

# Fuorisalone.it Design Guide

Milan Design Week 2024 Dedicated Communication and Promotion Formats

-

Fuorisalone / 15-21 April 2024

# Materia Natura

Fuorisalone.it 2024 theme

**The theme "Materia Natura" (Nature Matter) explores the deep connection between these two words: nature is both a principle and value we find as matter itself, meant as raw and natural materials. It is also a discipline which becomes a focus to be studied and explored. The word "Nature" recalls topical issues and emphasizes the importance of taking action and promoting solutions in order to live in harmony with the environment. At the same time, the word "Matter" represents design, creative thinking that can be fed and driven by nature itself. "Materia Natura" highlights the centrality of Nature as a driving force and a fundamental value in the creative and design processes.**

This theme is based on the evolution of previous concepts and themes, such as "Forms of Living", "Between Space and Time" and "Laboratorio Futuro - (Future Lab)", which have promoted a design culture devoted to sustainability.

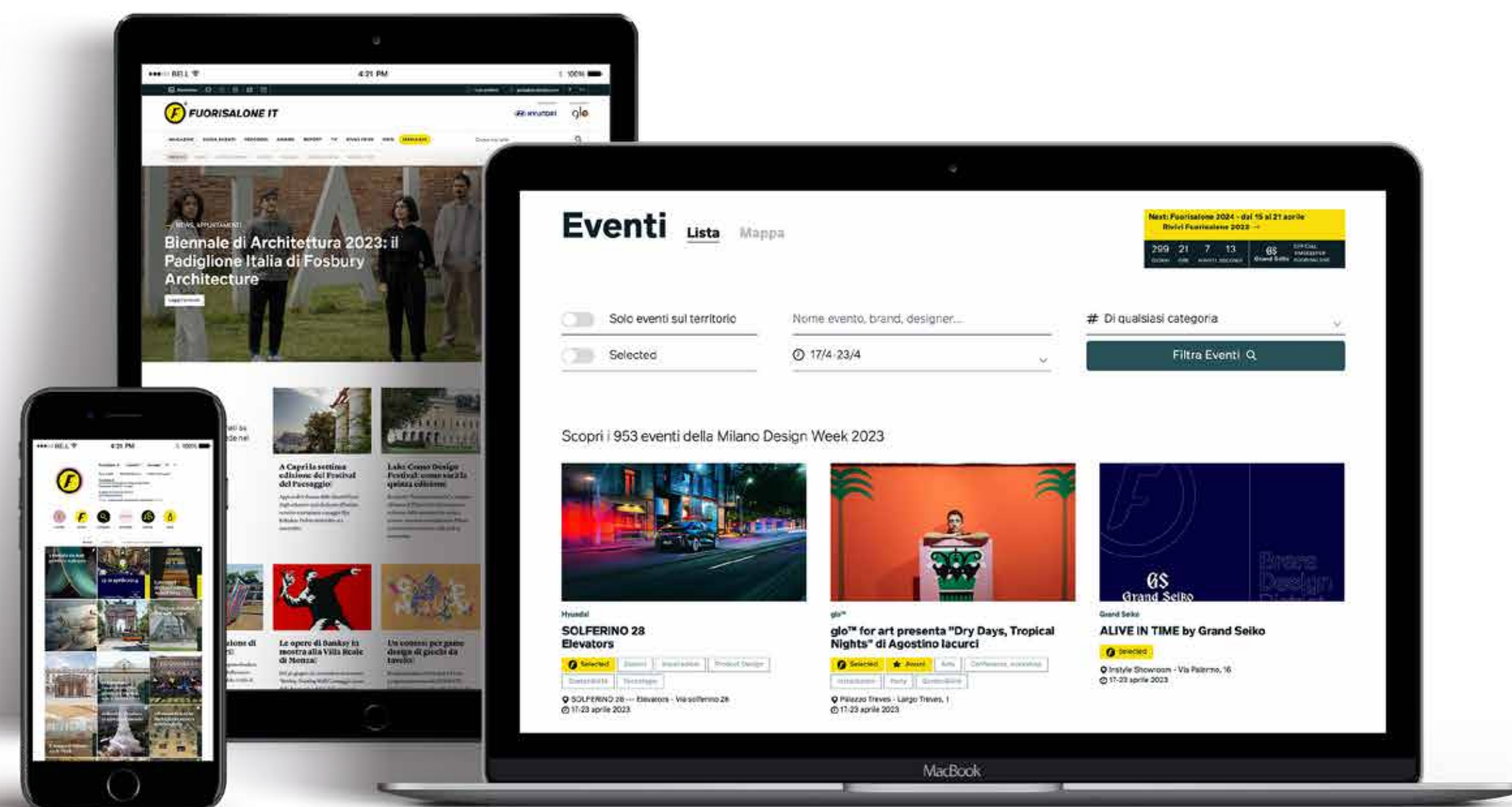
"Materia Natura" amplifies and deepens this vision, emphasising the centrality of nature as a guiding principle and fundamental value in the creative process and design.

Through "Materia Natura", we intend to promote awareness of the importance of nature in our daily lives and in the design sector. It will be an opportunity to explore and discover the many dimensions in which nature can be a source of inspiration, design material and guide for a sustainable future.

# 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](http://www.fuorisalone.it)







# Communication plans

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

## Formats Fuorisalone 2024

- **Free** / 0€
- **Base** / 1.600€ + vat
- **Plus** / 2.500€ + vat
- **Premium** / 4.000€ + 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 the end of January 2024.



