

Fuorisalone.it Design Guide

Milan Design Week 2026 dedicated communication and promotion formats

-

Fuorisalone / 20 – 26 April 2026

Be the Project

Leading change through vision and responsibility

Fuorisalone.it theme 2026

“Be the Project” is the theme chosen for Fuorisalone 2026

— an expression that embraces two profound meanings.

On one hand, the human being is seen as an active agent of change, a bearer of vision, desire, and responsibility; on the other, the project — and the act of designing—is understood as a continuously evolving process, capable of shaping and redefining the relationships between people, objects, and the environment.

The theme “Be the Project” is also an invitation to recognize oneself in the process of becoming. Not as a finished form, but as a process that listens. Not as a static identity, but one in transformation. **Design is not only what we build. It is what builds us — through time, through our bodies, and through our relationships with the world. Today, this world includes new intelligences — not just human, but artificial, distributed, and non-linear.** Artificial intelligence is not an alternative, but an otherness. A presence that makes us question ourselves, amplifies us, and challenges us. “Be the Project” also means

inhabiting this relationship — with learning machines, with co-creating algorithms, with systems that defy our established categories of thought. To design is not only to create, it is to enter into relation with what we do not fully understand. With what thinks differently from us. With what has no voice, yet processes.

In a historical moment where everything is changing rapidly, Fuorisalone 2026 invites us to rediscover the project as a profound and responsible experience. A return to design thinking and action, to reaffirm design as a form of knowledge capable of telling stories of minds, cultures, and materials. And of imagining a more sustainable, inclusive, and conscious future.

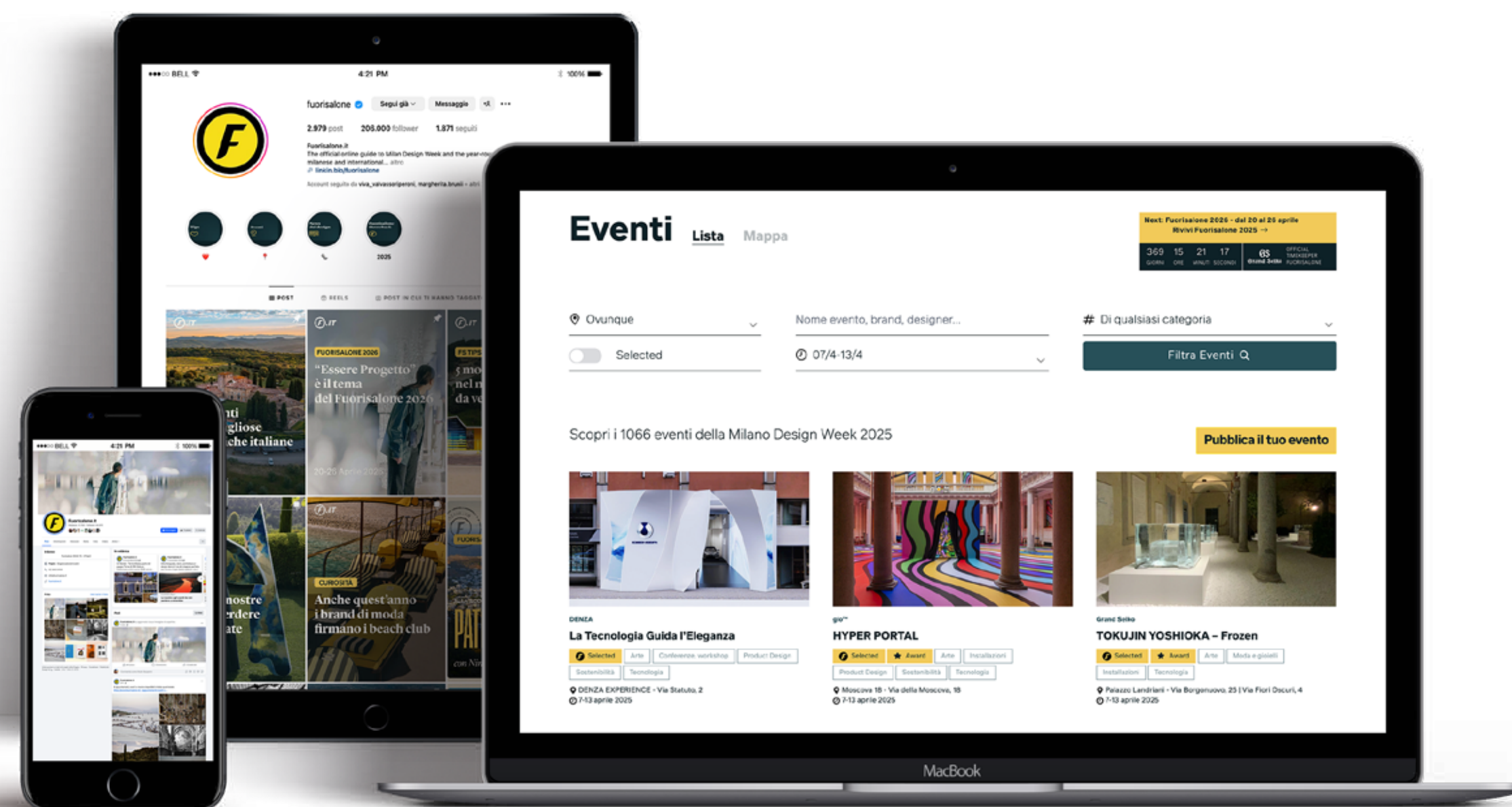
“Be the project” is thus a way of being and acting: a conscious commitment that becomes a living narrative of hands, materials, and stories that intertwine and shape our relationship with the world.

Find out more on www.fuorisalone.it

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 2026

- **Free** / 0€
- **Base** / 1.800€ + vat
- **Plus** / 2.800€ + vat
- **Premium** / 4.500€ + 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, starting in late January and early February 2026.



