

Fuorisalone.it Design Guide

Milan Design Week 2027 dedicated communication and promotion formats

-

Fuorisalone / 12 – 18 April 2027

Design in Relation

Fuorisalone.it theme 2027

“Design In Relation” is the theme chosen for Fuorisalone 2027. It is an invitation to view design not as an isolated gesture, but as a practice capable of bringing people, knowledge, cultures, materials, technologies, and territories into relation. Every project takes shape within a system of connections and, at the same time, helps to create new ones, redefining the way we live, inhabit, and interpret the world.

“Design In Relation” is also an invitation to move beyond the idea of the project as a finished object and to recognise it instead as an open process, shaped by listening, dialogue, and cross-pollination. Design emerges from the encounter between different perspectives and grows through exchange. Today, these interconnections are becoming increasingly complex: they span the physical and the digital, the local and the global, the human and the technological, giving rise to new forms of collaboration and new ways of imagining the future.

At a time marked by profound transformations, **Fuorisalone**

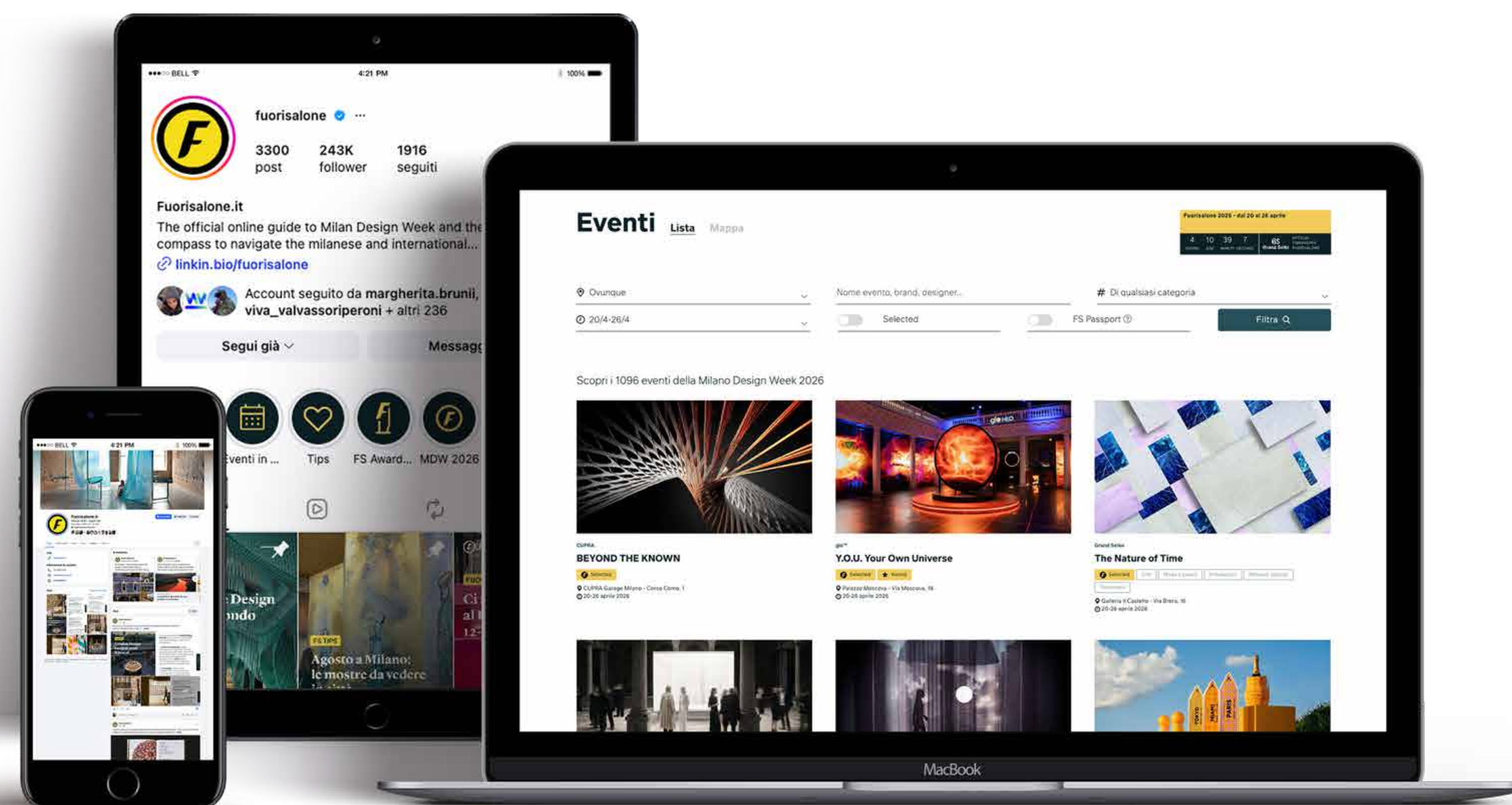
2027 presents relation as a key to interpreting the role of contemporary design. Designing today means engaging with open systems in which people, the environment, technologies, and cultures influence one another. Rather than providing definitive answers, design is called upon to create the conditions in which new connections, collaborations, and visions can emerge. “Design In Relation” is an invitation to designers, companies, institutions, and creative professionals to imagine the project as a shared space, where value arises from the encounter between different perspectives. **Because design does not shape objects alone, but also the ways in which we choose to live together.**

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 a communication plan to suit your needs and budget.

Formats Fuorisalone 2026

- **Free** / 0€
- **Base** / 2.000€ + vat
- **Plus** / 3.200€ + vat
- **Premium** / 4.900€ + vat

Extra tools

-  Newsletter
-  Magazine
-  Social media

Fuorisalone Passport

One registration, many events

Fuorisalone Passport is the service offered by Fuorisalone.it for the 2027 edition, designed to simplify public access to events through **a single QR code-based identification system**. The service extends to events throughout the city, **both within the Fuorisalone.it circuit and the Brera Design District**, and is already included, **at no additional cost**, in all available communication packages.

Thanks to a dedicated dashboard, Fuorisalone Passport serves as a strategic tool for exhibiting companies: it allows them to easily manage visitor flows, obtain statistics on their visitors, and compare their event's performance with the average of other participants.

The goal is **to standardize the access experience for the public**, avoiding multiple registrations and **offering exhibitors advanced reporting capabilities that highlight results**, visitor behavior, and positioning within Design Week.

Activation takes place through the reserved area; detailed instructions will be provided upon subscription to one of the communication plans.

Learn more at www.fuorisalonepassport.it

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 2027.



Register > Access > Upload the event

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

Evento 2026

MASTERLY
the Dutch in Milano
Stoksel Furniture
Design

Arredo

Arte

Product Design

📍

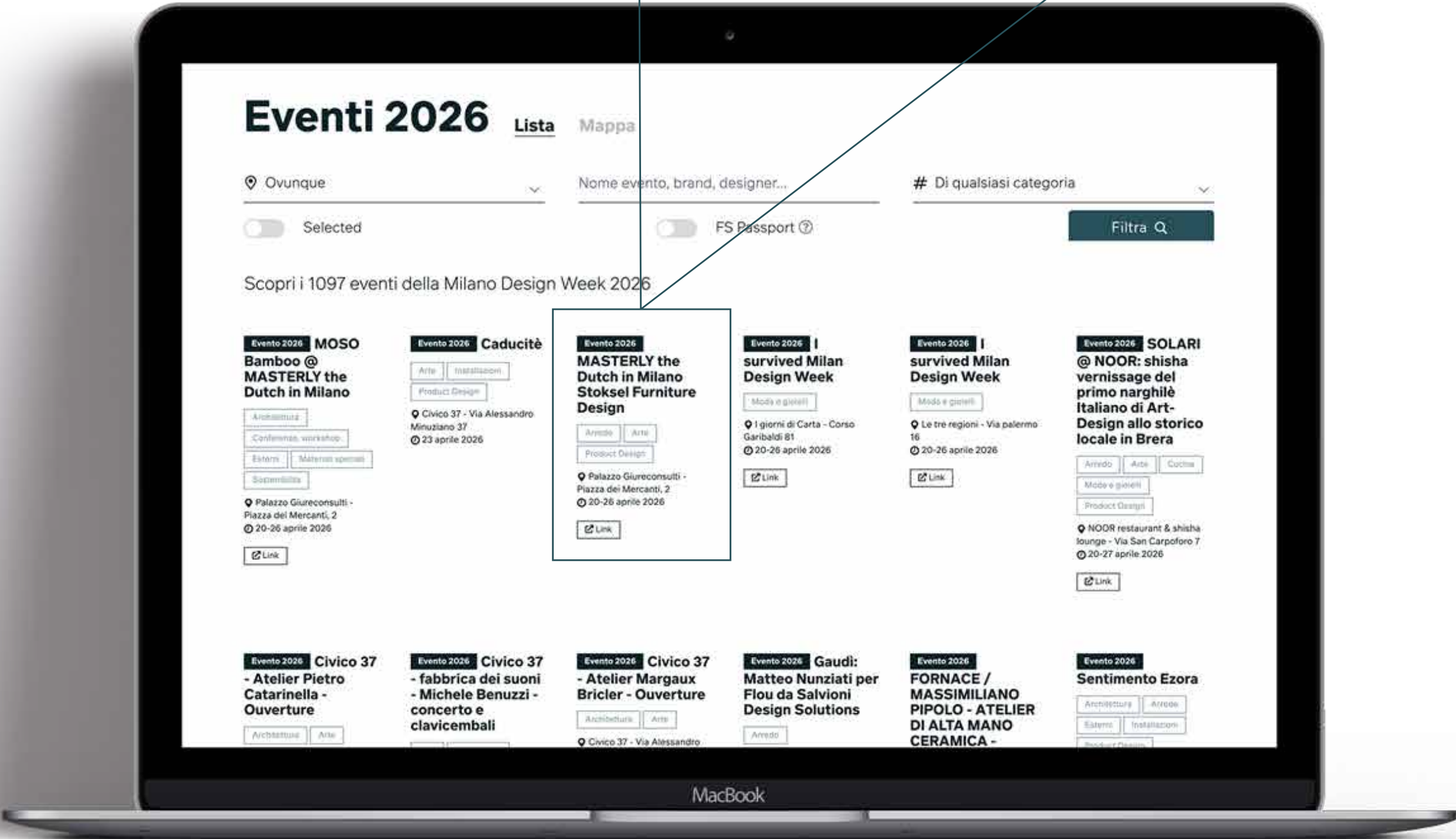
Palazzo Giureconsulti - Piazza dei
Mercanti, 2