Register > Access > Upload the event

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

Spazio Delta x Chiara Marchesi

Architettura

Arredo

Arte

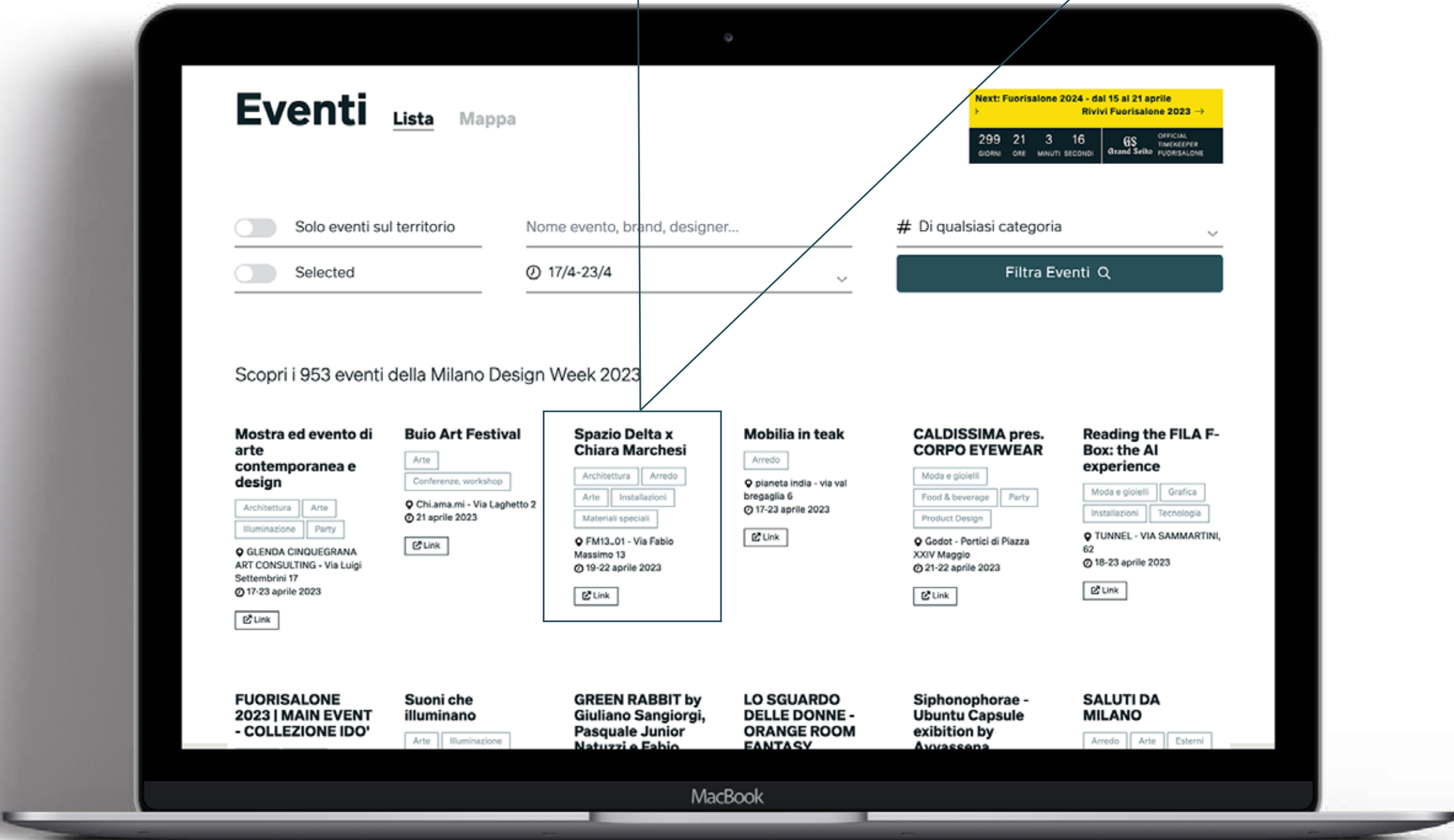
Installazioni

Materiali speciali

📍 FM13\_01 - Via Fabio Massimo 13

📅 19-22 aprile 2023

[Link](#)





Format Base

Promote your event with the official guide and map

For those who want to be featured in the event guide and benefit from a re-share of the event page on the official Facebook channel of Fuorisalone.it

Event Guide:

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

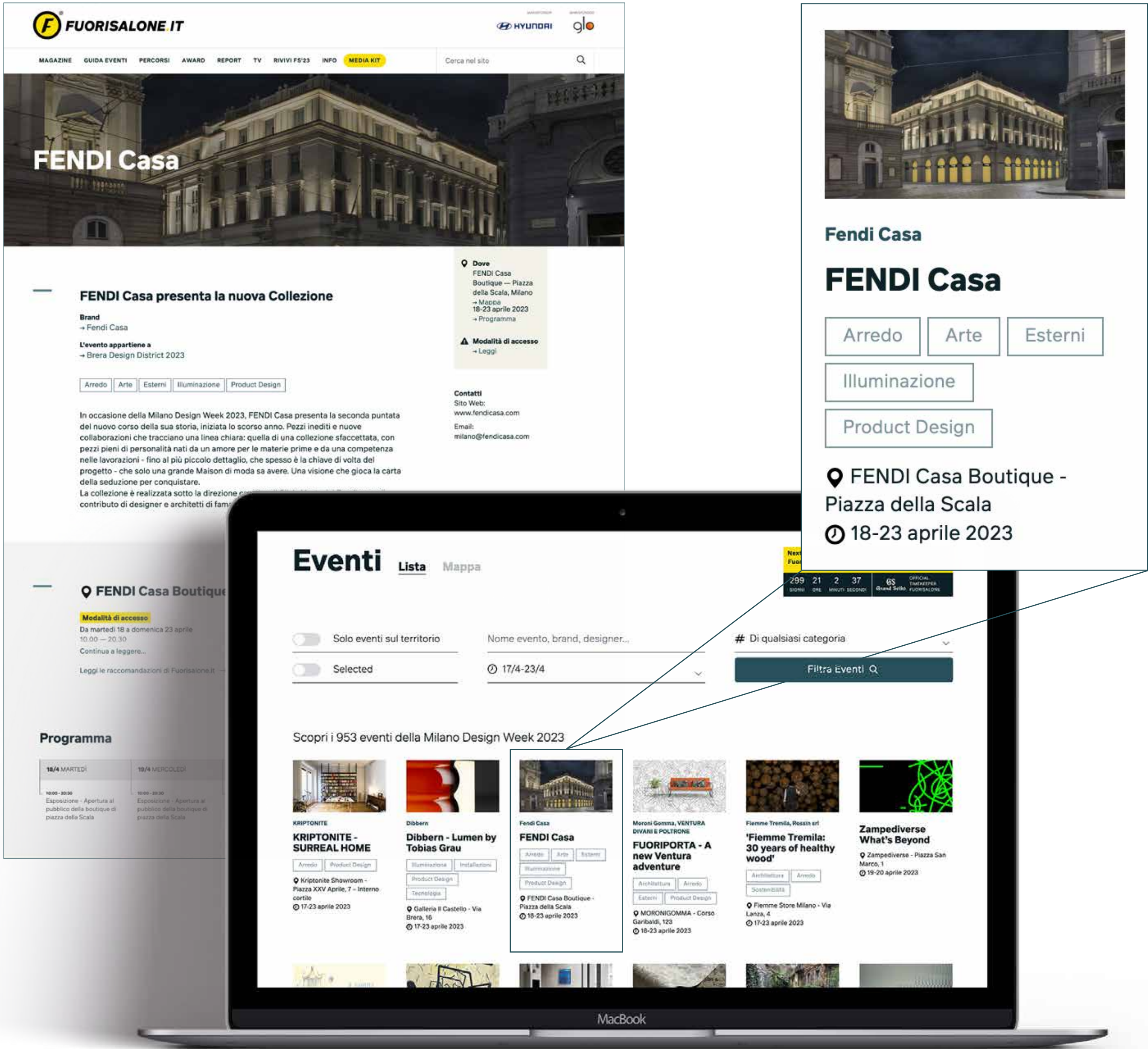
Social media:

- sharing of the event page on Fuorisalone.it Facebook\*

Please note

\*Sharing will be done in the period between 20 March and 4 April, the date of publication is also at the discretion of the editors.