Register > Access > Upload the event

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



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*

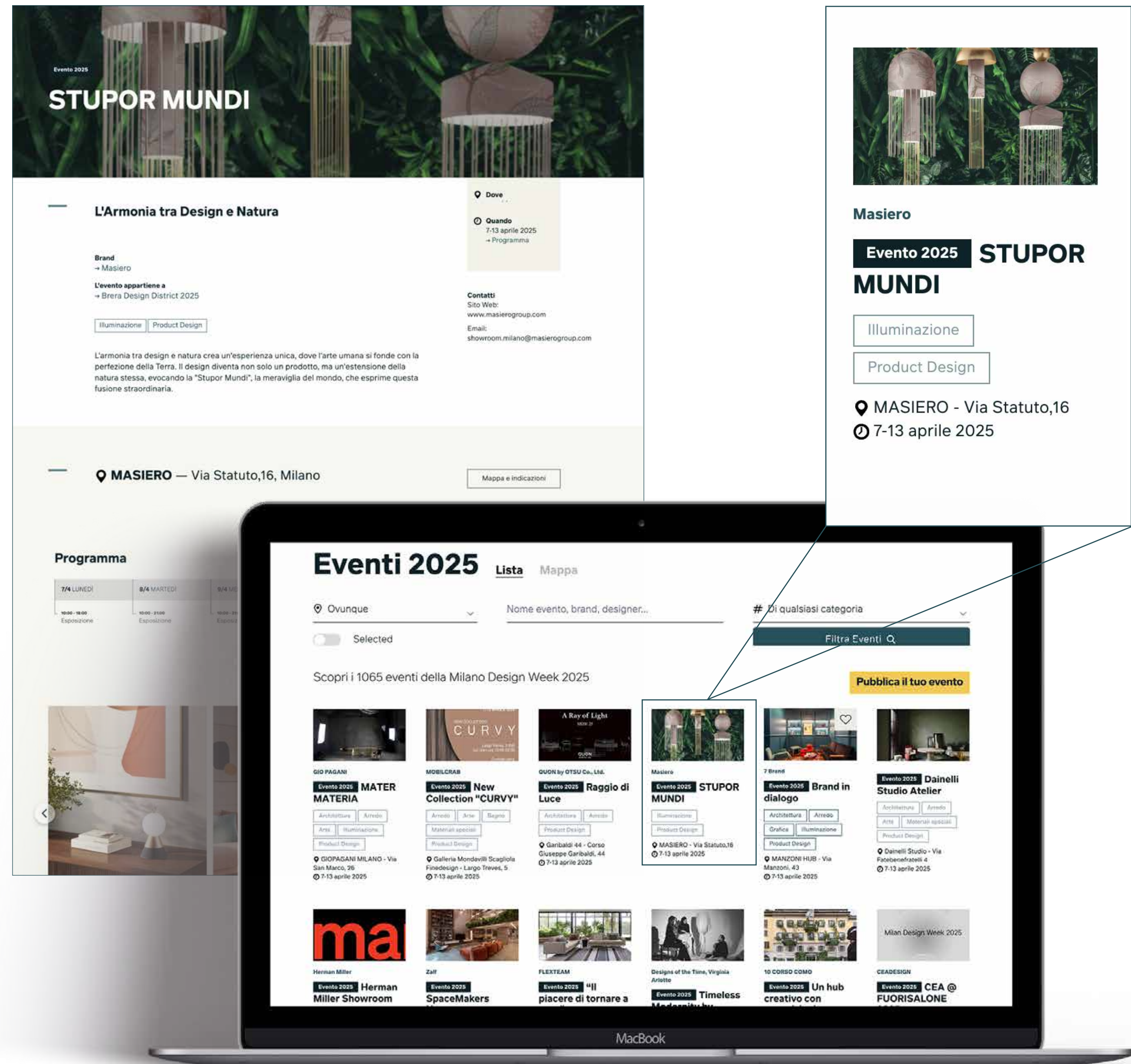
Communication:

- Mention of the brand or project name within the digital press release shared in the press kit during the press conference and in subsequent updates, subject to contract signature by 16 February.

Please note

*Sharing will be done by the editors in the period between 30 March and 12 April 2026, the date of publication is at the discretion of the editors.

Price: **1.800 € + vat**



Event page with BASE visibility in the Event Guide

Format Plus

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**

Communication:

- Mention of the brand or project name within the digital press release shared in the press kit during the press conference and in subsequent updates, subject to contract signature by 16 February.

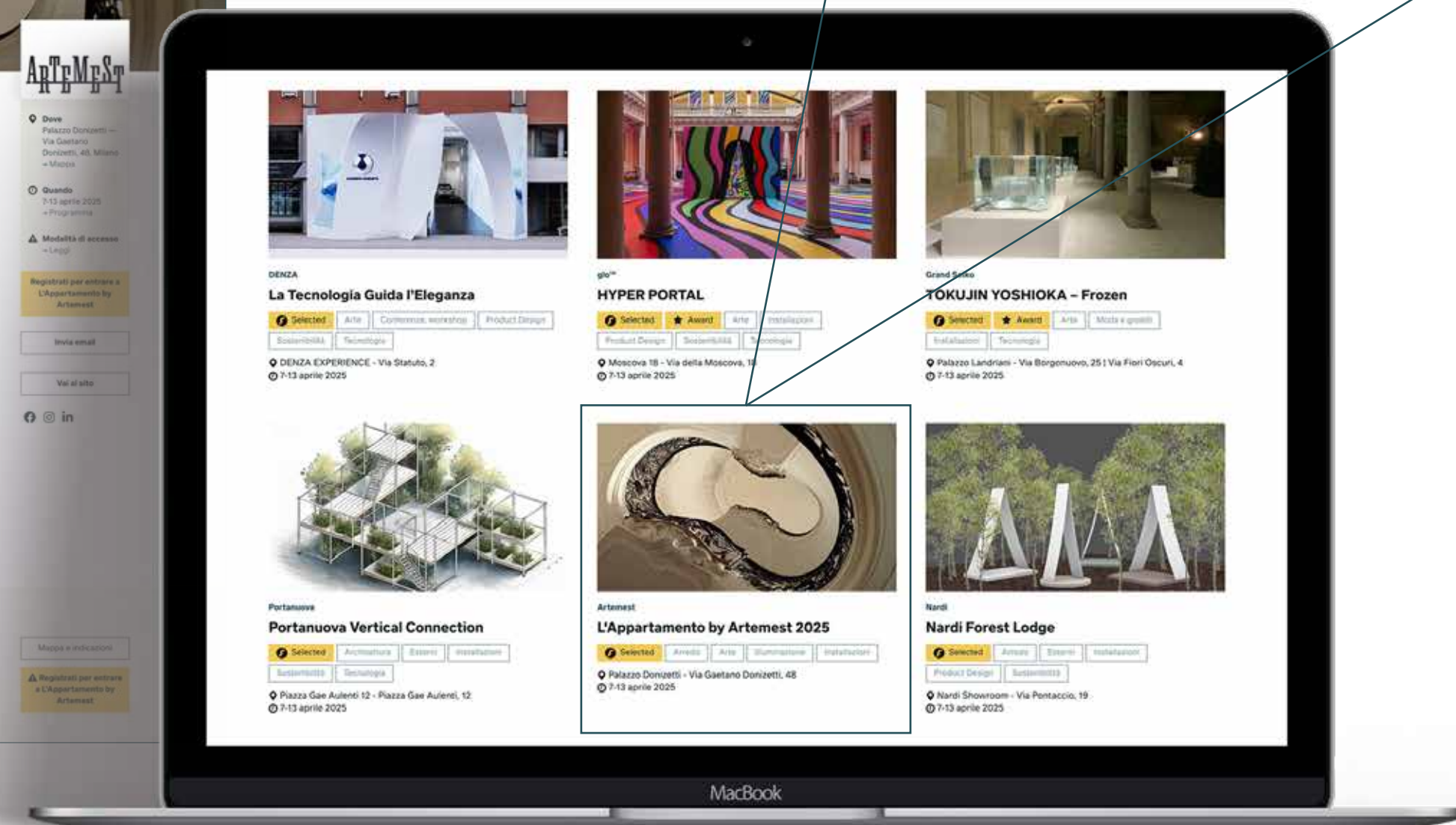
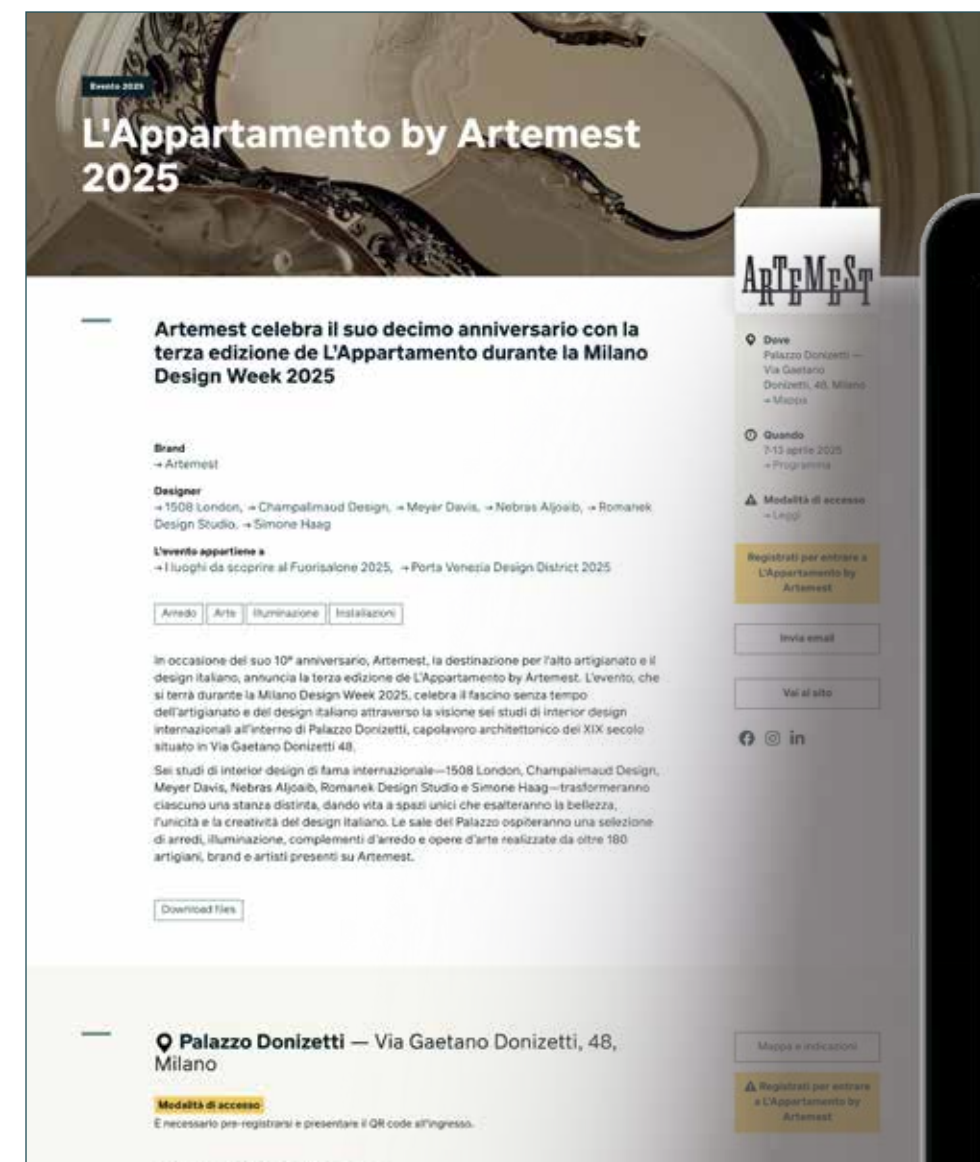
Price: **2.800 € + vat**



