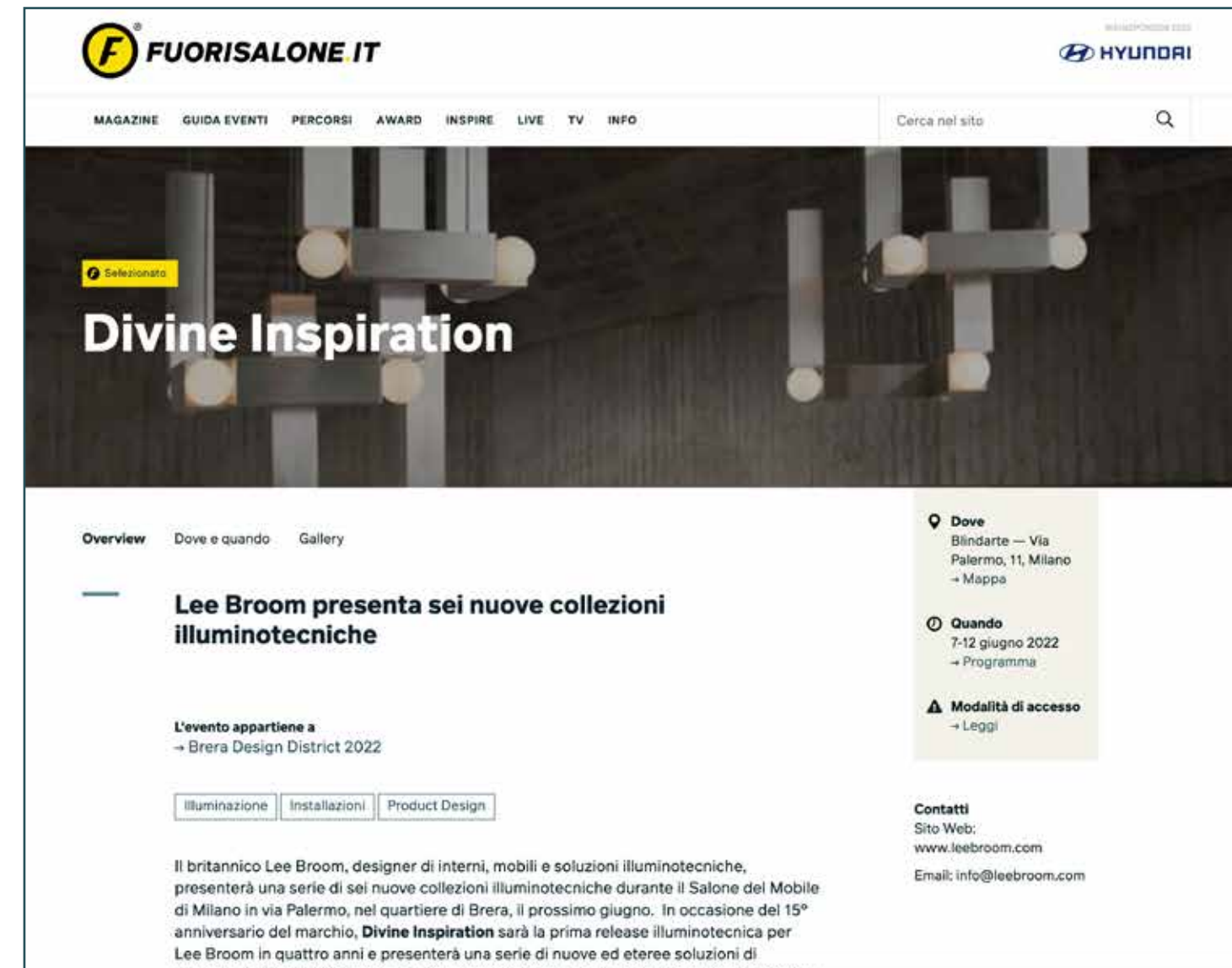
For those who want to be featured in the event guide

Event Guide:

- BASE visibility of the event page
- brand page
- linked designer pages
- pin on the Fuorisalone digital map

Price: **1.500 € + vat**

Plan updated from 23 March



Platform Website

The image displays a collage of website screenshots for Fuorisalone IT, illustrating various platform features:

- Brand and Designer Pages:** Screenshots for 'Elena Salmistraro' and 'Signature Kitchen Suite' (by Hyundai). The designer page includes a bio, a list of exhibitions, and a download section for PDFs. The brand page features a large hero image and a 'True to Nature. The Show is back' headline.
- Event Guide:** A central laptop screen showing a grid of event listings with filters for categories and a search bar.
- Event Page:** A detailed view of an event page for 'Signature Kitchen Suite' with a 'TRUE TO NATURE. The Show is back' headline, a description, and a gallery of images.
- Digital Map:** A map interface showing the location of various events and galleries, with a callout for 'Visionaire Design Gallery'.
- Video Content:** A section titled 'di video su Fuorisalone TV' showing a grid of video thumbnails.

Platform

Social and digital channels

FUORISALONE.IT

DESIGN GUIDE | MAGAZINE | TV | BRAND | DESIGNER | PERCORSI | INFO

In cucina con Signature Kitchen Suite

...operti si sentano a casa e che abbiano la possibilità non solo di sperimentare nuove ricette, ma anche e soprattutto di raccogliere consigli utili su come scegliere, conservare e cucinare i diversi ingredienti e valorizzarli al meglio, anche grazie al supporto dei nostri elettrodomestici"

Fuorisalone Magazine

FUORISALONE.IT

NEWS | APPUNTAMENTI | STORE | BRAND | DESIGNER

Gli appuntamenti della Biennale di Architettura di Venezia 2021

Fuorisalone.it
★ Preferiti · 21 maggio ·

Per tutti gli amanti della cucina, prendono il via i corsi della Food Academy. Ecco come partecipare

In cucina con Signature Kitchen Suite

Prendono il via i corsi della Food Academy nel nuovo showroom milanese del brand progettato da Calvi Brambilla.

Social Media

FUORISALONE.IT
In cucina con Signature Kitchen Suite
"Durante le lezioni desideriamo che i nostri ospiti si sentano a casa e..."

FUORISALONE.IT

DayByDay

Gli imperdibili della Milano Design Week 6-12 Giugno 2022

Ci siamo: domani comincia ufficialmente la Milano Design Week, un'edizione speciale in formato estivo che quest'anno vivremo interamente in presenza.

Le vie e i distretti della città tornano a popolarsi di appuntamenti nel segno del design: quest'anno sono oltre 500, li abbiamo raccolti all'interno della nostra Guida Eventi.

Per aiutarvi a districarvi tra novità di prodotto, progetti di designer internazionali ed emergenti, mostre, installazioni e talk, ecco gli appuntamenti da non perdere.

Buon Fuorisalone!

Fuorisalone Award 2022
Il nuovo premio dedicato agli eventi della Design Week
Scopri di più

Gli highlights del Fuorisalone

Casavo: un'installazione immersiva dedicata alla casa
Cosa significa sentirsi a casa? Risponde Casavo affrontando il tema dei cambiamenti vissuti, quelli ancora da vivere e le cose che portiamo con noi.

"The Art of Dreams": il debutto di Porsche alla Milano Design Week
L'installazione dell'artista fiorentino e designer Ruby Barber dello Studio Mary Lennox esplora l'interazione tra natura e tecnologia presso Palazzo Clerici.