📅

20-26 aprile 2026

🔗

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*

Communication:

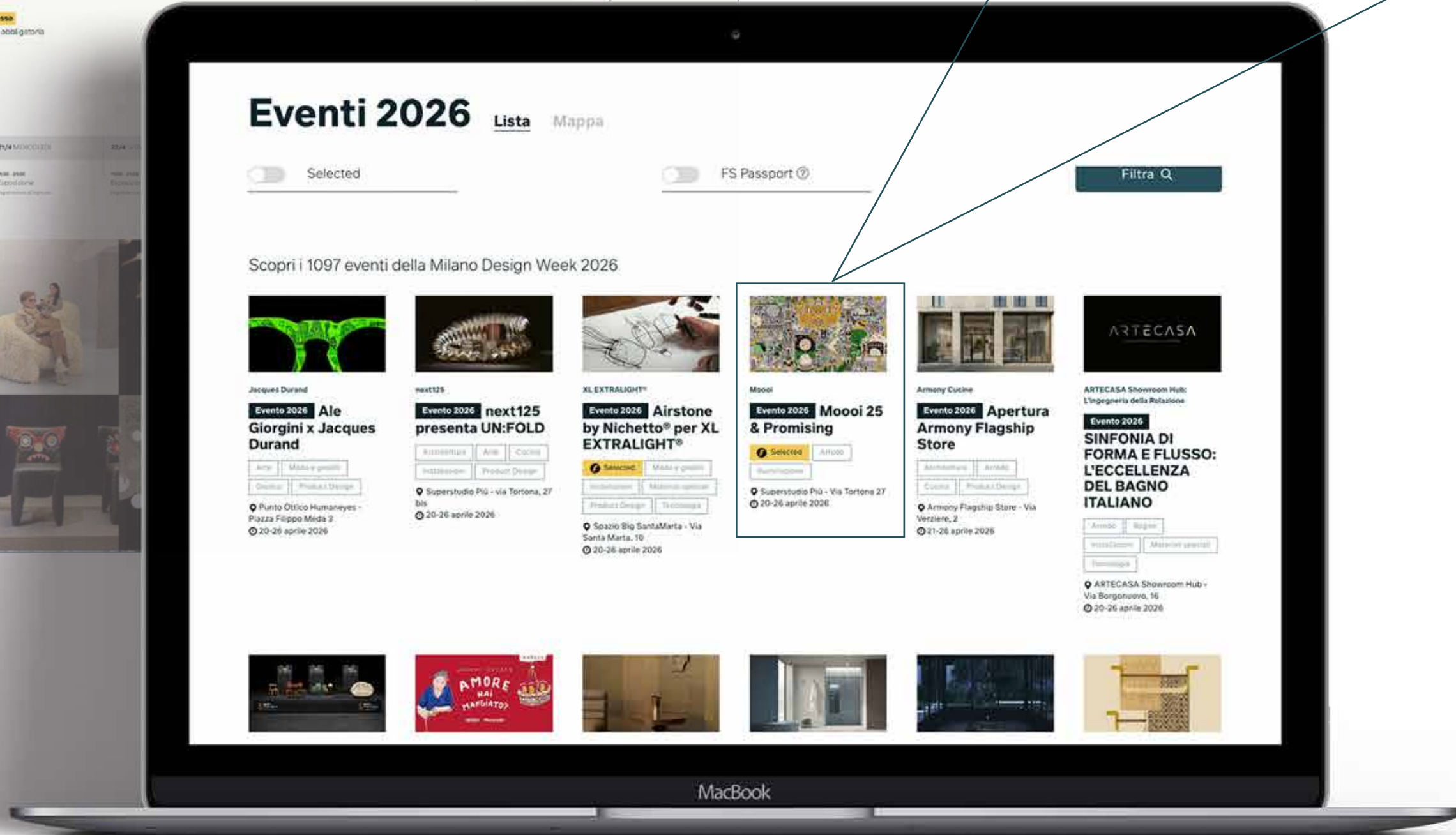
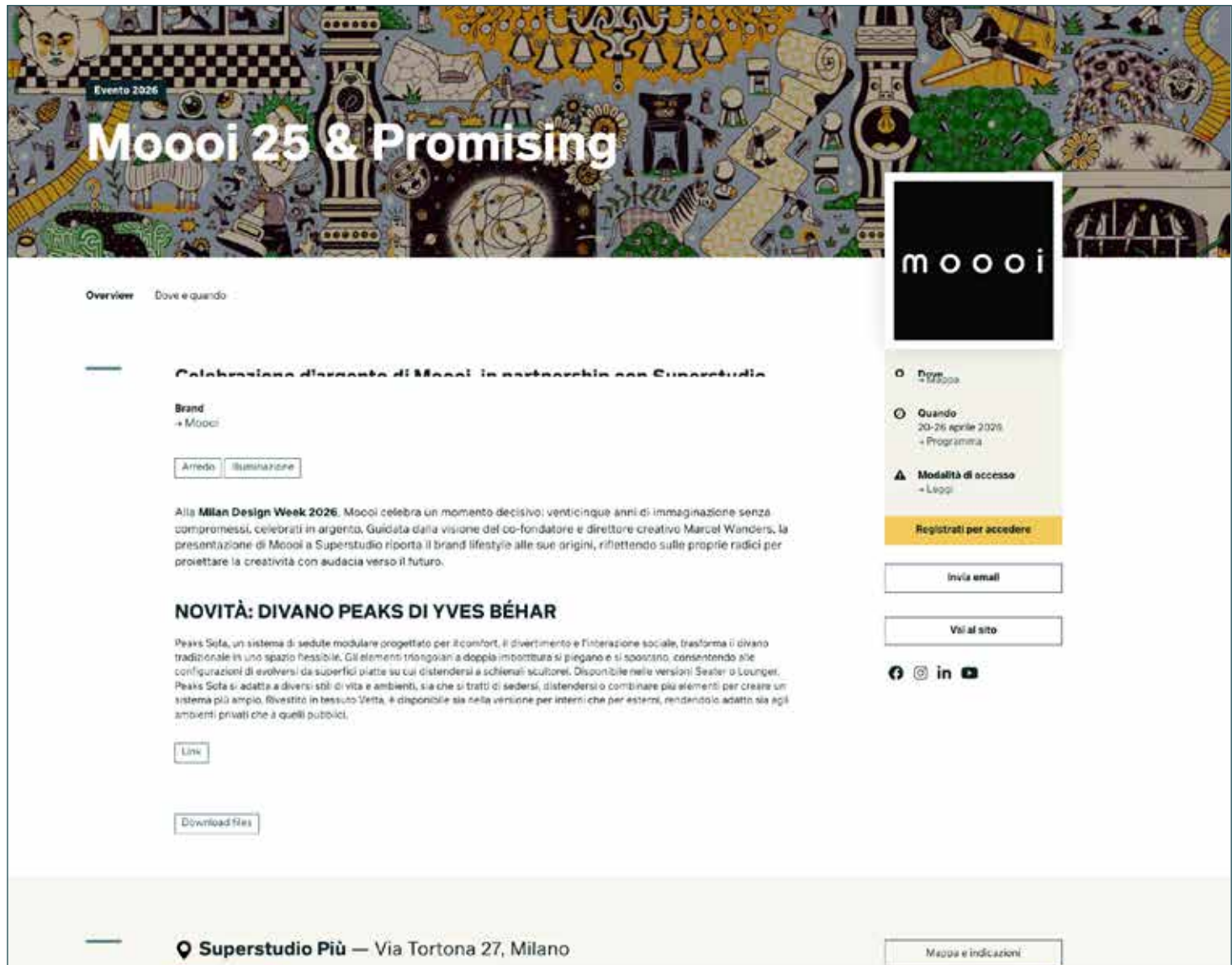
- Mention of the brand or project name within the digital press release shared in the press kit during the press conference and in subsequent updates, subject to contract signature by 8 February.

Please note

*Sharing will be done by the editors in the period between 22 March and 11 April 2027, the date of publication is at the discretion of the editors

Price: **2.000 € + vat**

The communication plan includes the Fuorisalone Passport service



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 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 8 February.