Price: 1.600 € + vat



Event page with BASE visibility in the Event Guide



Event Guide, social media and magazine

For those who want greater visibility within the event guide and social and magazine activity to support the content and the event.

Event Guide:

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

Social media:

- N.1 social release of your choice on Fuorisalone.it's Instagram, Facebook or LinkedIn\*

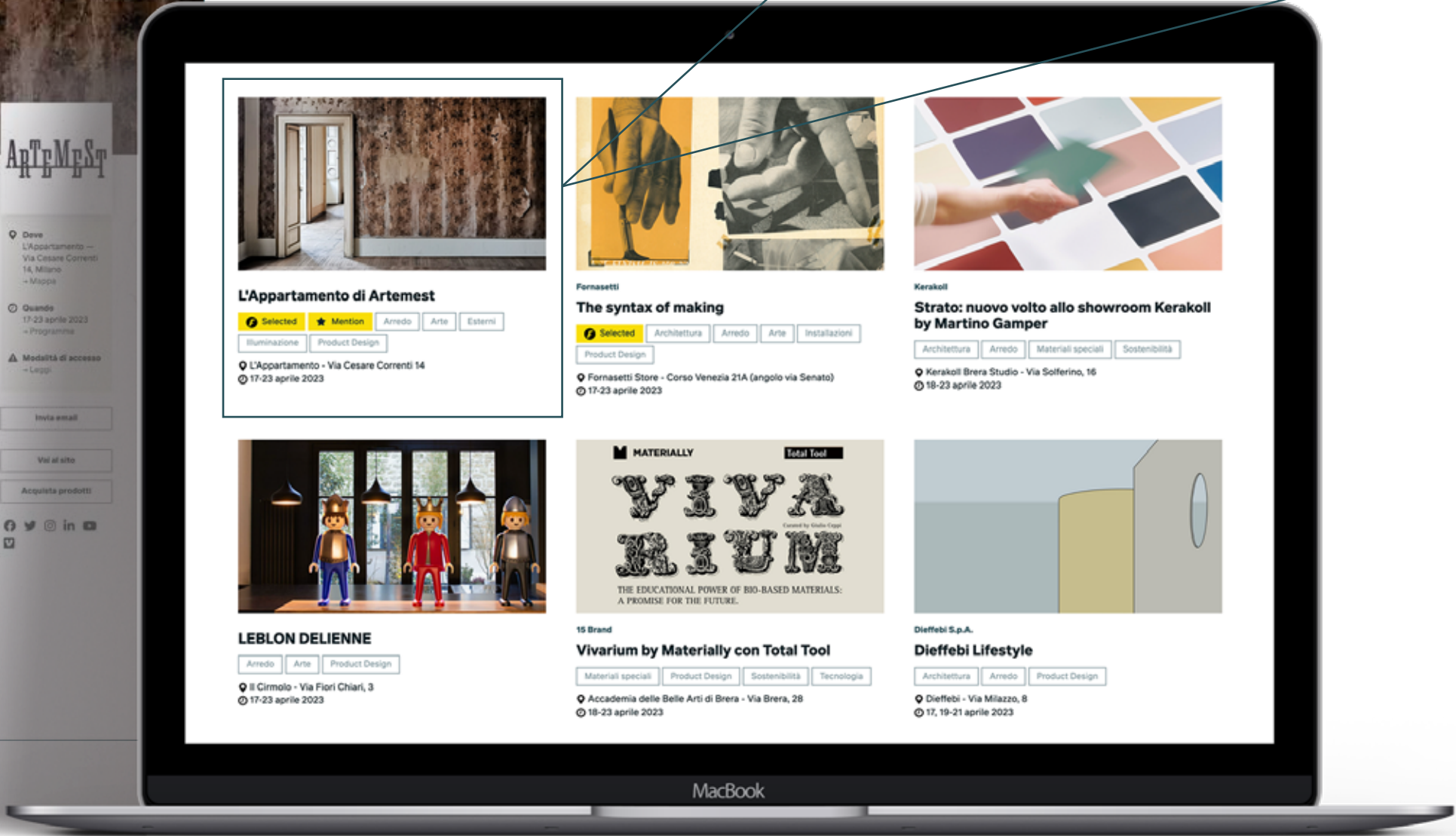
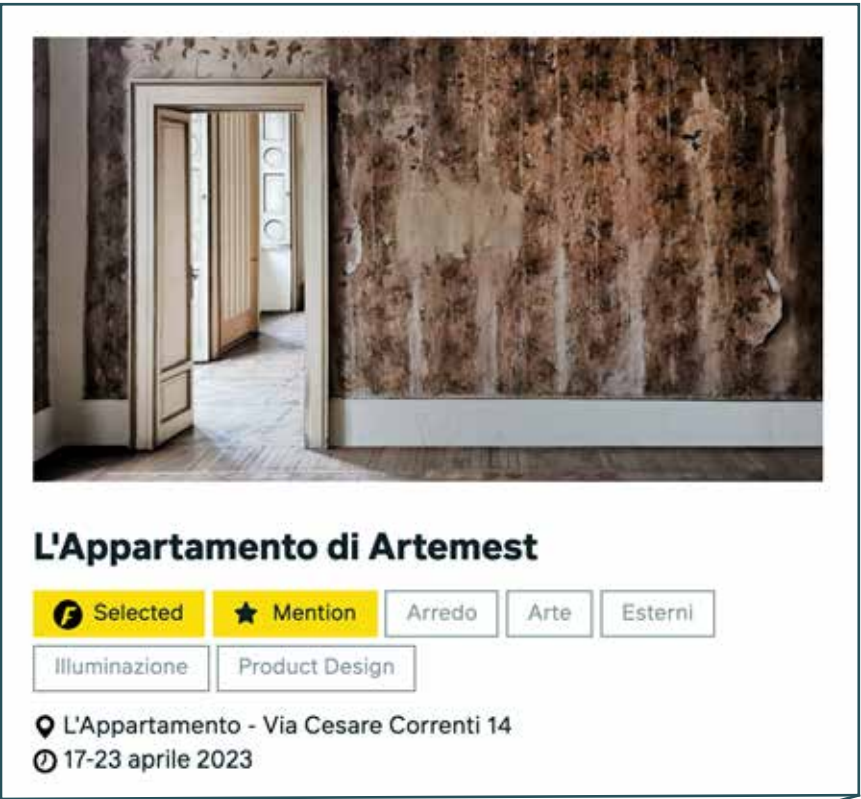
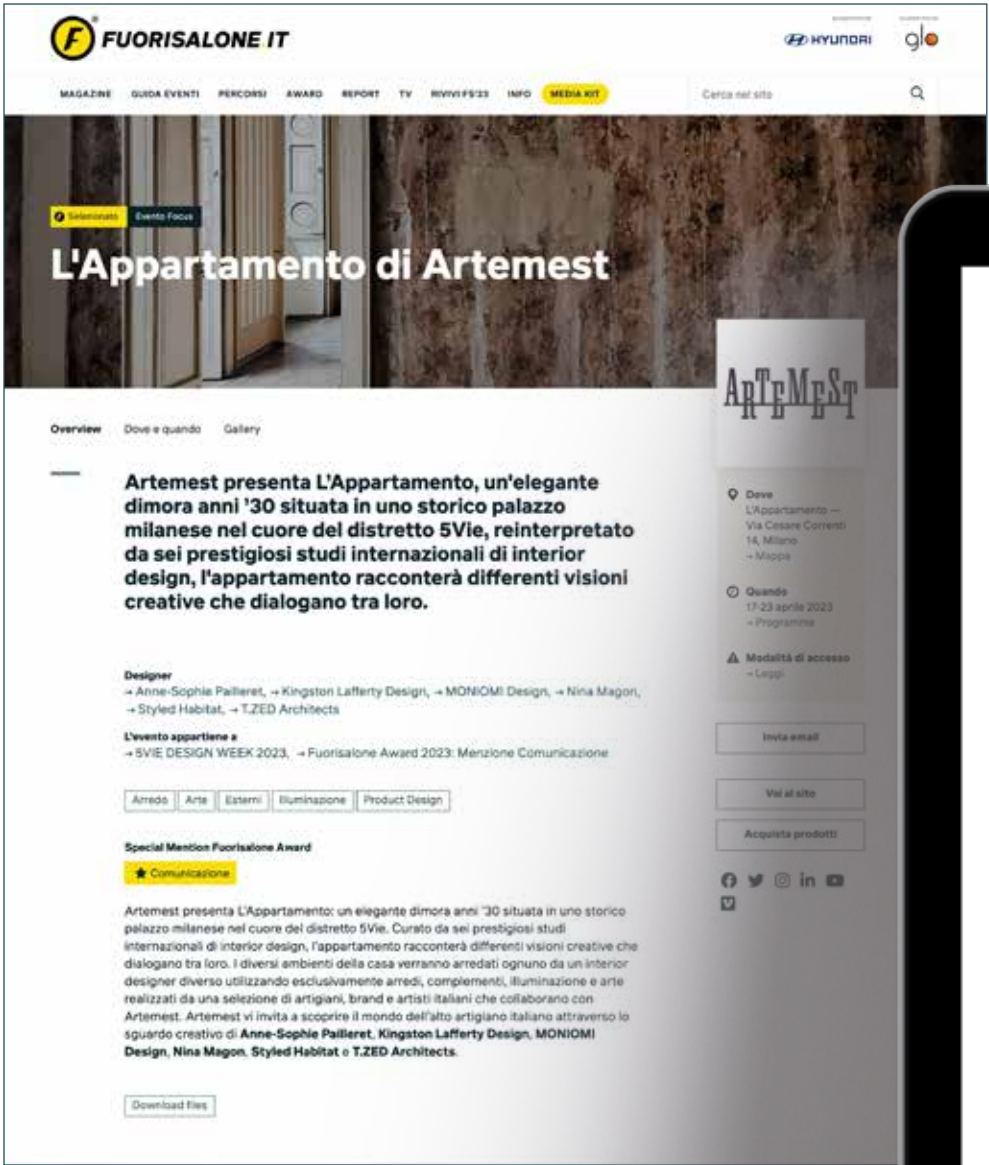
Magazine:

- N.1 promotional article proposed by the client\*\*
- Sharing the article for direct promotion on Facebook and LinkedIn\*\*

Price: 2.500 € + vat

Please note

- \* If the choice is on the Instagram channel, publication can be made from 1 March to 10 April (not during design week) | If the choice is Facebook or LinkedIn, there are no restrictions on publication dates.
- \*\* Social sharing will be done in the period between March 1 and April 22 by the editorial staff and based on the publication date of the article which must always be done in the same period.







**Artemest apre le porte di una dimora anni 30 curata da sei prestigiosi studi di interior design. Sei visioni creative che dialogano tra loro celebrando l'artigianato italiano.**

**Un crocevia di visioni creative**

Le ottocentesche mura del palazzo di **Via Cesare Correnti** sono state trasformate in un luogo di ispirazione ai sei studi chiamati da Artemest a riportare in vita questo splendido appartamento. I creativi trasformano lo spazio in sei punti di vista che unisce competenze e conoscenza, e artigianato e il design italiano. I sei studi hanno curato ogni dettaglio diverso usando esclusivamente arredi, illuminazione, complementi d'arredo e opere d'arte.

**Artemest.** Ideato come crocevia di visioni creative, **L'Appartamento di Artemest** è un luogo unico capace di suscitare emozioni in chi li vive e celebrare le creazioni realizzate da maestri artigiani, artisti, e aziende italiane.



Article in online Magazine and related social sharing



Social release of choice on Instagram, Facebook and LinkedIn channels



# Format Premium

## All tools at your disposal

For those who wish to invest in a promotion package during Design Week through the use of social and digital channels for a full coverage.

### Event Guide:

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

### Social media:

- N.2 social releases of your choice on Fuorisalone.it's Instagram, Facebook or LinkedIn channels\*

### Magazine:

- N.1 promotional article proposed by the client
- Promotion of the article through:
  - 1)DirectsharingonFacebookandLinkedinofFuorisalone.it: there are no limitations of publication dates
  - 2) Direct sharing in the "Preview Fuorisalone 2023" box inside the newsletter *L'Indispensabile*\*\*

### Newsletter DayByDay (daily during Design Week):

- N.1 box within the newsletter published during the Design Week with a direct link to content on the Fuorisalone website\*\*\*

### Please note

\* If the choice is only on the Instagram channel, publication can be done in the following ways:

#### Format 1

Release A: post published in the feed - design week period (1-21 April)  
Release B: post published in the feed - period other than design week (excluding 1/25 April)

#### Format 2

Release A: post published in the feed - design week period (1-21 April)  
Release B: stories (max 3 images) during design week (1-21 April)

