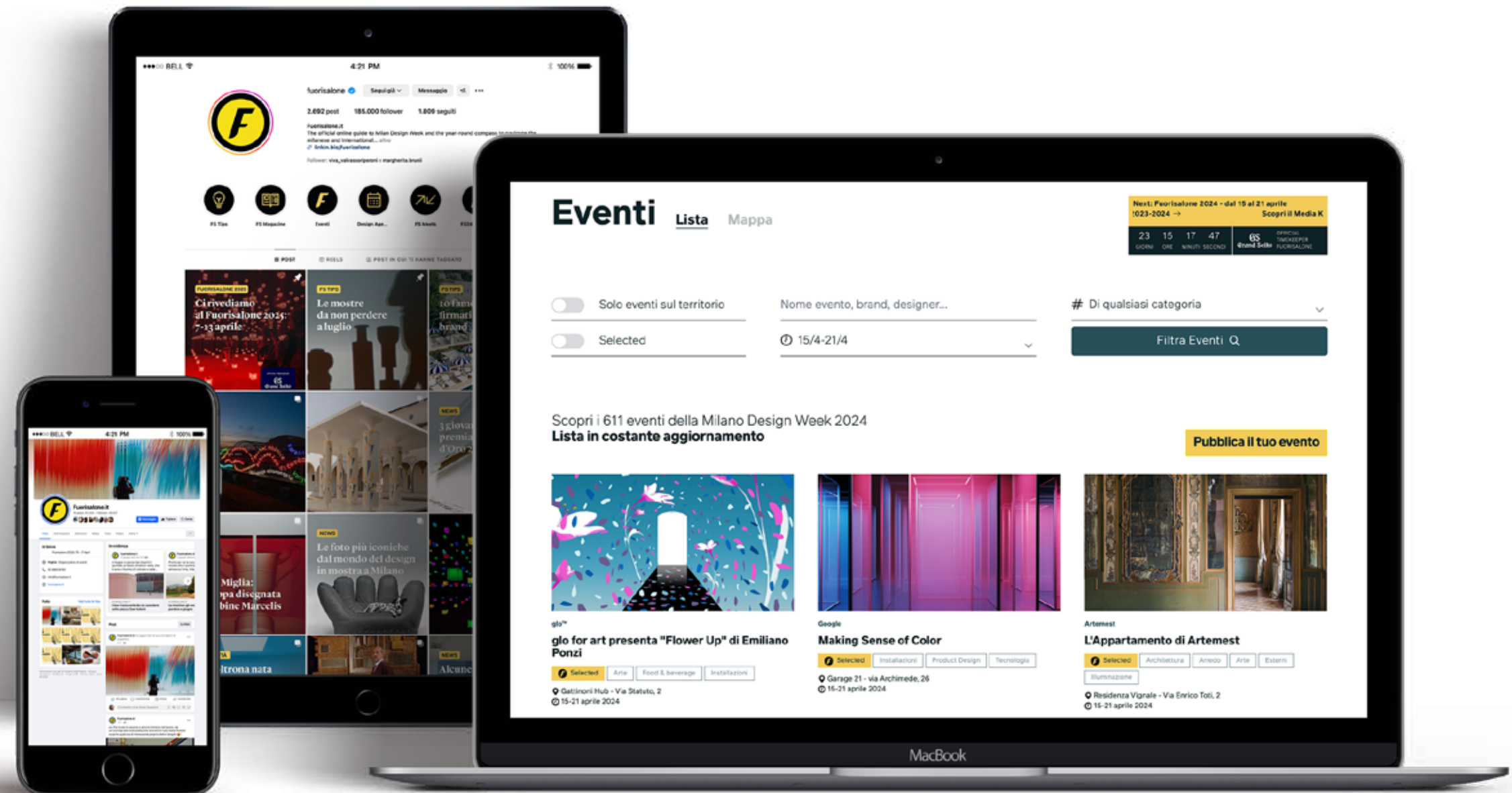


# Take part in the official event guide of Fuorisalone.

# 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.





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## Formats Fuorisalone 2025

Updated from March 25, 2025

- **Free** / 0€
- **Digital** / 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 the end of January 2025.



