Fuorisalone.it Media Kit



Since 2003, Fuorisalone.it has been the reference platform of the Fuorisalone, an event that together with the Salone del Mobile.Milano defines the Milano Design Week.

Fuorisalone.it is recognised and promoted by institutions and insiders as the official platform and communication channel, a registered trademark with extensions dedicated to China and Japan.

Over the years, the platform has been chosen by companies operating in various product sectors and by designers for the promotion of brands, projects and events dedicated to Milan Design Week.

Today, Fuorisalone.it is much more than that.

Studiolabo and Fuorisalone.it

Studiolabo is a Milan-based company that has been involved in communication and concept design since 2003. It provides strategic consulting, branding and graphic design services, promotes and produces cultural events related to the world of design and territorial marketing, and is the author and creator of Fuorisalone.it and Brera Design District.

Fuorisalone.it was created as a platform for orientation during Milan Design Week in 2020, but because of the suspension of the physical event due to the pandemic, it has taken on a renewed role as the reference voice for design and project culture, both nationally and internationally. A place of experimentation for an all-digital dimension of design.

In 2021 the platform is revolutionized by becoming a true Design Guide - physical, digital and hybrid - active all year round with projects and activities related to design brands and beyond. The Events Guide will be active during Design Week with related tools and channels, becoming the official and reference tool for finding your way around the more than 1,000 events of Design Week.



Why choose Fuorisalone.it

Many years of experience in serving clients, international brand value and in-depth knowledge of digital marketing and communication logics.

Fuorisalone.it represents something unique on an international level.

The event that celebrates Milan as the Capital of International Design has confirmed its role also in 2020, the year in which the trade fair was cancelled for the first time, with a totally digital communication plan developed by Studiolabo.

The experience gained has made it possible to understand the value of the brand and the context even beyond the 'moment' of the physical event, developing a new platform at the service of the public and customers that guarantees visibility on its tools and continuity over time, bringing content, relations, and the culture of the

project to the centre of the format. The current context requires: identity, relationships, flexibility, delocalisation, networking, multichannel. All ingredients at the basis of the platform.



How, when and what to communicate

Fuorisalone.it speaks about design at 360°: from furniture design to tech, from service design to automotive, real estate, art, fashion as well as luxury, lifestyle, travel, well-being, sustainability.

The platform offers flexible solutions tailored according to the customer's needs.

You can choose to adhere to a standard communication package, which guarantees a presence on the different tools with direct visibility at the event, or define a dedicated communication plan, composing the different formats to be exploited throughout the year, whenever you wish. Studiolabo's expertise and knowledge of the context is shared with the client by offering a consultancy that supports and helps him make choices, optimising

resources and creating new opportunities.



The Fuorisalone.it platform

Fuorisalone.it is a media that talks about design, architecture, art and lifestyle all year round. It reaches its peak during Design Week but aims to distribute its communication activities according to an always active editorial plan. The following data consists of: scope of the event on the city of Milan, data for the Design Week 2024 period and data for the year 2023.

Impact of the event on the city

It offers an overview of the impact that the event has on the city of Milan through data estimated by the Confcommercio Milano, Lodi, Monza and Brianza Studies Office in the Design Week period. Presences in the city, general and sectorial induced activities through the most used activities such as hospitality services, catering and shopping.

Design Week 2024 data

Data referring to the period March - April 2024 useful to evaluate the Fuorisalone performance at the event.

Annual data - 2023

The data achieved during the year 2023 in our various communication tools.



Impact of the event on the city of Milan

Record numbers for the 2024 edition of Salone del Mobile. Milano and Fuorisalone confirm their catalytic power.

A +17% increase in attendance (at the fair) and +30% in events (in the city) compared to 2023.

According to estimates by the Confcommercio Milano, Lodi, Monza e Brianza Studies Office, the induced revenue generated by the Salone and Fuorisalone during the week of 15-21 April was close to 261 million euro (+13.7% compared to last year), the Fuorisalone induced revenue was 20% more than in 2023.

In comparison with last year, during the days of the Salone del Mobile and Fuorisalone, the various estimates of expenditure indicators such as **accommodation** (115.6 million euros, **+14.2%**); **catering** (81.8 million, **+13.7%**); and **shopping** (63.4 million, **+12.7%**) appear to be on the rise. Accommodation accounts for 45%, catering for 31% and shopping for 24%.

In terms of visitor attendance, the attendance recorded at the Salone del Mobile and estimated in the city saw an increase in buyers and trade operators from abroad. European countries accounted for more than 54%, a significant increase in visitors from China, but also from the Middle East and the USA.



Data for Design Week / March - April 2024

The numbers generated by Fuorisalone.it during the event



Web site

+660K

Unique users

+ 4.1 mln page views

Average session length 02:53 minutes.

0

Instagram

184K

Followers (+21.9k since 2023)

- 14 mln Impressions
- 9 mln Reach
- 32.9K Average reach post
- 19.3% Average engagement on reach per post
- 150 Published posts
- 39.9K Average impressions per post
- -68% women
- 32% man
- 63% of followers are 25-44 years old
- 40.4% of followers are from Milan

(7)

Facebook

41.4K

Likes (+162 since 2023)

- 392K Impressions
- 115K Reach
- 1.2K Page engagement
- 3.5K Post engagements
- 212 Published posts
- 618 Average impressions
- 608 Average reach
- 68% women
- 32% man
- 65% of followers are 25-
- 44 years old
- 54.9% of followers are from Milan

in

LinkedIn

ilikedili

7.2K

Followers (+996 since 2023)

- 81.1k Impressions
- · 34.7k Reach
- 148 Published posts
- 548 Average impressions per post
- 8.4% Average impressions rate per post
- 33.2% of followers are from Milan

Newsletter

37K

Registered users (+7K)

- . 42% Open rate
- . 2,7% Click rate



Actual data for the year 2023

The actual numbers achieved in the year 2023



Web site

970K

Unique users

+ 4,8 mln page views

Average session length 03:28 minutes.



Instagram

13,9mln

Impressions

- . 161k Followers
- . 7.8 mln Reach
- . 24.3k Media impressions
- . 22.2k Media reach

1

Facebook

1,9mln

Impressions

- . 44.900 Followers
- . 1.1 mln Reach
- . 74.9k Page engagement
- . 1.9k Media impressions
- . 1.8k Media reach

in

LinkedIn

145K

Impressions

- . 6k Followers
- . 68k Reach
- . 75k Page engagement
- . 450 Media impressions
- . 33% of followers are from Milan

Newsletter

30K

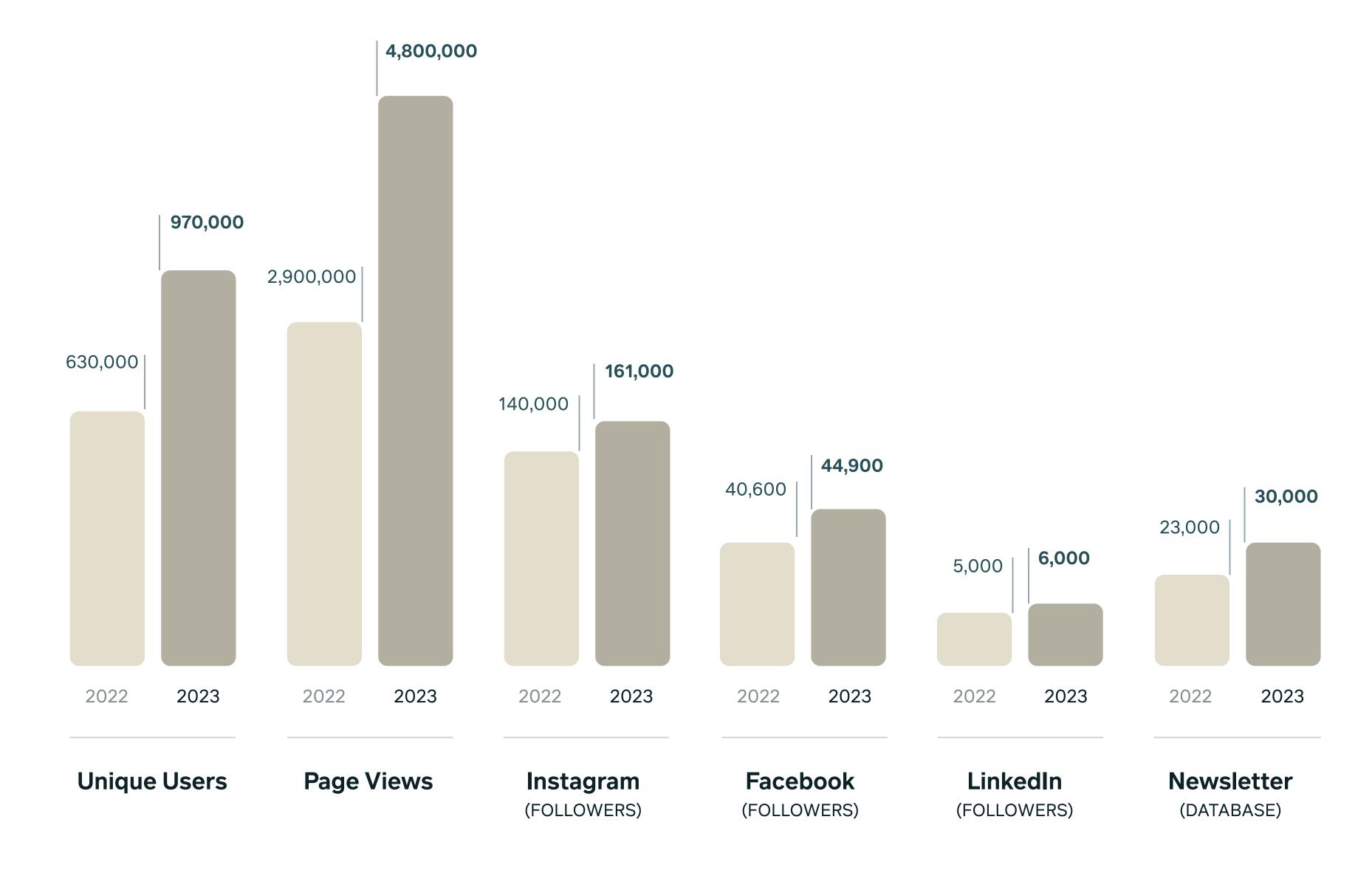
Registered users

43%

Open rate

2% Clic rate

Annual growth graph 2022/2023





Our audience

Fuorisalone.it community reference data representative of the year 2023



Users

58%

Women

42%

Men

8

Average follower data

54%

is 25/34 years old

39%

is from Milan





The tools at your disposal

X Milano Design Agenda	Event Guide	Magazine	□ Digital TV	Social Media	∑ Newsletter
Events all year round in Milan.	Digital contents and events in the Milan area.	News and insights for staying updated on everything that is happening in design.	Undemanding live programme content during events.	Purpose-built digital content based on the tool and target audience to be reached.	Selected, formatted and directed communication to the public.
- Website - Agenda	· Website · Event Guide	NewsAppointments	- Series - Interviews	InstagramFacebook	· L'indispensabile Insight into the week's topics
Event captionShare eventSave to favourites	 Brand & Designer Itineraries Landing page/mini website 	 Stories World Design Events 	 Documentaries Talk Meets Products and Brands 	· LinkedIn · Pinterest	 Osservatorio Spotlight on trends and strategies from a B2B perspective
					 DayByDay The unmissable events of Milan Design Week
					 Dem Dedicated communications

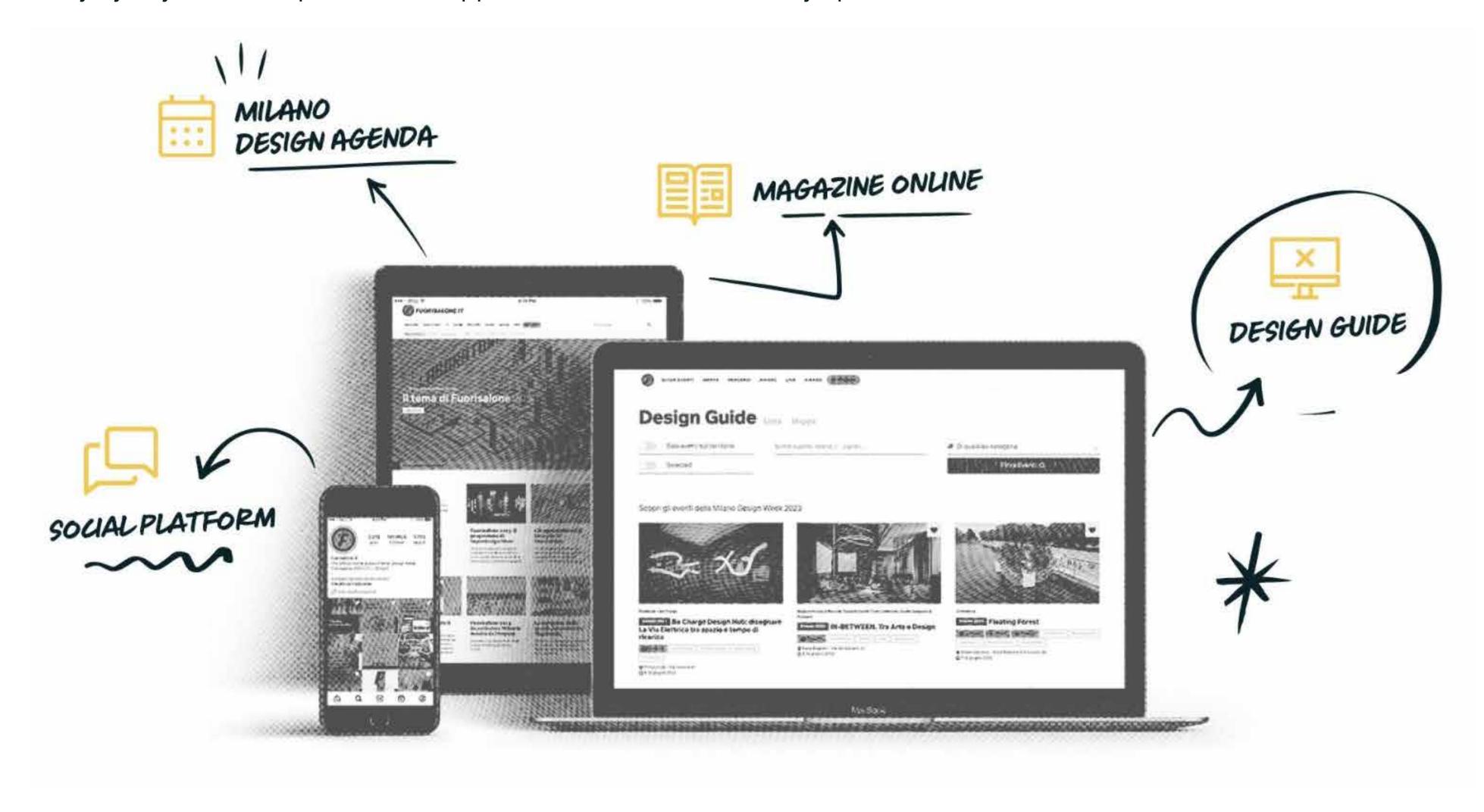


for your brand

Milano Design Agenda

Fuorisalone.it's new digital tool that keeps you updated all year round on events in the city.

A calendar organised day by day that anticipates future appointments and is constantly updated on current ones.





With Milano Design Agenda you can

- View scheduled and ongoing events
- Share the event with your network, on social media or with messaging apps
- Save each appointment in your private area once logged in
- Orient yourself on the map of Milan to discover the nearest appointments





International projects and collaborations

Not only Milan, the Fuorisalone network is global and aims to involve a broad audience, responding to the challenges of innovation and culture.

Fuorisalone China

The best of Italian design on WeChat and Weibo.

- WeChat
- Weibo
- Miniprogram



Fuorisalone Japan

The design network between Italy and Japan.

- Events
- Community
- · Projects Italy/Japan



International Collaborations

We are an active part of the international design network.













Reference scenarios

Discover below a series of case histories referring to experiences dedicated to the promotion of: **services**, **projects**, **products** and **locations**.



We offer the possibility of promoting services in different areas (e.g. financial, transport, logistics, training) that are useful for our community.

Intro

Do you aim to promote a service and company values to reach a new community related to the world of design and architecture?

Our company can guide you through careful consultancy by proposing project concepts and an editorial plan that defines the most functional activities to achieve the objective. Depending on the nature of the service (financial, transport, logistical, educational...) we propose a different communication and diffusion plan to facilitate its distribution.



What we can do together

The range of activities that our platform offers, for the telling of a service and its values, are many. There is the possibility of creating editorial content for our community of readers supported by social campaigns with the creation of graphic cards and vertical newsletters. Possibility of producing photo/video content as a story of the service and its use through the involvement of content creators (or e.Reporters) who increase its value and perception through stories or video reels on the main social media and/or through thematic photo reports. For tangible services, there is also the possibility

of publicising the product offered through screen and script placements (visual and verbal) embedded in photo/video activities with a different context and narrative.