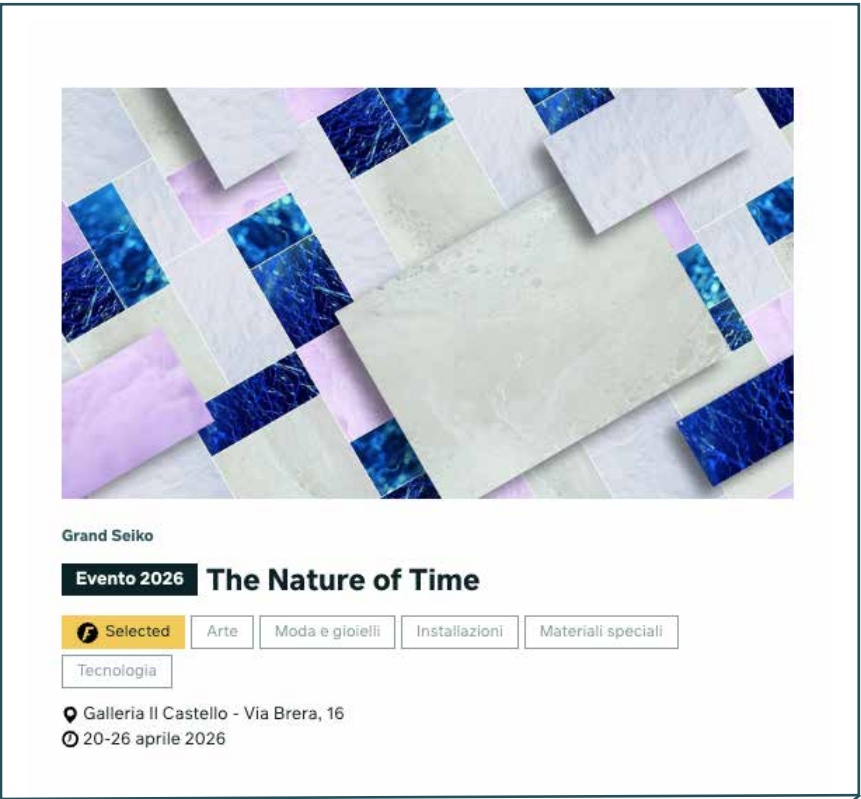
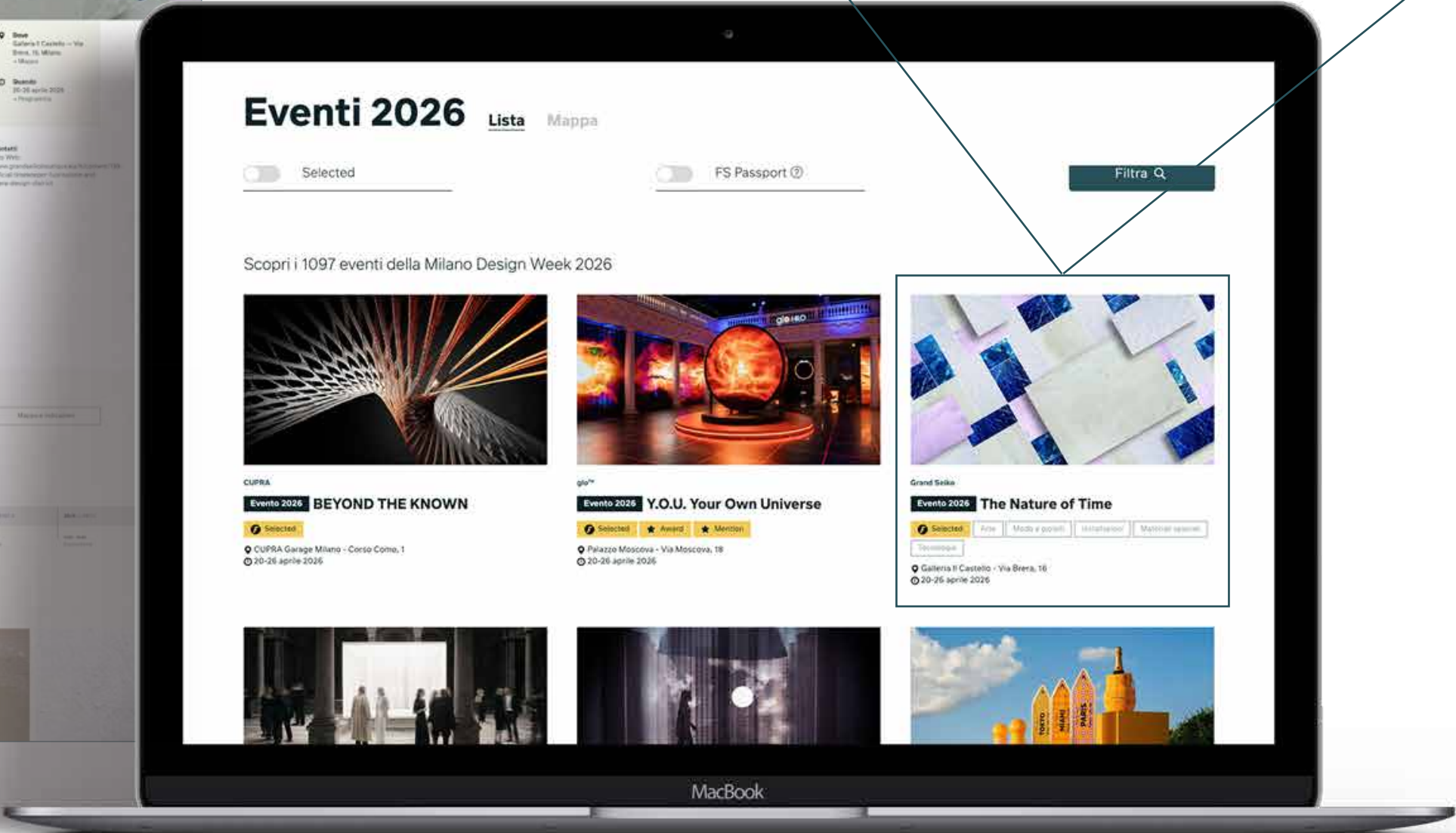
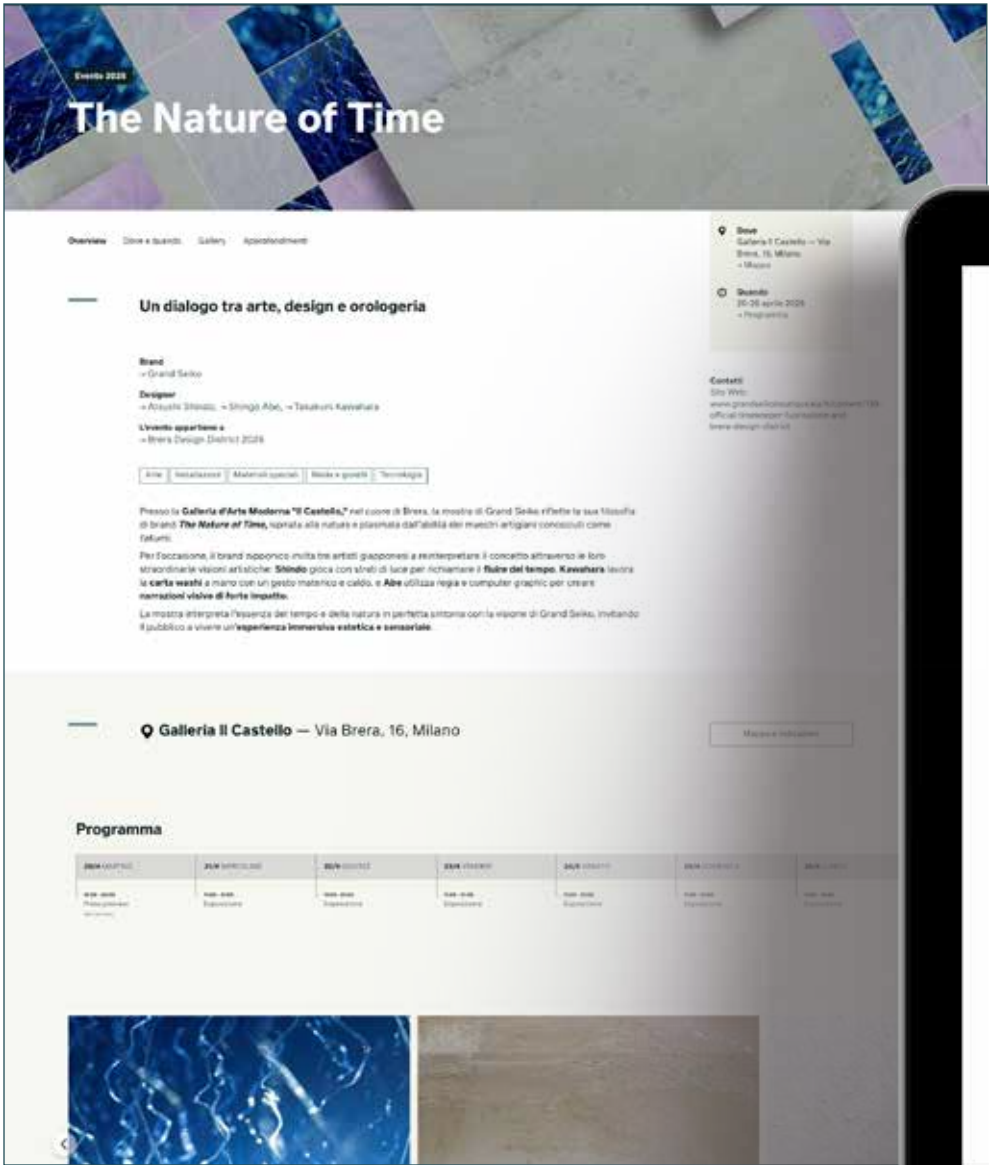
Price: 3.200 € + vat