Register > Access > Upload the event

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

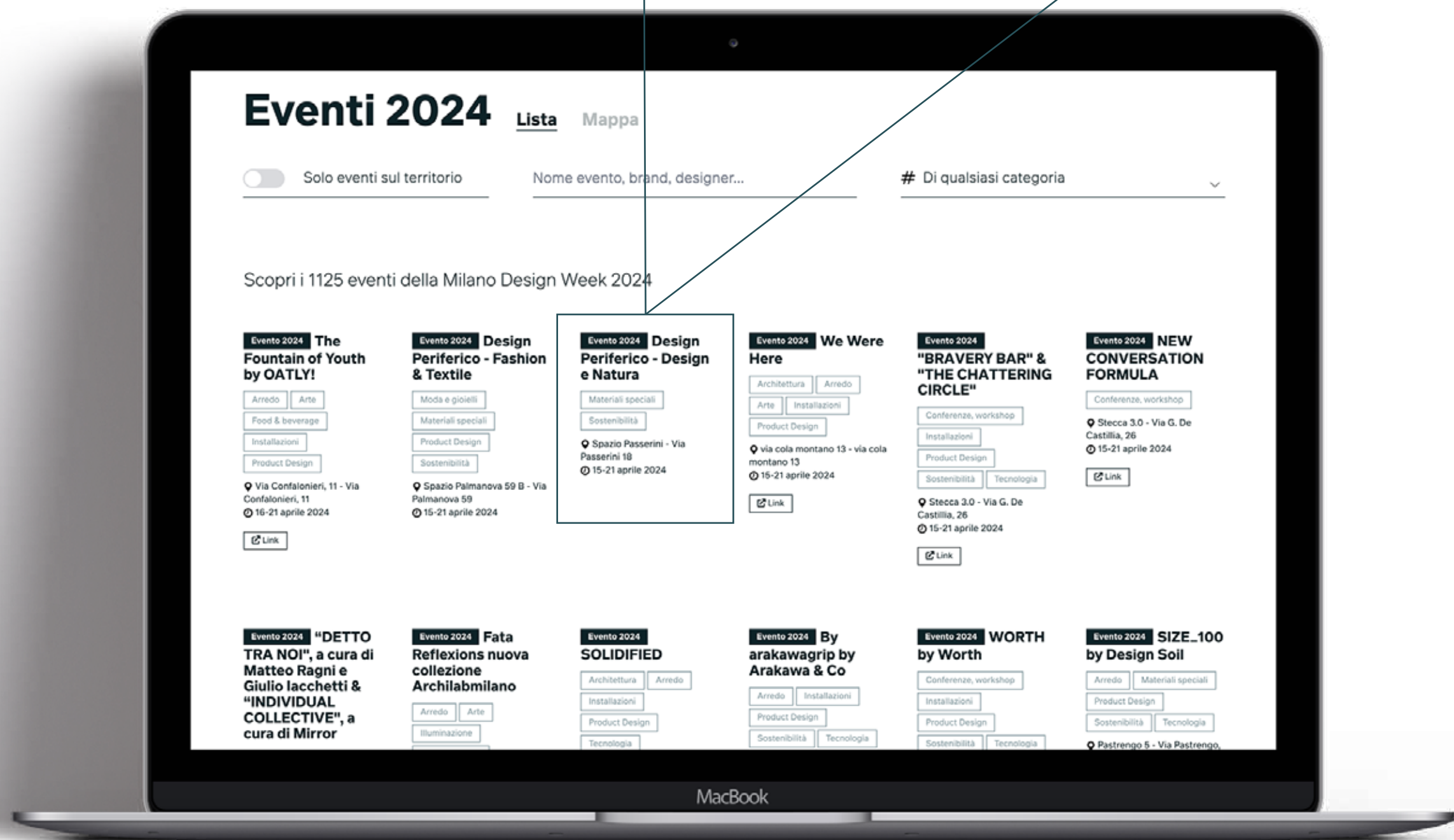
**Evento 2024 Design Periferico - Design e Natura**