The creation of information pages that persist on the platform, in the case of partner services, which the user can always intercept throughout the year and request information from the direct contact person.

Tools that can be used

Web platforn

Magazine

Social

<u>ල</u> e.Reporter



Case history











Investment

From To **5.000/18.000** €

The cost is purely indicative and may vary depending on the tools chosen for the story, the number of activities and releases foreseen in the editorial plan and the type of production required.



Swapfiets 1/4







ADV campaign to support Swapfiets bike subscriptions



Swapfiets 2/4

Swaptiets

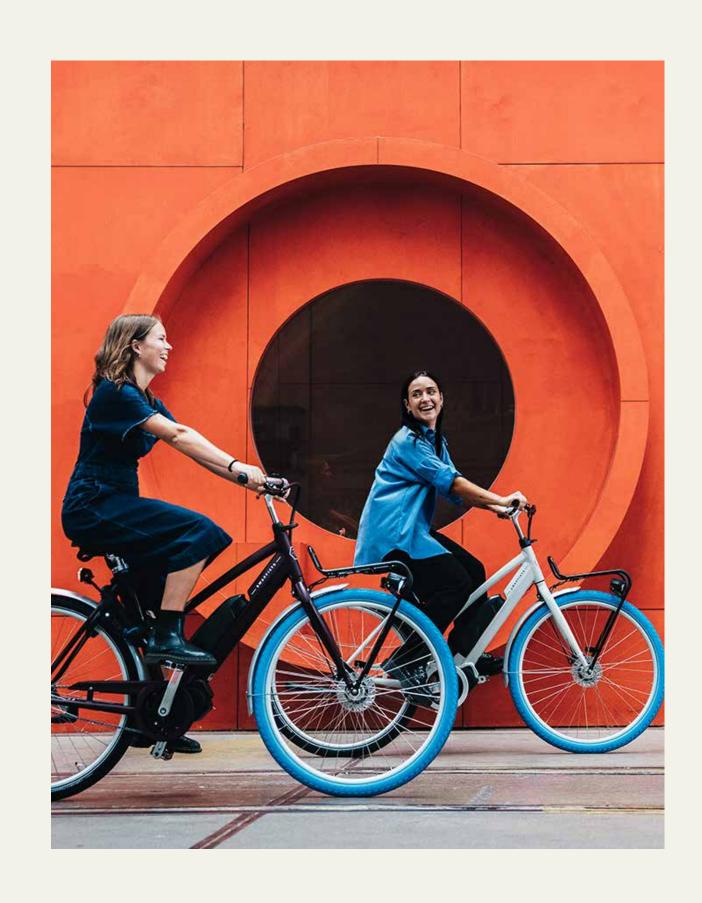
The brief

How to promote: storytelling about sustainability, promotion of the service for getting around the city during the Fuorisalone and beyond.

- Promotion of the brand values, which proposes a new model of gentle mobility within the urban fabric;
- Promotion of the all-inclusive subscription service, to get around during Milan Design Week and beyond.

The goals

- Reaching out to the Design Week community through the development of branded content that tells the brand values beyond the product. Emphasise the green values of the brand, promoter of a new lifestyle under the banner of sustainable mobility and reuse in urban mobility;
- Generate attention with targeted call-to-actions that aim to expand Swapfiets' catchment area in the Milan area;
- Involve and stimulate the community on the topic of sustainable architecture by activating social channels.





Swapfiets 3/4



The concept

The choice was to focus on telling the story of the Dutch start-up founded in 2014 and its sustainability values, already dubbed the Netflix of bicycles.

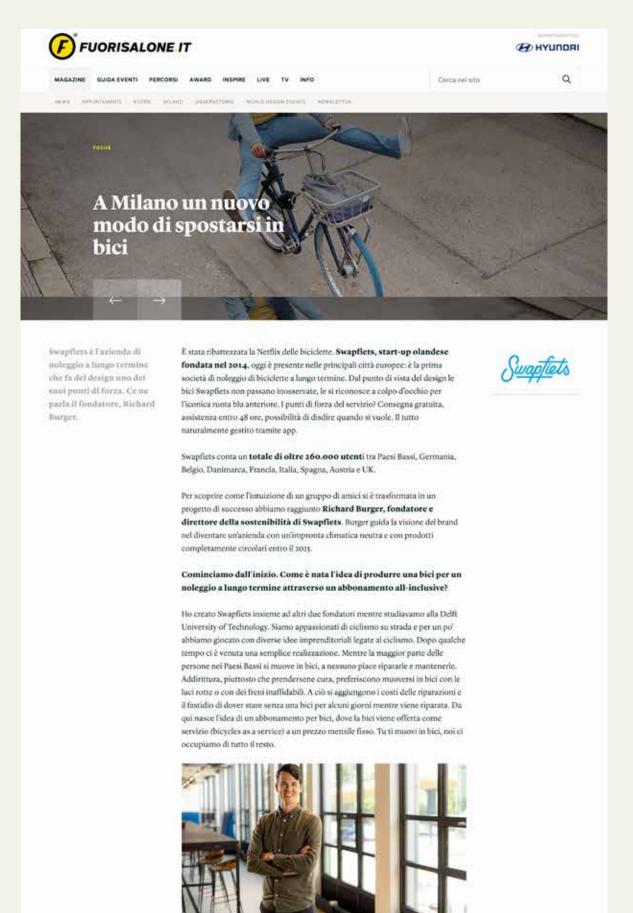
It' an all-inclusive subscription service that allows you to rent traditional or electric bicycles. This service already exists in Europe and has recently landed in the city of Milan.

The production

- Production of a branded article in Fuorisalone Magazine: an interview with Richard Burger, founder and sustainability director of Swapfiets;
- Production of a DEM newsletter addressed to the B2C database with all the details of the service;
- Sharing of articles on social channels Facebook, Linkedin and Instagram (via Stories);
- Creation of an image gallery on Instagram, highlighting the strong point of the project: circularity;
- Presence of a box within the daily newsletter (DayByDay) during the event with Instagram Reel landing.



Swapfiets 4/4





Dedicated NL





Box NL L'indispensabile



Come mi abbono?

Con formula mensile o semestrale. Con il mensile puoi disdire in qualsiasi momento, con quello semestrale hai diritto alla cancellazione dopo i primi 6 mesi.



Instagram story



Editorial article

Helbiz 1/4

HELBIZ KITCHEN





Presentation of the Helbiz Kitchen service



Helbiz 2/4

HELBIZ KITCHEN

The brief

How to promote: a new food delivery service in Milan and shared mobility.

- Promotion of the brand's values: a delivery service focused on sustainability with electric scooters;
- Promotion of the Helbiz mobility subscription service in the city of Milan.

The goals

- Reaching out to the Design Week community through the development of branded content that tells the brand values beyond the product. Emphasise the green values of the brand, promoter of a new lifestyle under the banner of sustainable mobility and reuse in urban mobility;
- Involve and publicise the new food delivery service;
- Generate attention with targeted call-to-actions aimed at expanding Helbiz's catchment area in the Milan area.





Helbiz 3/4

HELBIZ KITCHEN

The concept

The choice was to focus on telling the story of the world of ghost kitchens, narrating the design and architectural aspect to the Fuorisalone community.

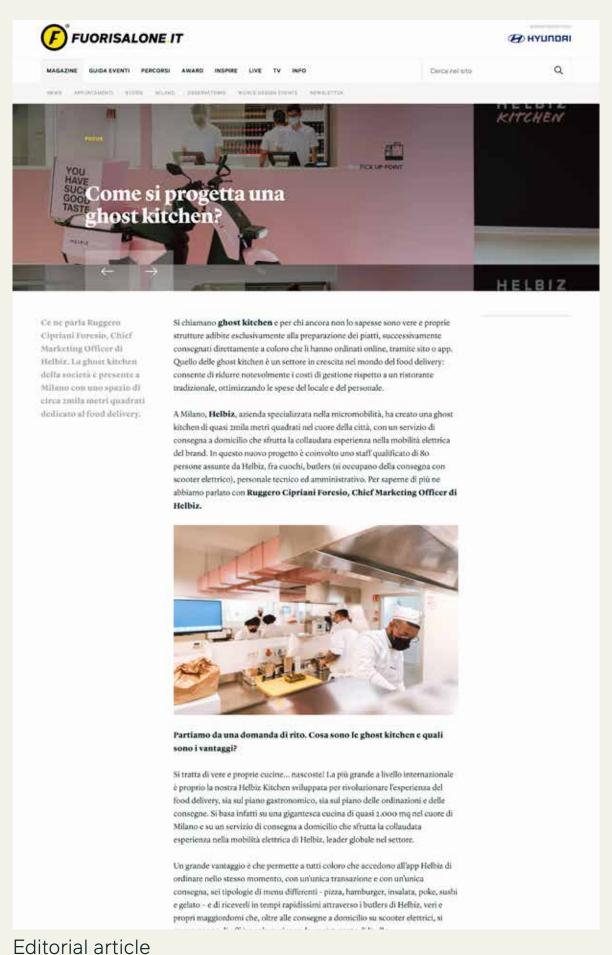
At the same time, we highlighted the social and lifestyle elements linked to the food delivery phenomenon.

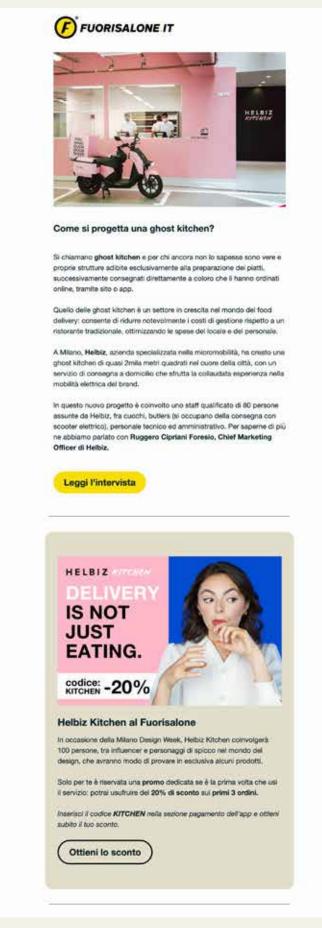
The production

- Involvement of 30 relevant figures (designers, curators, influencers, content creators) in the Milan area, who received a gift box with a full meal from Helbiz and made Instagram Stories of thanks;
- Realisation of a branded article in Fuorisalone Magazine: an interview with Cipriani Foresio, Chief Marketing Officer of Helbiz;
- Sharing of the article on social channels Facebook, Linkedin and Instagram (via Stories);
- Production of a DEM newsletter addressed to the B2C database with all the details of the service;
- Presence of a box within the daily newsletter (DayByDay) during the event with Instagram Reel landing.



Helbiz 4/4





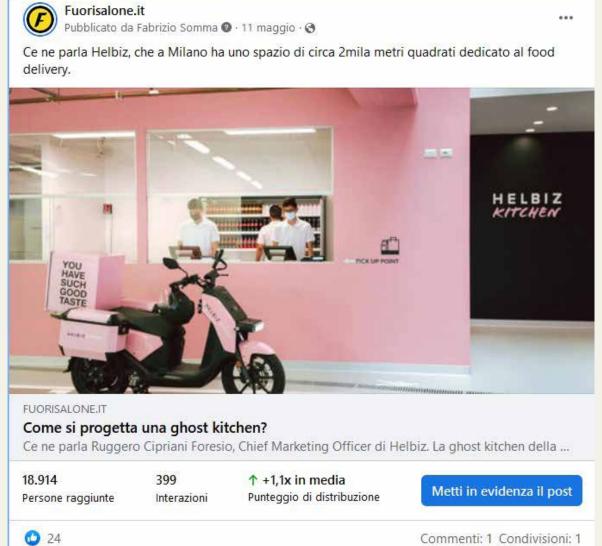


Come si progetta una ghost kitchen?

Ce ne parla Ruggero Cipriani Foresio, Chief Marketing Officer di Helbiz. La ghost kitchen della società è presente a Milano con uno spazio di circa 2mila metri quadrati dedicato al food delivery.

» & LEGGI QUI

Instagram story



HELBIZ KITCHEN

Facebook post

Dedicated NL



Banca Etica 1/4







Illustrations promoting sustainability-related content promoted by Banca Etica



Banca Etica 2/4



The brief

How to promote: a financial service.

- Promoting the values and principles that guide the activities of Banca Etica.

The goals

- Reaching out to the Design Week community by telling the dimension of ethical finance, highlighting the differences with sustainable finance models;
- Generating attention and raising awareness of the Banca Etica universe.





Banca Etica 3/4



The concept

The choice was to tell the value of ethical finance models, exemplifying to the Fuorisalone community what are the basic tools to orient oneself in the world of ethical finance.

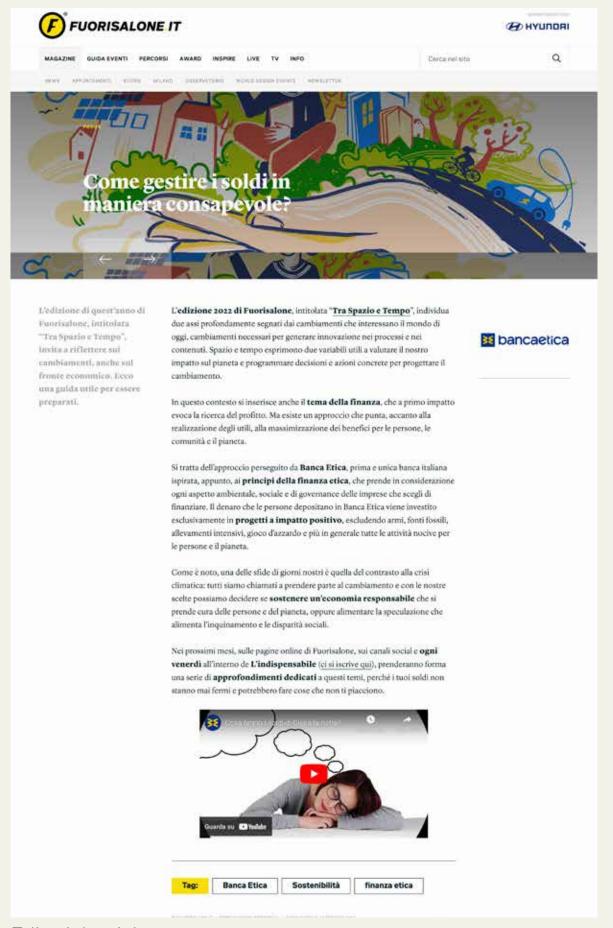
In particular, we thought of telling the key concepts/values linked to Banca Etica.

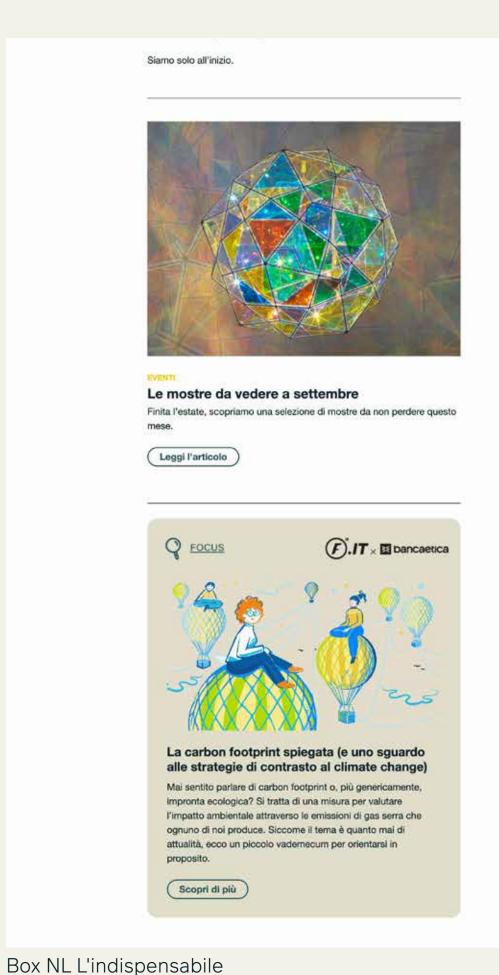
The production

- Production of a branded article each month in Fuorisalone Magazine that explores one of the topics related to ethical finance;
- Sharing of the article on social channels Facebook, Linkedin and Instagram (via Stories);
- Presence of the branded article in the weekly newsletter L'indispensabile destined for the B2C database with an ad hoc graphic box.



Banca Etica





Di cosa parliamo quando parliamo di greenwashing?

Spesso le strategie di comunicazione e marketing costruiscono messaggi che falsano la realtà.