Please note

* If Instagram is chosen as the channel, the post can be published between 16 March and 12 April (not during Design Week). | If Facebook or LinkedIn is chosen, there are no date restrictions for publication.

** The social media sharing will take place between 16 March and 19 April, managed exclusively by the editorial team and based on the article's publication date, which must also fall within the same period.



Event page with FOCUS visibility in the Event Guide

Torna per la terza edizione l'imperdibile Appartamento di Artemest

— 02 APRILE 2025



Artemest celebra il suo decimo anniversario con L'Appartamento by Artemest: un viaggio nel mondo dell'alto artigianato e del design italiano all'interno dello splendido Palazzo Donizetti

Artemest, la destinazione che offre accesso a oltre 1000 artigiani e aziende italiane, torna protagonista della Milano Design Week con la terza edizione di **L'Appartamento by Artemest**, una celebrazione del talento dei migliori artigiani attraverso la visione creativa di sei rinomati studi di interior design

Dopo il successo delle passate edizioni, l'evento si riconferma ancora una volta come un appuntamento imperdibile. In questo anno così speciale per Artemest che segna il suo decimo anniversario, L'Appartamento by Artemest prenderà vita nelle eleganti sale di Palazzo Donizetti, autentico gioiello architettonico di **Via Gaetano Donizetti 48**.



© Artemest

Fuorisalone.it

2 aprile · 🌐

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Per celebrare il decimo anniversario di [Artemest](#), torna la terza edizione de "L'Appartamento by Artemest", quest'anno ospitato nelle sale di Palazzo Donizetti. Sei studi di interior design reinterpretano il fascino storico del palazzo attraverso arredi e opere di oltre 180 artigiani.

Scopri di più:



FUORISALONE.IT

Torna per la terza edizione l'imperdibile Appartamento di Artemest

Artemest celebra il suo decimo anniversario con L'Appartamento by Artemest: un viaggio nel ...

10

Condivisioni: 1



fuorisalone · Segui già

Mina · Mi sei scoppiato dentro il cuore

...

fuorisalone · 16 sett

Torna l'imperdibile L'Appartamento by Artemest! Dopo il successo delle scorse edizioni [@artemest](#) celebra il suo 10° anniversario con la terza edizione all'interno del magnifico Palazzo Donizetti, capolavoro architettonico del XIX secolo in Via Gaetano Donizetti 48. Sei rinomati studi di design — [@simonehaag](#) ; [@nebrasaljoaib](#) ; [@meyerdavis](#) ; [@brigetteromanek](#) ; [@1508london](#) ; — trasformeranno il palazzo, dando vita a una nuova celebrazione dell'eccellenza del design italiano. Sei studi di interior design reinterpretano il fascino storico del palazzo attraverso arredi e opere di oltre 180 artigiani. L'Appartamento by Artemest è un viaggio nel mondo dell'alto artigianato e del design italiano all'interno dello splendido Palazzo Donizetti.

Piace a there

30 marzo

Aggiungi un co

Fuorisalone.it

8.427 follower

3 mesi

...

Per celebrare il decimo anniversario di [Artemest](#), torna la terza edizione de "L'Appartamento by Artemest", quest'anno ospitato nelle sale di Palazzo Donizetti. Sei studi di interior design reinterpretano il fascino storico del palazzo attraverso arredi e opere di oltre 180 artigiani.

Scopri di più: <https://lnkd.in/dwPs7dgg>



Torna per la terza edizione l'imperdibile Appartamento di Artemest

fuorisalone.it

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) a reshared post on Fuorisalone.it's Facebook and LinkedIn – publication date at the discretion of the editorial team based on receipt of materials
 - 2) a “Fuorisalone Preview” box within the *L'Indispensabile* newsletter and related Instagram story**

Price: **4.500 € + vat**

Newsletter DayByDay (daily during Design Week):

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

Communication:

- Mention of the brand or project name within the digital press release shared in the press kit during the press conference and in subsequent updates, subject to contract signature by 16 February.

Please note

*Possible combinations:

A) 2 posts on Instagram

- **Option A:**
2 feed posts — one during Design Week (between 6 and 26 April) and one outside the Design Week period (before 6 April or after 26 April)
- **Option B:**
1 feed post (between 16 March and 26 April) + 1 Story with images/videos produced by our creators (to be published between 20 and 23 April at the editorial team's discretion) — or provided by the client (can be published on any date chosen by the client, up to 26 April)

B) 1 post on Instagram + 1 on Facebook or LinkedIn

Instagram: feed post (between 16 March and 26 April)
Facebook/LinkedIn: no restrictions on publication dates

**Newsletter send-out dates can be chosen from: 27 March, 3 April, 10 April, 17 April. Each date will include a maximum of 8 shared articles. The selection of the date depends on availability at the time of booking.

***Content sharing for direct promotion within the day-by-day newsletter, to be chosen from the following dates: Sunday 19 April, Monday 20 April, Tuesday 21 April, Wednesday 22 April, Thursday 23 April, Friday 24 April, Saturday 25 April. Each date will include a maximum of 8 shared articles. The selection of the date depends on availability at the time of booking.