6-12 giugno
Via Clerici 5
Scopri di più

FUORISALONE TIPS
10 location da scoprire al Fuorisalone
Scopri di più

Newsletter

Additional tools For increased visibility

a) Newsletter DayByDay

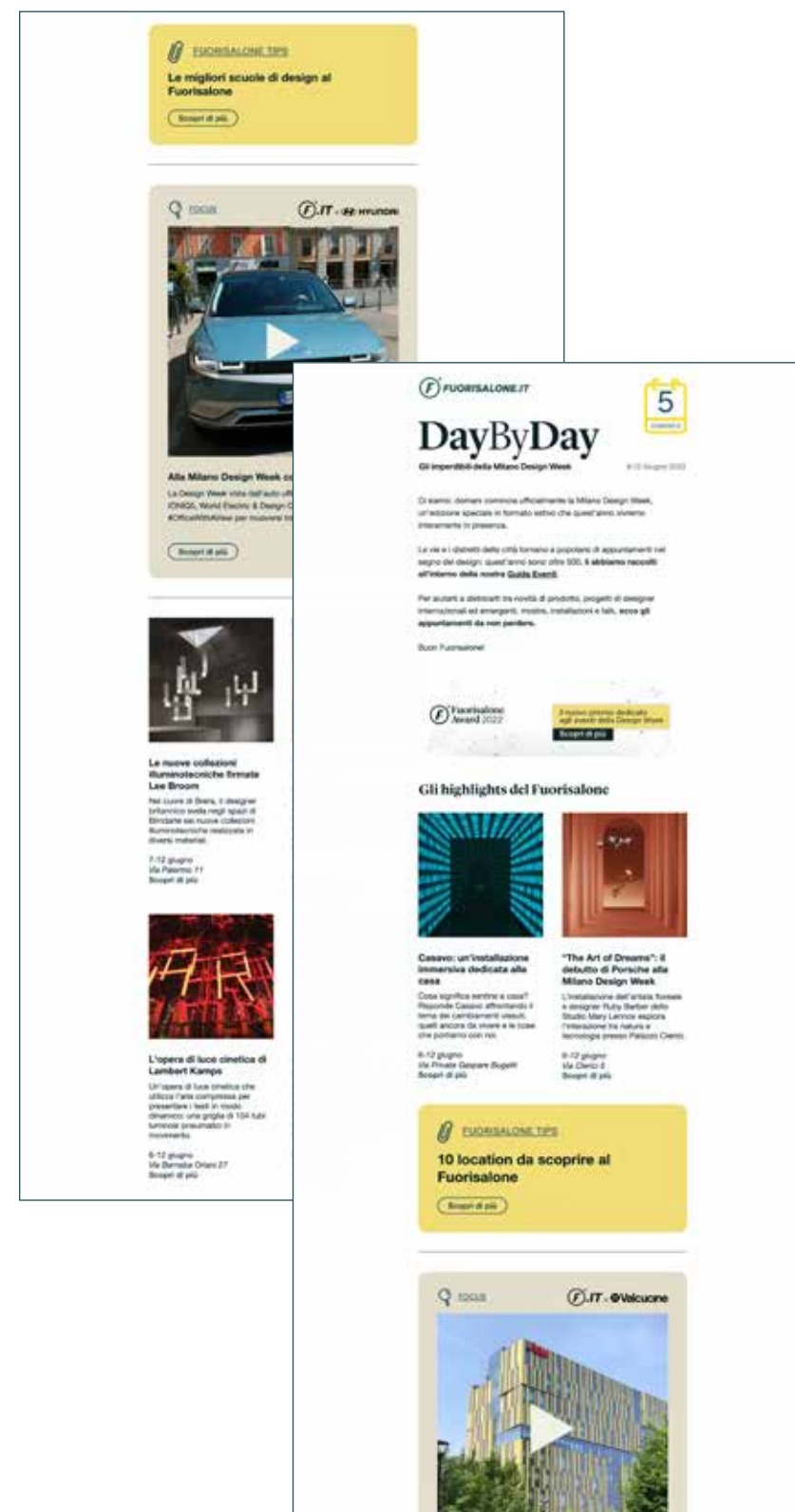
The **DayByDay** newsletter is published on the occasion of Design Week and has 7 issues (from Sunday 16 April to Saturday 22 April) and gives you the opportunity to get:

- **N. 1 box within the DayByDay newsletter** with content on Fuorisalone.it dedicated to the customer.