Materiali speciali

Sostenibilità

📍 Spazio Passerini - Via Passerini 18

📅 15-21 aprile 2024





# Format Digital

## Promote your event with the official guide and map

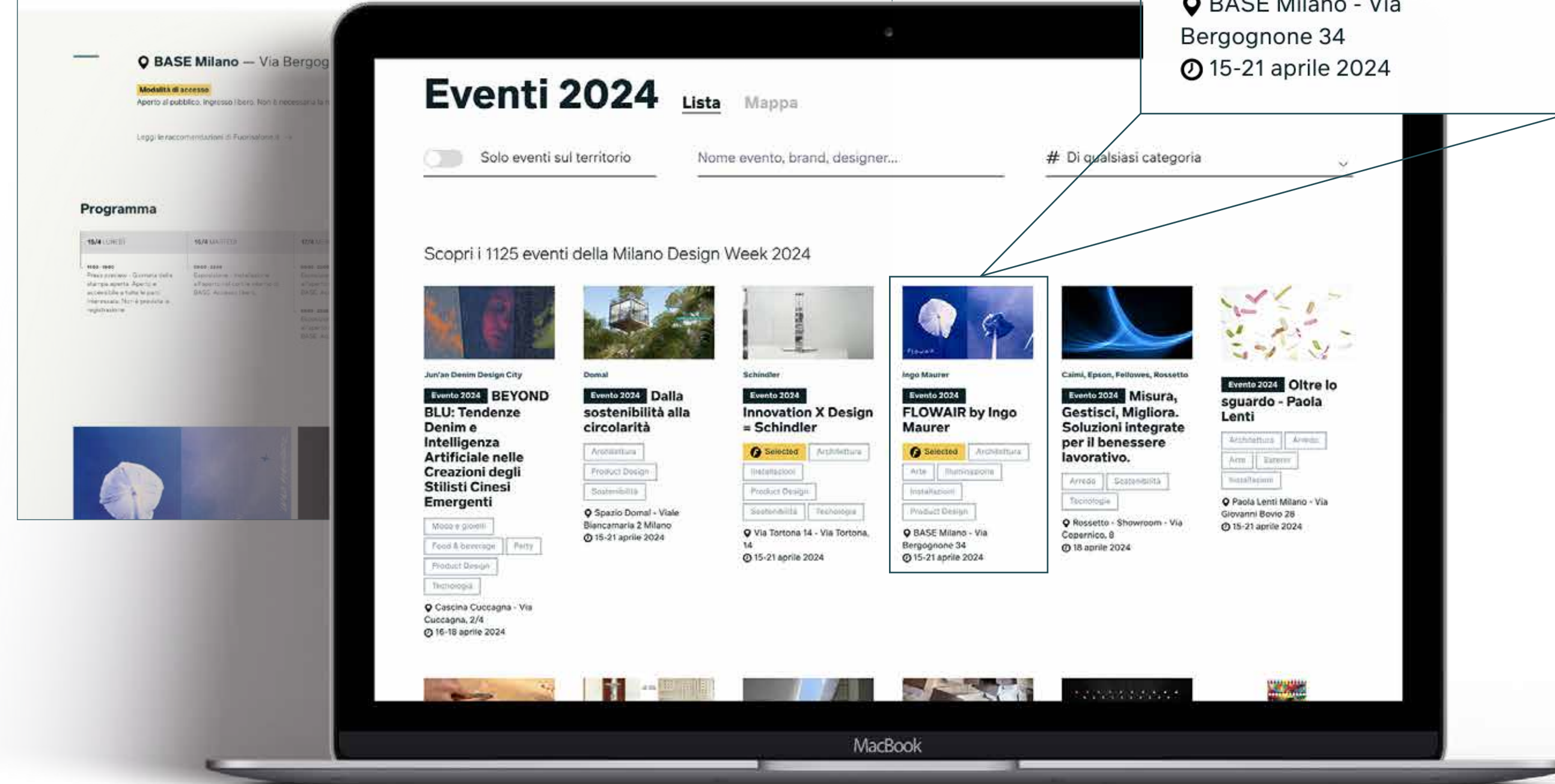
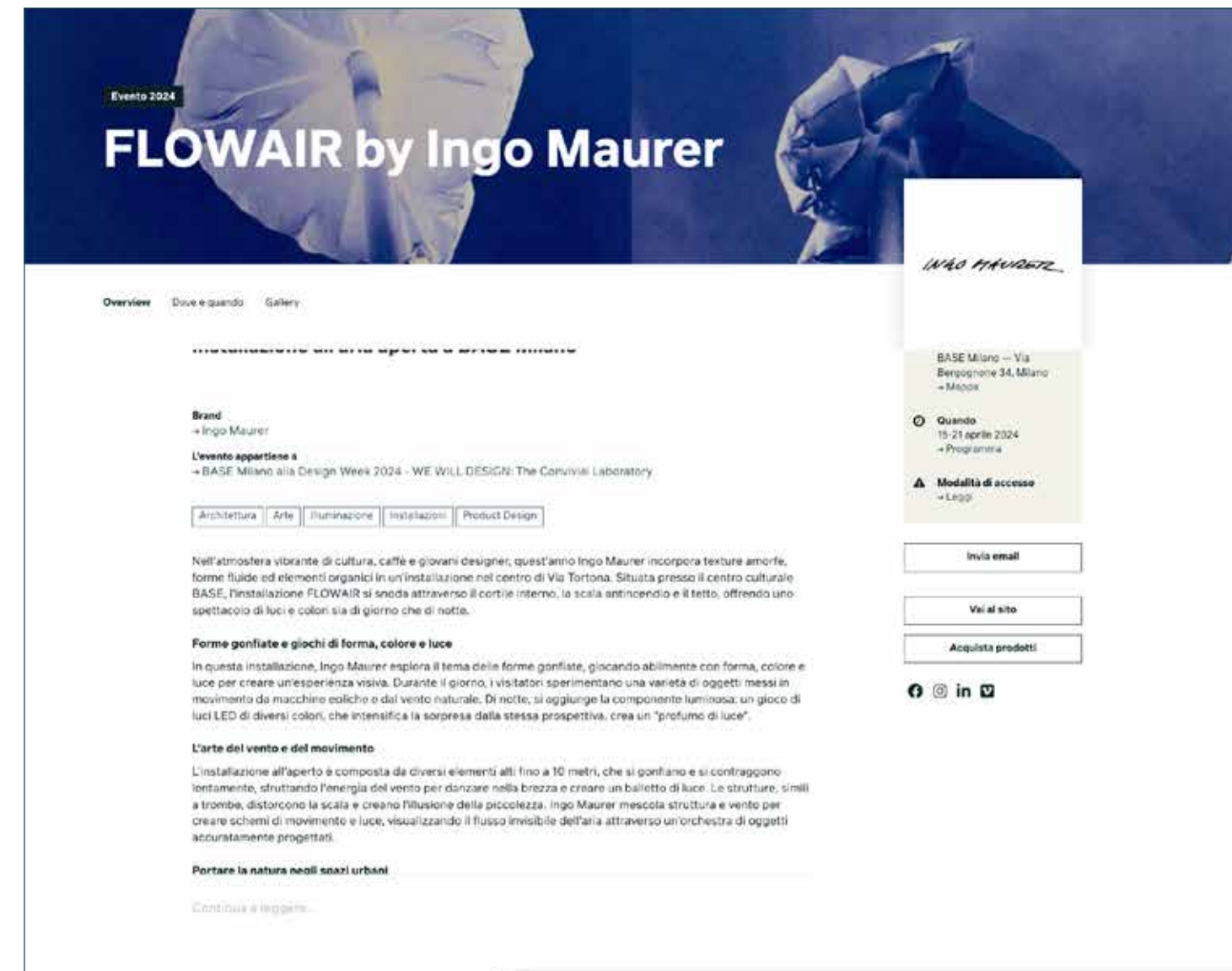
For those who want to be featured in the event guide

### Event Guide:

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

Price: **1.200 € + vat**

**Plan updated from March 25, 2025**





# Platform Website

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

- Brand and Designer Pages:** Screenshots of profiles for brands like Kohler and designers like Matteo Cibic, featuring their bio, contact information, and a gallery of their work.
- Event Guide:** A central laptop screen showing a grid of 1125 events for the Milano Design Week 2024, with filters for territory and categories.
- Event Page:** Detailed views of specific events, such as "Instalación Arquitectónica de la Terminal 02 por Kohler x SR\_A" and "Palazzo Senato", including location, dates, and event details.
- Digital Map:** A map of the city of Milan with yellow markers indicating the locations of various events across the city.