Evento 2025

TOKUJIN YOSHIOKA – Frozen

Brand

→ Grand Seiko

Designer

→ Tokujin Yoshioka

L'evento appartiene a

→ Brera Design District 2025, → Fuorisalone Award 2025, → Fuorisalone Award 2025: Menzione Comunicazione

Arte Installazioni Moda e gioielli Tecnologia

Special Mention Fuorisalone Award

★ Comunicazione

Quest'anno, Grand Seiko è lieto di presentare **"TOKUJIN YOSHIOKA - Frozen"**, uno straordinario progetto in collaborazione con *Tokujin Yoshioka*, uno dei più rinomati artisti giapponesi.

Per questo progetto, Tokujin Yoshioka si è concentrato sul concetto di **"acqua"**, creando un'opera in cui una scultura luminosa trasparente si trasforma con il passare del tempo.

I visitatori avranno l'opportunità di scoprire l'opera di Tokujin Yoshioka, **"Aqua Chair,"** insieme alle **creazioni Spring Drive** di Grand Seiko, che catturano magistralmente il naturale scorrere del tempo attraverso il movimento fluido della lancetta dei secondi.

Dove

Milano

→ Mappa

Quando

7-13 aprile 2025

→ Programma

Contatti

Sito Web:

www.grandseikoboutique.eu/it/content/139-official-timekeeper-fuorisalone-and-brera-design-district

Grand Seiko

Evento 2025


TOKUJIN YOSHIOKA – Frozen

Selected Award Arte Moda e gioielli

Installazioni Tecnologia

Palazzo Landriani - Via Borgonuovo, 25 | Via Fiori Oscuri, 4


7-13 aprile 2025



Palazzo Landriani — Via Borgonuovo, 25 | Via Fiori Oscuri, 4, Milano

Programma

7/4 LUNEDÌ	8/4 MARTEDÌ	9/4 MERCOLEDÌ	10/4 GIOVEDÌ	11/4 VENERDÌ
16:00 - 20:30 Press preview Info & info	10:00 - 21:00 Esposizione	10:00 - 21:00 Esposizione	10:00 - 21:00 Esposizione	10:00 - 21:00 Esposizione



DENZA

La Tecnologia Guida l'Eleganza

Selected Arte Conference, workshop Product Design

Sostenibilità Tecnologia

DENZA EXPERIENCE - Via Statuto, 2

7-13 aprile 2025

glg™

HYPER PORTAL

Selected Award Arte Installazioni

Product Design Sostenibilità Tecnologia

Moscona 18 - Via della Moscova, 18

7-13 aprile 2025

Grand Seiko

TOKUJIN YOSHIOKA – Frozen

Selected Award Arte Moda e gioielli

Installazioni Tecnologia

Palazzo Landriani - Via Borgonuovo, 25 | Via Fiori Oscuri, 4

7-13 aprile 2025

Portanovra

Portanuova Vertical Connection

Selected Architettura Esterni Installazioni

Sostenibilità Tecnologia

Piazza Gae Aulenti 12 - Piazza Gae Aulenti, 12

7-13 aprile 2025

Artemest

L'Appartamento by Artemest 2025

Selected Arredato Arte Illuminazione Installazioni

Product Design Sostenibilità

Palazzo Donizetti - Via Gaetano Donizetti, 48

7-13 aprile 2025

Nardi

Nardi Forest Lodge

Selected Arredato Esterni Installazioni


Product Design Sostenibilità

Nardi Showroom - Via Pontaccio, 19

7-13 aprile 2025


Event page with FOCUS visibility in the Event Guide

Grand Seiko e Tokujin Yoshioka: un incontro tra tempo, natura e design



"TOKUJIN YOSHIOKA - Frozen", da visitare durante il Fuorisalone, è un progetto poetico in cui una scultura luminosa trasparente si trasforma con il passare del tempo

Grand Seiko celebra la spiritualità giapponese del tempo attraverso la sua filosofia "The Nature of Time", ispirata alla natura e plasmata dall'abilità di artigiani conosciuti come *talami*. Alla Milano Design Week di quest'anno, il brand presenta un progetto straordinario in collaborazione con Tokujin Yoshioka, uno dei designer più rinomati del Giappone, intitolato **"TOKUJIN YOSHIOKA - Frozen"**.



Fortemente attratto dal dinamismo e dall'energia che animano la natura, nelle sue creazioni Tokujin Yoshioka infonde sempre suggestioni naturali. Per questo progetto, Tokujin Yoshioka si è concentrato sul concetto di **"acqua"**, creando un'opera in cui una scultura luminosa trasparente si trasforma con il passare del tempo. I visitatori del Fuorisalone avranno quindi l'opportunità di scoprire l'installazione e l'opera d'arte **"Aqua Chair"**.

Frutto di anni di sperimentazione e di un lavoro di progettazione senza precedenti, nell'opera **"Aqua Chair"** l'acqua cristallizzata forma una scultura trasparente. La solida forma muta per effetto della luce e del vento fino a scomparire, come un fenomeno naturale. L'installazione trasmette il messaggio che la Terra è un pianeta d'acqua, una risorsa indispensabile per l'uomo e gli altri organismi viventi.

Article in online Magazine and related social sharing

L'indispensabile

To stay updated on everything that happens in the design world - and not only.

This year's Fuorisalone 2025 will showcase a series of unmissable installations, including spaces sculpted entirely by light, elevated architectural structures, self-inspired mazes, interactive art and color projects, natural and sensory landscapes, and manifesto homes dedicated to environmental responsibility. These are just a few of the captivating experiences awaiting visitors.

We have delved into the Design Week of major fashion brands, who are increasingly taking center stage, mapping out events, talks, reissues, new home collections, and special projects that explore the fusion of fashion and design.


Regarding "Connected Worlds," blending elements of pop and surrealist art, glg presents an interactive installation where vibrant colors and invisible technologies guide the audience on a surprising sensory journey. Additionally, within the Brera Design District, amidst sophisticated design, powerful powertrains, and cutting-edge interiors, Denza sets new directions for the future of mobility, presenting an exhibition that combines high-tech materials with mirror effects to create an unforgettable visual impact.

FUORISALONE.IT

DESIGN GUIDE

Discover more

What we talked about



Grand Seiko and Tokujin Yoshioka: An Encounter of Time, Nature, and Design

"TOKUJIN YOSHIOKA - Frozen", to be explored during the Fuorisalone, is a poetic project where a transparent, luminous sculpture transforms over time.

Read the article

— 10

FUORISALONE 2026



DENZA
TECHNOLOGY DRIVES ELEGANCE



Cif Infinite House

Installazione dal concept 'Se è di design puoi pulirlo' realizzata con l'architetto Massimiliano Locatelli. Una Wunderkammer di suggestioni dall'archivio della Fondazione Castiglioni in un'alternanza di materiali a sottolineare la versatilità del detergente per superfici Cif Infinite+ Clean spray.

10-13 aprile
Corso Garibaldi, 77

[Scopri di più](#)



La Tecnologia dell'Eleganza

Interazione e innovazione per offrire al visitatore un'esperienza tangibile delle tecnologie all'avanguardia nascoste in un design raffinato e i materiali che contraddistinguono DENZA.

07-13 aprile
Via Statuto, 2

[Scopri di più](#)



TOKUJIN YOSHIOKA – Frozen

Quest'anno, Grand Seiko è lieto di presentare "TOKUJIN YOSHIOKA - Frozen", uno straordinario progetto in collaborazione con uno dei più rinomati artisti giapponesi. Per questo progetto, TokuJin Yoshioka si è concentrato sul concetto di "acqua," creando un'opera in cui una scultura luminosa trasparente si trasforma con il passare del tempo.