∠ LEGGI QUI

Instagram story



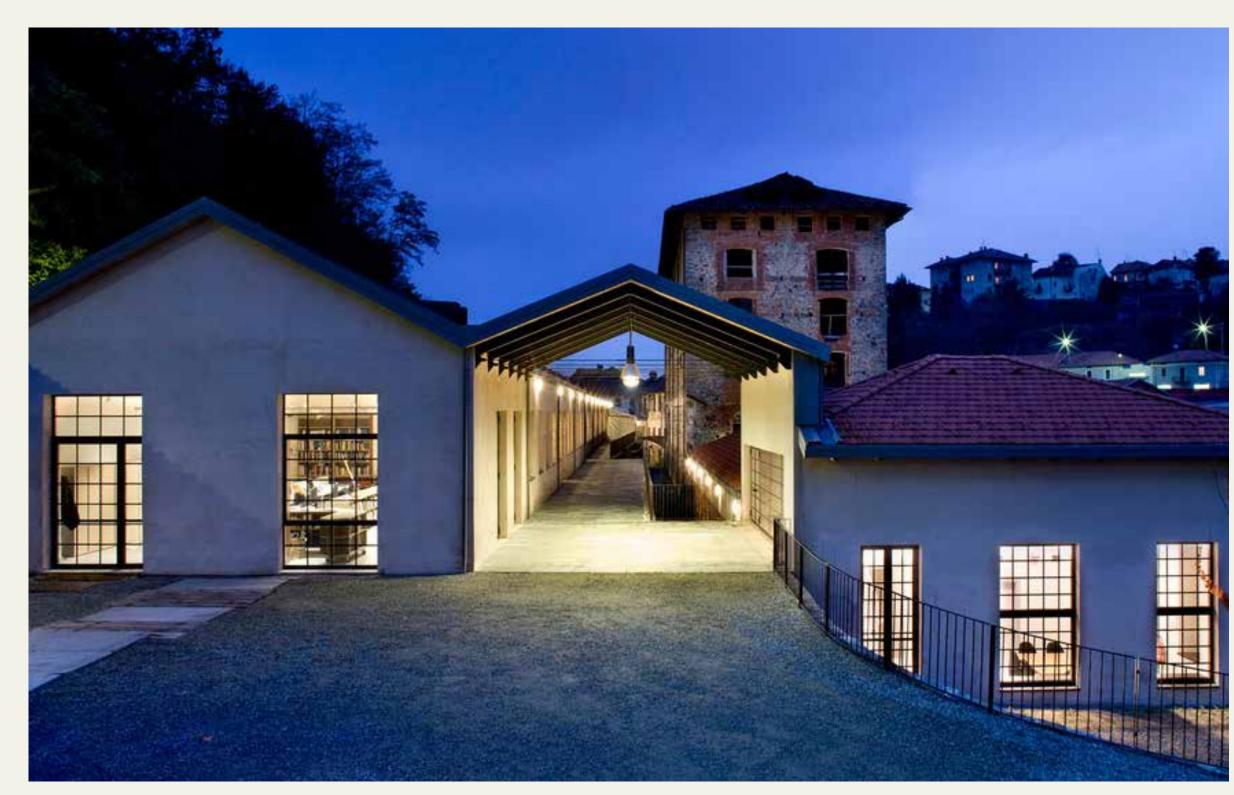
35 bancaetica

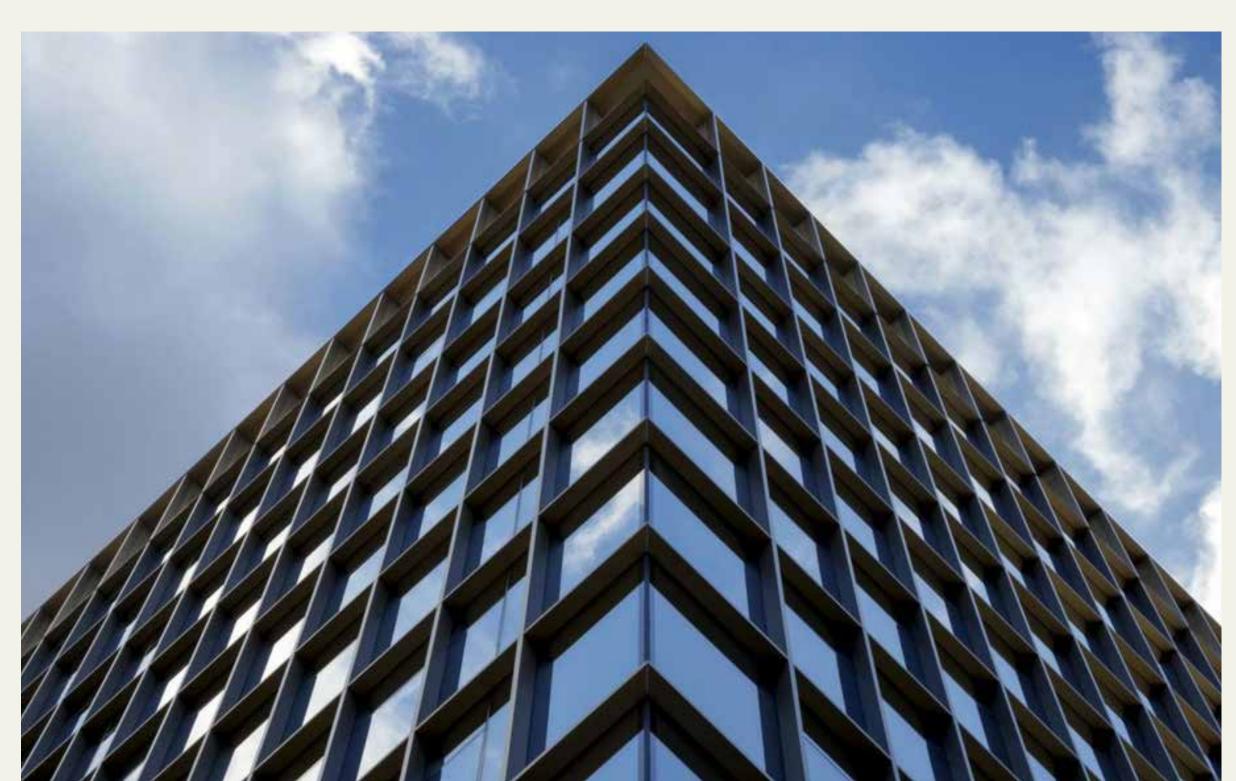
Editorial article



Banca Sella 1/5

Sella





Sella Foundation at the Lanificio Maurizio Sella and Banca Sella headquarters in Milan



Banca Sella 2/5

Sella

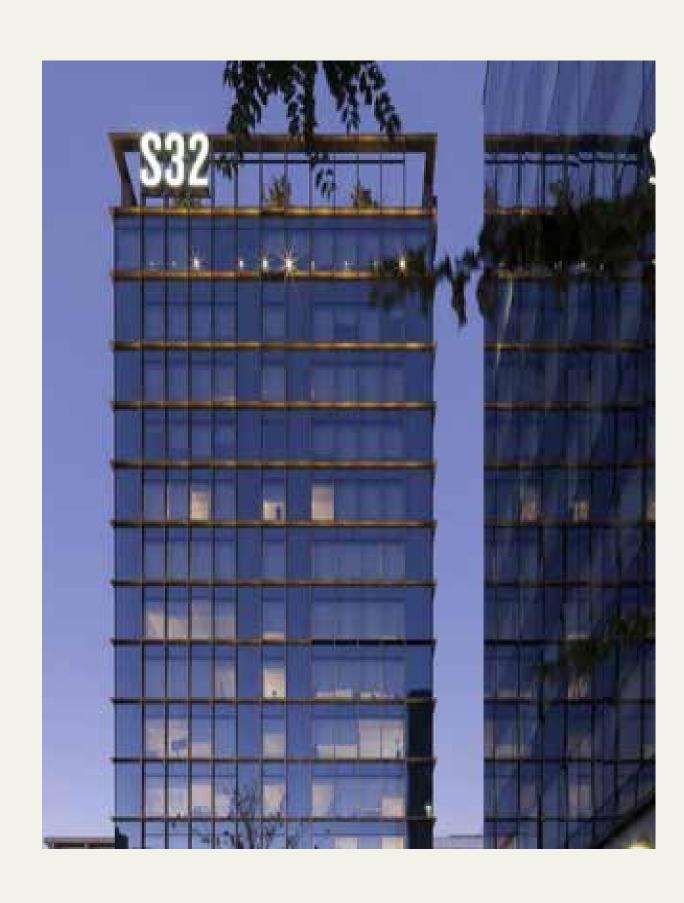
The brief

How to promote: a financial service.

- Promotion of Banca Sella's sustainability values, with a focus on energy efficiency through the 110% Superbonus.

The goals

- Reaching the Design Week community through a story that generates interest and highlights the features of access to the 110% Superbonus;
- Generate attention and raise awareness of the Banca Sella universe.





Sella

Banca Sella 3/5

The concept

Through the 'Inhabiting Change' project, the theme of change as a central element for improving our lives was addressed. The 110% Superbonus as an opportunity: a tax break for renovation work that improves the energy efficiency of buildings.

The production

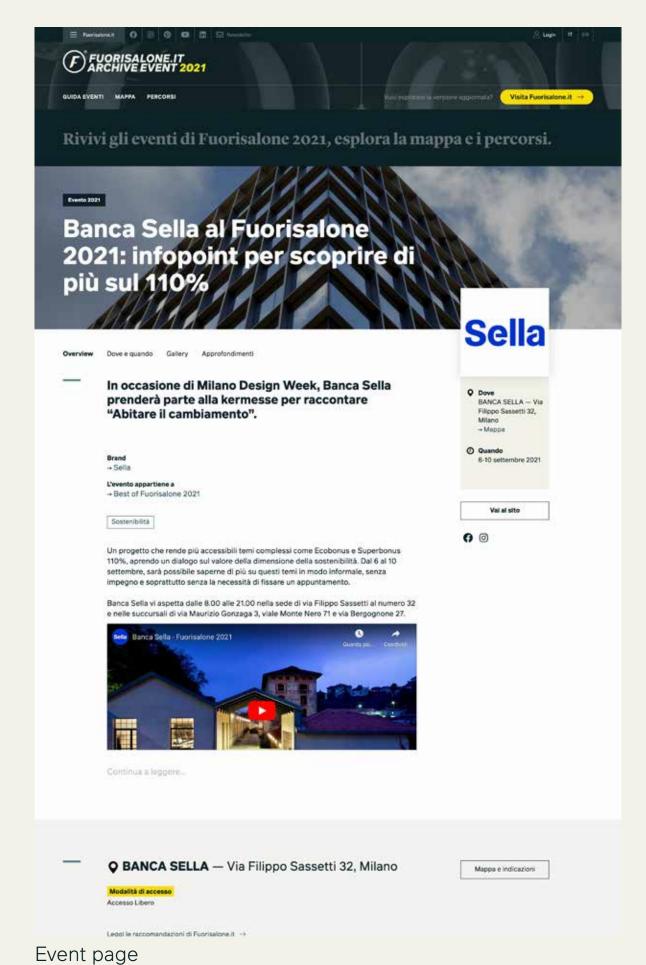
- Production of a branded article introducing the collaboration and presenting the project "Living the change" to the community;
- Production of a branded article addressing the topic "How much does change matter?", highlighting how our every action produces CO2 and consequently pollutes;
- Sharing of articles on social channels Facebook, Linkedin and Instagram (via Stories);
- Creation of ad-hoc graphic Instagram stories on the theme "How much does change matter?"
- Presence of the branded article within the weekly newsletter L'indispensabile intended for the B2C database with an ad hoc graphic box;
- Production of a DEM newsletter dedicated to the

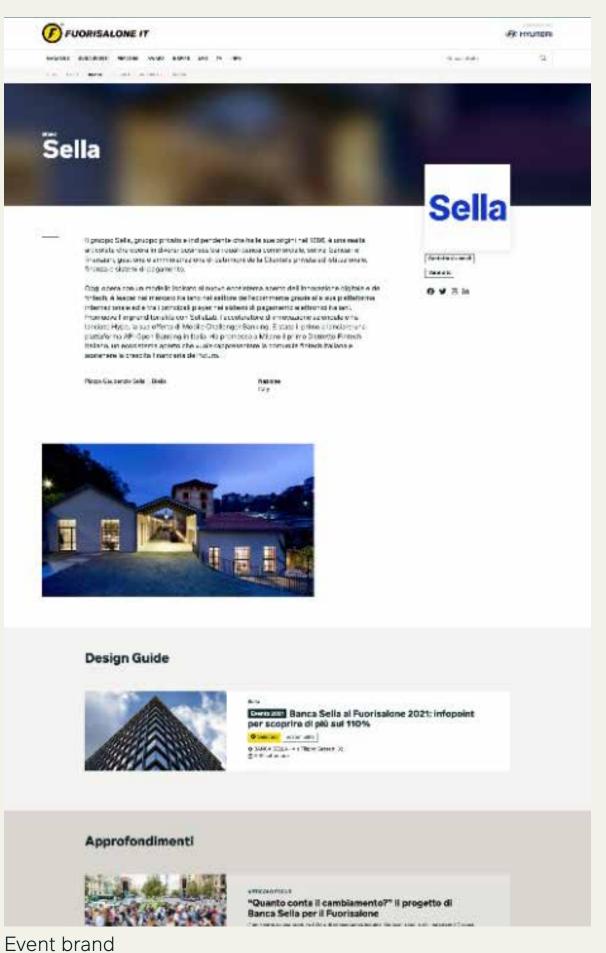
110% Superbonus;

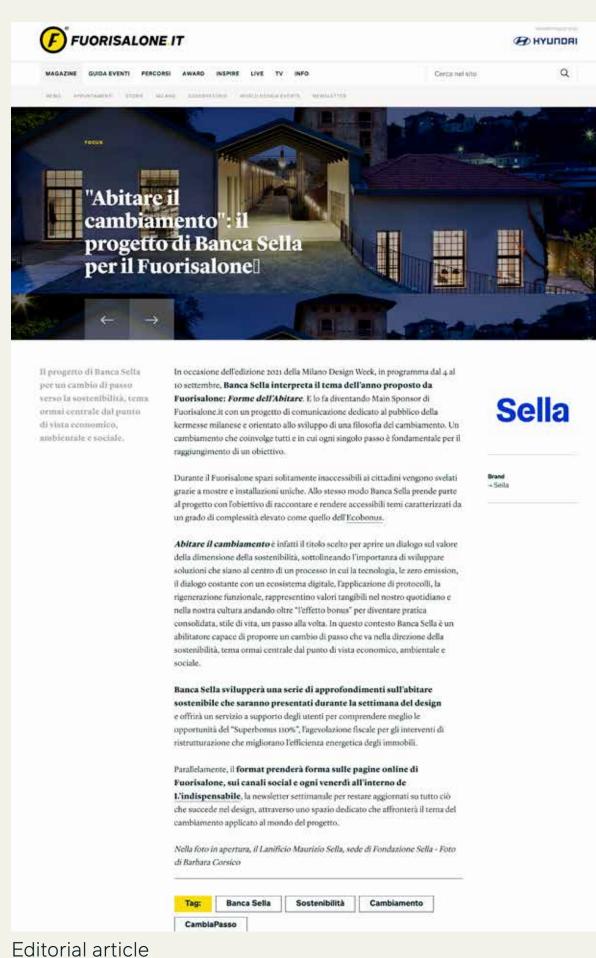
- Presence of a banner on the Fuorisalone.it homepage;
- Presence of a dedicated box in the daily newsletter during Milan Design Week;
- Coverage during Design Week of the info points dedicated to the 110% Superbonus in the Milan branches through the activation of content creators.



Banca Sella 4/5







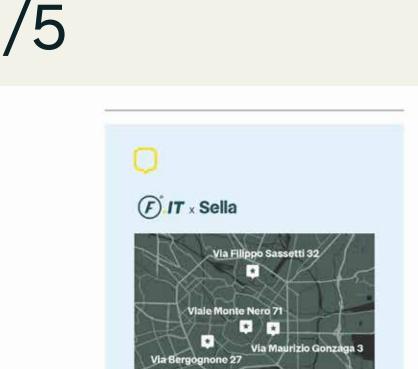


Sella

F.IT

Dedicated NL

Banca Sella 5/5



Banca Sella vi aspetta per saperne di più su Ecobonus e Superbonus 110. Dalle 8.00 alle 21.00 nella sede di via Filippo Sassetti al numero 32 e nelle succursali di via

Maurizio Gonzaga 3, viale Monte Nero 71 e via

Bergognone 27.

Scopri di più

Messaggio pubblicitario con finalità promozionale.

Per futto le condizioni economiche e contrattusi leggere attentamente il foglio
informativo relativo sita cessione per l'incasso del credito di imposta - Superbonus
Eco



Il Fuorisalone di Adi Design Museum

e Collezione Permanente del Compasso d'Oro inaugurate a maggio, il museo propone un palinsesto di mostre temporanee, installazioni ed eventi culturali per la Design Week.

4-10 settembre Piazza Compasso d'Oro 1 Maggiori info sull'evento



Il progetto "Social Warming" del ristorante 28 posti

28 Posti rinnova l'invito a un designer della scena internazionale a realizzare un menù a 4 mani con lo Chef Marco Ambrosino, Quest'anno è la volta del food designer spagnolo Martí Guixé.