The communication plan includes the Fuorisalone Passport service

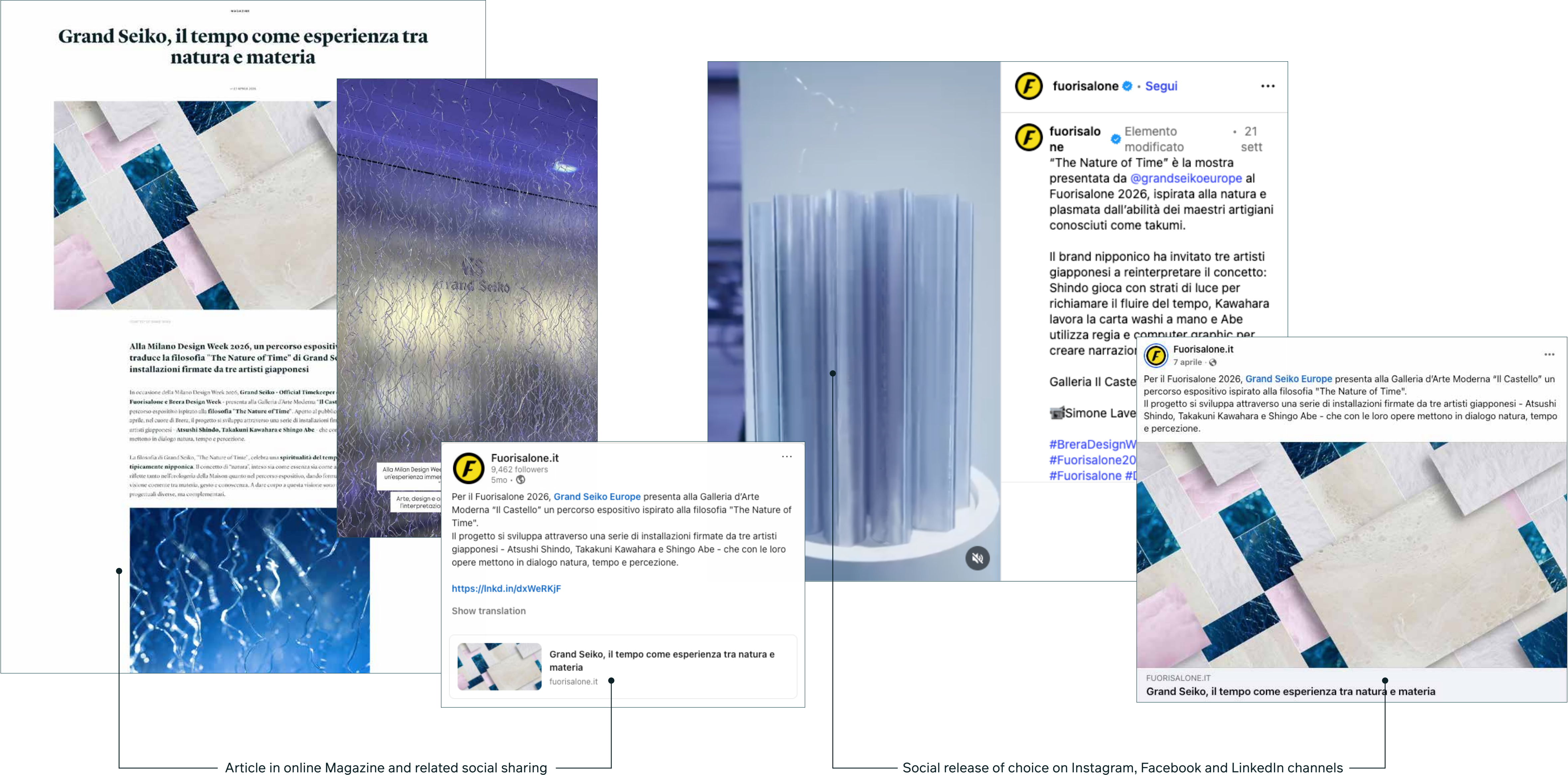


Please note

- *If Instagram is chosen as the channel, the post can be published between 8 March and 4 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 1 March and 11 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



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 2027” box within the L'Indispensabile newsletter and related Instagram story**

Price: **4.900 € + vat**

The communication plan includes the Fuorisalone Passport service



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 8 February.

Please note

*Possible combinations:

A) 2 posts on Instagram

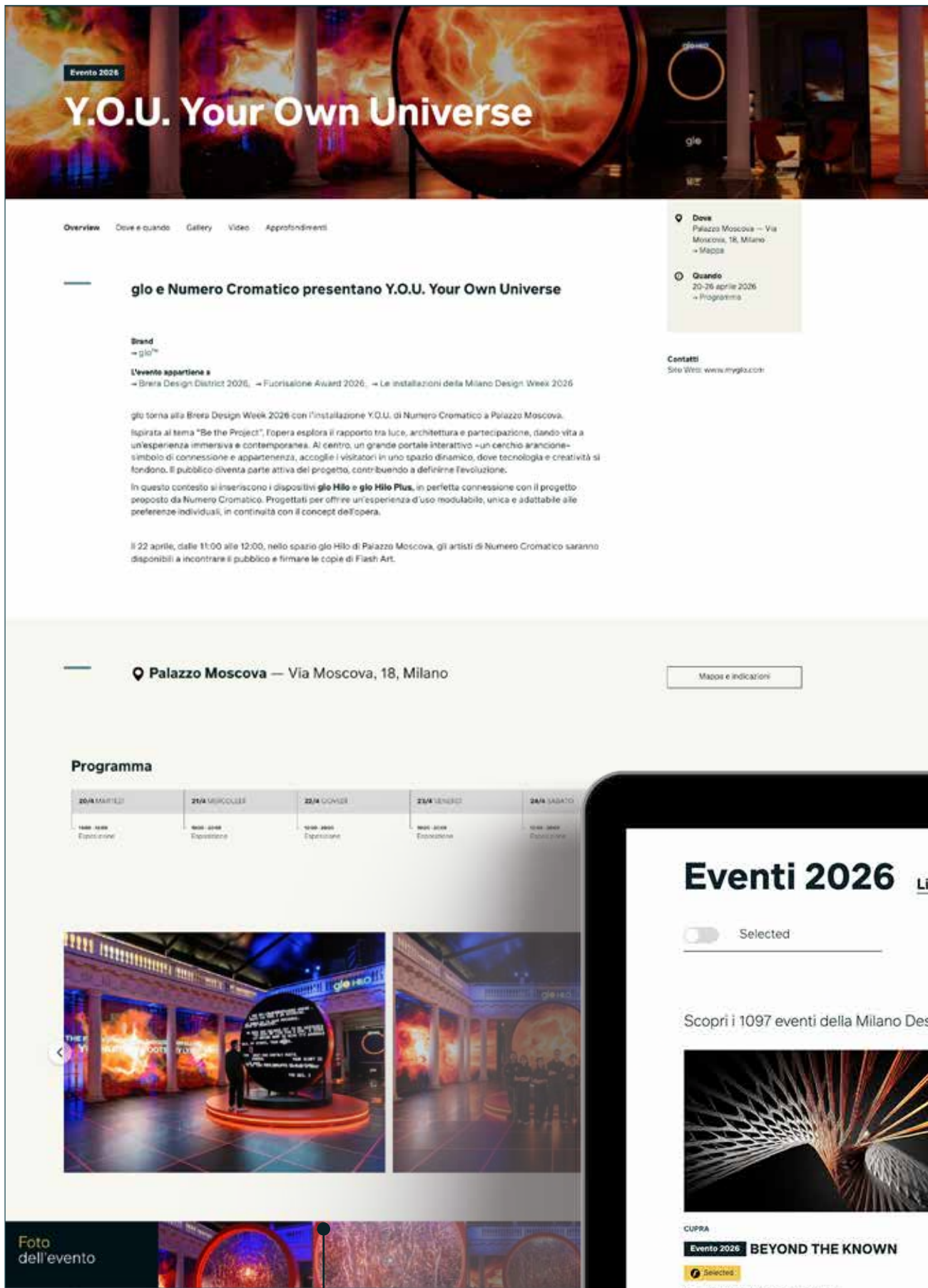
- **Option A:**
2 feed posts — one during Design Week (between 29 March and 18 April) and one outside the Design Week period (before 29 March or after 18 April)
- **Option B:**
1 feed post (between 29 March and 18 April) + 1 Story with images/videos produced by our creators (to be published between 12 and 15 April at the editorial team's discretion) — or provided by the client (can be published on any date chosen by the client, by 18 April)

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

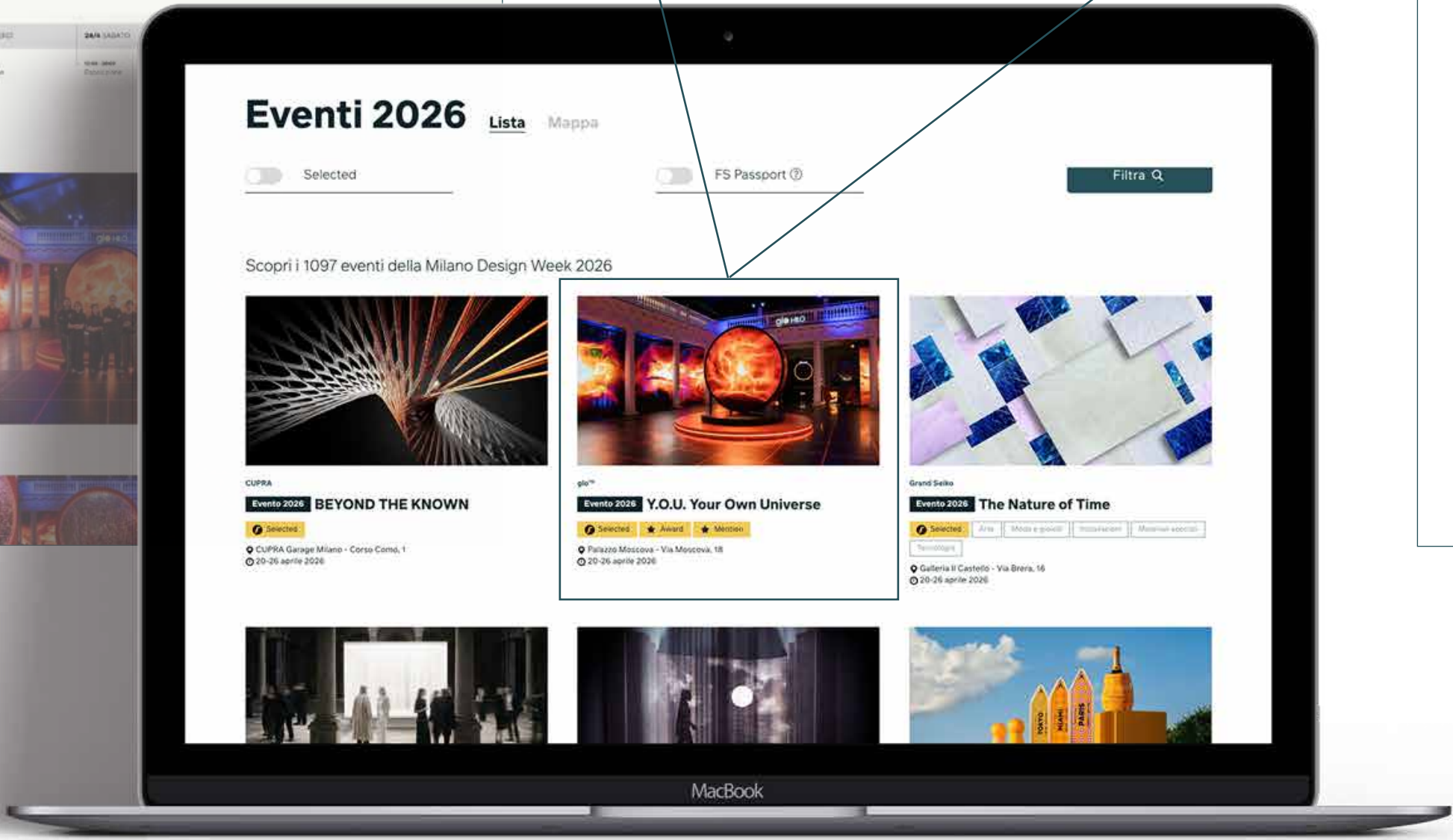
Instagram: feed post (between 29 March and 18 April)
Facebook/LinkedIn: no restrictions on publication dates

**Articlesharing in the “PreviewFuorisalone2027” box in the “L’Indispensabile” newsletter, choosing from the following dates: 19 March, 26 March, 2 April, 9 April. Each date will include a maximum of 8 shared articles. The selection of the date depends on slot's availability at the time of booking.