Google presenta Invisible Visible

L'azienda di tecnologia ha creato un'installazione immersiva al centro del potere dell'acqua, dare vita alle idee. Con la Chief Design Officer, e dal suo collaboratore con l'architetto dell'acqua Lachlan T...

F **FUORISALONE.IT**

7 - 13 aprile 2025

Day.By.Day.

Gli eventi imperdibili della Milano Design Week
Domenica 06 aprile

Siete pronti? Dopo tanta attesa finalmente **domani inizia il Fuorisalone**. Dal centro alle periferie, dai palazzi storici che da sempre si aprono agli eventi ai grandi brand dell'arredo fino alle nuove location, dove il design è più sperimentale e di ricerca. La Design Week trasforma ogni angolo di Milano in un palcoscenico per idee audaci, installazioni sorprendenti e progetti che anticipano il futuro. **Li abbiamo raccolti tutti nella nostra [Guida Eventi](#).**

Nel frattempo, scoprite i [Fuorisalone Tips](#): i nostri consigli per **trovare i percorsi più adatti** e pianificare al meglio la vostra Design Week senza perdere nulla di interessante ogni giorno.

Non vediamo l'ora di partire!

FUORISALONE TIPS

I luoghi da scoprire al Fuorisalone 2025

[Leggi l'articolo](#)

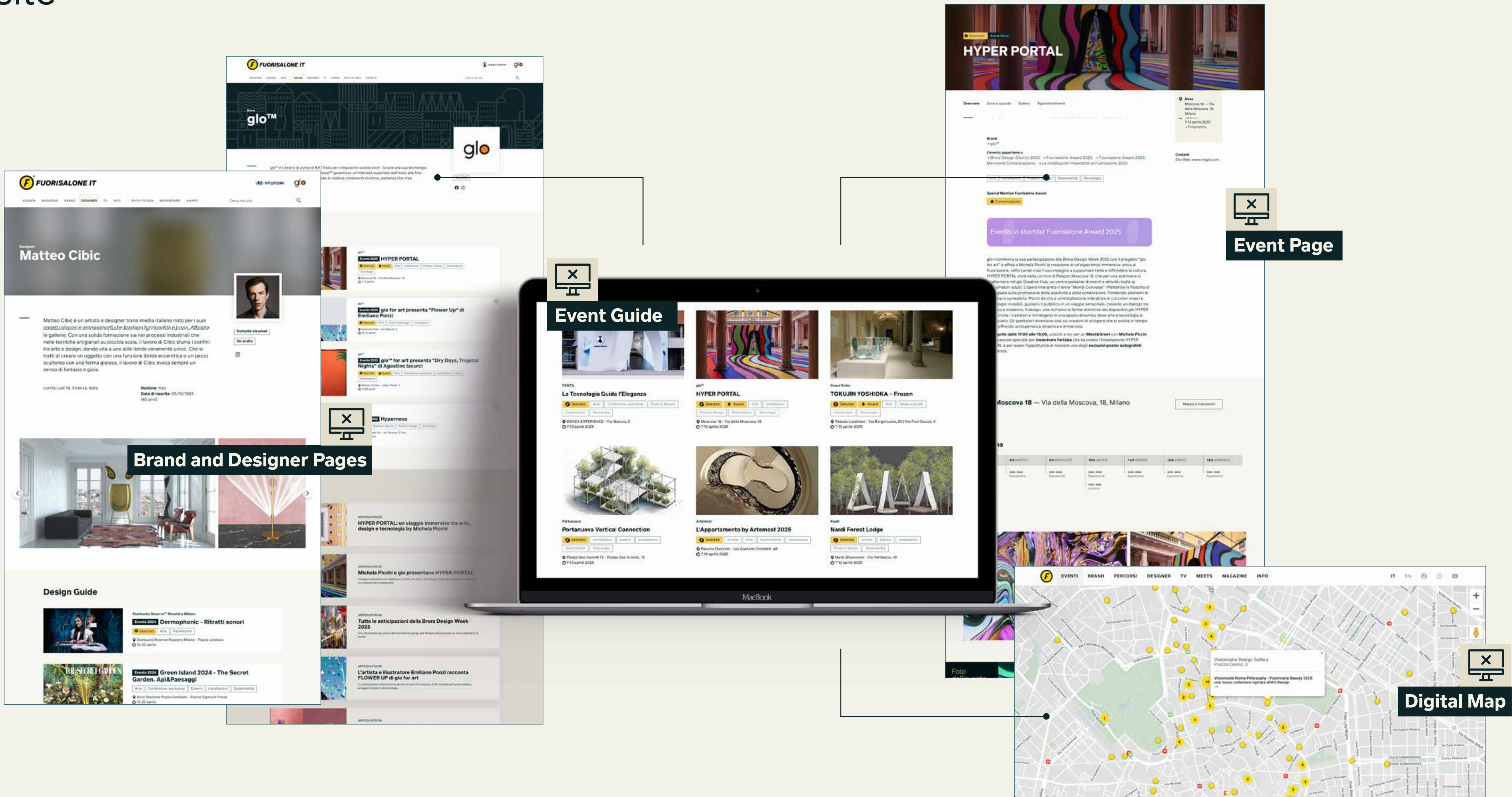
Masterly - The Dutch in Milano 2025

Una ricca compagine di rappresentanti del design olandese, sotto la guida della promotrice e curatrice Nicole Uniqlole, anche quest'anno torna a Milano per presentare il frutto del proprio lavoro alla Nona Edizione di Masterly - The Dutch in Milano.

Prima sceglie Toilettepaper per vestire Porta Venezia Design District

L'intervento artistico reinterpreterà gli spazi urbani a partire dai celebri Bastioni di Porta Venezia attraverso il linguaggio visivo riconoscibile e impattante degli iconici serpenti di Toilettepaper.

Platform Website




Additional tools for Design Week (February - April 2026)