Each newsletter contains a total of 8 boxes per company

Running out of activities

Price: **800 € + vat**



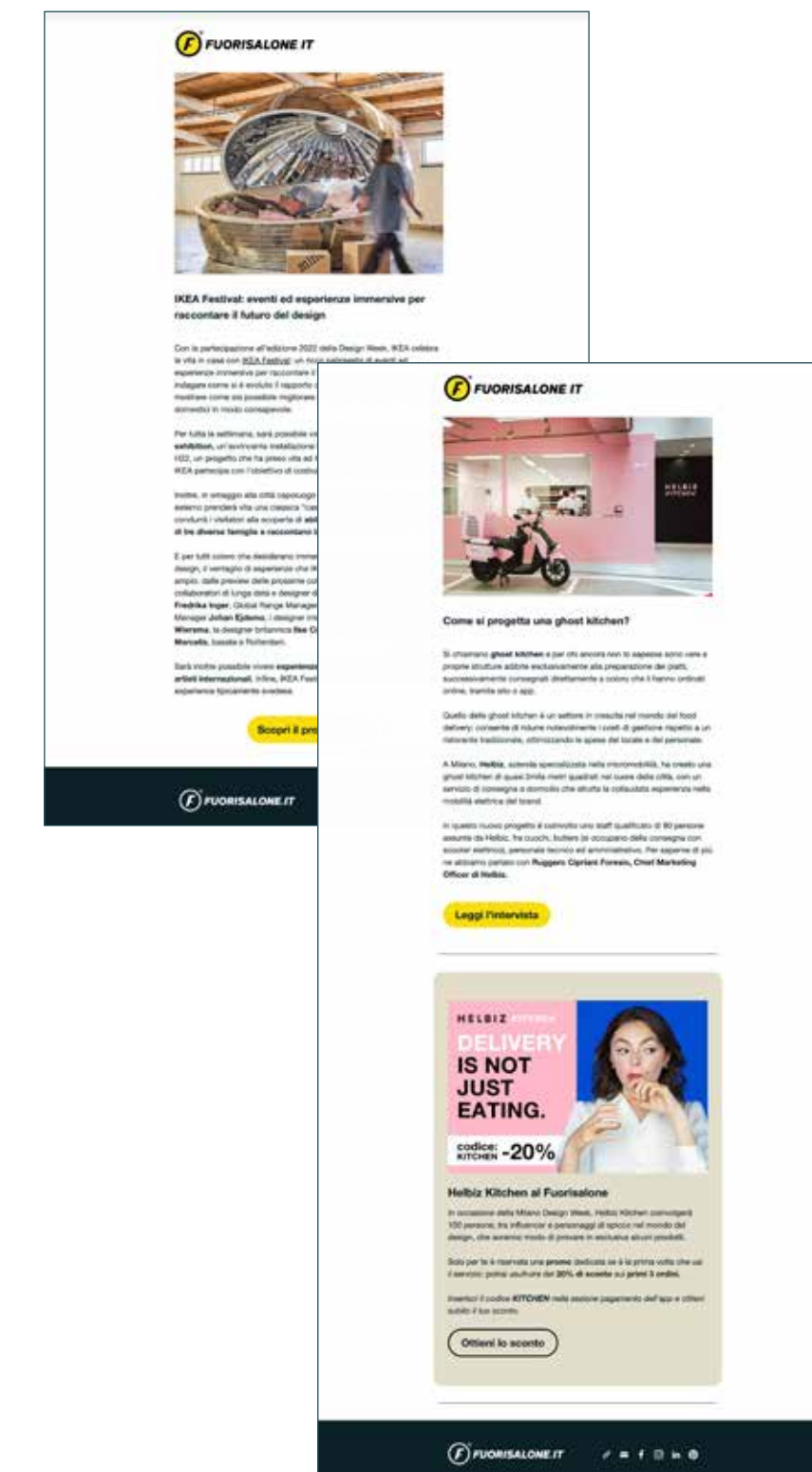
b) Dedicated Newsletter

The **dedicated newsletter** offers direct communication to the Fuorisalone audience through a mailing exclusively dedicated to the company.

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

The dedicated newsletters linked to the Design Week period must be booked in the period from 10 March to 10 April

Price: **1.500 € + vat**



Additional tools

For increased visibility

c) Newsletter *L'Indispensabile*

The newsletter *L'Indispensabile* is published every Friday of the year. In the 4 issues before Design Week, you can buy a box with preview or anticipation activities.

- N. 1 preview box in the newsletter *L'Indispensabile* with a content on Fuorisalone.it dedicated to the customer.