***Sharing the event details in the day-by-day newsletter, to be chosen from the following dates: Sunday 11 April, Monday 12 April, Tuesday 13 April, Wednesday 14 April, Thursday 15 April, Friday 16 April, Saturday 17 April. Each date will include a maximum of 8 shared event pages. The selection of the date depends on slot's availability at the time of booking.



Event page with FOCUS visibility in the Event Guide



glo Hilo e Numero Cromatico: il portale immersivo del Fuorisalone



A Palazzo Moscova, glo Hilo invita Numero Cromatico a firmare un'installazione interattiva dove arte e tecnologia si incontrano: un portale che trasforma lo spazio in un'esperienza collettiva

Un cerchio arancione domina Palazzo Moscova. Non è solo una forma: è una soglia. Un portale interattivo e tecnologico che invita il pubblico ad attraversare lo spazio e a diventare parte viva dell'opera.

Per il sesto anno consecutivo al Fuorisalone e per il quarto come Main sponsor del Brera Design District, glo, torna protagonista con un'installazione di Numero Cromatico. Il brand trasforma il cortile di Palazzo Moscova in un ambiente immersivo dove arte e tecnologia dialogano, coinvolgendo il pubblico in un'esperienza collettiva.



L'indispensabile

Per restare aggiornati su tutto ciò che succede nel design. E non solo.

Manca meno di un mese al Fuorisalone, ma le design week non si esauriscono nei giorni in cui vengono celebrate. Attraverso progetti, ma anche premi e riconoscimenti, individuano nuovi talenti, consolidano percorsi già avviati e orientano le priorità del settore: dalla sostenibilità alla tecnologia, dall'impatto sociale alla ricerca sui materiali, fino ai temi dell'engagement e dell'interaction.

A meno di un mese anche dal Fuorisalone Award, fare un recap diventa necessario per capire dove sta andando il design e cosa aspettarsi nei mesi a venire. Da Helsinki a Londra, passando per Eindhoven, Vienna, Praga, Stoccolma, Madrid e oltre, abbiamo riletto le principali design week internazionali dal 2025 a oggi, tracciando i progetti premiati che stanno ridefinendo il panorama contemporaneo. E delineando la rotta verso il design che verrà.

Fuorisalone Passport: meno attese, più tempo per il design

Iscriviti subito



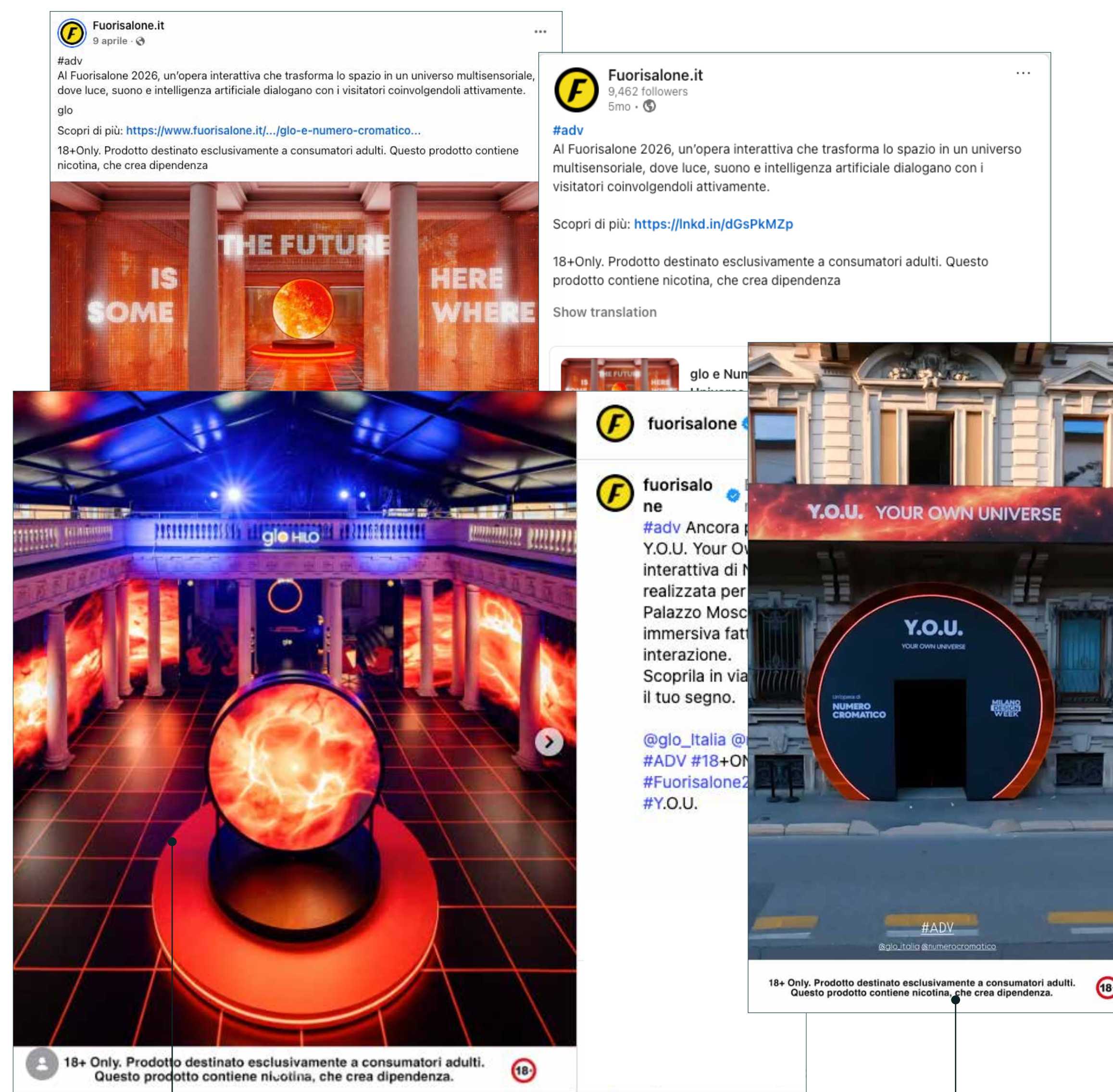
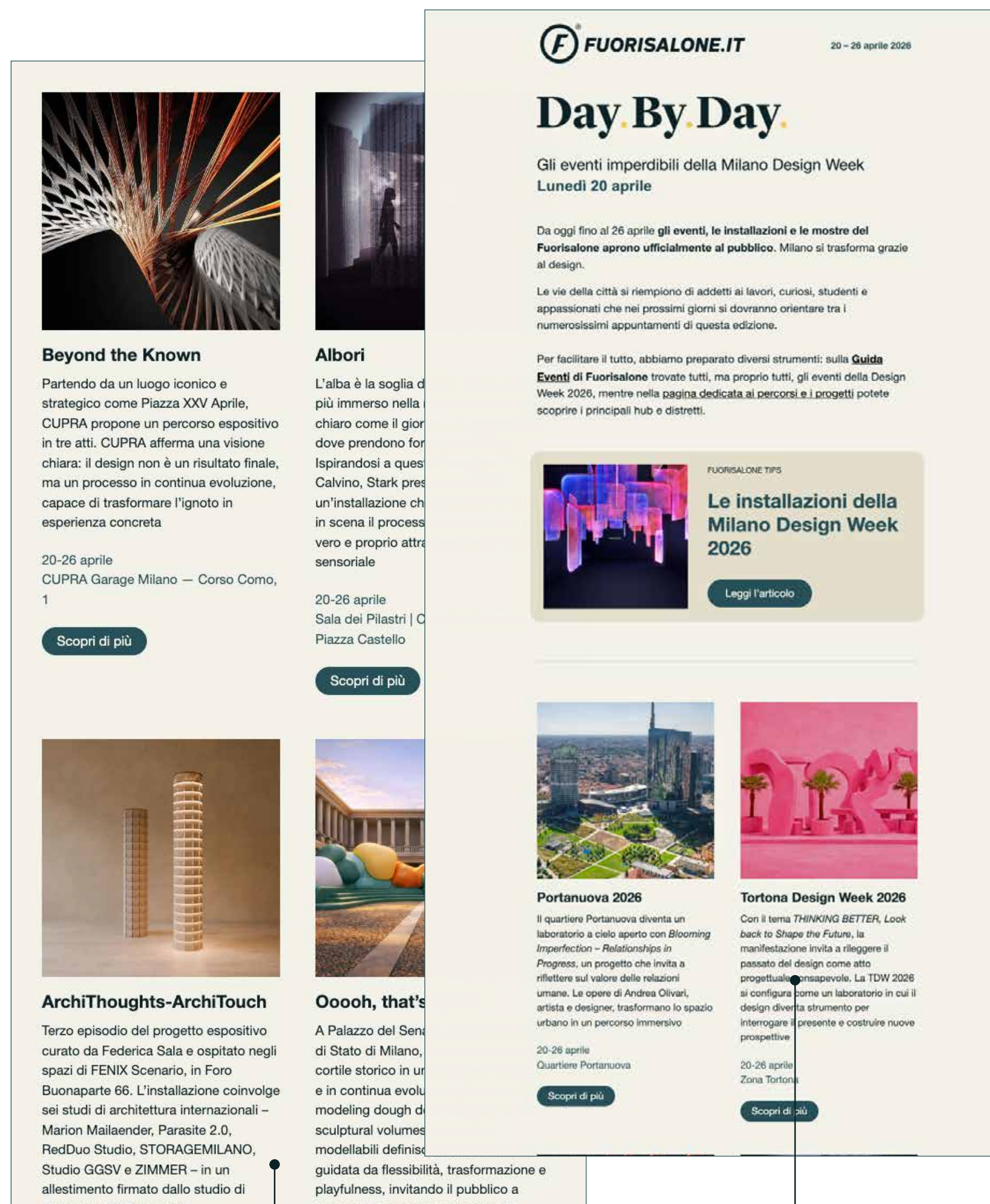
Di cosa abbiamo parlato