4-10 settembre Via Corsico 1 Maggiori info sull'evento

100 In auto kg di CO₂ per 50 km F.IT x Sella

Instagram story



Instagram story

Sella



Fuorisaione.it

Pubblicato da Fabrizio Somma ② · 19 luglio 2021 · ❖

Il progetto di Banca Sella per un cambio di passo verso la sostenibilità, tema ormai ce fronte economico, ambientale e sociale.



FUORISALONE.

"Ahitare il cambiamento": il progetto di Ranca Sella per il Fuorisalone Facebook post

Box NL Lindispensabile



Strategic consultancy and content production aimed at promoting events, exhibitions or projects in Milan and elsewhere, during the course of the year and/or during Design Week.

Intro

Do you have the goal of promoting an exhibition, show or project to reach design lovers and the entire Fuorisalone.it community of insiders?

Through careful consultancy, we can propose a communication plan dedicated to your branding and content dissemination objectives over a short or longer period, with a focus before,

during and after Milan Design Week.
Depending on the budget and the type of project, a precise positioning on our platform can be studied, and teasing activities can be envisaged aimed at greater press coverage during the launch period, taking advantage of the media attention and the annual press conference we organise.



What we can do together

There are numerous solutions that we can study for the telling of an event or project: production of editorial content with publication in the magazine, social activities to promote and disseminate the content through stories cards or classic post feeds on social channels. Engagement of an external content creator or a selected group of e.Reporters who, through adhoc thematic photo/video content, can give a personal point of view and account of the event/activity with dissemination also to their own community of followers. Use of the multi-article

newsletter with a dedicated box and dedicated newsletter in case you want to make a focus or create an engagement of participation in targeted activities, inclusion of the event within our dedicated event guide and activation of highlight positions of your choice such as slideshows, highlights bands, fixed banners or with specific search tags, significant presence in the material dedicated to press officers and during the launch press conference.

Tools that can be used

₩eb platform

✓ Newsletter

Magazine

Social

Highlights banner

Press Kit

e.Reporter



Case history





FENIX®

BOTTEGA VENETA

Investment

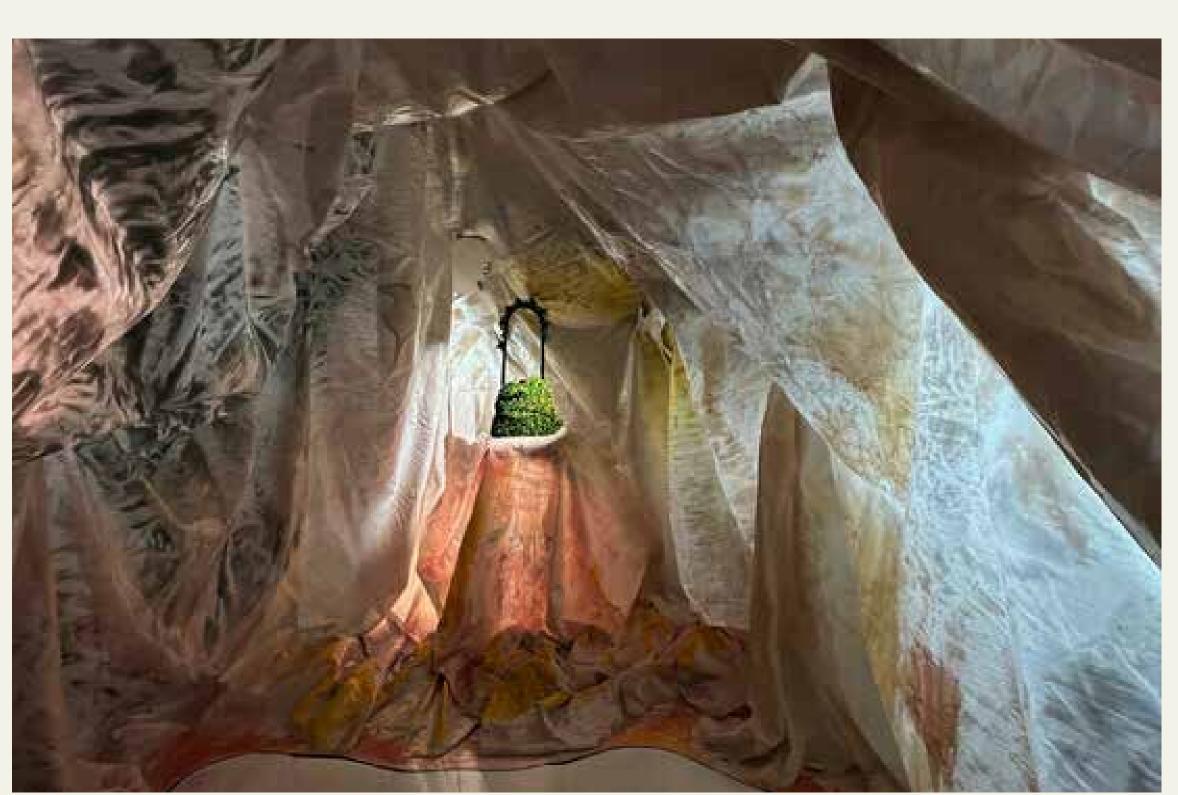
The cost is purely indicative and may vary depending on the tools chosen for the story, the number of activities and outings planned and the type of production required.



BOTTEGA VENETA

BOTTEGA VENETA - Vieni a vedere





Exhibition at the Bottega Veneta Milan showroom



BOTTEGA VENETA - Vieni a vedere

BOTTEGA VENETA

The brief

Promoting an event during the Fuorisalone week through a digital campaign.

The goals

- Optimise participation in the event during Design Week;
- Position the brand within Design Week;
- Generate brand awareness.





BOTTEGA VENETA

BOTTEGA VENETA - Vieni a vedere

The concept

The choice was to use creativity provided by Bottega Veneta, working on ad hoc targeting to reach a selected audience interested in the proposed content.

The production

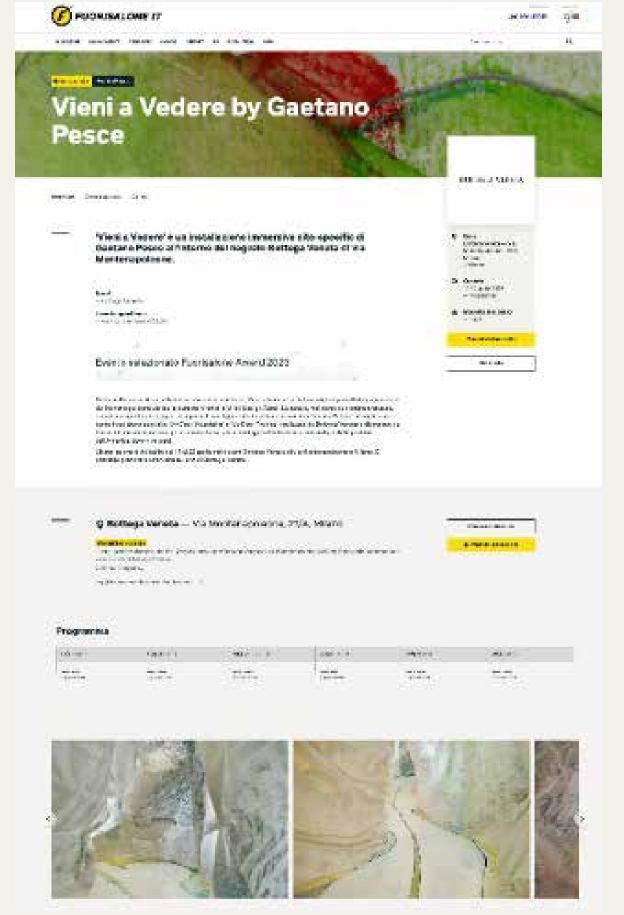
- Activation of a dark Instagram campaign, with target segmentation based on precise customer specifications.

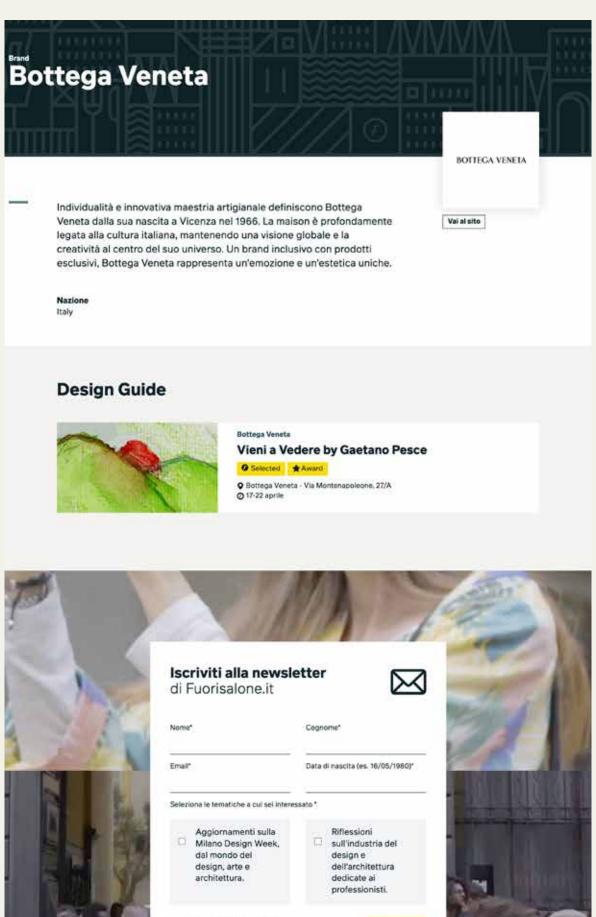


BOTTEGA VENETA

Promoting a project or an event with Fuorisalone.it

BOTTEGA VENETA - Vieni a vedere





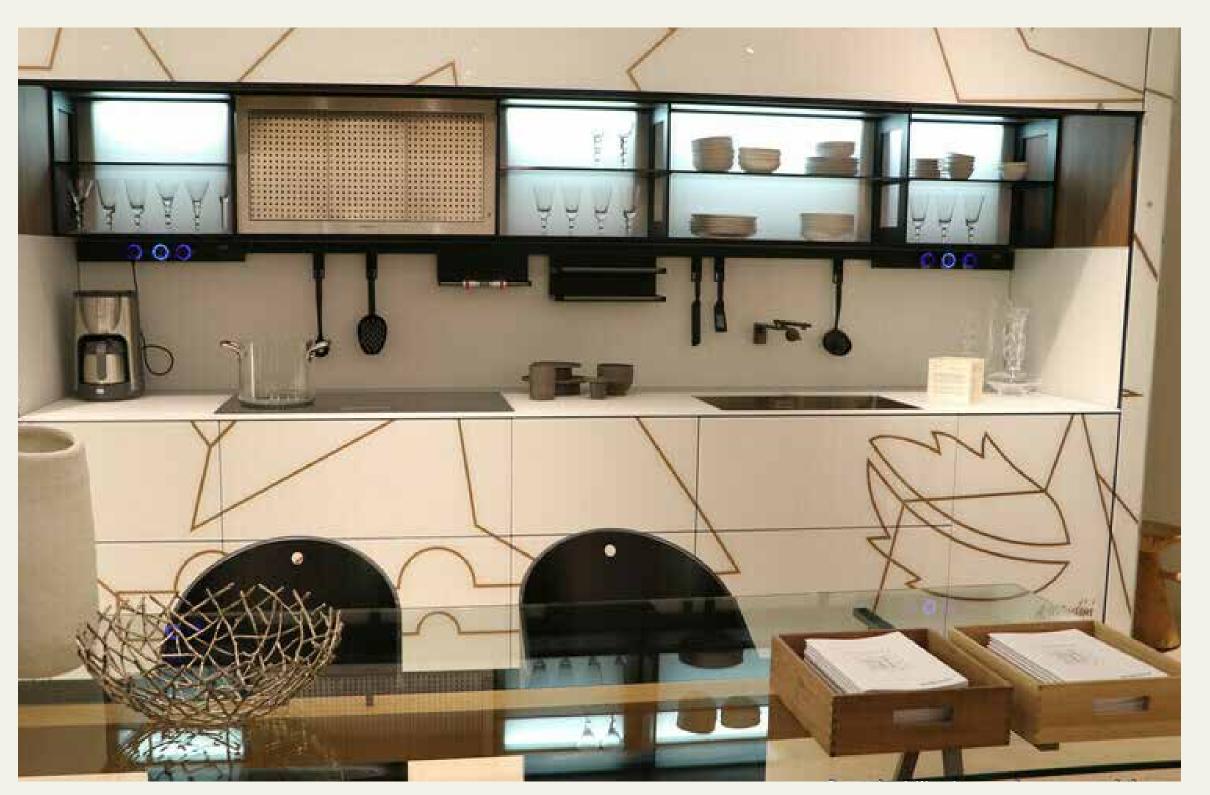




Valcucine - "LE3DERS" 1/5







Exhibition at the Valcucine Milan Brera showroom



Valcucine - "LE3DERS" 2/5



The brief

How to promote: sustainability storytelling, promotion of new products, exhibition at the Fuorisalone.

- Promotion of Valcucine's sustainability objectives, a value that has been part of the brand's DNA for over 40 years;
- Promotion of "Sustainability beyond space and time", the brand's approach to the Milan Design Week;
- Promotion of the 'LE3DERS' exhibition, hosted in the Milan showroom, dedicated to LEED-certified architectures in the world.

The goals

- Reaching out to the Design Week community through the development of branded content telling the brand values beyond the product, distributed in two phases: launching in advance of the event to generate attention, direct promotion of the event during the event;
- Generating traffic to the "LE3DERS" exhibition during Milan Design Week;
- Involving and stimulating the community on the theme of sustainable architecture by activating social channels.





Valcucine - "LE3DERS" 3/5



The concept

The choice was to focus on the message and tell the story of the company's ongoing commitment to sustainable production.

To do this, we created a series of branded contents with an architectural theme, in the magazine and on the Instagram channel, distributing the releases within an editorial plan that anticipated the event by 45 days.

The production

- Creation of branded articles in Fuorisalone Magazine: a news item dedicated to the city of Milan, included among the top 5 cities in Europe for number of sustainable buildings; an in-depth article dedicated to green architecture to be discovered in Milan; an article dedicated to the "LE3DERS" exhibition to be discovered through augmented reality;
- Creation of a featured event card within the Fuorisalone.it Event Guide;
- Presence of the event card within the daily newsletter (DayByDay) during the event;
- Sharing of articles on social channels Facebook, Linkedin and Instagram (via Stories);
- Creation of an ad hoc Instagram Reel, with the involvement of a content creator, dedicated to the

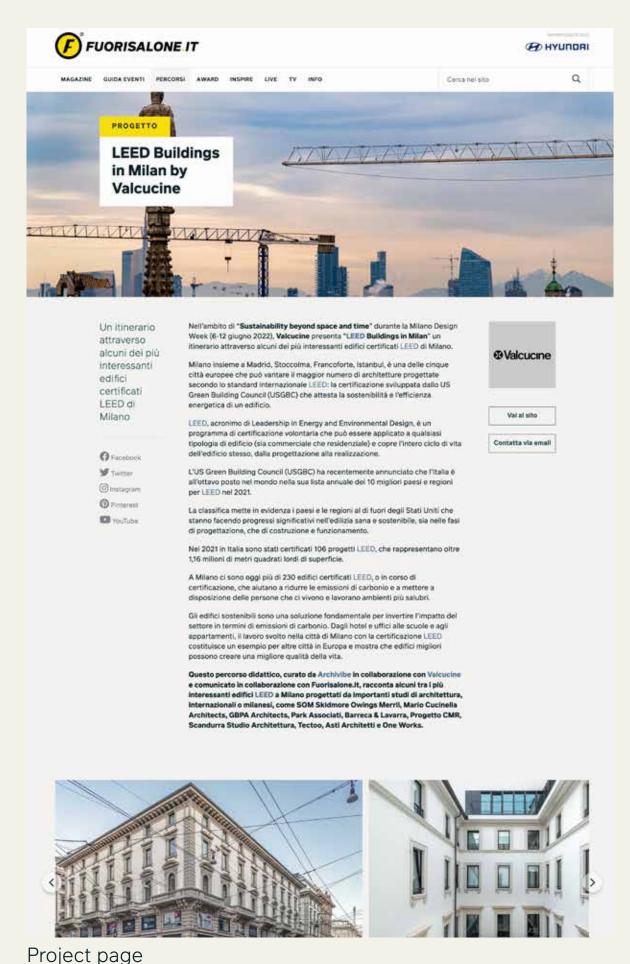
theme of LEED certification in architecture;

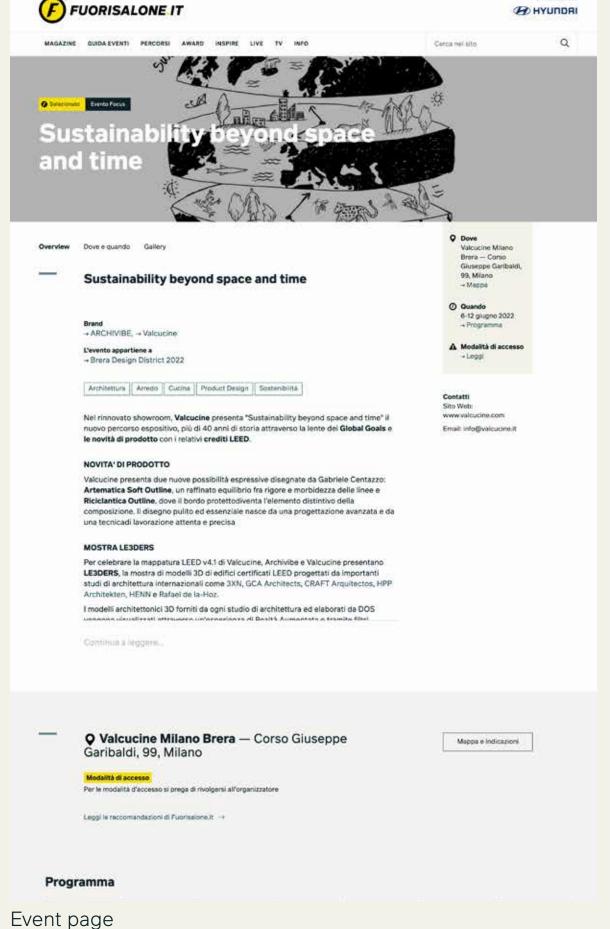
- Presence of a box within the daily newsletter (DayByDay) during the event with Instagram Reel landing.