There are a total of 2 boxes in the Fuorisalone Preview section per newsletter issue

Price: **800 € + vat**

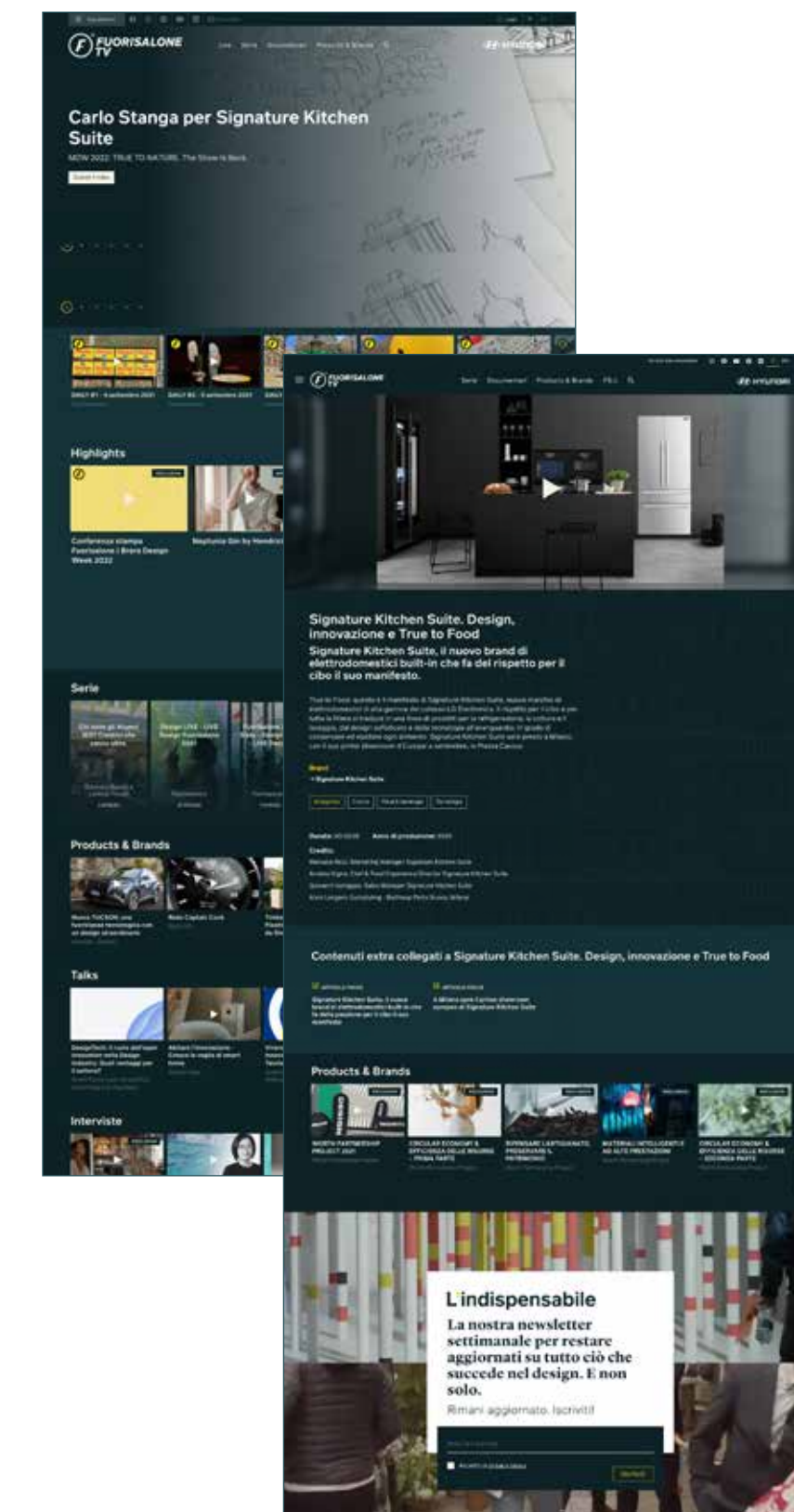


d) Fuorisalone TV

A chance that offers direct visibility through video content or series of videos published in the on-demand schedule of **Fuorisalone's digital TV**, accessible by everyone at all times and free of charge. Each video publication or series includes a promotion of the content through the Fuorisalone Facebook page.