glo Hilo e Numero Cromatico: il portale immersivo del Fuorisalone

A Palazzo Moscova, glo Hilo invita Numero Cromatico a firmare un'installazione interattiva dove arte e tecnologia si incontrano: un portale

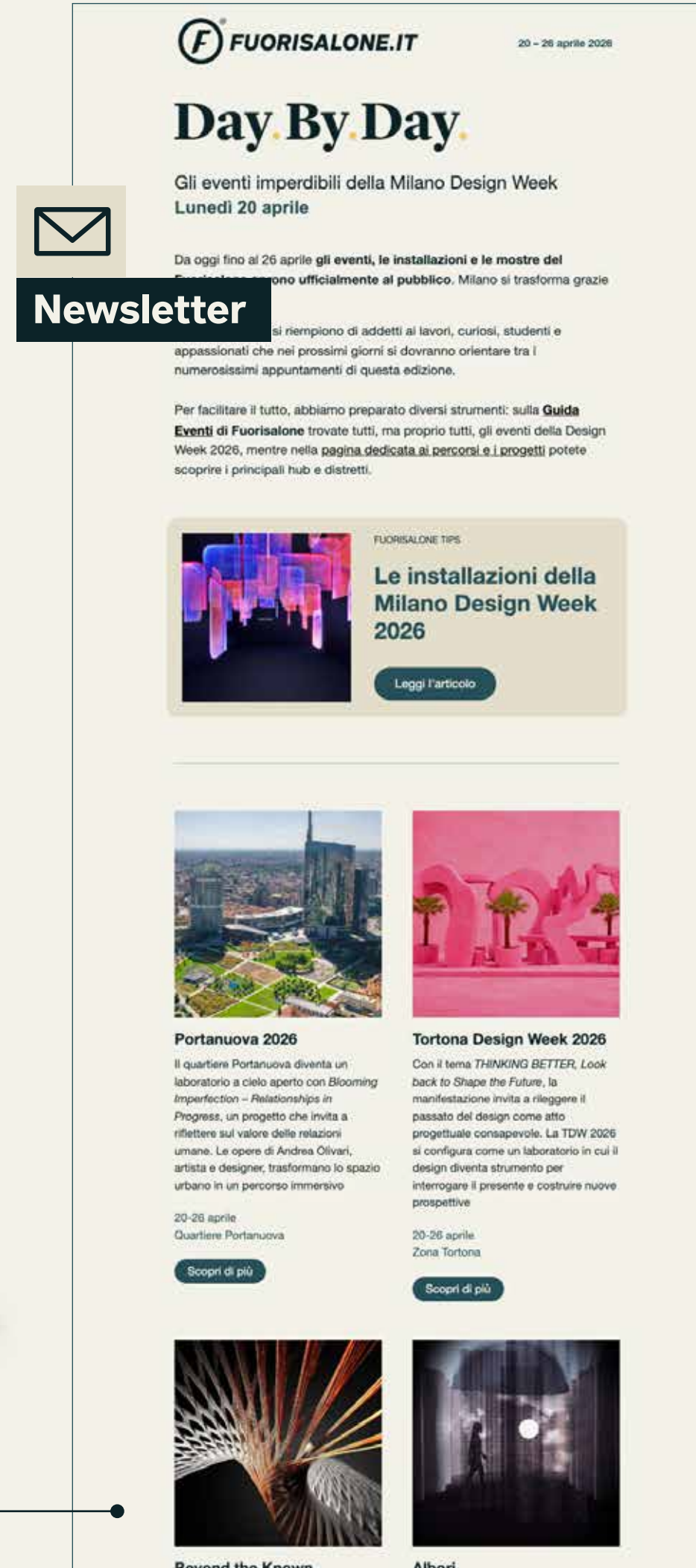
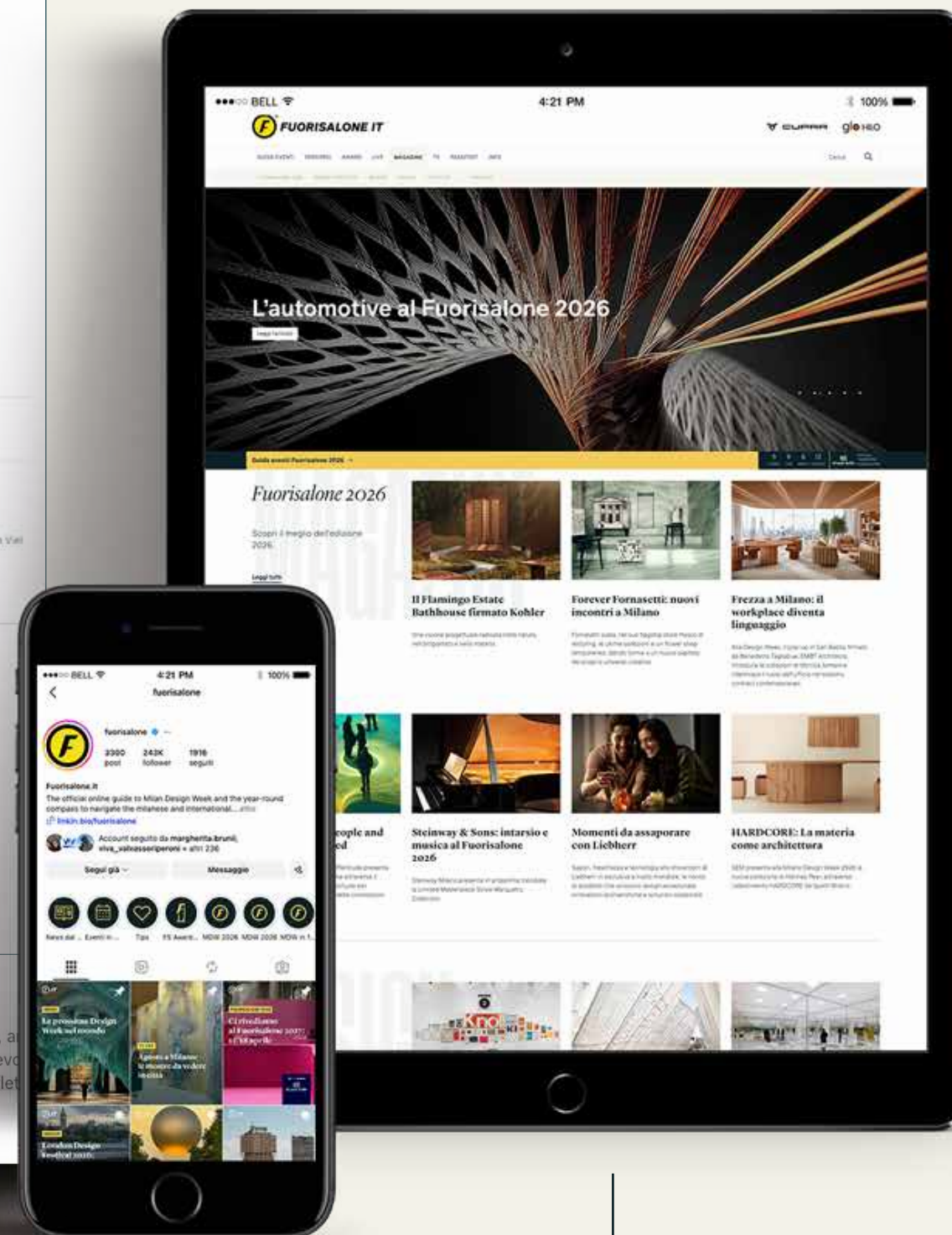
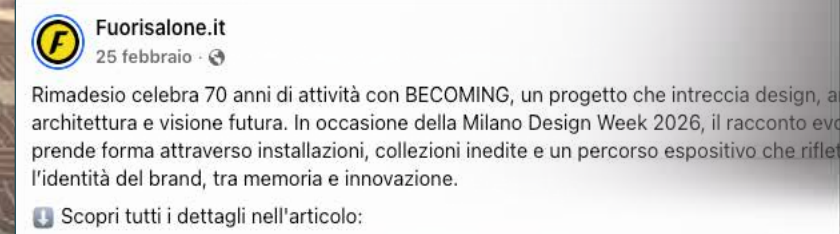
Article in online Magazine and related social sharing



Platform Website



Social and digital channels



Additional tools for Design Week (February - April 2027)

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) 1.700€ + vat
- N. 1 Story up to 5 images or videos (content provided by the client) 1.200€ + 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