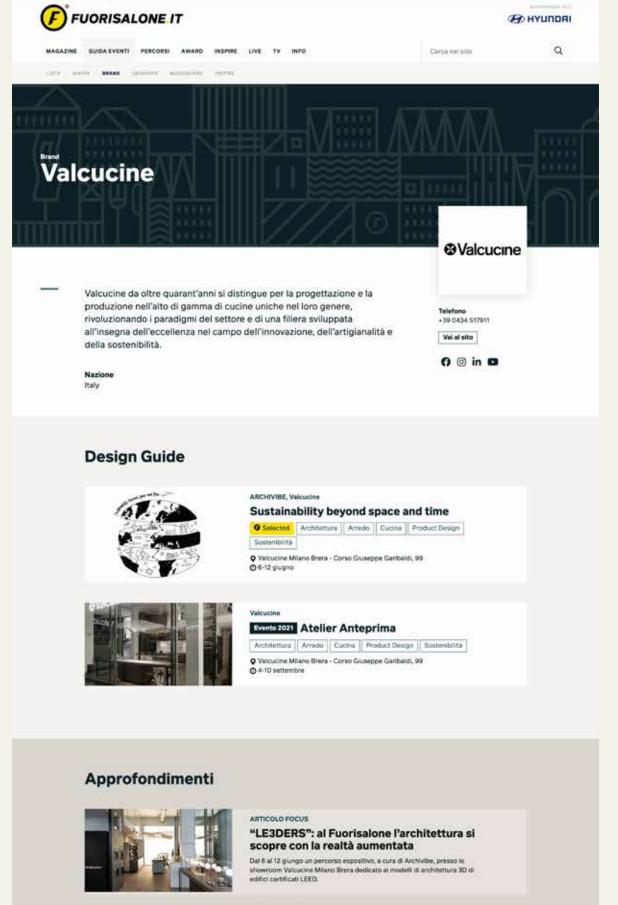


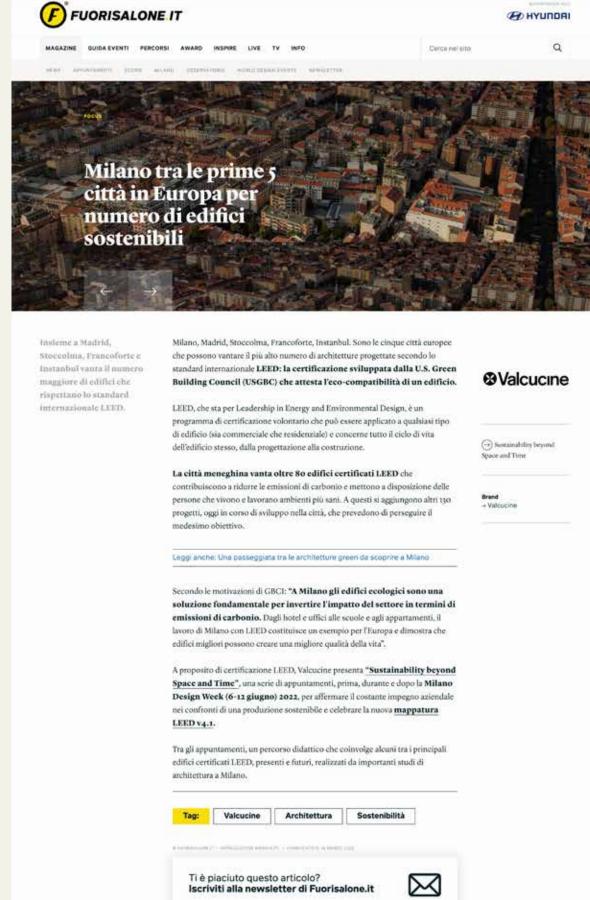
Valcucine - "LE3DERS" 4/5









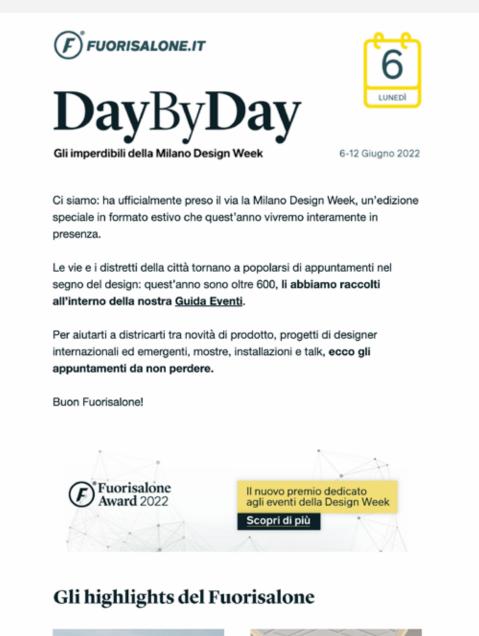


Brand page Editorial article



Valcucine - "LE3DERS" 5/5





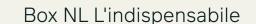


"LE3DERS": l'architettura in mostra tramite realtà aumentata

Un percorso espositivo, a cura di Archivibe, presso lo showroom Valcucios Milano Brera dedicato Una mostra nel cantiere di Casa Baglioni

Il nuovo Baglioni Hotels & Resorts firmato Spagnulo & Partners apre le porte a una selezione della Stefano Cecchi Trust Collection

Leggi l'articolo Una passeggiata tra le architetture green da scoprire a Milano Una buona parte degli edifici delle città meneghina aiutano ridurre le emissioni di carbonio. Valcucine ci porta alla scoperta di alcuni tra i più Leggi l'articolo Pubblica gratuitamente il tuo evento nella guida online di Fuorisalone





Instagram reel







"LE3DERS": al Fuorisalone l'architettura si scopre con la realtà aumentata Dal 6 al 12 giungo un percorso espositivo, a cura di Archivibe, presso lo showroom Valcucine

Metti in evidenza il post

Instagram and Facebook post



Box NL DaybyDay

Strategic consultancy aimed at defining a concept and related communication plan in order to promote the launch of a new product or service to our community both during design week and throughout the year.

Intro

Are you promoting a new collection or special collaboration, launching an innovative product (design or non-design sector) or service and would like to reach the Fuorisalone audience?

Thanks to a dedicated consultancy, we are able to offer our customers targeted solutions, to develop project concepts designed for the context, and to translate them into the different

formats proposed in our editorial plan.



What we can do together

There are various activities and possibilities that we can implement for the launch of a product during the year or in conjunction with Milan Design Week: production of editorial content such as interviews with relevant figures in the company or designers who have collaborated on the creation of the product with consequent publication in the online magazine, social activities to promote the content through stories cards or classic post feeds to support the social channels, creation of ad-hoc content by content creators or e.Reporter Fuorisalone that through testing and use of the product can validate the positioning and its perception.

Production of dedicated newsletters or boxes promoting the product within the multi-article newsletter or The Indispensable, also

associating discount codes if purchase is the objective.

Insertion of the product card within our dedicated event guide if there is an associated launch event with linking of the brand and designer card, activation of highlight positions of your choice such as slideshows, highlights, fixed banners or with specific tag search if there are values, keywords to be enhanced within the platform for associated content. Possibility of making the product available to a small number of influencers or specific targets with testing in advance. Commissioning the strategy and production of extra content and media to be used as ADV advertising during the product launch campaign or at other times.

Tools that can be used

We platform

Magazine

Social

Highlights banner

e.Reporter



Case history









Investment

From To 5.000/40.000€

The cost is purely indicative and may vary depending on the tools chosen for the story, the number of activities and outings planned and the type of production required.

Nike ISPA 1/5







Shots from the Nike ISPA model shooting



Nike ISPA 2/5



The brief

Promoting the launch of a new collection, the production of a report related to sustainability issues and ultimately generating interest in the installation at Milan Design Week.

- Launch of the new Impact Report FY21, celebrating 20 years of reporting on Nike's environmental impact.
- Promotion and launch of a new product.
 ISPA (Improvise, Scavenge, Protect, Adapt) trainers:
 two revolutionary models, Link and Link Axis, with
 which Nike accelerates its journey towards a circular,
 zero-carbon, zero-waste future. (Sustainability,
 Regeneration, Circular Economy).
- Promotion of the D-iSPA-ssembly Park installation, celebrating the shoe designed on the circular design principle of disassembly. ISPA trainers are presented during Milan Design Week in the Dropcity spaces.

The goals

- Reaching out to the Design Week community through the development of branded content that tells the brand values beyond the product, distributed in two phases: launching in advance of the event to generate attention, direct promotion of the event during Design Week.
- Generating traffic to the installation during the days of Design Week.
- Involve and stimulate the community in a debate on the theme of circular economy by activating social social channels.





Nike ISPA 3/5



The concept

The choice was to focus on the message and the product, involving the Chief Sustainability Officer of Nike in order to emphasise the most relevant aspects of the project and the path undertaken by the brand.

Giving support to the message by promoting collateral activities in which the brand was involved, relevant to our community, distributed in an editorial plan that anticipated the event by 45 days, making the most of our different tools.

The production

- Production of branded articles on Fuorisalone Magazine: news dedicated to the "Plastic: Remaking Our World" exhibition at the Vitra Design Museum; interview with the designer who designed the new ISPA trainers; interview with Noel Kinder, Chief Sustainability Officer, on Nike's new strategy; article on the Serena Williams Building, a new building designed by Skylab and Mark Parker;
- creation of featured event in the Fuorisalone.it Events Guide;
- Creation of a dem newsletter promoting the D-iSPA-ssembly Park event;
- Presence of the event card within the daily newsletter (DayByDay) during the event;
- Sharing of articles on social channels Facebook,

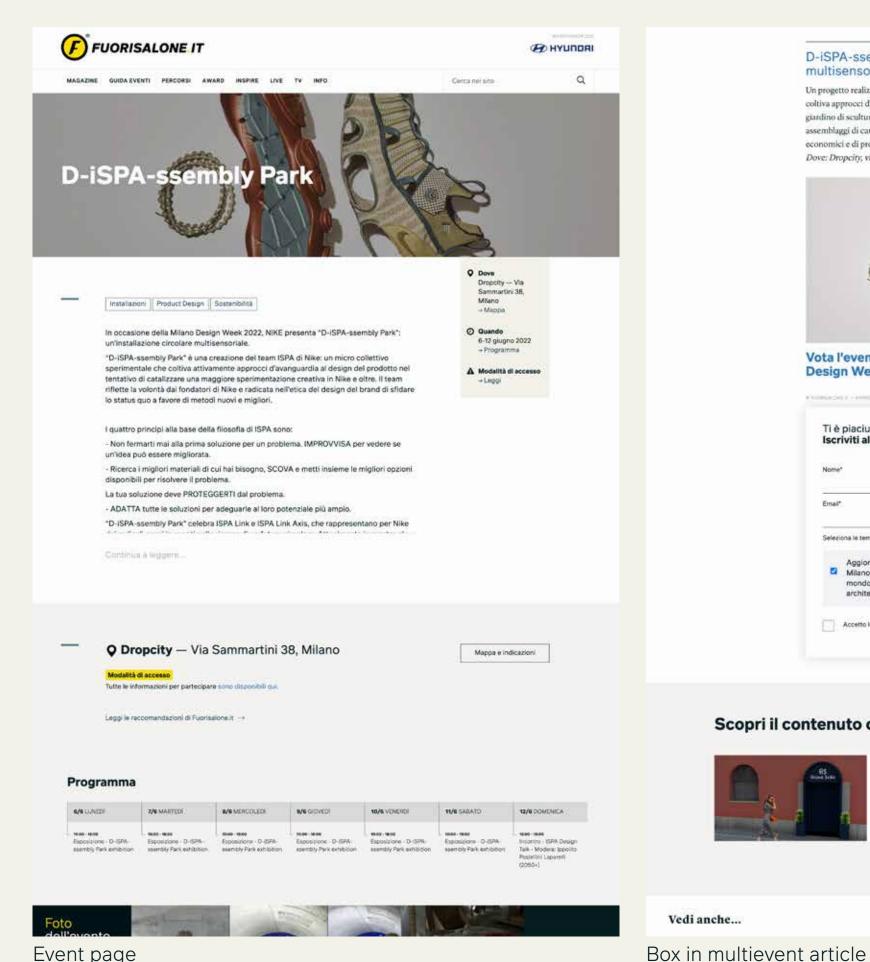
Linkedin and Instagram (via Stories);

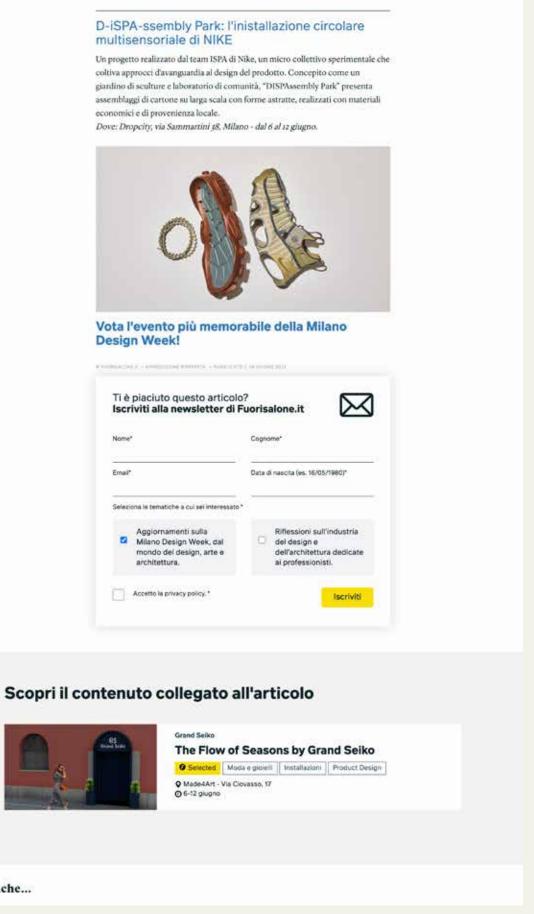
- Creating Instagram Stories during one of the workshops offered by Nike during the "D-iSPA-ssembly Park" event;
- Creation of an image gallery in the Instagram, with storytelling dedicated to the new ISPAs.

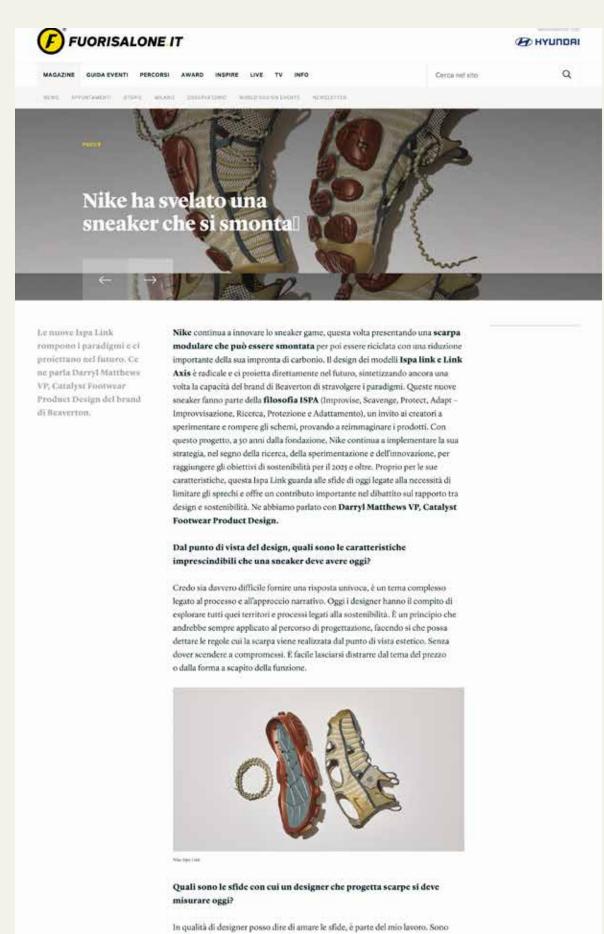


Vedi anche...