For extra visibility during Design Week

a) Social media

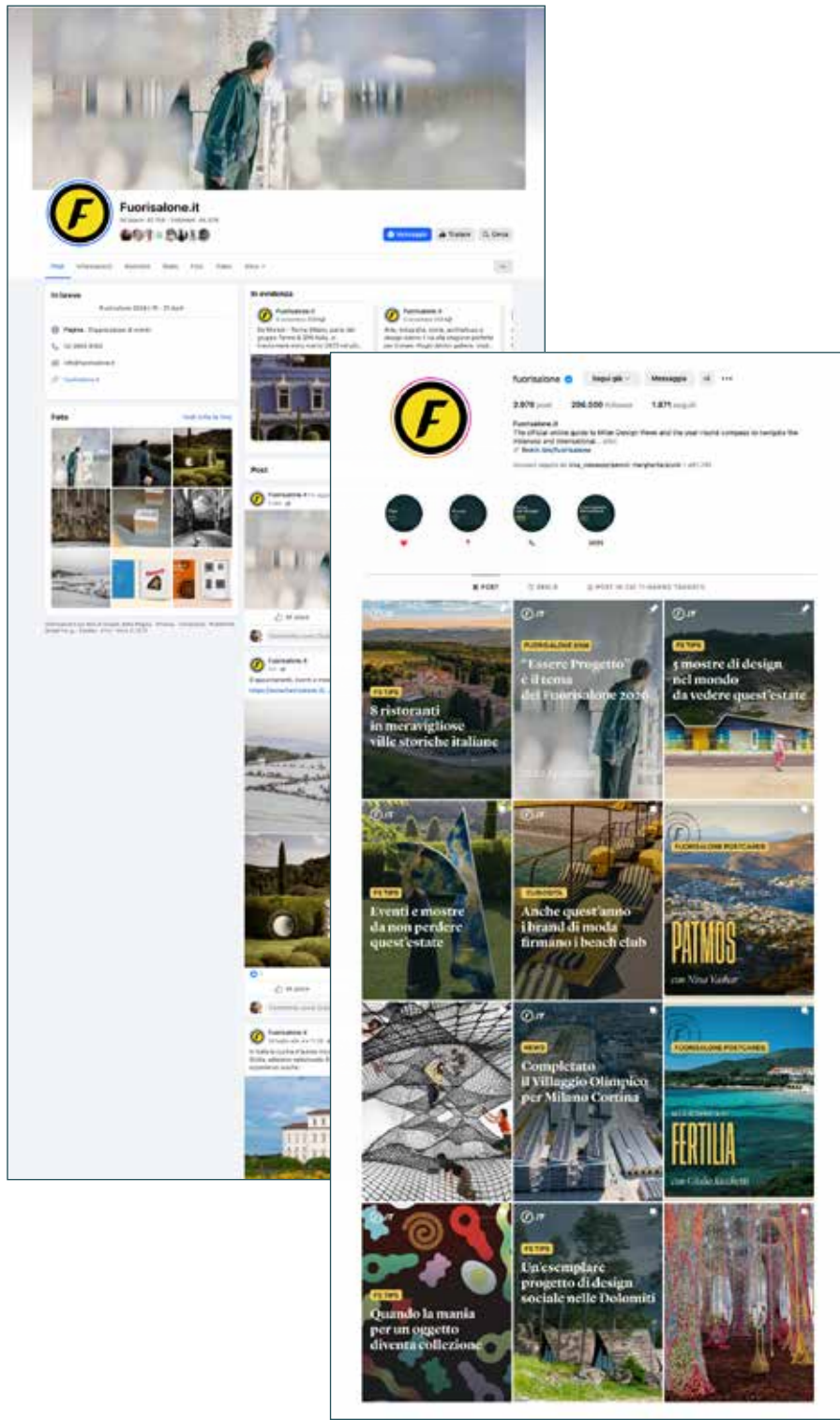
Additional posts dedicated to Design Week can be added. The channels include:

-  - 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

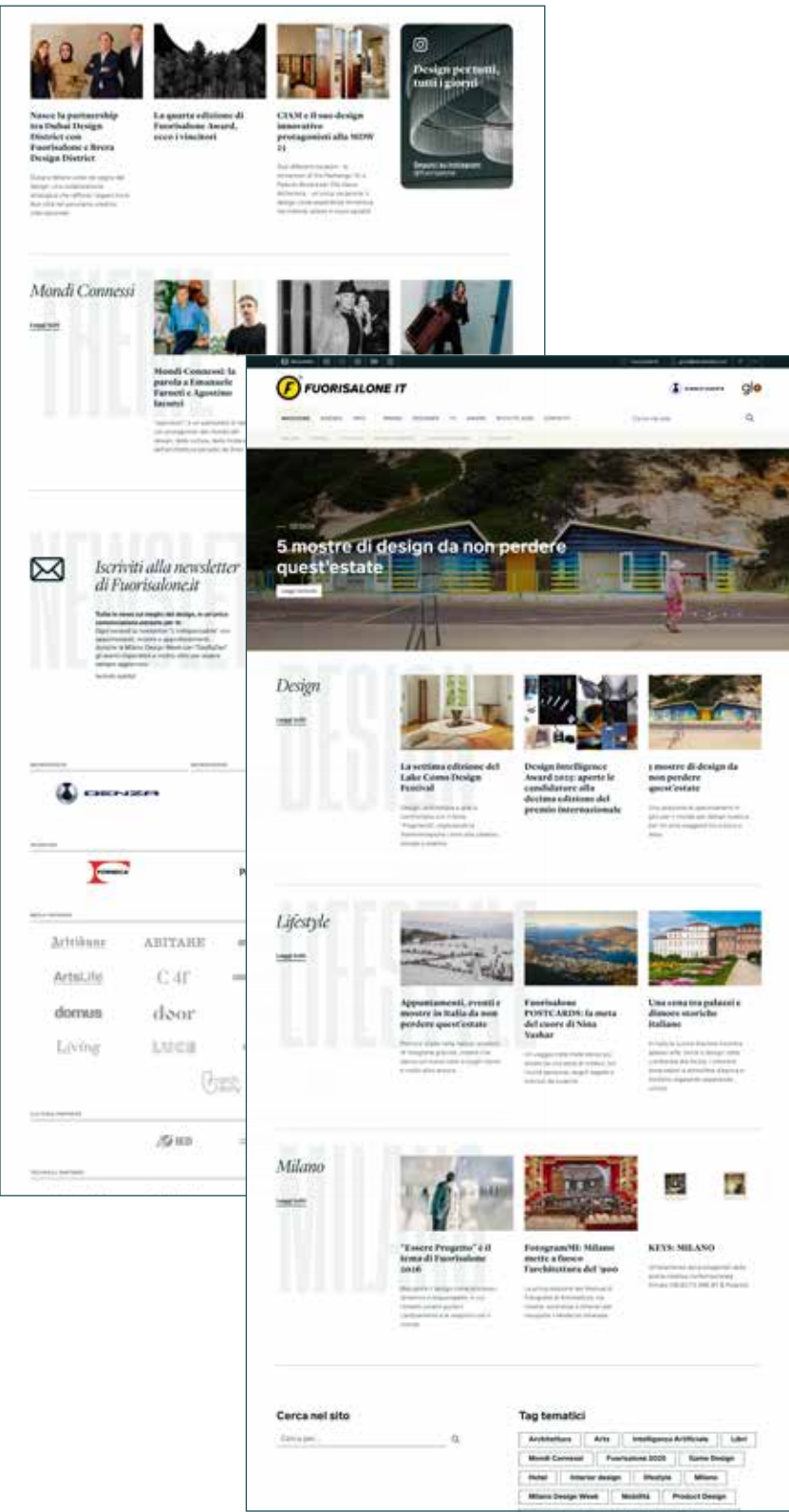


b) Magazine

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

- N. 1 editorial article + sharing in the newsletter *l'Indispensabile*
- N. 1 editorial article + sharing in the newsletter *l'Indispensabile* + sharing on Facebook and LinkedIn
- N. 1 editorial article + sharing in the newsletter *l'Indispensabile* + sharing on Facebook and LinkedIn + N. 1 IG post

Price:
1.800 € | 2.200 € | 2.500 € + vat



Additional tools for Design Week (February - April 2026)