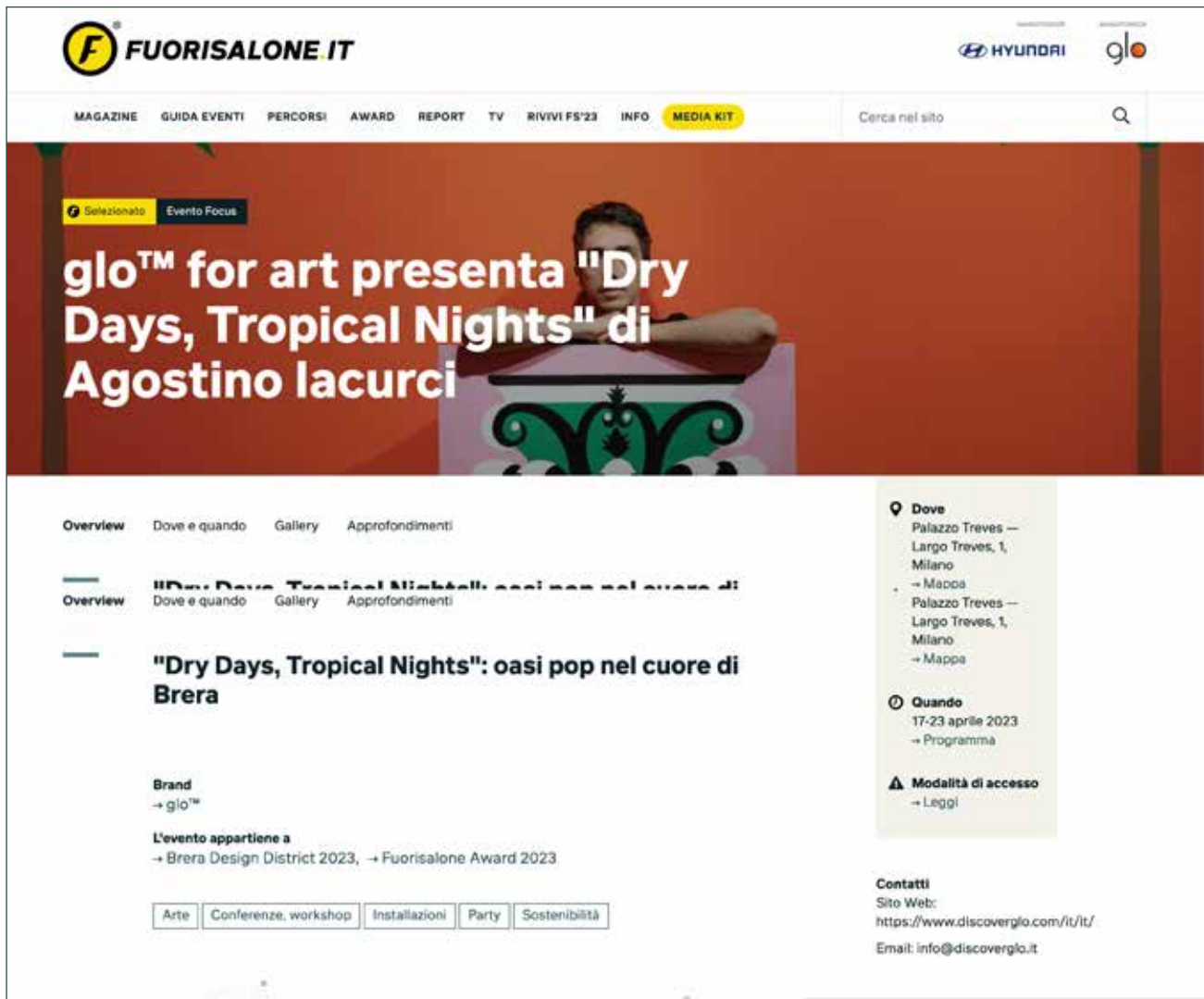
If the choice is an instagram release and a Fabebook or LinkedIn release:  
Instagram release: post published in the feed - Design Week period (1 - 21 April)  
Facebook or LinkedIn release: no publication date restrictions

\*\*The release dates are a choice of: 15 March, 22 March, 29 March, 5 and 12 April. | Each date will have a maximum of 6 shared items, the choice of date is subject to availability at the time of booking.

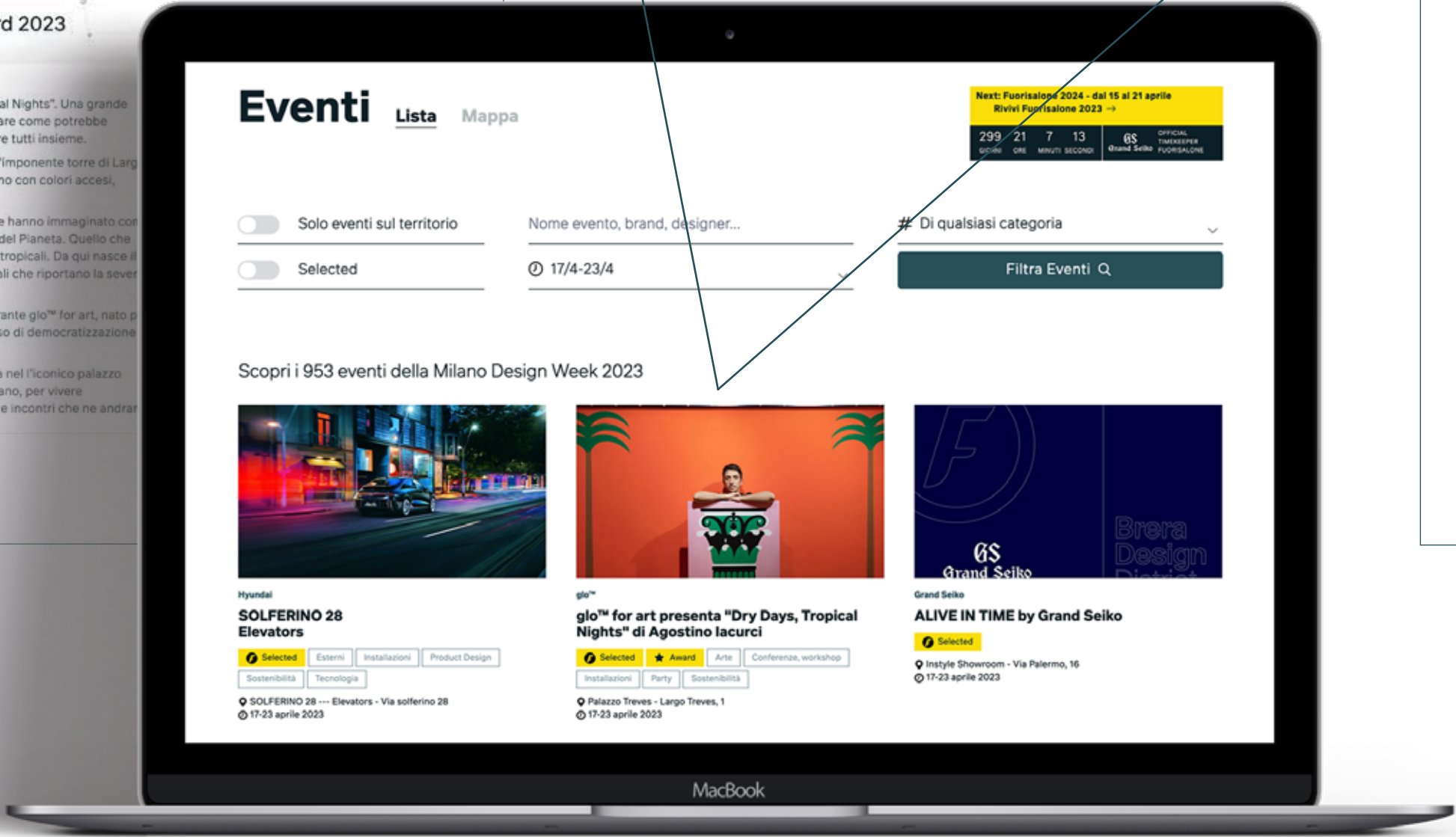
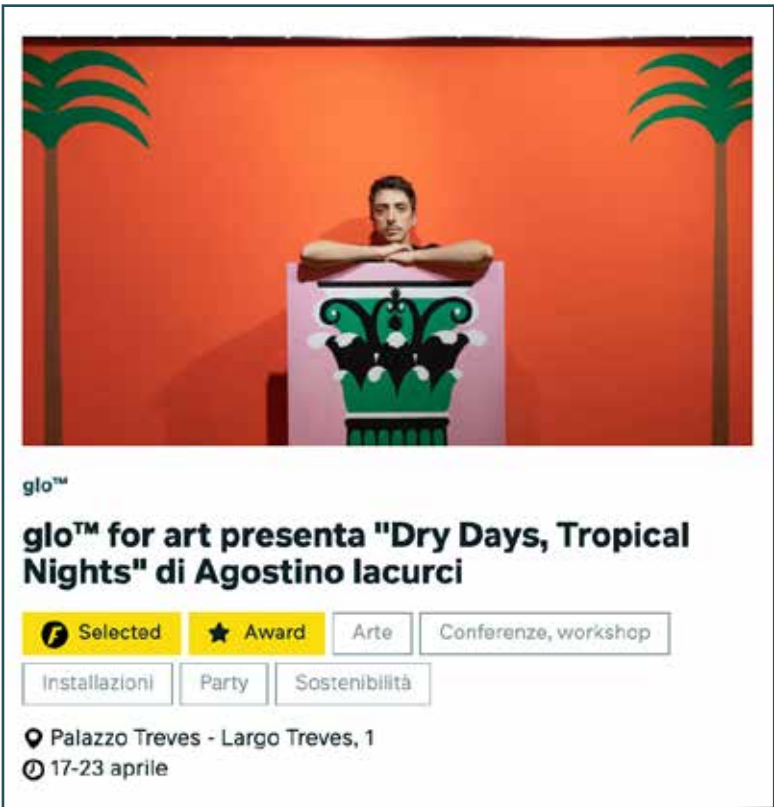
\*\*\*Sharing of content for direct promotion within the day by day newsletter on: Sunday 14 April, Monday 15 April, Tuesday 16 April, Wednesday 17 April, Thursday 18 April, Friday 19 April, Saturday 20 April. Publication and content are the responsibility of the editors.