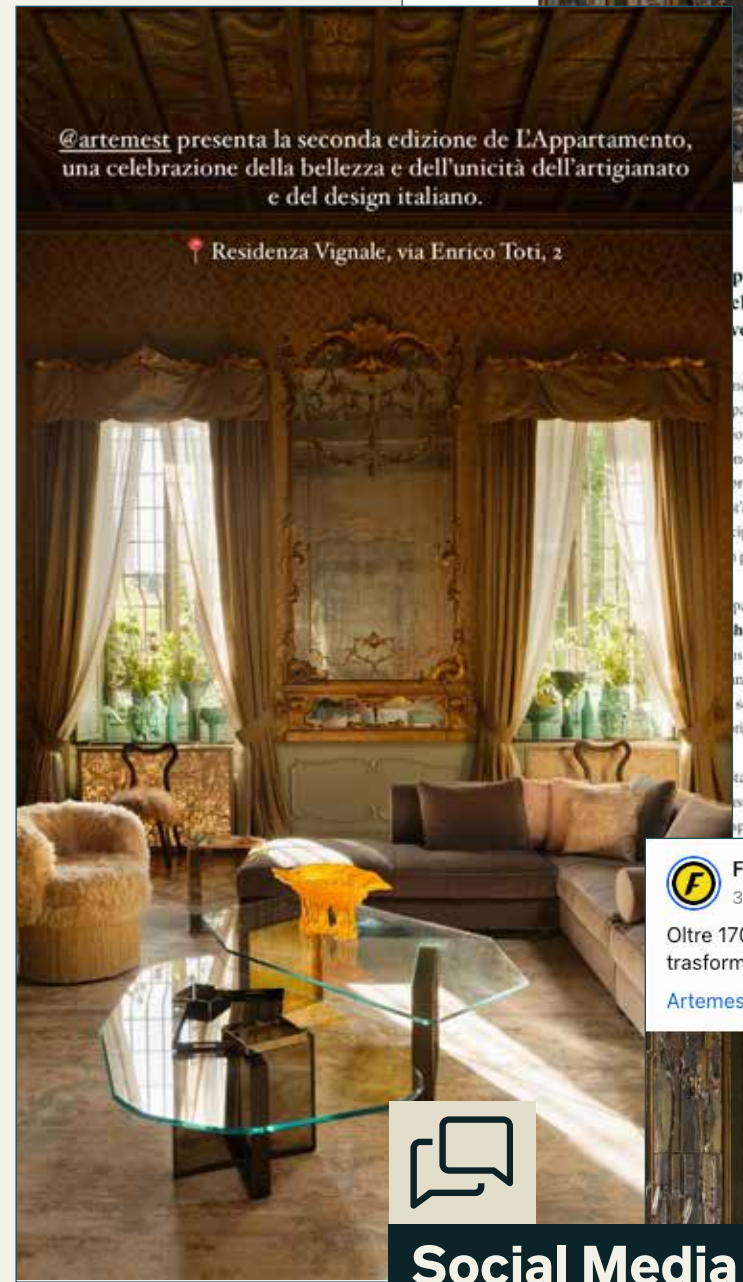
# Platform

## Social and digital channels

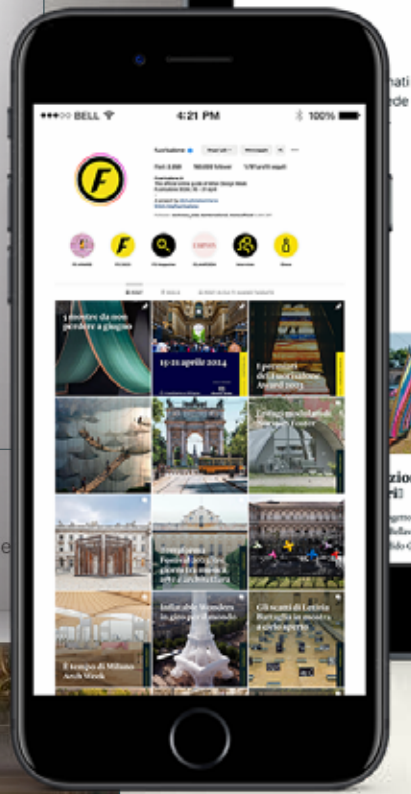
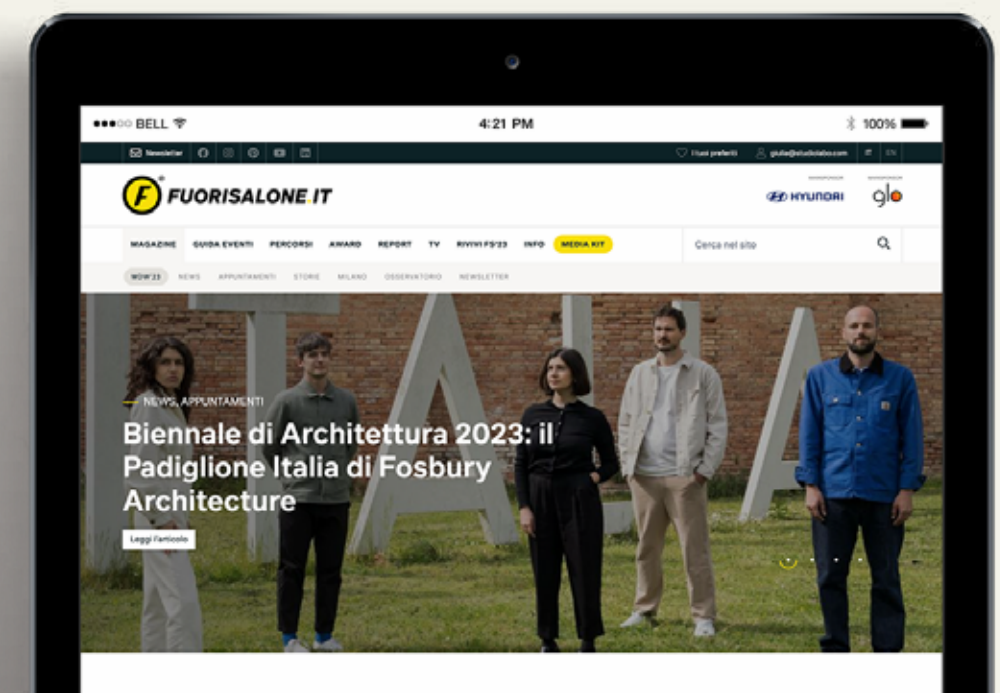