- N. 1 video or N. 1 video series on **Fuorisalone TV** + sharing of content via N. 1 Facebook post

Price: **300 € + vat**






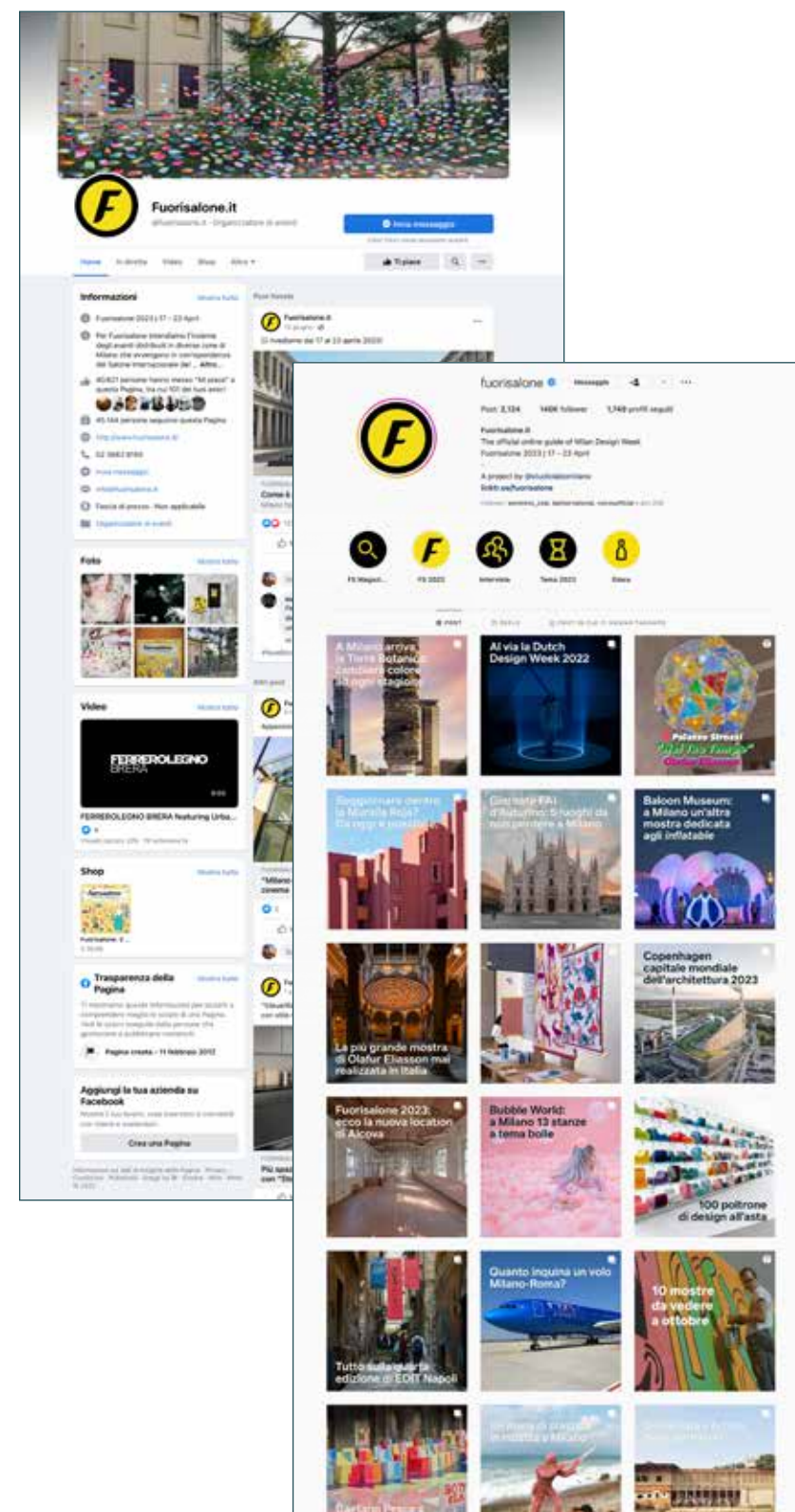
Additional tools

For extra Design Week visibility

e) Social media

Additional posts may be published apart from the months of March and April, which are exclusively dedicated to Design Week.