Nike ISPA







Editorial article



House of Switzerland: l'eccellenza del design svizzero

Nella cornice di Casa degli Artisti, un incontro tra Svizzera e Italia per promuovere ed esaltare la creatività e la vitalità del design elvetico.

7-12 giugno Via Tommaso da Cazzaniga angolo Corso Garibaldi Scopri di più



Hermès torna negli spazi ex Pelota

Nel cuore di Brera, la maison presenta la nuova collezione per la casa, con la direzione artistica di Charlotte Macaux-Perelman e di Alexis Fabry attraverso un allestimento speciale.

6-12 giugno Via Palermo 10 Scopri di più



A bordo del tram targato Febal Casa

Un tour itinerante per le vie di Milano alla scoperta del design e del talento. Tutti i giorni dalle 16 alle 22:30 con partenza da Piazza Fontana.

6-12 giugno Piazza Fontana Scopri di più



"D-iSPA-ssembly Park": un'installazione circolare multisensoriale progettata

Presso Dropcity va in scena un micro collettivo sperimentale che coltiva attivamente approcci d'avanguardia al design del prodotto.

7-12 giugno Via Sammartini 38

Box NL DaybyDay



Nike ISPA







"D-iSPA-ssembly Park": un'installazione circolare multisensoriale progettata da Nike

Dal 7 al 12 giugno presso Dropcity, in via Sammartini al numero 38, va in scena "D-iSPA-ssembly Park", una creazione del team ISPA di Nike: un micro collettivo sperimentale che coltiva attivamente approcci d'avanguardia al design del prodotto nel tentativo di catalizzare una maggiore sperimentazione creativa in Nike e oltre.

"D-iSPA-ssembly Park" celebra ISPA Link e ISPA Link Axis, che rappresentano per Nike dei radicali passi in avanti nella ricerca di un futuro circolare. Attualmente in mostra al Vitra Design Museum nell'ambito della mostra "Plastic: Remaking Our World", l'ISPA Link Axis è progettata per uno smontaggio completo ed è tenuta insieme dalla geometria anziché dalla colla o dal cemento.

Concepito come un giardino di sculture e laboratorio di comunità, "DiSPA-ssembly Park" presenta assemblaggi di cartone su larga scala con forme astratte estratte dai disegni tecnici dell'ISPA Link Axis e della precedente, l'ISPA Link (in arrivo a giugno 2022), che accompagnano i visitatori in un percorso di progettazione e sviluppo circolare.

Il team ha scelto di utilizzare materiali economici e di provenienza locale che possono essere facilmente smontati e a cui è stata data una seconda vita al termine dell'installazione, in questo caso, essendo triturati e convertiti in file audio da PAN RECORDS, un'etichetta discografica multidisciplinare e una piattaforma per artisti.

Scopri Nike ISPA



Dedicated NL



Il design sperimentale è protagonista della quarta edizione di Alcova

Il percorso espositivo, tra spazi interni ed esterni, si svilupperà su più di 20 ettari e prevede di essere l'edizione più ampia e ambiziosa di sempre. Leggi l'articolo



Brera Design Week 2022: il programma

"Progettare il presente, scegliere il futuro" è il titolo dell'edizione che andrà in scena dal 6 al 12 giugno e che raccoglier le sfide della contemporaneità. Leggi l'articolo



Nike ha svelato una sneaker che si smonta

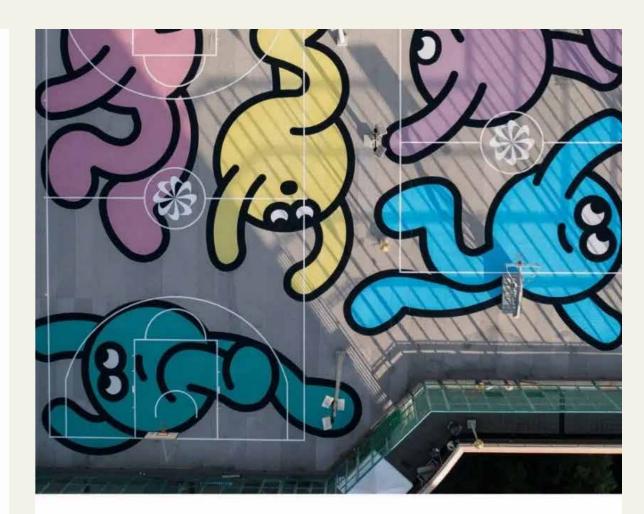
Le nuove Ispa Link rompono i paradigmi e ci proiettano nel futuro. Ce ne parla Darryl Matthews VP, Catalyst Footwear Product Design del brand di Beaverton.

Leggi l'articolo





Box NL L'indispensabile



La nuova strategia di Nike basata sulla sostenibilità

Intervista a Noel Kinder, Chief Sustainabilty Officer di Nike, che comunica le mission dell'azienda e i suoi obiettivi futuri da qui al 2025.

» & LECCI QUI

Instagram story



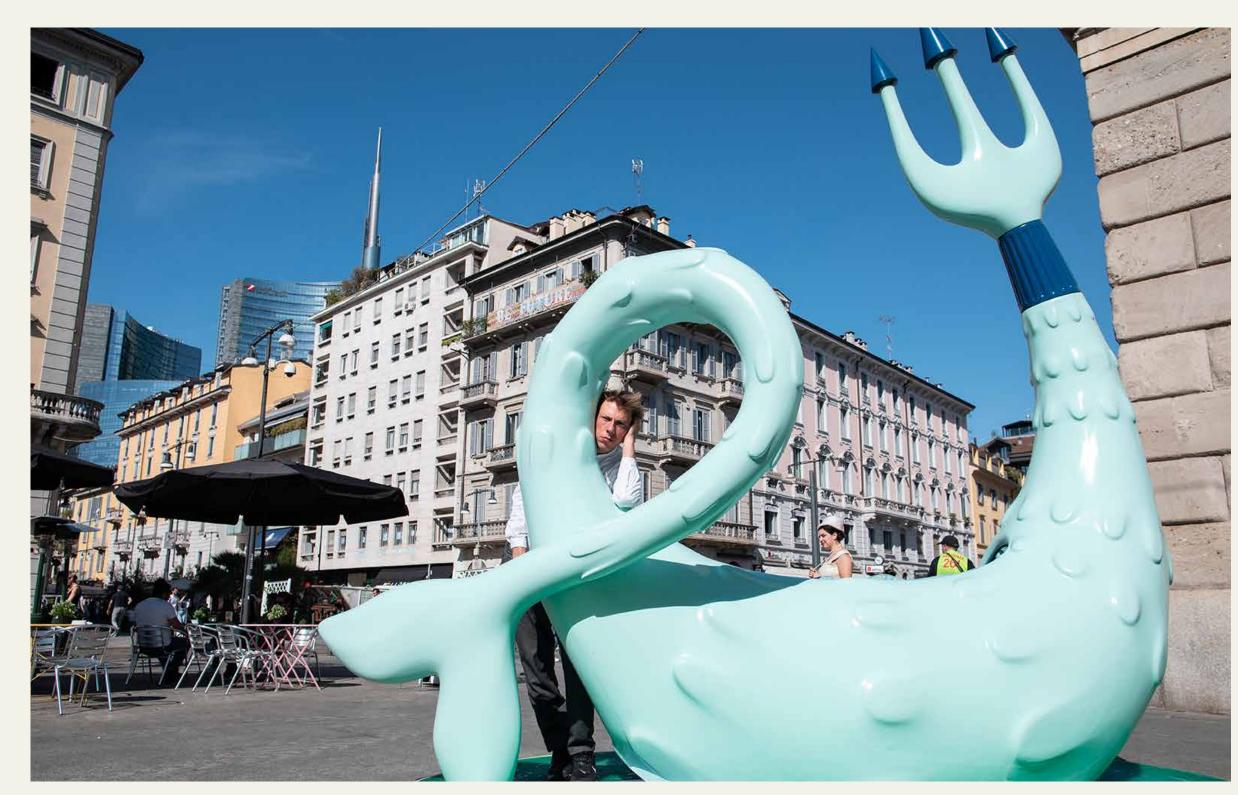


Instagram and Facebook post



Hendrick's 1/4







Installation and backstage promotional activities related to Hendrick's



Hendrick's 2/4



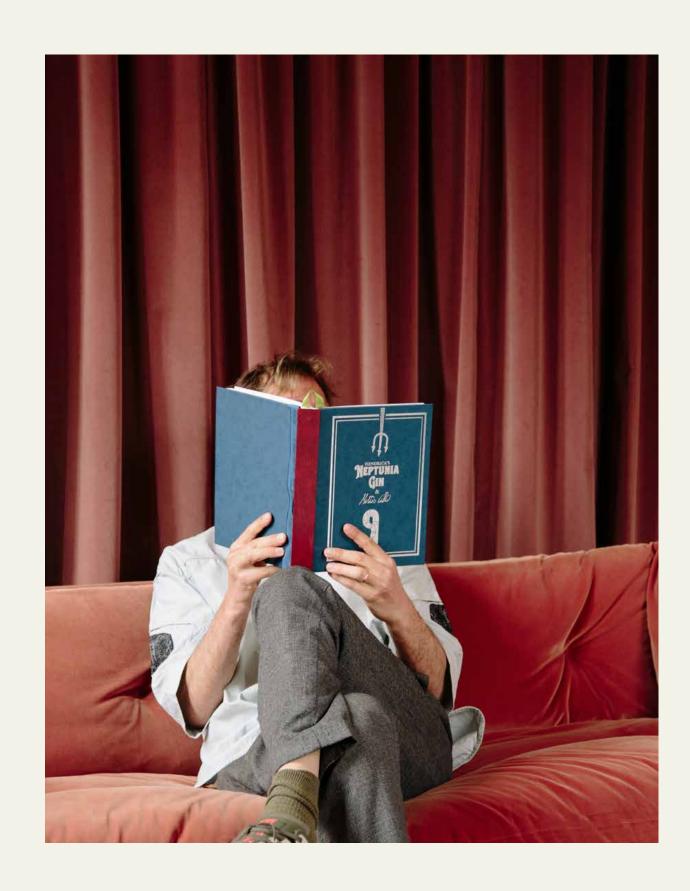
The brief

How to promote: an extra Milan Design Week activity and installation.

Promotion of the 'Neptunia Gin by Hendrick's' project, which involved the creation of a green artwork by artist and designer Matteo Cibic.

The goals

- Reaching out to the Design Week community through an engaging narrative that speaks to the city of Milan about sustainability through the installation designed by Matteo Cibic, thanks also to the involvement of zeroCO2 and Worldrise associations together with Hendrick's Gin and eight Milanese venues;
- Generating attention and raising awareness of the Hendricks's world.





Hendrick's 3/4



The concept

The decision was made to make an art video in collaboration with director Patrizio Sacco inside the Brera Design Apartment. The protagonist is the artist and designer Matteo Cibic, author of the installation "Neptunia Gin by Hendrick's".

The production

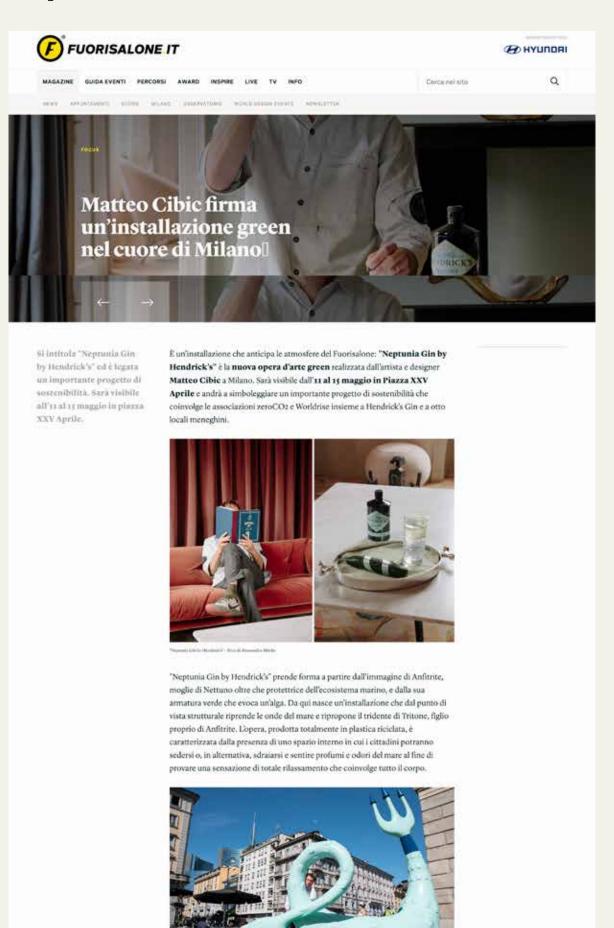
- Realisation of a teasing video that anticipates and reveals the artwork realised by Matteo Cibic;
- Realisation of stage photographs during the recording of the video project, to be used in the communication phase;
- Sharing of the video on Fuorisalone TV;
- Sharing of the video in Reels format on Fuorisalone's Instagram channel;
- Production of a branded article dedicated to the story of the "Neptunia Gin by Hendrick's" project;
- Sharing of the article on social channels Facebook, Linkedin and Instagram (via Stories);
- Creation of a dem newsletter promoting the

- "Neptunia Gin by Hendrick's" project;
- Presence in the weekly newsletter L'indispensabile.



Hendrick's 4/4





realizzata da Stark, che interpreta il tema di Fuorisalone 2022 "tra spazio e tempo". Dal 6 al 12 giugno presso l'Acquario Civico di viale Gadio 2. Leggi l'articolo a Milano con uno spazio di circa 2mila metri quadrati dedicato al food delivery. Leggi l'articolo



INDISALLATION

Matteo Cibic firma un'installazione green nel cuore di Milano

Si intitola "Neptunia Gin by Hendrick's" ed è legata un importante progetto di sostenibilità. Sarà visibile fino al 15 maggio in piazza XXV Aprile.

Leggi l'articolo



Rado e design, un binomio vincente

La maison orologiera svizzera, tra materiali innovativi e forme eleganti, dal 1917 a oggi ha un occhio di riguardo nei confronti del mondo del progetto. Leggi l'articolo



Fuorisalone 2022: la 5VIE Design Week alla sua nona edizione

Tra progetti curatoriali, collettive, storiche e nuove presenze, 5VIE si conferma con entusiasmo tra i distretti ufficiali del Fuorisalone 2022, Leggi l'articolo



Box NL L'indispensabile



Video page Fuorisalone TV









Editorial article

Metti in evidenza il post

We offer the possibility of promoting venues and spaces for events both in Milan and oriented towards design week or other events.

Intro

Do you have the objective of promoting an event space and the services offered to reach the Fuorisalone.it community made up of industry insiders but also pr and event agencies?

Our organisation can propose an editorial plan that defines the promotion and communication activities of the space and its uses. Depending on the type of space, its peculiarities, and the services offered, a different communication plan is proposed, aimed at creating a narrative of the place, also based on the previous activities hosted through in-depth content related to the brand and the place, and campaigns aimed at a B2B audience with the intent of generating traffic and interest in the structure and the manager.



What we can do together

The possibilities our platform offers for telling the story of a service and its values are: creation of editorial content with supporting social campaigns and newsletters. Possibility of producing photo/video content as a tale of the place.

Creation of information pages (landing pages) that clearly and comprehensively describe the DNA of the place and that can serve as a landing page for any social/digital campaigns.