Fuorisalone Magazine

### L'Appartamento di Artemest



Social Media



**Fuorisalone.it**  
3 aprile · 🌐  
Oltre 170 artigiani e artisti italiani sono stati coinvolti, rendendo possibile per i designers trasformare i loro progetti in realtà.  
[Artemest](#)

FUORISALONE.IT  
L'Appartamento di Artemest  
Elicyon, GACHOT, Rottet Studio, Studio Meshary AlNassar, Tamara Feldman Design, e VSH...

**FUORISALONE.IT** 15 - 21 aprile 2024  
**Day.By.Day.**  
Gli eventi imperdibili della Milano Design Week  
Martedì 16 aprile



Newsletter

... della Design Week: gli showroom si riempiono di  
... loro portoni ed edifici dimenticati tornano a vivere:  
... più di ogni altra ci regala il Fuorisalone, è la possibilità  
... di vivere Milano nella sua veste più audace, scoprendone lati inesplorati e  
... guardando con occhi nuovi i suoi lati più conosciuti, con una ventata di  
... freschezza.

La Guida Eventi di Fuorisalone.it ti consente di scoprire, con **calendari**,  
**mappe e palinsesti dedicati alle attivazioni di ogni singolo evento**, tutte  
le esperienze irripetibili che puoi fare durante la Design Week. Scoprite tutte!

**FUORISALONE TIPS**  
Dove il design  
incontra la tecnologia:  
gli eventi da scoprire

[Leggi l'articolo](#)

**Signature Kitchen Suite:  
The Art of Precision**

Lungo il percorso espositivo, i visitatori scopriranno come la precisione sia un'arte, attraverso esperienze coinvolgenti, degustazioni inaspettate e novità prodotta.

15-21 aprile  
Via Alessandro Manzoni, 47  
[Scopri di più](#)

**IKEA: 1st (First)**

La mostra esplorerà le "prime volte" che le generazioni più giovani vivono quando riescono ad avere il loro "primo" posto da chiamare casa. Il focus sarà sulle storie dei "primi momenti" vissuti da persone di tutto il mondo.

15-21 aprile  
Via Tortona, 58  
[Scopri di più](#)



**FUORISALONE TV**  
Fuorisalone TV  
Vuoi immergerti in un'esperienza del tutto nuova?  
Uno spazio immersivo e tecnologico pensato per far provare a tutti la forza della condivisione e l'opportunità di divenire rete

**SUSTAINABILITY, INNOVATION, FUTURE e MOBILITY.**  
Integrando individualmente con gli elementi, l'arte generativa crea un mood visivo in cui vedere l'energia fluire ed una connessione sonora con l'ambiente grazie a **spaziose diverse** (creati per ogni singolo elemento).

Guidare il cambiamento significa divenire rete e condividere una visione e una direzione comune. L'installazione mostrerà un cambiamento dell'ambiente immersivo a livello visivo e sonoro solo quando i partecipanti decideranno di interagire contemporaneamente con tutti gli elementi.

La tecnologia è lo strumento per creare connessioni e sinergie tra persone, comunità e ambiente seguendo la propria missione: **essere il miglior alleato nella sfida della transizione energetica.**

**Brand**  
→ Pentabule - Be Charge

**Designer**  
→ Mattia Carlon - Sound Designer  
→ Imaging - Marco Montecchi & Marco Zambato  
→ WCA - Creative Company

[Interazioni](#) [Esposizioni](#) [News](#)

Durata: 00:00:20 Anno di produzione: 2023

**Credits:**  
Brand: Pentabule - Be Charge  
Designer: WCA - Creative Company  
Mattia Carlon - Sound Designer  
Imaging - Marco Montecchi & Marco Zambato

**Contenuti extra collegati a Vuoi immergerti in un'esperienza del tutto nuova?**

[CONNECTIONS by Pentabule - Be Charge](#) [attacco rosso](#)  
Pentabule - Be Charge, Transizione  
CONNECTIONS di Fuorisalone 2023:  
esplorare il cambiamento attraverso  
la condivisione