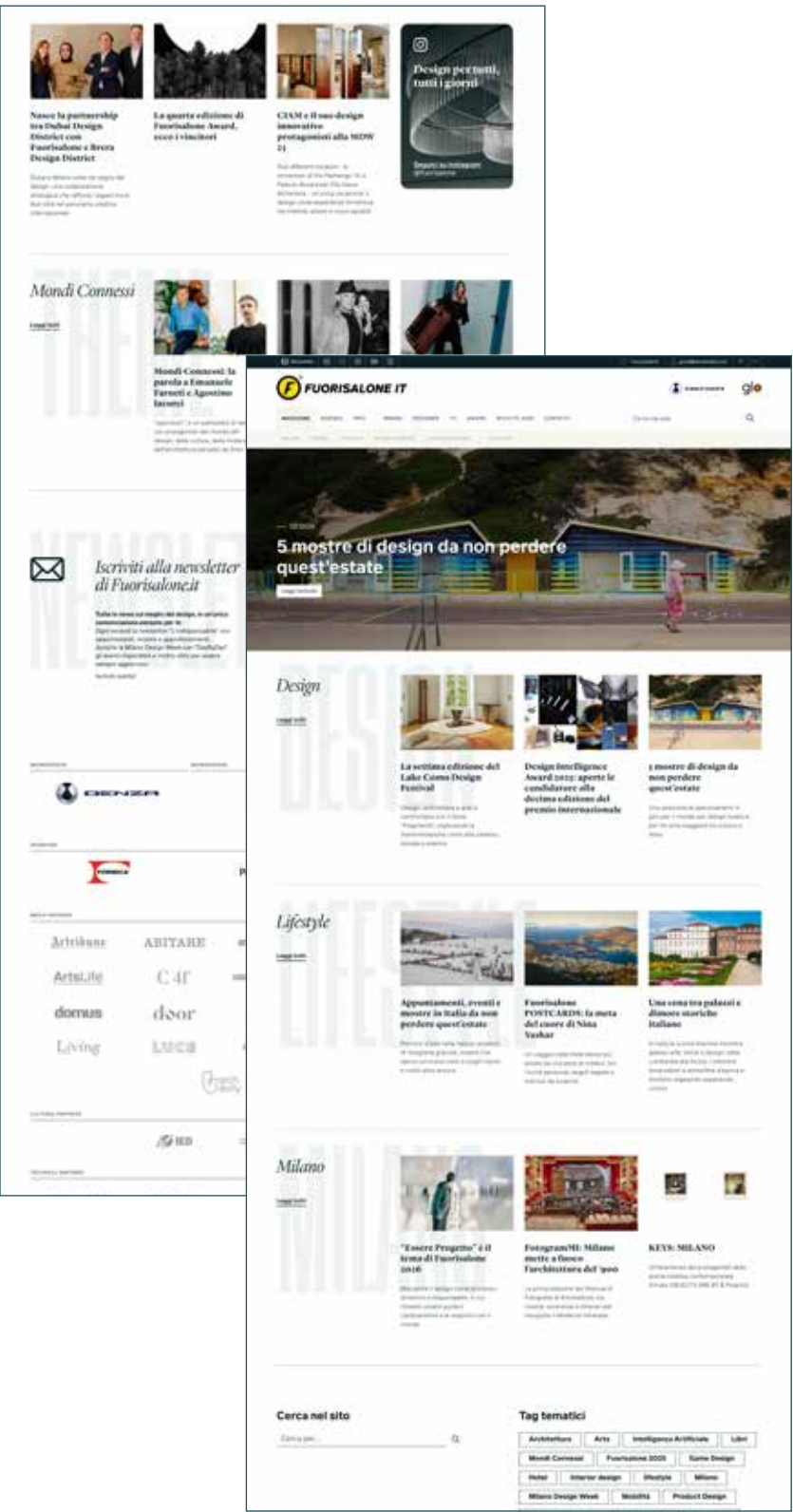
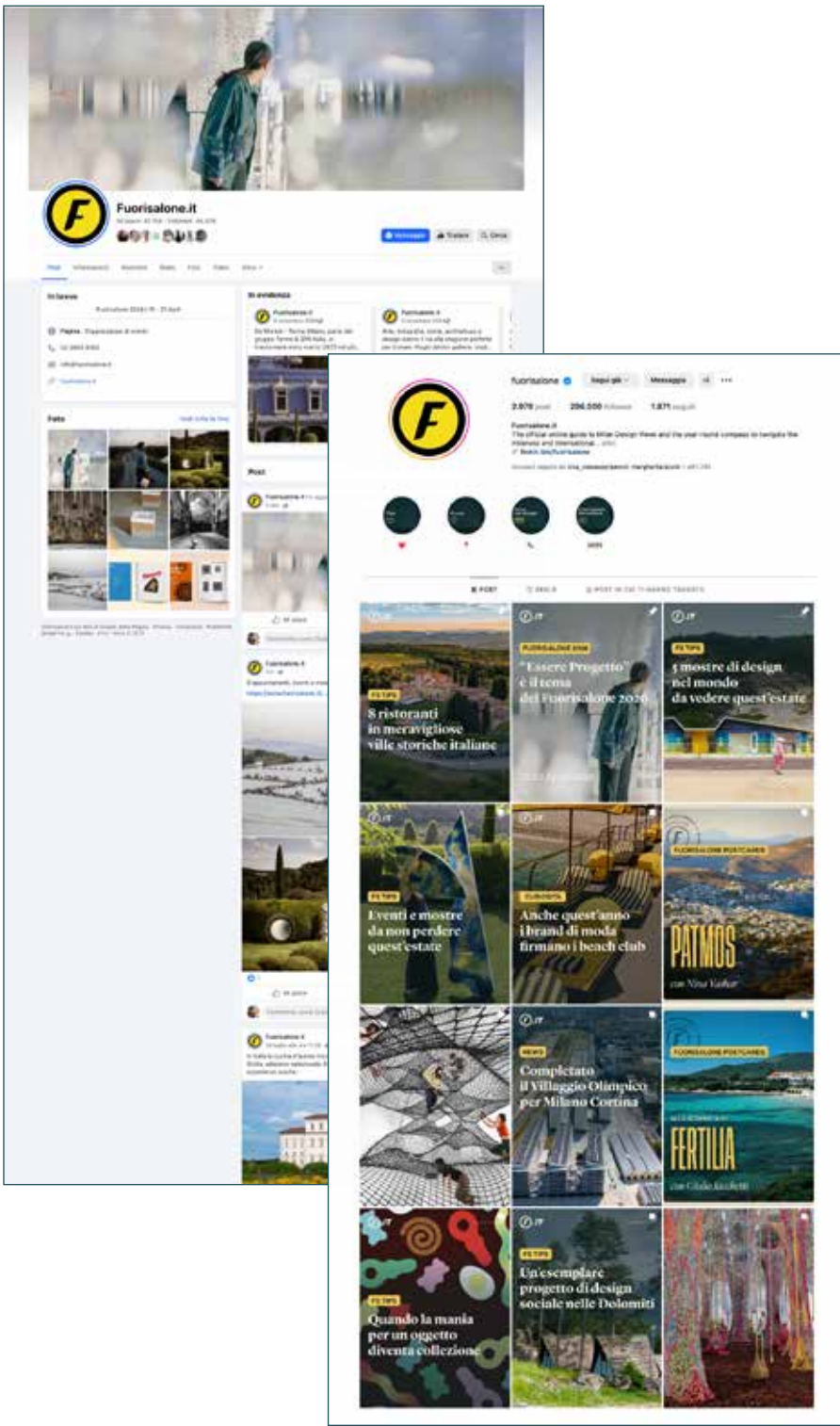


b) Magazine

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 2027)