Price: 4.000 € + vat





Event page with FOCUS visibility in the Event Guide



Article in online Magazine and related social sharing



















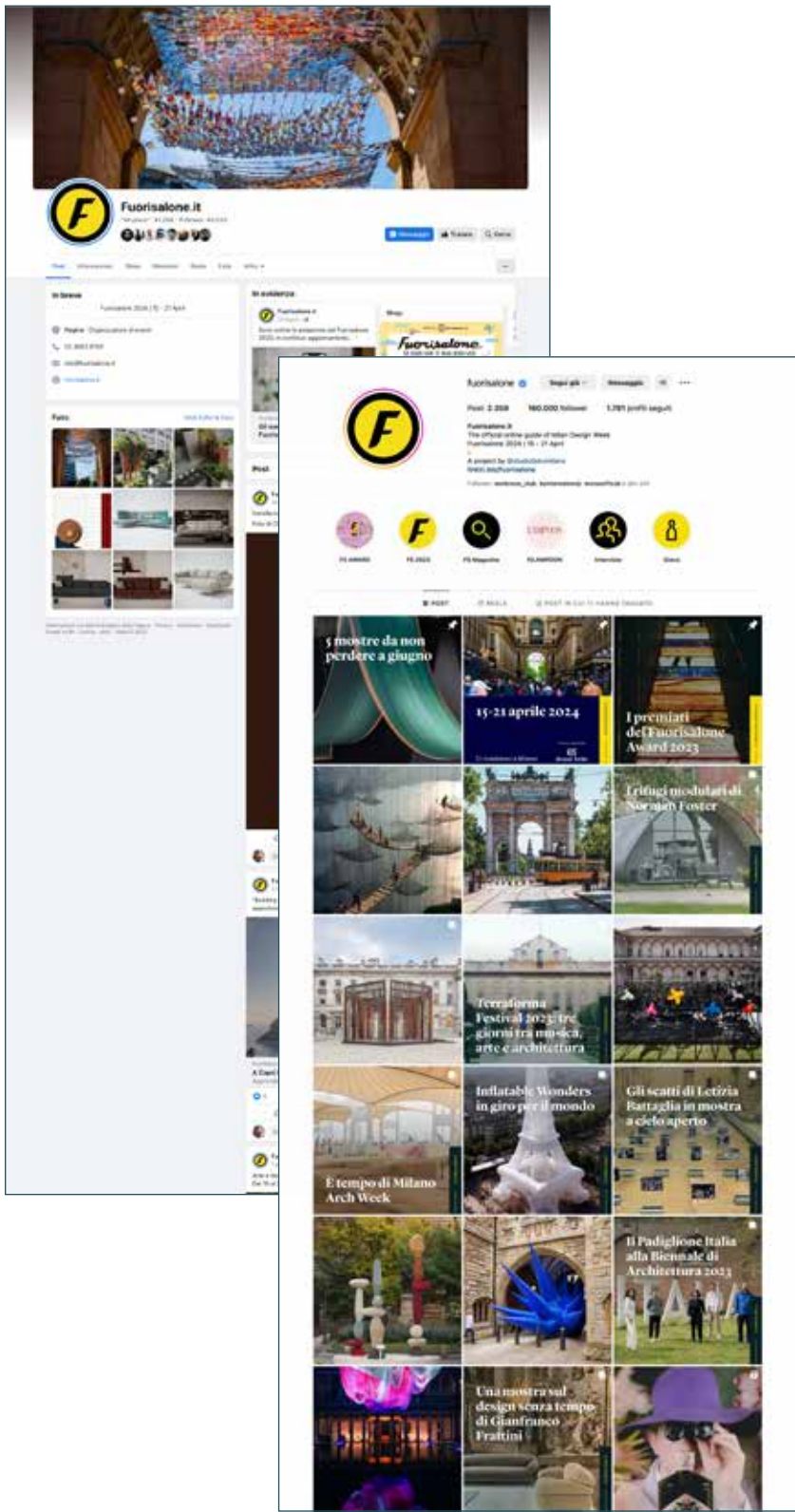
# Additional tools

## For extra Design Week visibility

### a) Social media

Additional posts can be added, except for the period from 15 March to 25 April, if they are dedicated to Design Week. The channels provide:

-  - 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

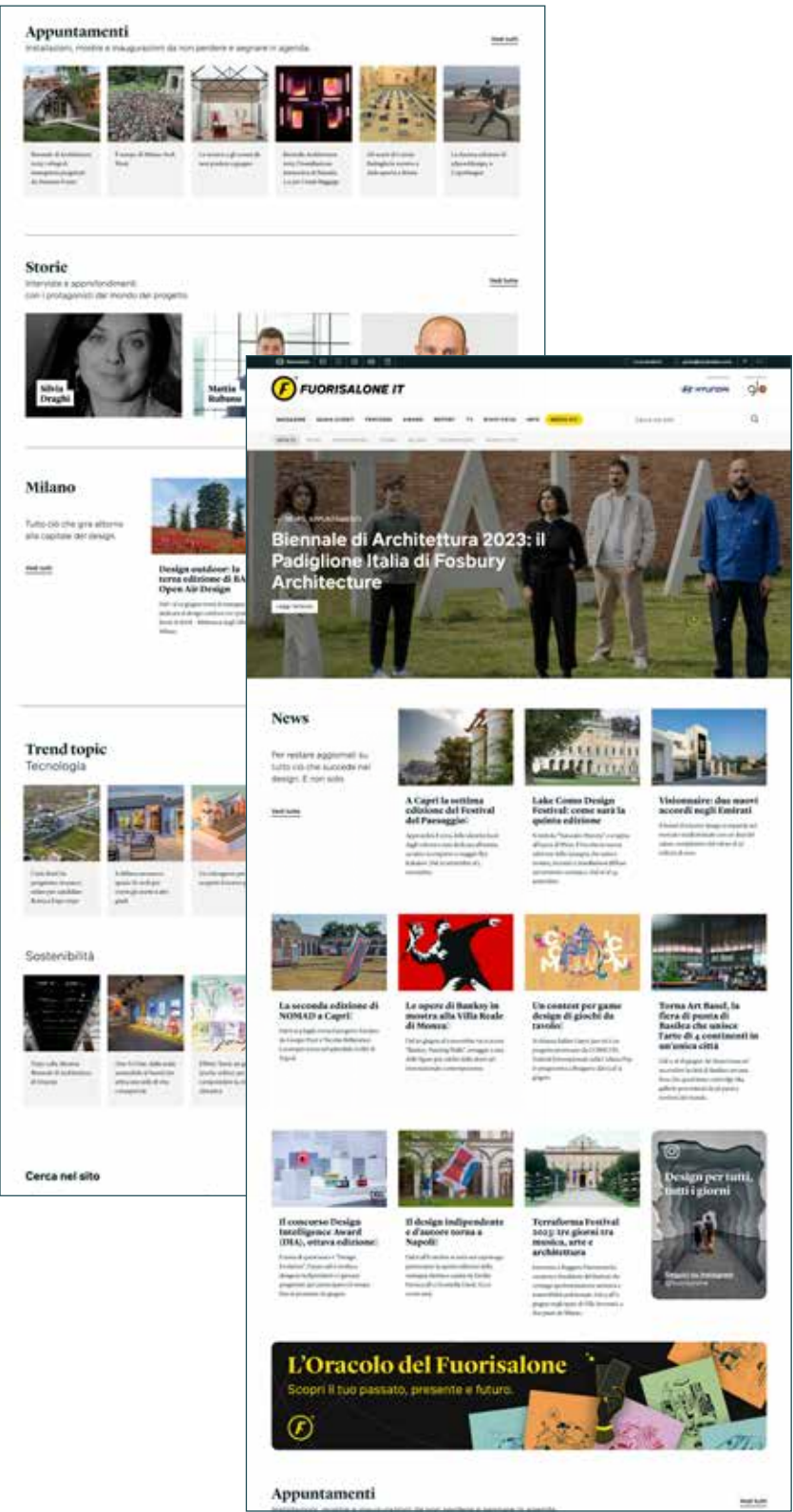


### b) Magazine

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**





# Additional tools

## For increased visibility during the Design Week

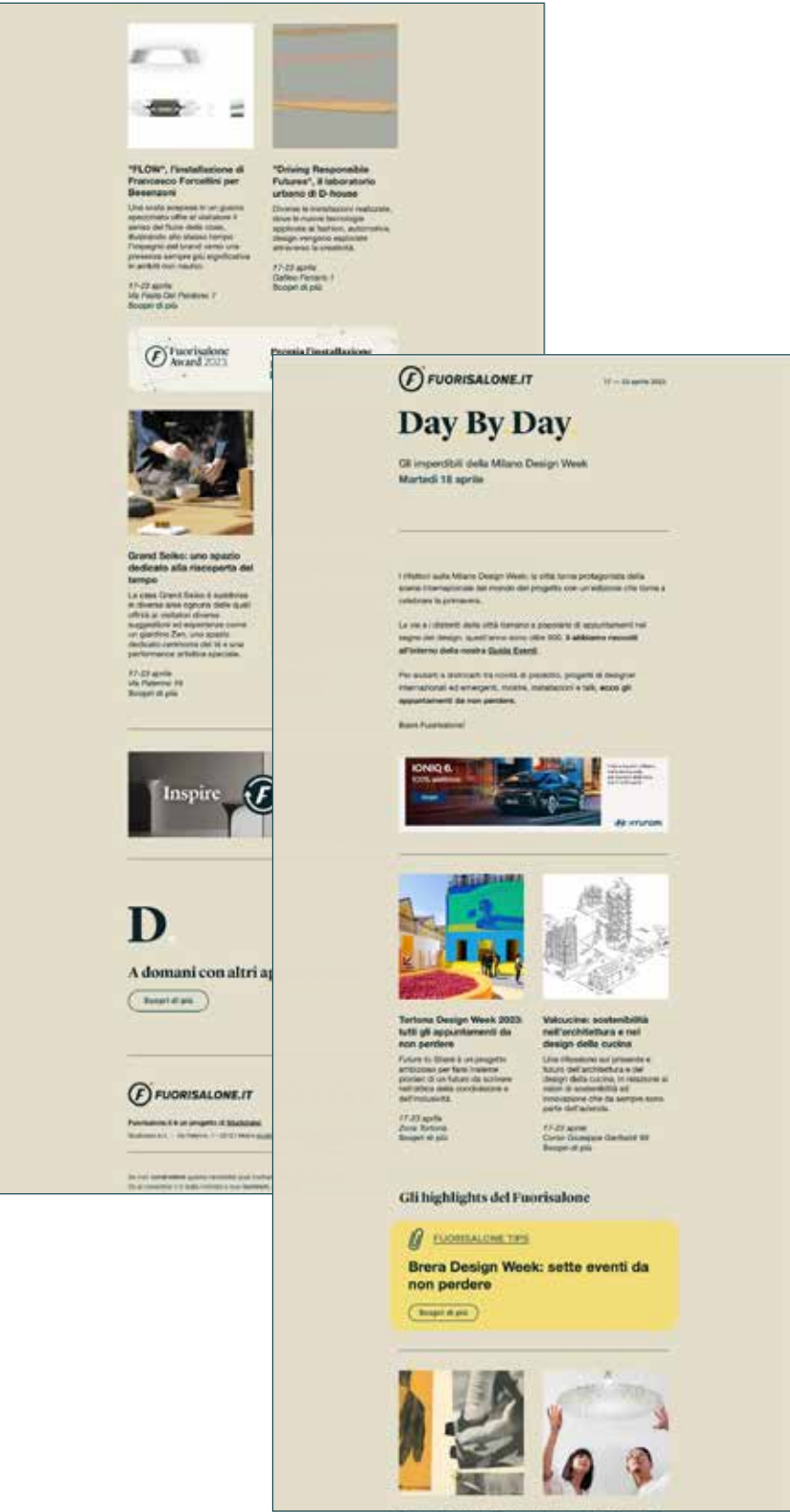
### c) Newsletter DayByDay

The **DayByDay** newsletter is published on the occasion of Design Week and has 7 issues (from Sunday 14 April to Saturday 20 April) and gives you the opportunity to get:

- **N. 1 box within the DayByDay newsletter** with content on [Fuorisalone.it](https://www.fuorisalone.it) dedicated to the customer.

Each newsletter contains a total of 8 boxes per company

Price: **1.000 € + vat**



### d) 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: **2.000 € + vat**





# Additional tools

## For increased visibility during the Design Week

### e) 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: 900 € + vat

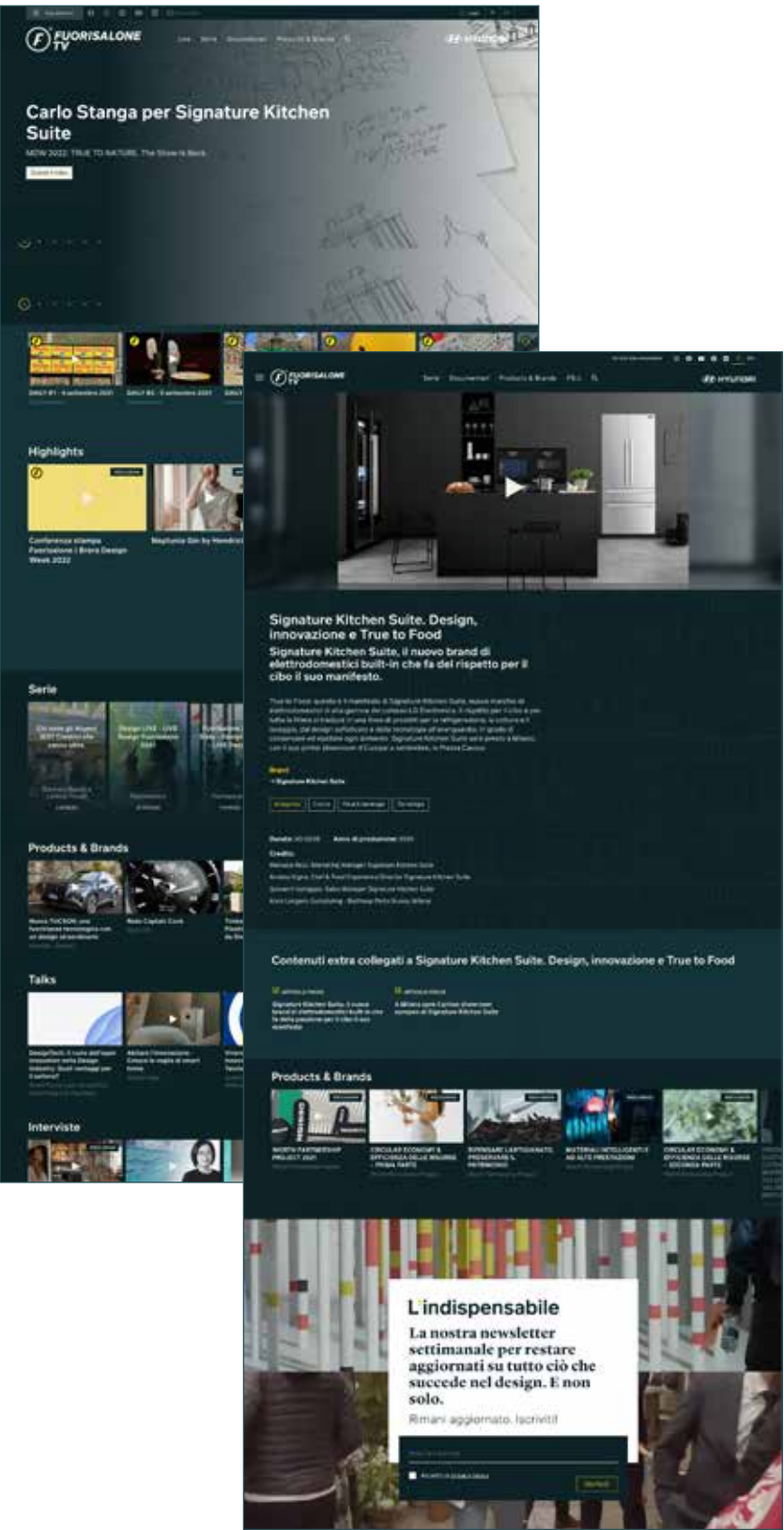


### f) Fuorisalone TV

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





# Comparing formats

	Format Free	Format Base	Format Plus	Format Premium
Reporting the event	●	●	●	●
Pin on digital map	●	●	●	●
BASIC event page		●		
FOCUS event page			●	●
Brand and designer pages		●	●	●
Social sharing		● *	● *	● *
Social releases			● *	● ● *
Magazine publishing			● *	● *
Day By Day newsletter				●
	0€	1.600€	2.500€	4.000€

All prices shown are VAT (22%) not included

Please note

\* Check the specifics of social releases and publications in the magazine within the details and notes of each package

Additional tools

	Newsletter DayByDay	Dedicated Newsletter	Newsltter L'Indispensabile	Fuorisalone TV
BDedicated company box	●			
Exclusive content for the company		●		
Box Fuorisalone Preview			●	
Publication of 1 video or 1 series				●
Instagram post				
Instagram post Gallery				
Instagram story				
Reel Instagram				
Facebook post				
LinkedIn post				
Social content sharing				● *
Editorial article				
	1.000€	2.000€	900€	300€

Please note

- \* Check the specifics of social releases and publications in the magazine within the details and notes of each package
- \* The purchase includes the choice of one or more activities listed as individual issues. Check the unit costs on the Social Media and/or Magazine page



Activities Extra period Design Week	
Social Media	Magazine Online
	●
● **	● ** *
● **	
● **	
● **	
● **	
● **	
	● ** *
	●
unit costs	800 € 1.000 € 1.900 €

All prices shown are VAT (22%) not included



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