For extra visibility during Design Week

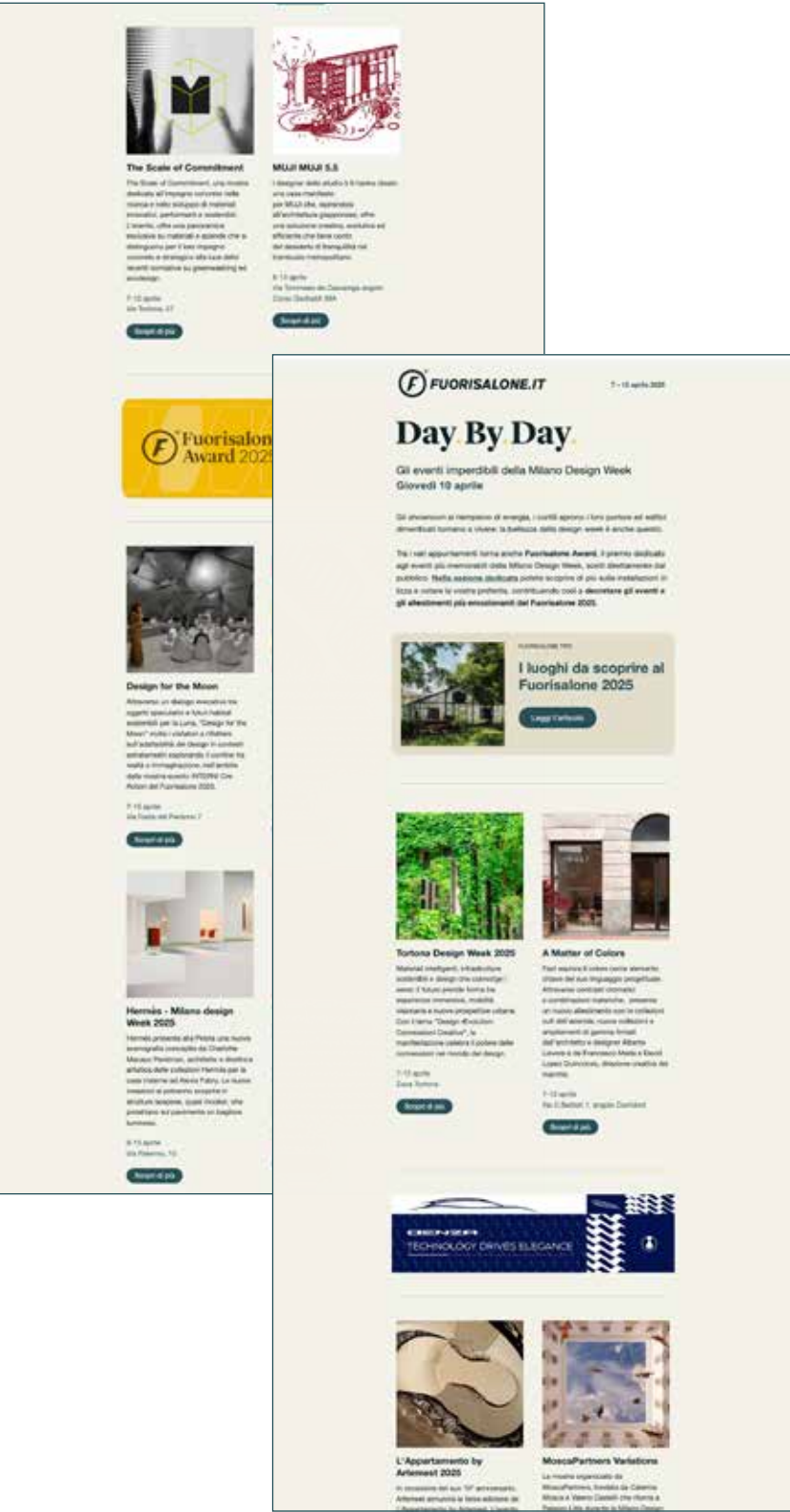
c) Newsletter DayByDay

The **DayByDay** newsletter is published on the occasion of Design Week and has 7 issues (from Sunday 19 April to Saturday 25 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

Price: **1.500 € + vat**



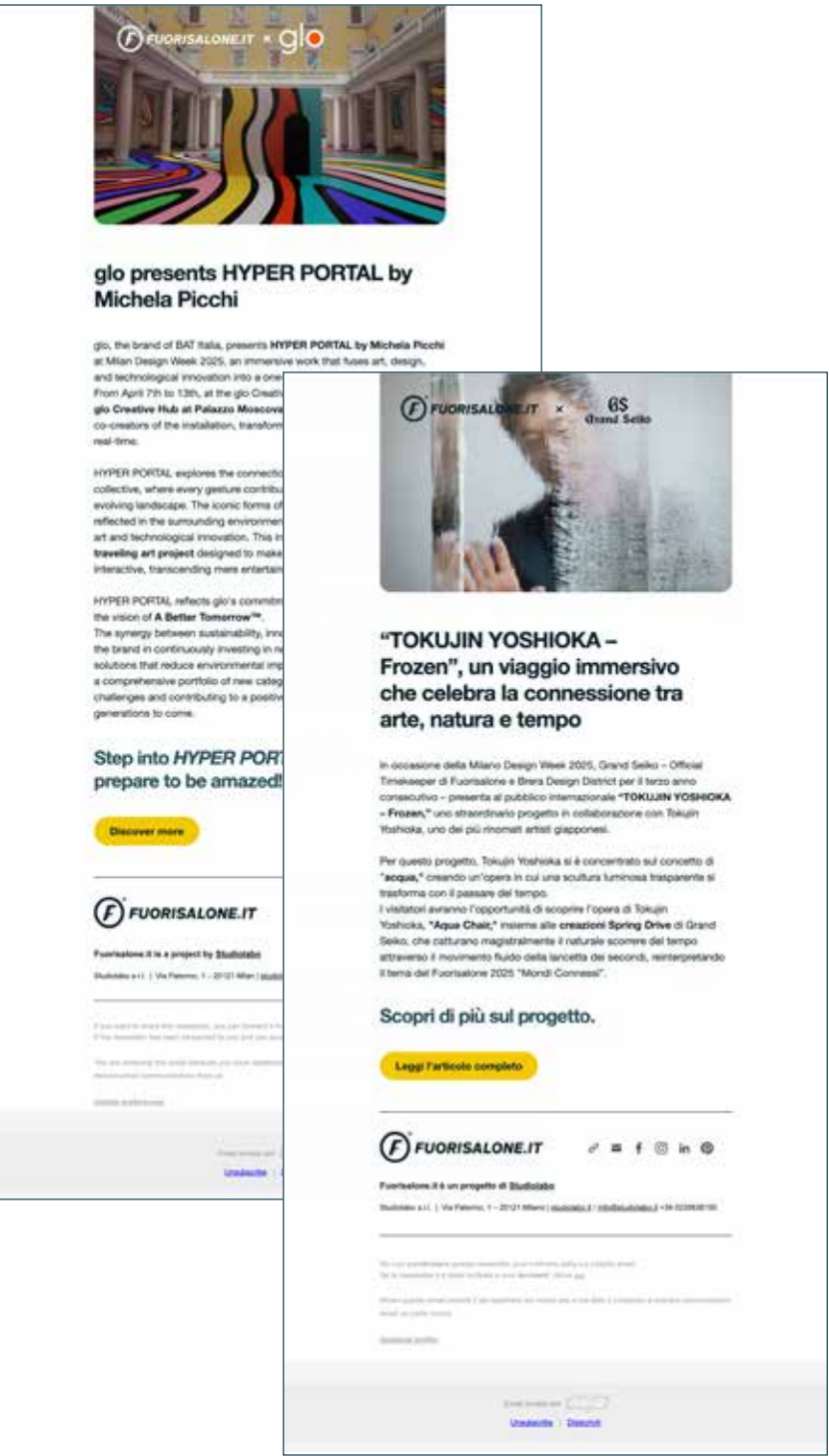
d) Dedicated Newsletter

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

Price: **2.500 € + vat**



Additional tools for Design Week (February - April 2026)