-  - N. 1 single post
1.000€ + vat
- N. 1 single post singolo with gallery
1.200€ + vat
- N. 1 Story up to 5 images or videos
600€ + vat
- N. 1 Reel (provided by the customer)
1.500€ + vat
-  - N. 1 single post
500€ + vat
-  - N. 1 single post
250€ + vat

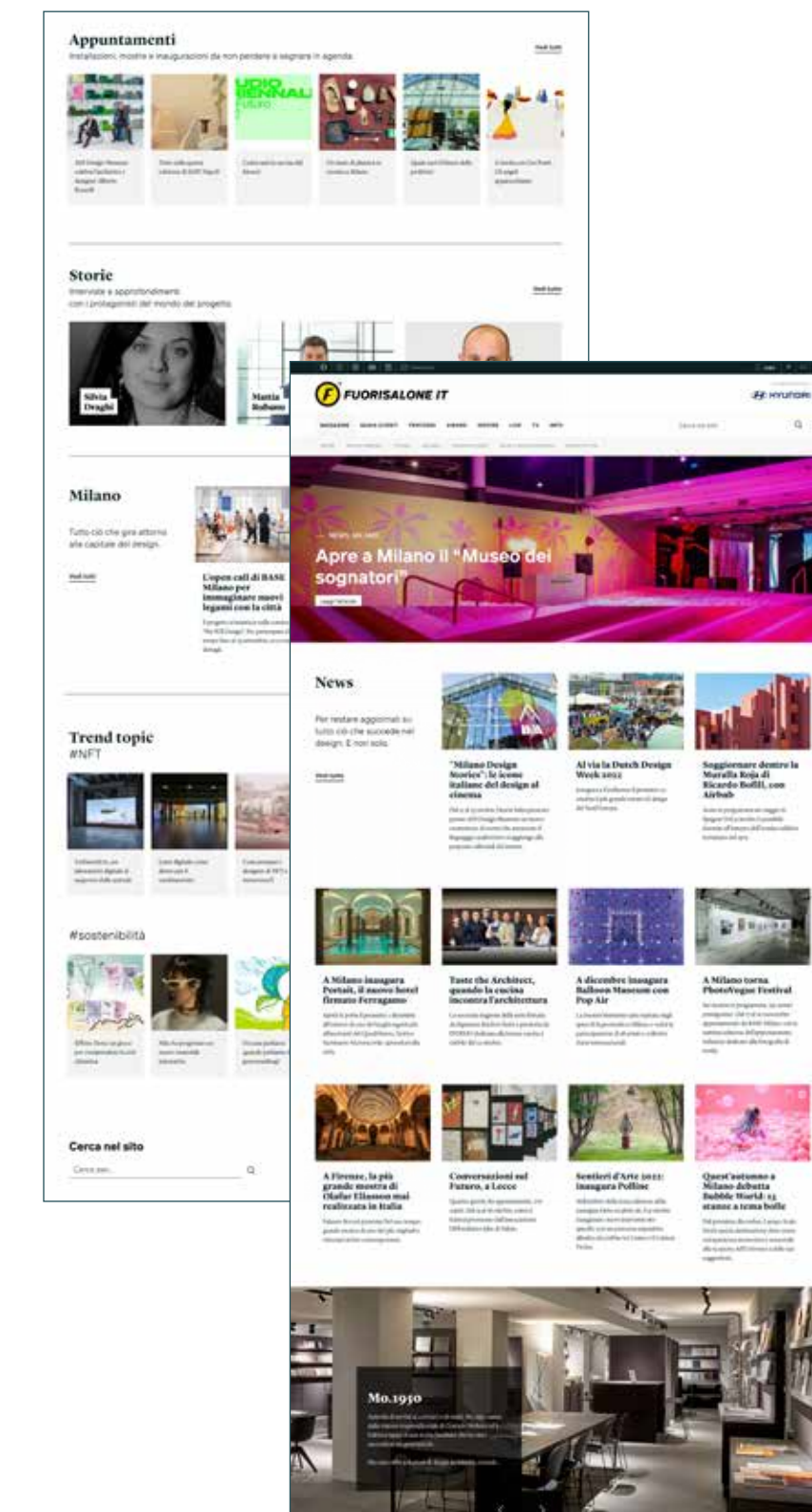


f) Magazine

Fuorisalone's online magazine features content all year round. During the period before and after Design Week there is the possibility to purchase the publication of:

- N. 1 editorial article + issue in the newsletter **L'Indispensabile**
- N. 1 editorial article + issue in the newsletter **L'Indispensabile + sharing on FB and LinkedIn**
- N. 1 editorial article + issue in the newsletter **L'Indispensabile + sharing on FB and LinkedIn + post IG**

Price:
800 € | 1.000 € | 1.900 € + vat



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