# Additional tools for Design Week (February - April 2025)

## For extra visibility during Design Week

### a) Social media

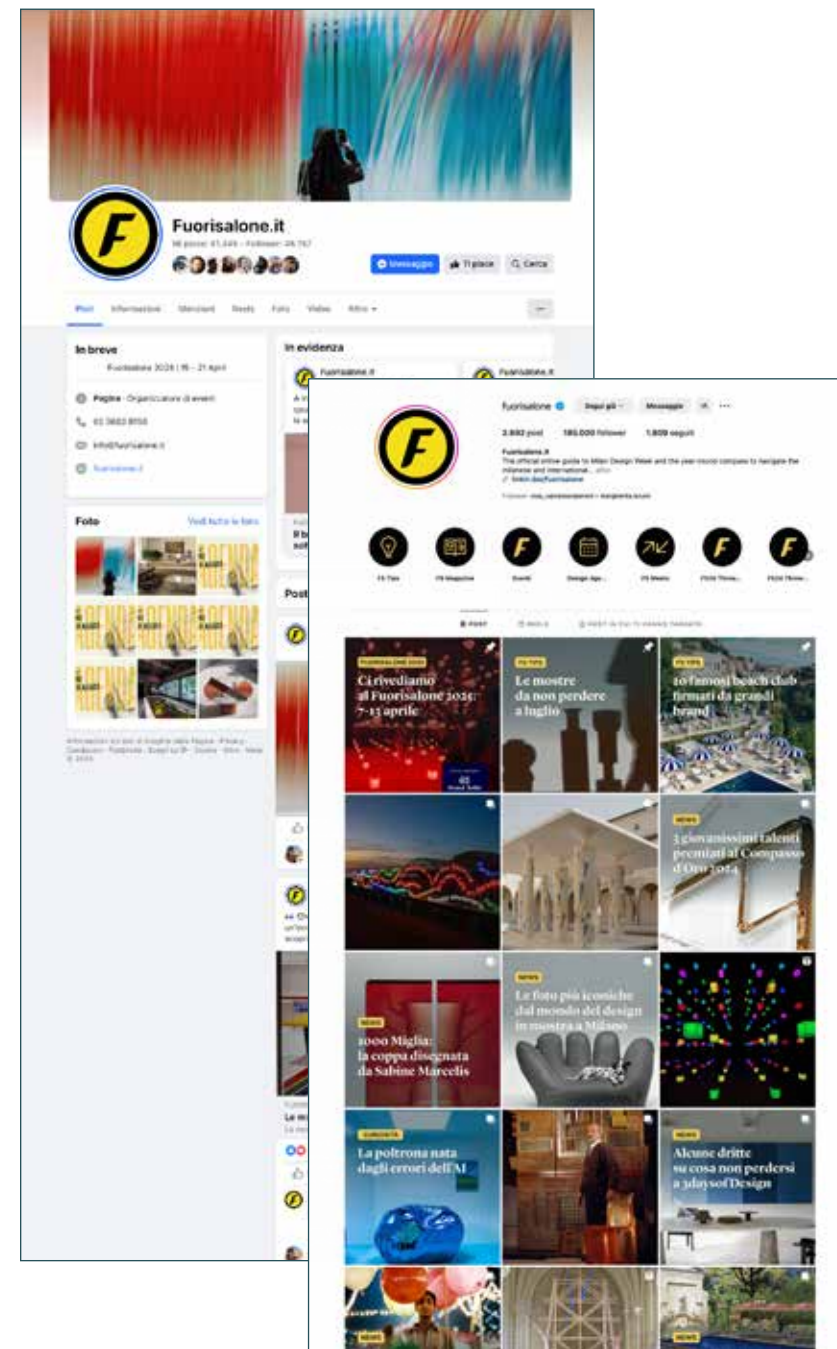
Additional posts dedicated to Design Week can be added. The channels include:

-  - N. 1 single post or N. 1 Reel (provided by the customer) 1.500€ + vat
- N. 1 single post with gallery 1.700€ + vat
- N. 1 Story up to 5 images or videos 1.000€ + vat
-  - N. 1 single post 600€ + vat
-  - N. 1 single post 800€ + vat

#### Note:

- On request we can arrange
- dedicated stories or reels, produced by our creators;
- targeted promotional campaigns (in dark).