For extra visibility during Design Week

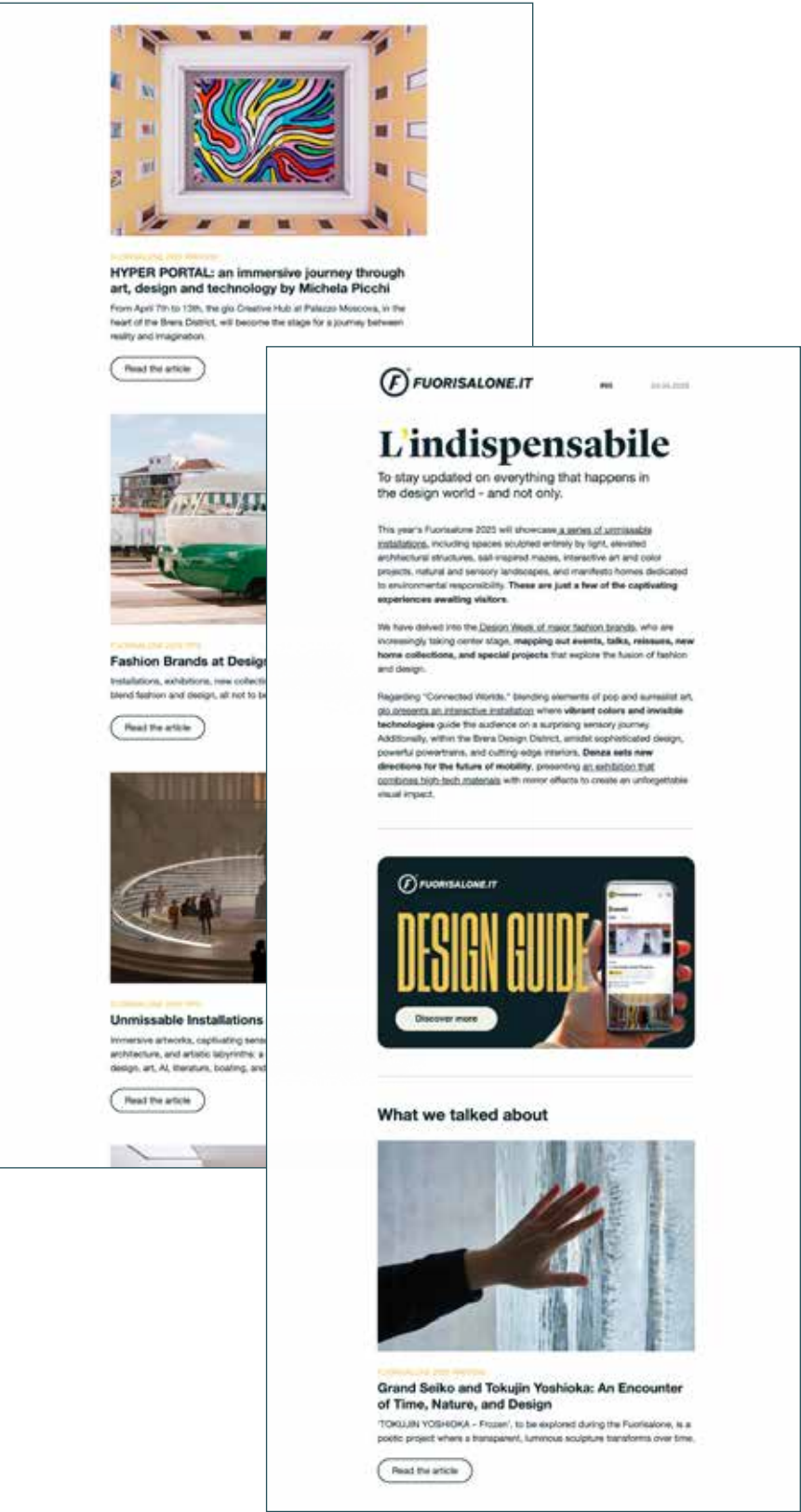
e) Newsletter l'Indispensabile

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 (big type) in the Fuorisalone Preview section per newsletter issue

Price: **1.500 € + vat**

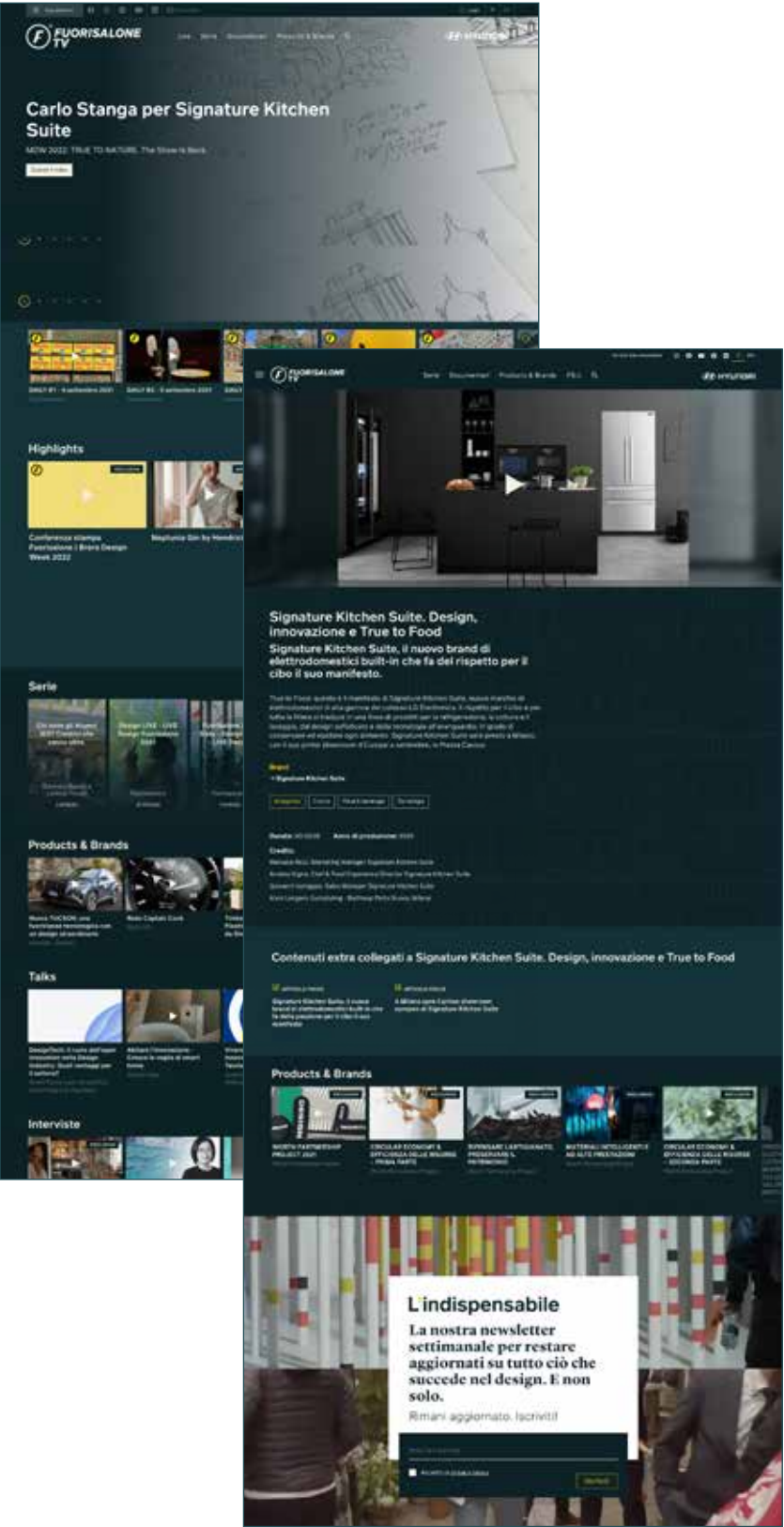


f) Fuorisalone TV

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 Base	Format Plus	Format Premium
Event Mention	●			
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€	1.800€	2.800€	4.500€

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 2026

	Newsletter DayByDay	Dedicated Newsletter	Newsltter 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						●
	1.500€	2.500€	1.500€	300€	unit costs	1.200 € 2.200 € 2.500 €

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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