Tools that can be used

Piattaforma web

Magazine

Social



Case history





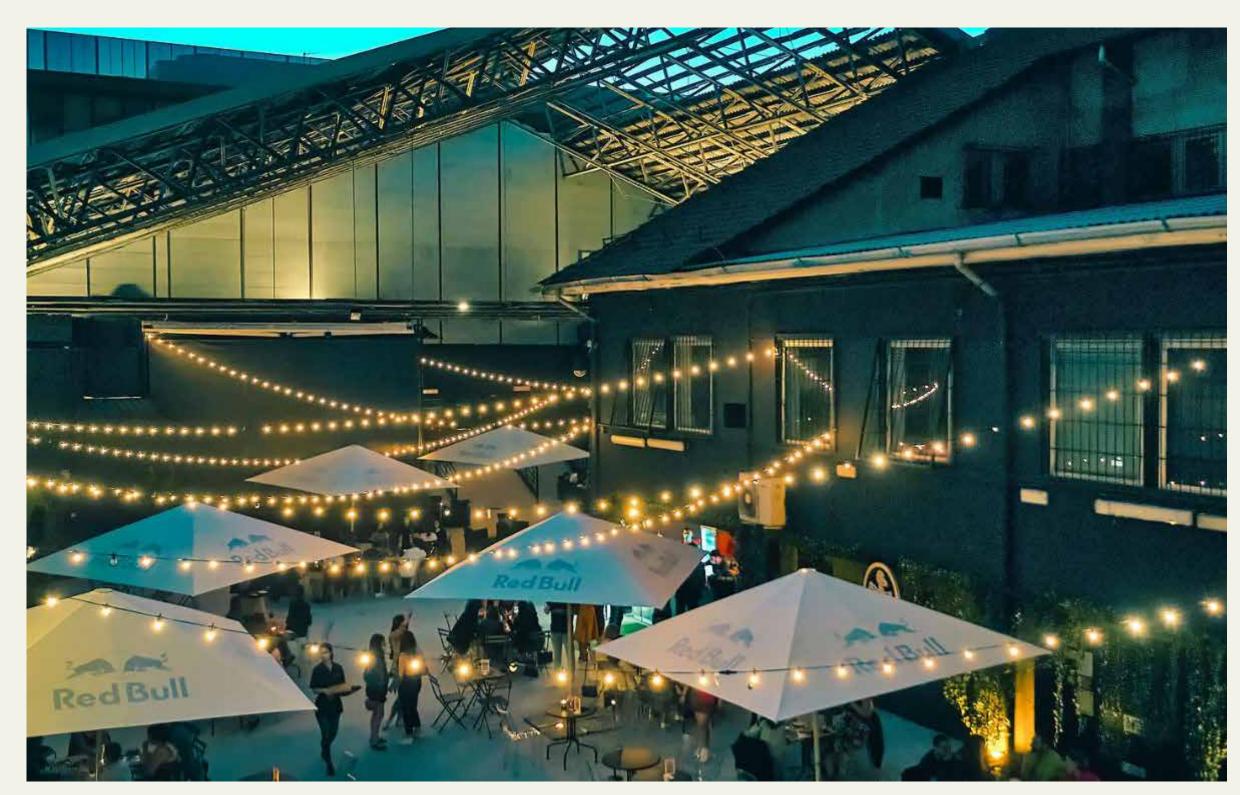
Investment

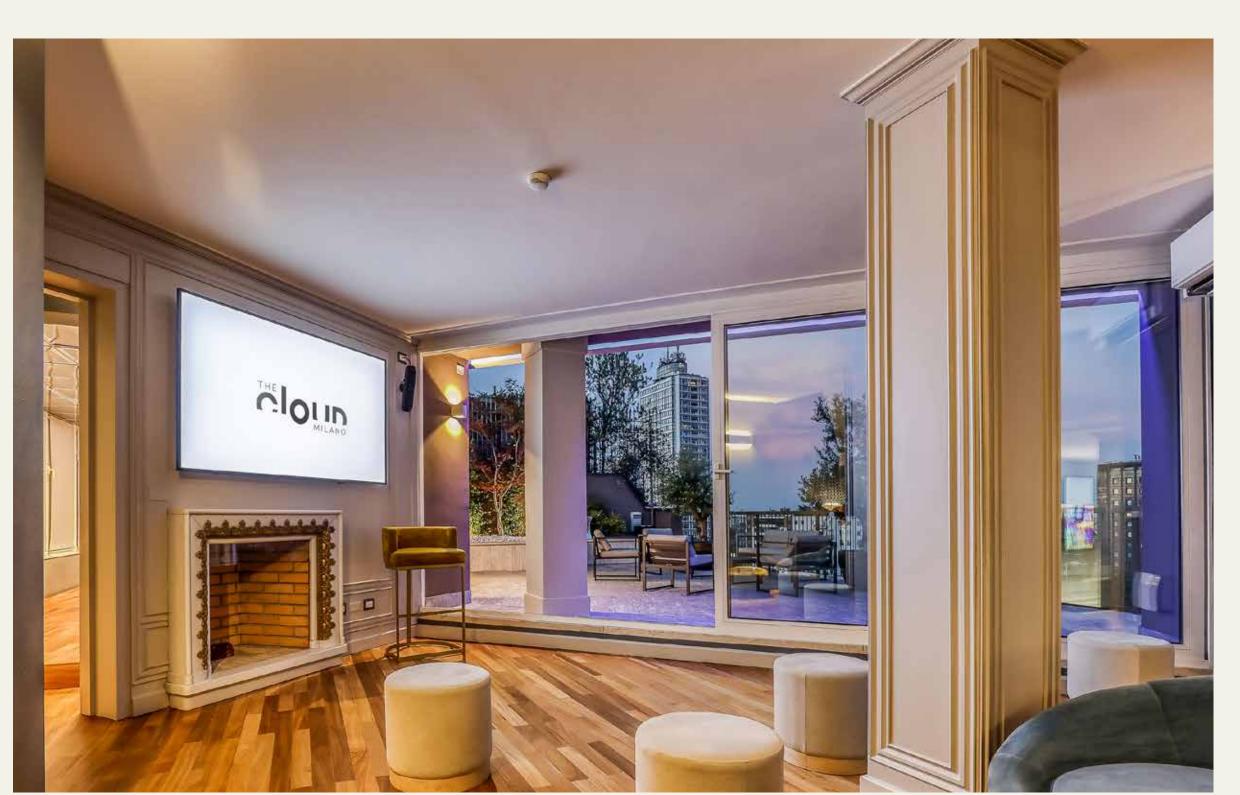
From To

3.500/8.500€

The cost is purely indicative and may vary depending on the tools chosen for the story, the number of activities and outputs planned and the type of production required.







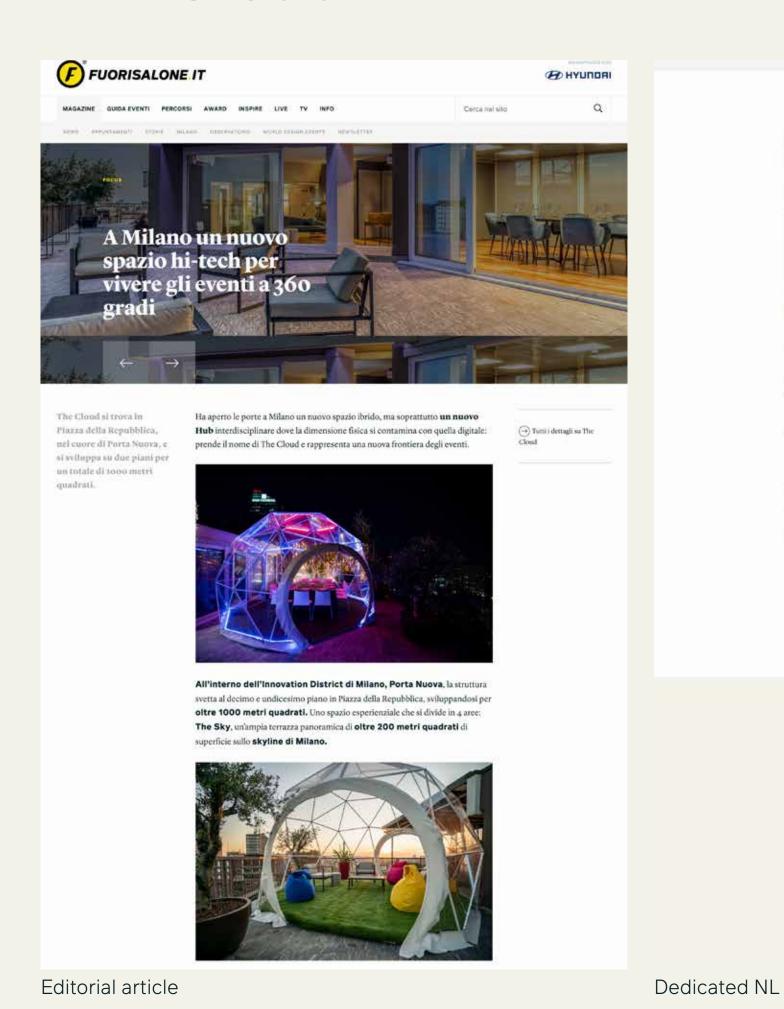
Location Valetellina 25 and The Cloud



— 64

Case history

The Cloud







DESTINAZIONI

A Milano un nuovo spazio hi-tech per vivere gli eventi a 360 gradi

The Cloud si trova in Piazza della Repubblica, nel cuore di Porta Nuova, e si sviluppa su due piani per un totale di 1000 metri quadrati.

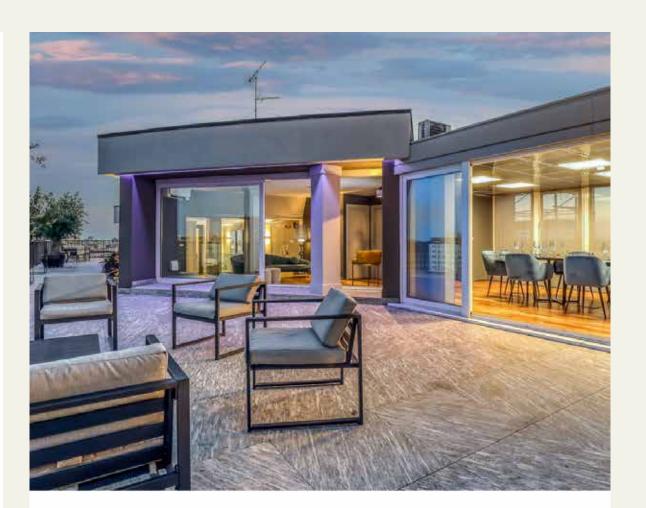
Leggi l'articolo



EVENTI

Le mostre da vedere a marzo

Box NL L'indispensabile



A Milano uno spazio hi-tech per vivere gli eventi a 360 gradi

The Cloud si trova in Piazza della Repubblica e si sviluppa su due piani per un totale di 1000 metri quadrati.

>>

Instagram story



— 65

Case history

Fuorisalone.it's experience with international clients allows us to identify the most suitable activity and content to achieve the best results in a targeted way.







































Reference goals

We develop digital strategies by designing them according to objectives and needs, and then define a targeted action plan.



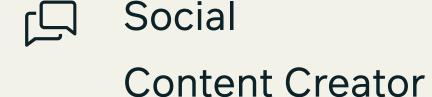
Promote your brand with tailored social content You aim to make your brand known to a wider audience through creative content that activates engagement.

What we can do

Through a tailor-made strategy we can build a series of contents that can create engagement and reach the Design Week community, during, before or after the event. A tailor-made path that can position and tell the brand values beyond the product.

To do this, in collaboration with our team of content creators, we are able to develop creative content on Instagram designed for the Reel and Stories format.

Tools that can be used





Promote your event in synergy with our influencers

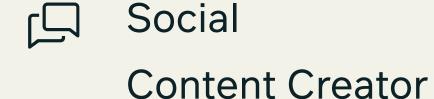
You aim to enlarge your catchment area and make an event known to a select audience of young, dynamic design lovers.

What we can do

The offer involves 10 influencers selected by Flatmates being present at different times at the Fuorisalone event, interacting and publishing content on their channels. Each influencer will promote 2/3 contents on Instagram/Tik Tok with brand mention.

The selected influencers are Italian, specialised in different topics and well profiled, from lifestyle to architecture via travel. The brands will thus be able to access a new, broad audience that is genuinely interested in getting to know them.

Tools that can be used





Other Case Histories

Brief, objectives, concept and production.



Case history

Strategy Innovation 1/4







Hackathon at Combo Venice



Case history

Strategy Innovation 2/4



The brief

How to promote: a hackathon involving young students

- Event promotion: a hackathon entitled "Spaces and Times of Living" by Strategy Innovation, at Combo Venezia, where 14 young designers from the luav University of Venice shared spaces and times for 36 hours.
- Promoting the values and principles that guide the Strategy Innovation project.

The goals

- Reaching out to the Design Week community by recounting the collaborative dimension of the hackathon: an intensive experience that saw participants from different backgrounds engage with areas such as sociology and psychology thanks to the expertise brought by Strategy Innovation;
- Generating attention and publicising the activities of the IUAV University.





Strategy Innovation 3/4



The concept

The choice was to narrate the opportunity generated by IUAV University and Strategy Innovation through the involvement of young designers in an intensive full immersion format.

The production

- Realisation of a branded article on Fuorisalone
 Magazine dedicated to the hackaton at the Crociferi in Venice;
- Production of a branded article in Fuorisalone Magazine: an interview with Everel, a company specialised in the production of electronic and electromechanical components, which participated in the project with one of its designers.
- Sharing of the articles on social channels Facebook, Linkedin and Instagram (via Stories);
- Creation of storytelling about the hackathon through a series of Instagram stories with shots taken live during the event;
- Presence of the branded article within the weekly newsletter L'indispensabile aimed at the B2C

database;

- Presence of the interview within the Osservatorio newsletter intended for the B2B database;
- Presence of the hackaton best-of video on Fuorisalone TV.



Strategy

Innovation

Case history

Strategy Innovation 4/4



Dal 4 al 3 aprile 24 giovani progettisti dell'Università Ituav di Venezia si sono incontranti per un'esperienza full immersion guidata da Strategy Innovation. Esplorare l'abitare abitando insieme è la sfida dell'hackathon ospitata il 4-5 aprile da Combo Venezia, in cui 14 giovani progettisti dell'Università Iuav di Venezia hanno condiviso spazi e tempi per 36 ore.

È stato un esperimento su più fronti: per la prima volta i ragazzi hanno lavorato in un'esperienza intensiva e collaborativa full immersion; per la prima volta i partecipanti provenivano tutti da formazioni diverse (design, comunicazione, architettura, urbanistica, pianificazione, arti, moda) e si sono confrontati anche con l'ambito della sociologia e della psicologia grazie alle competenze portate da Strategy Innovation; per la prima volta si è espressa una collaborazione fattiva tra luav, Ca' Foscari – con il suo spin off Strategy Innovation – e Fondazione di Venezia, grazie al supporto dell'azienda Everel che ha integrato nel gruppo un proprio designer.



domande chiave e le traducono visivamente partendo dal "Manifesto dell'Abitare", elaborato da Strategy Innovation in occasione di Fuorisalone 2021, che restituisce un testo critico utile alla definizione di spazi domestici più desiderabili e sostenibili: l'hackathon da seguito a queste riflessioni indagando le diverse nature in cui il progetto prende forma per ospitare la complessità dell'abitare presente e futuro, in cui spazio e tempo sono le due variabili utili a valutare l'impatto antropico sul pianeta.

II Manifesto dell'Abitare F.IT I towney @ Carbosom Il Manifesto dell'Abitare è uno strumento utile alla progettazione degli spazi domestici del futuro. Strategy Innovation ha voluto costruire la sua casa ideale attraverso la forza delle parole, utilizzando, per così dire, un rendering testuale. Ciascuna stanza è descritta in modo tale da stimolare riflessioni e idee, al servizio di architetti, designer e urbanisti. Frutto di un lavoro congiunto tra Strategy Innovation, Studiolabo, Fuorisalone.it e alcune aziende partner, il Manifesto dell'Abitare è la prima tappa di un percorso più lungo, un invito a collaborare e a istituire un think tank sulle forme dell'abitare più desiderabili e sostenibili. Scopri di più Se la newsletter ti è stata inoltrata e vuoi isoriverti, clicca gui. Fuorisalone.it è un progetto di Studiolabo Unsubscribe | Disiscriviti

Dedicated NL

FUORISALONE.IT



EVENTI

Spazi e tempi dell'Abitare: un hackaton ai Crociferi di Venezia

Dal 4 al 5 aprile 14 giovani progettisti dell'Università luav di Venezia si sono incontranti per un'esperienza full immersion guidata da Strategy Innovation.

Leggi l'articolo



Box NL L'indispensabile





Facebook post



Editorial article

— 74

Teva 1/5







Images supporting the Teva campaign



Teva 2/5



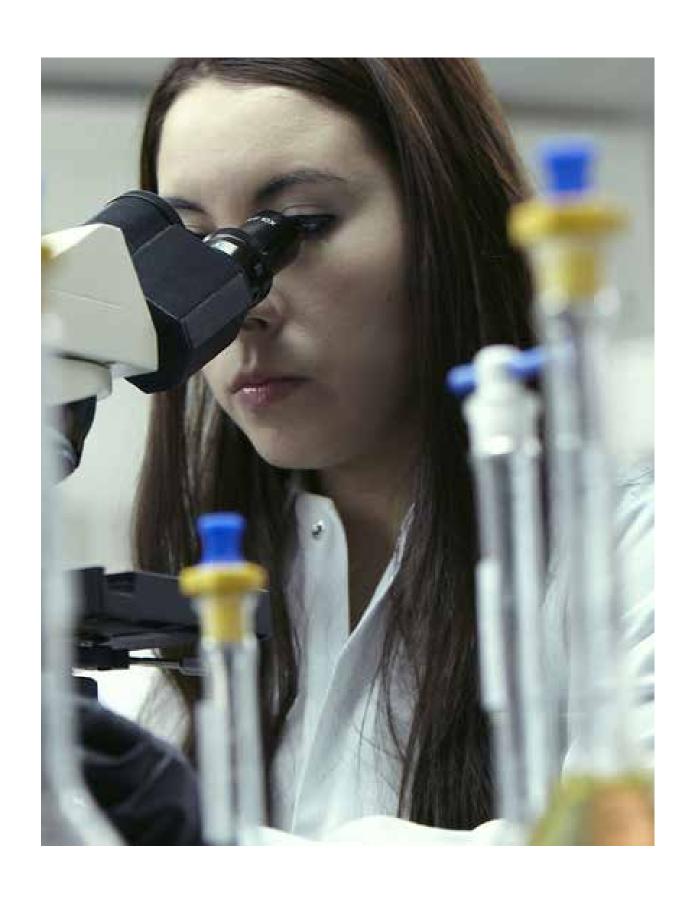
The brief

How to promote: a graphic design within an existing product

- Promoting brand innovation in drug packaging: the case of Teva.