Cost on request

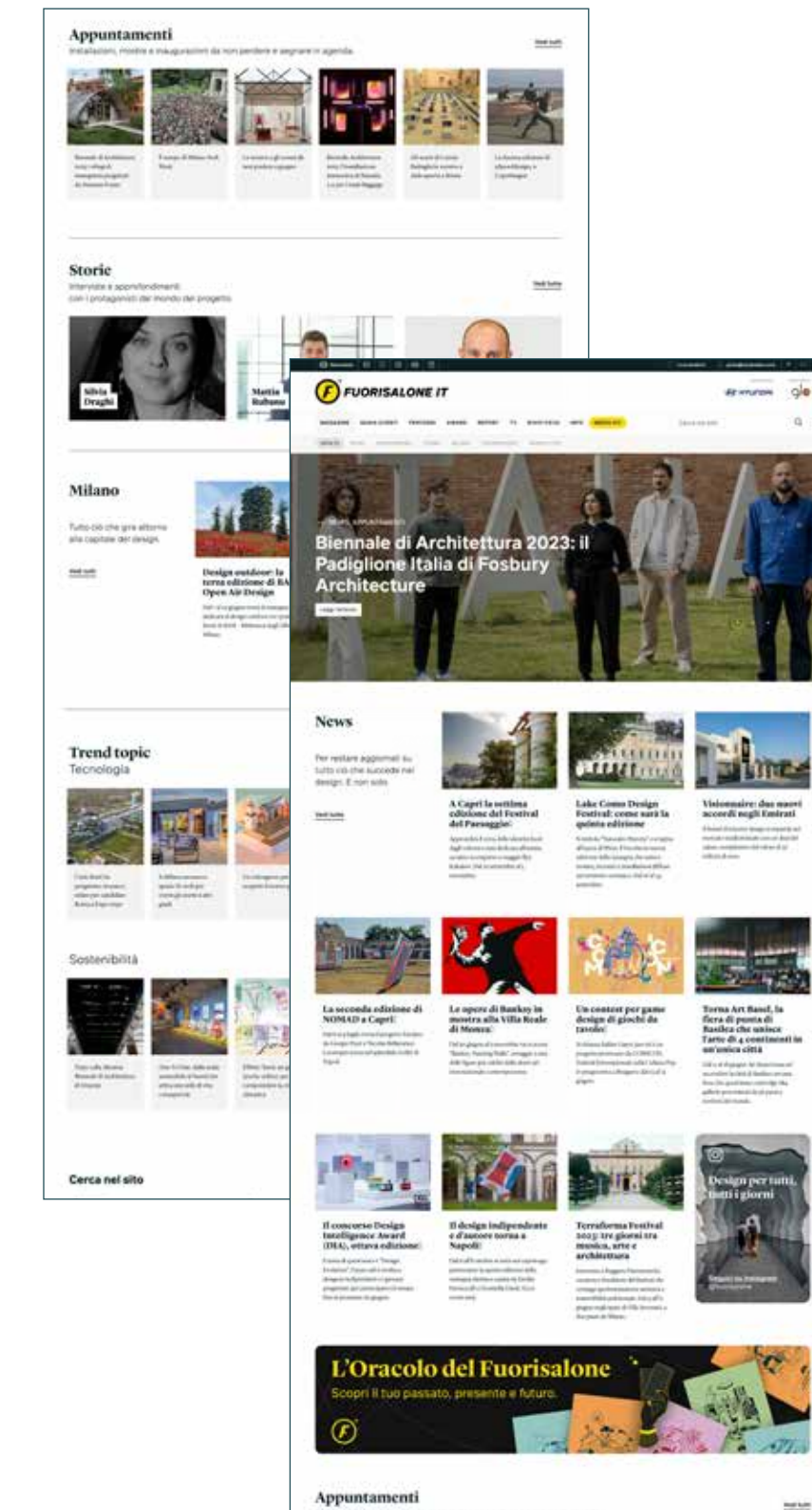


### b) Magazine

Before and during Design Week there is the possibility to buy the publication in **Fuorisalone Magazine** (digital magazine) of:

- N. 1 editorial article + sharing on Facebook and LinkedIn

Price:  
**1.200 € + vat**





# Additional tools for Design Week (February - April 2025)

## For extra visibility during Design Week

### c) Newsletter DayByDay

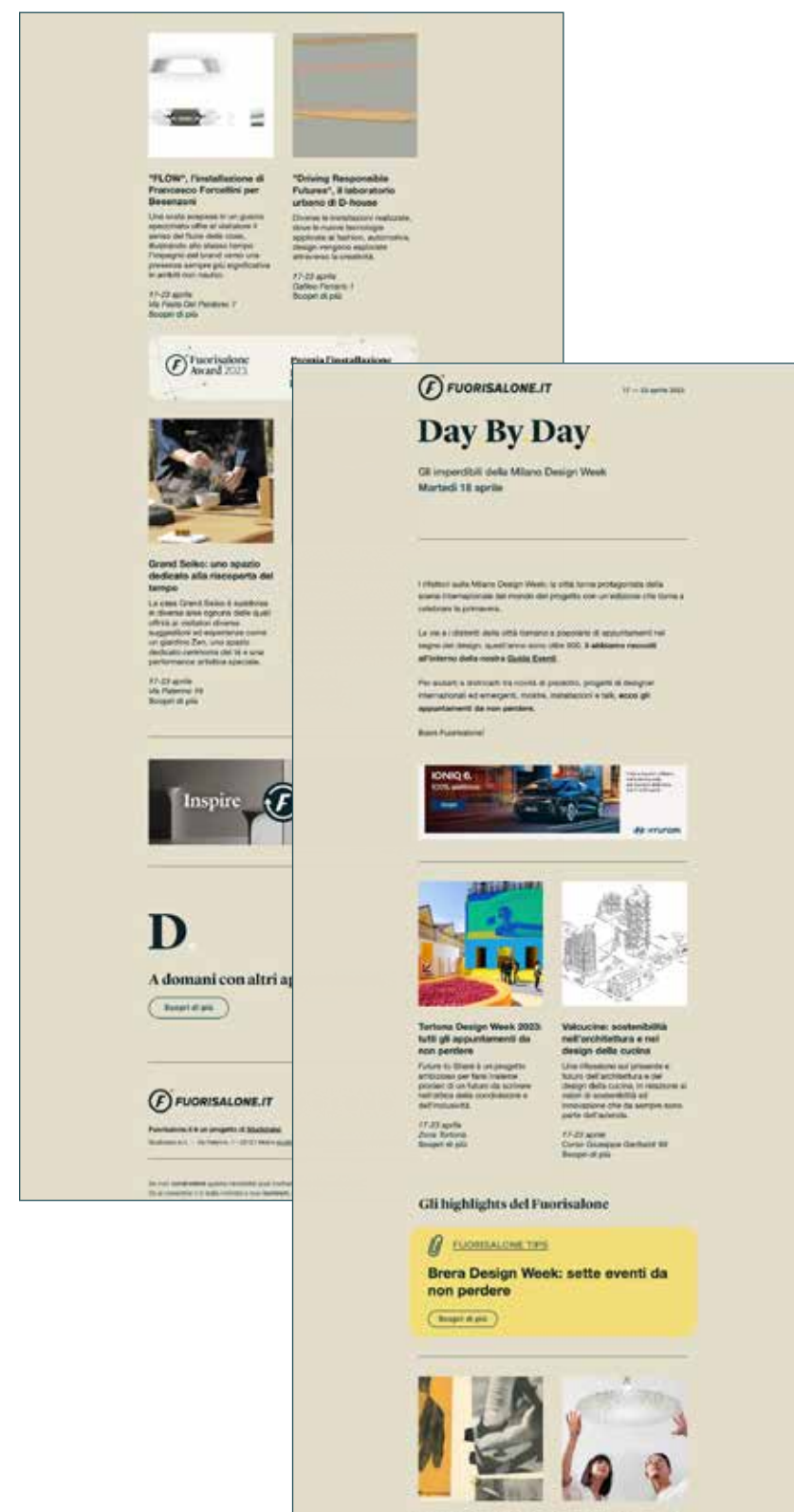
The **DayByDay** newsletter is published on the occasion of Design Week and has 7 issues (from Sunday 6 April to Saturday 12 April) and gives you the opportunity to get:

- **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: **1.500 € + 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 related to the Design Week period have to be booked in the period before or after Design Week

#### Sold out activities

Price: **2.500 € + vat**





# Additional tools for Design Week (February - April 2025)

For extra visibility during Design Week

## e) Newsletter *'Indispensabile'*

The newsletter **'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 'Indispensabile'** with a content on Fuorisalone.it dedicated to the customer.

There are a total of 2 boxes (big type) in the Fuorisalone Preview section per newsletter issue

**Sold out activities**

Price: **1.500 € + vat**

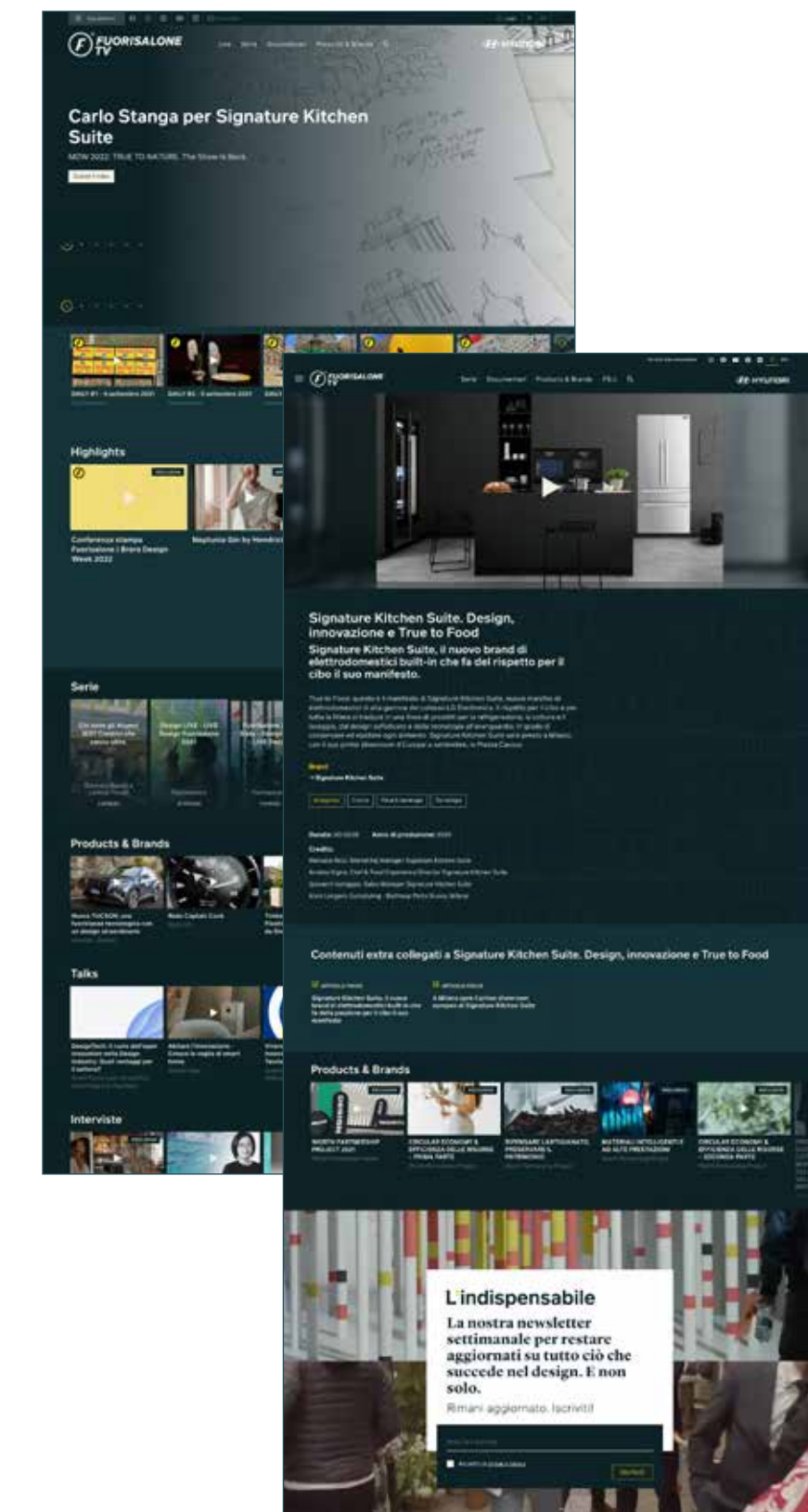


## f) Fuorisalone TV

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 Digital
Event mention	●	
Reporting the event		●
Pin on digital map	●	●
BASIC event page		●
FOCUS event page		
Brand and designer pages		●
	<b>0€</b>	<b>1.200€</b>

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

Extra activities for the Design Week  
period of use February - April 2025

	Sold out		Sold out			
	Newsletter DayByDay	Dedicated Newsletter	Newslter l'Indispensabile	Fuorisalone TV	Social Media	Magazine Online
Dedicated 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						●
	<b>1.500€</b>	<b>2.500€</b>	<b>1.500€</b>	<b>300€</b>	<b>unit costs</b>	<b>1.200 €</b>

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

\* 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



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