For extra visibility during Design Week

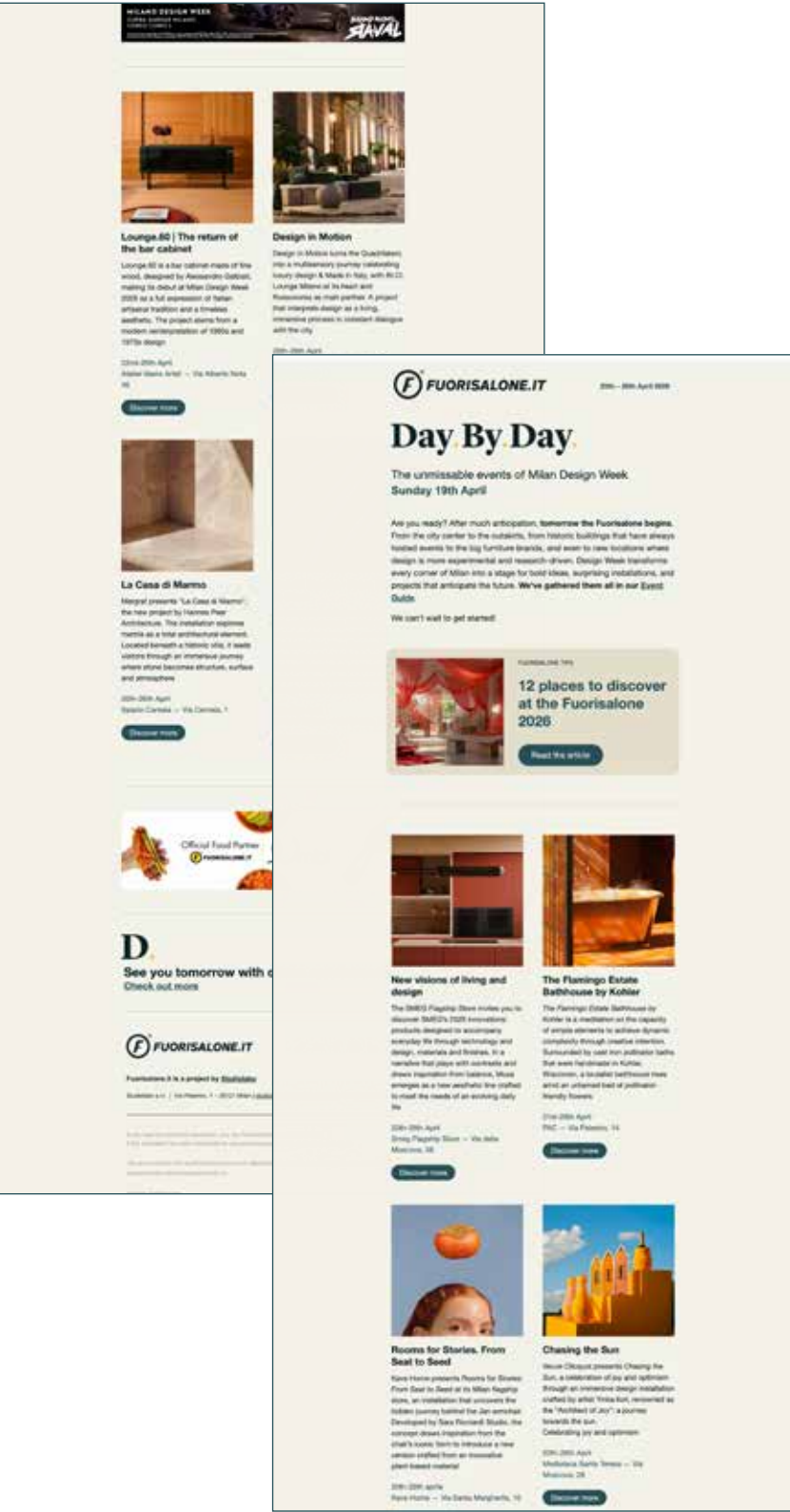
c) Newsletter DayByDay

The **DayByDay** newsletter is published on the occasion of Design Week and has 7 issues (from Sunday 11 April to Saturday 17 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 date will include a maximum of 8 shared event pages; the choice of date is subject to slot availability at the time of booking.

Price: **1.500 € + vat**



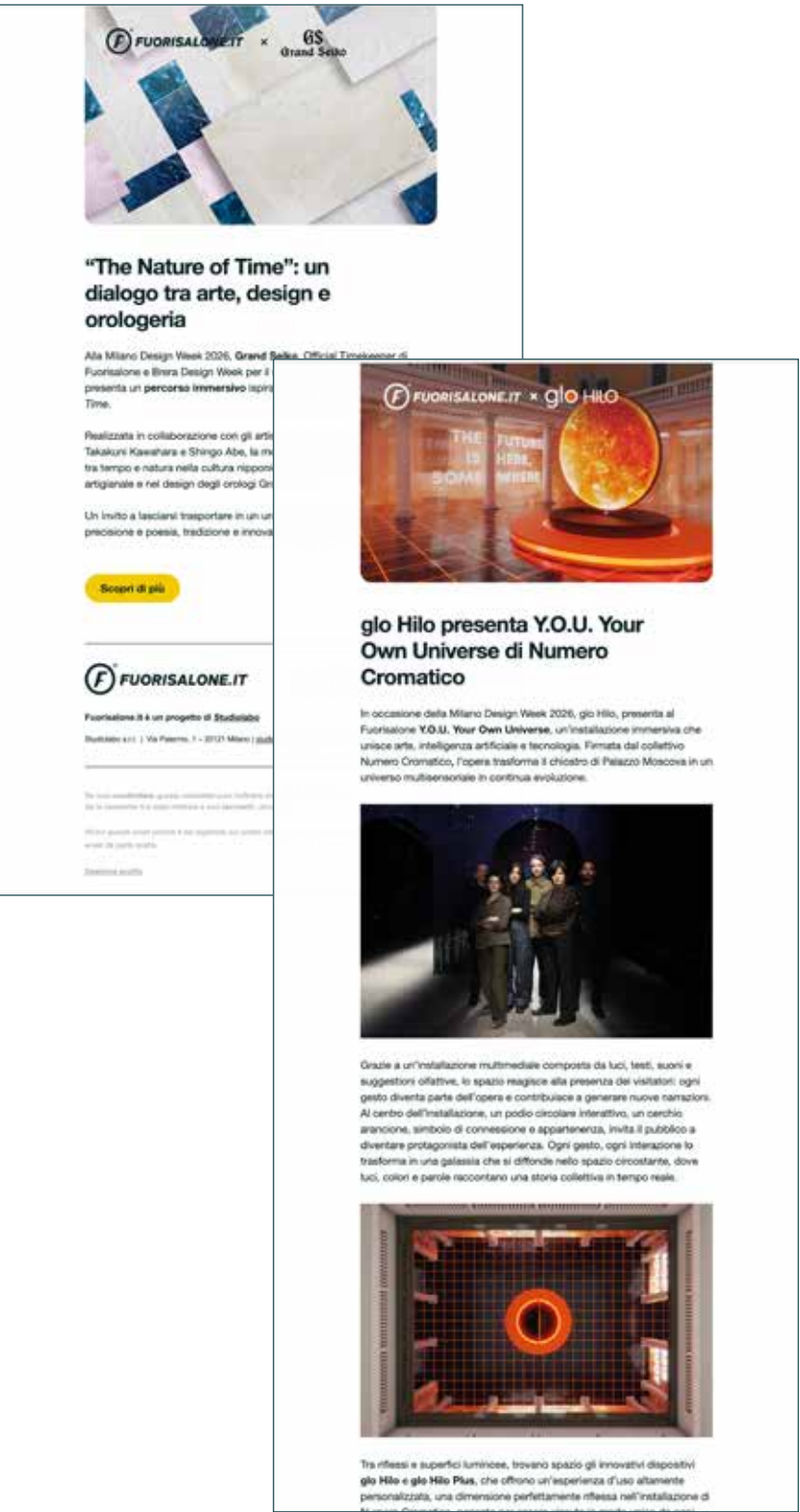
d) Dedicated Newsletter

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 2027)

For extra visibility during Design Week

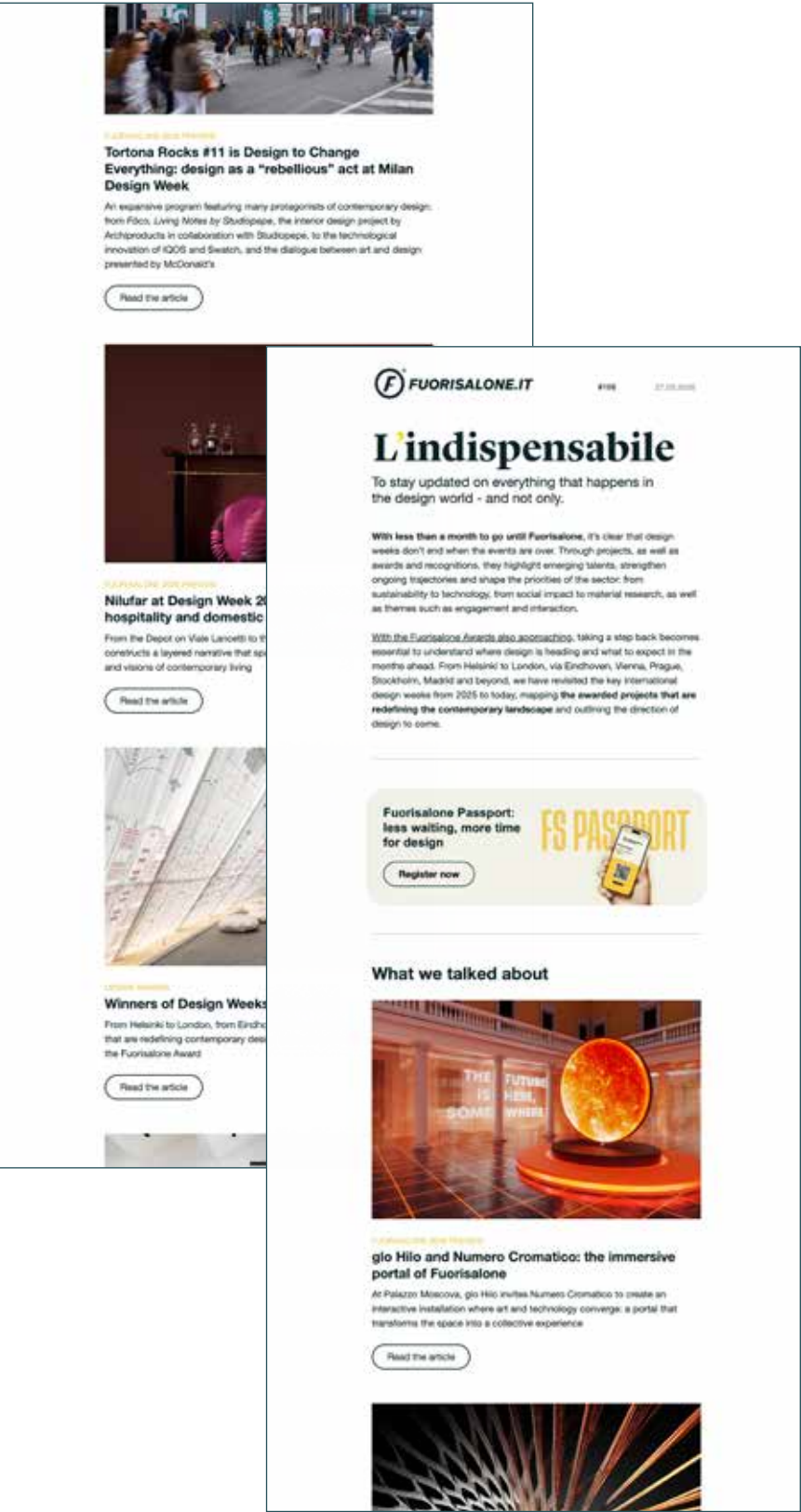
e) Newsletter l'Indispensabile

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](https://www.fuorisalone.it) dedicated to the customer.

There are a total of 2 boxes (large ones) in the [Fuorisalone Preview](https://www.fuorisalone.it) section for each newsletter issue scheduled for March 19 and 26, and April 2 and 9.

Price: **1.500 € + 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€	2.000€	3.200€	4.900€

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	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€	unit costs	1.800 € 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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