The goals

- Reaching out to the Design Week community through a story that shows the importance of brand image and graphics applied to the pharmaceutical world;
- Generate attention and raise awareness of the Teva world.





Teva 3/5



The concept

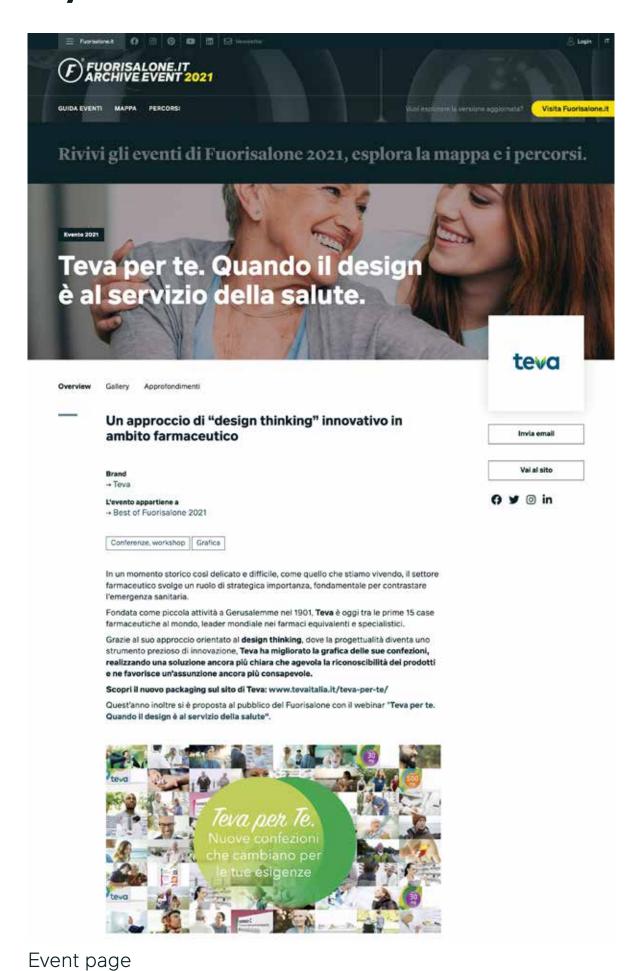
Through two targeted interviews, it was decided to give space to the theme of graphic innovation a story of the evolution of drug packaging to encourage more correct and conscious taking of medicines, thus facilitating adherence to therapy.

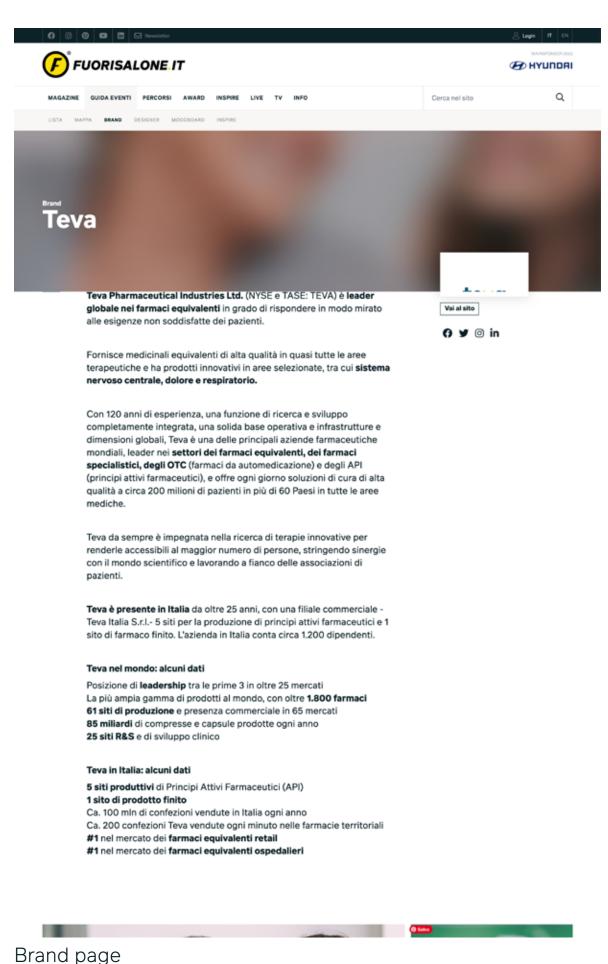
The production

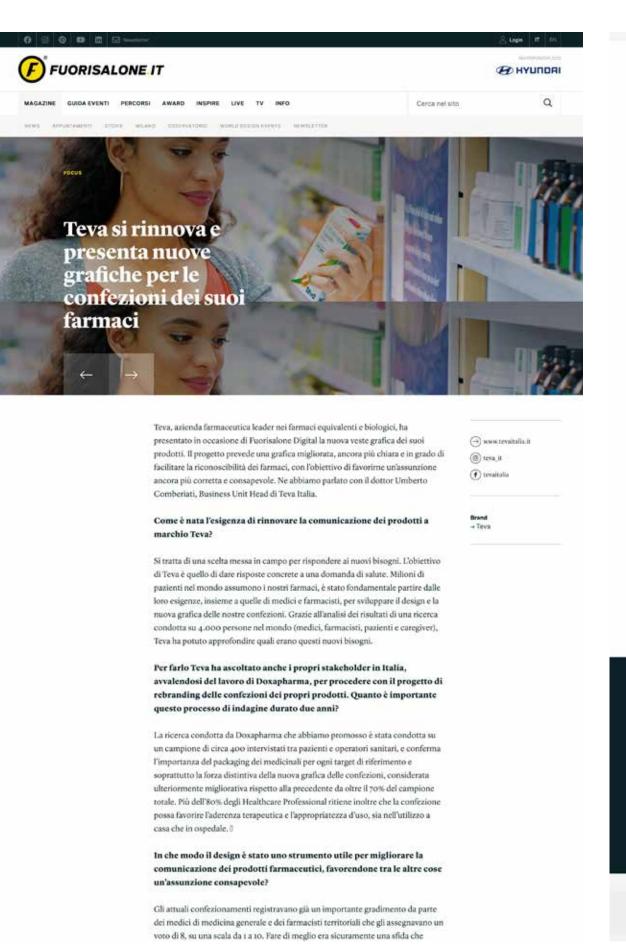
- Production of a branded article introducing the new graphics for Teva branded drug packaging. Interview with Umberto Comberiati, Business Unit Head of Teva Italia;
- Production of a branded article explaining what it means to innovate communication in the pharmaceutical field;
- Sharing of articles on social channels Facebook, Linkedin and Instagram (via Stories);
- Creation of a dem newsletter promoting the digital event 'Teva for you. When design is at the service of health".
- Presence of the event card within the daily newsletter (DayByDay) during the event.

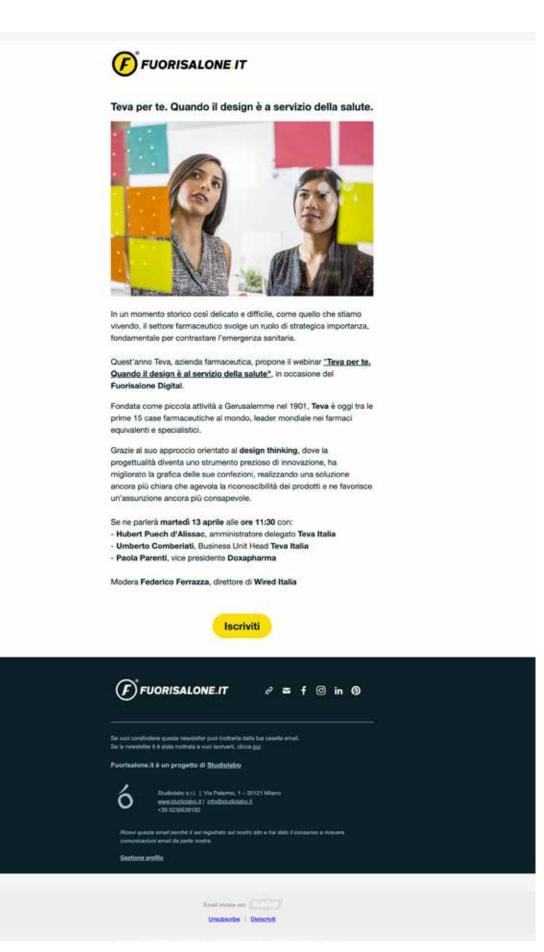


Teva 4/5









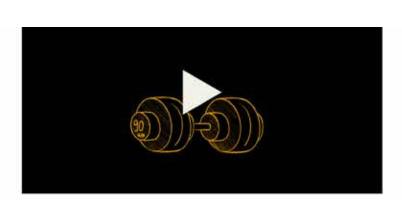
teva

Editorial article Dedicated NL



_ 78

Teva 5/5



Come sarà la cucina del domani?

Tra design e funzionalità, ma anche passione. Gian Paolo Lazzer di Strategy Innovation e Nicola Michelon, CEO di Unox, ci accompagnano nella cucina per riscoprirne il valore.

Guarda il video

Gli highlights del giorno



Londonart presenta la nuova collezione The Daydreamer

La nuova linea di wallpaper creata da Giopagani è una reinterpretazione di segni distintivi, in un linguaggio stilistico eclettico e denso d'immaginazione. Scopri di più





Il design a servizio della salute

Quest'anno in occasione del Fuorisalone Digital Teva, azienda farmaceutica, propone il webinar "Teva per te. Quando il design è al servizio della salute", in programma martedì 13 aprile alle ore 11:30. Scopri di più



FOTOGRAFI/

Le migliori foto di architettura nominate al Sony World Photography Award 2021

Ecco i vincitori del prestigioso riconoscimento internazionale rivolto al mondo della fotografia. Tra le categorie premiate c'è anche una sezione dedicata all'architettura.

Leggi l'articolo



INTERVISTE

Teva si rinnova e presenta nuove grafiche per le confezioni dei suoi farmaci

L'azienda farmaceutica si è avvalsa di un approccio di design thinking per dare una nuova veste ai suoi prodotti. Ce ne parla Umberto Comberiati, Business Unit Head di Teva Italia.

Leggi l'articolo



Box NL L'indispensabile











FUORISALONE.IT

L'innovazione grafica secondo Teva

È un percorso avviato nel 2009 quello che ha portato l'azienda farmaceutica Teva a studiare un...

2

24

↓ -1,2x in media

Metti in evidenza il post

Facebook post



_ 79

IKEA Festival







IKEA Festival 2022 - BASE Milano



IKEA Festival 2/5



The brief

How to promote: an event during Milan Design Week

- Promotion of the IKEA Festival, hosted in the BASE spaces.

The goals

- Reaching out to the Design Week community, inviting them to take part in the event, including talks and exhibitions;
- Consolidate attention and raise awareness of the innovations of the IKEA world within the framework of the Milan Design Week.





IKEA Festival 3/5



The concept

Through the creation of branded content, it was decided to tell the news of the event, which this year dealt with the theme of the future of retail and design, investigating how people's relationship with their homes has evolved and showing how to improve everyday life by living the domestic spaces in a conscious way.

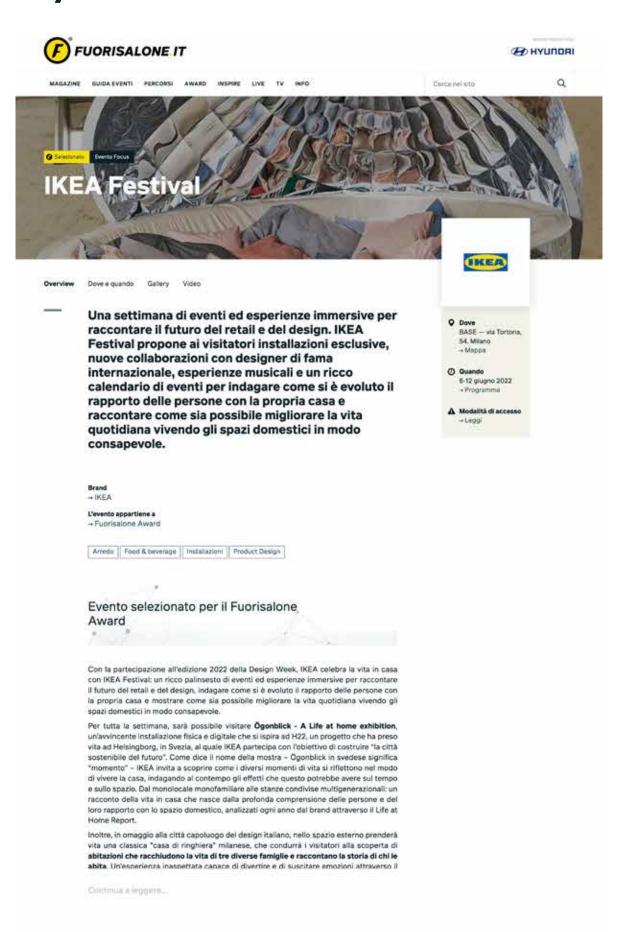
The production

- Production of a branded article dedicated to the Festival;
- Sharing the article articles on social channels Facebook, Linkedin and Instagram (via Stories);
- Creation of an event card dedicated to the Festival;
- Presence of the event card within the daily newsletter (DayByDay) during the event;
- Presence of a banner on the homepage and in the Events section;
- DEM newsletter dedicated to the Festival.



IKEA Festival





Dove: Biblioteca Nazionale Braidense, via Brera 28, Milano - dal 6 all'8 giugno.



IKEA racconta il futuro del retail e del design con "IKEA Festival"

Installazioni esclusive, nuove collaborazioni con designer di fama internazionale, esperienze musicali e un ricco calendario di eventi per indagare come si è evoluto il rapporto delle persone con la propria casa e raccontare come sia possibile migliorare la vita quotidiana vivendo gli spazi domestici in modo consapevole.

Dove: BASE, via Tortona 54, Milano - dal 6 al 12 giugno.



Superdesign Show 2022

Box in multievent article

Un "village" spontaneo, che si sviluppa per aree di interesse con "edifici" e installazioni site specific nei grandi saloni di Superstudio Più, in cui aggirarsi liberamente. Gli argomenti proposti dagli espositori affrontano tematiche di grande attualità guardando, appunto, lontano.

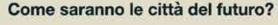
Dove: via Tortona 27, Milano - dal 6 al 12 giugno.

FUORISALONE IT **В** НҮППОЯ! **IKEA** torna al Fuorisalone con un Festival di eventi e installazioni IKEA torna anche quest'anno ad animare il Fuorisalone, negli spazi di BASE Daf 6 al 12 giugno Milano con un programma con installazioni, nuove collezioni firmate da di BASE Milano con un designer e collaboratori esterni, e un ricco calendario di eventi e momenti di ricco programma di A partire dal tema di Fuorisalone di quest'anno, Tra Spazio e Tempo, il palinsesto di IKEA Festival sarà dedicato al racconto del futuro del retail e del design, indagando come si è evoluto il rapporto delle persone con la propria casa e mostrando come sia possibile migliorare la vita quotidiana vivendo gli spazi domestici in modo consapevole. BASE Milano ospiterà le preview delle prossime collezioni e incontri in compagnia di collaboratori di lunga data e designer di talento legati al brand. L'evento vedrà la partecipazione, tra gli altri, di Fredrika Inger, Global Range Manger di IKEA of Sweden, il Design Manager Johan Ejdemo, i designer interni Mikael Axelsson e Friso Wiersma, la designer britannica Ilse Crawford e la designer Sabine Marcelis, basata a Rotterdam. Sarà inoltre possibile vivere esperienze musicali ed eventi serali con artisti internazionali. In vista dell'appuntamento di giugno, abbiamo incontrato il Design Manager Johan Ejdemo, per conoscere le sfide e le opportunità che un'azienda come IKEA sta affrontando. Ha iniziato a lavorare presso IKEA nel 1999. Come e quanto è cambiata l'azienda in questi 20 anni? Forse la risposta più ovvia è che siamo cresciuti molto. La nostra rilevanza e la

> capacità di guidare e influenzare in modo positivo la vita quotidiana delle persone è sicuramente maggiore. Il nostro mondo, infatti, è in continua evoluzione e

questo influisce sugli interessi e sulle decisioni di acquisto dei consumatori.

Editorial article



Dal 6 al 12 giugno proverà a rispondere Valcucine con il percorso "LEED Buildings Itinerary in Milan" e la mostra "LE3DERS", in collaborazione con Archivibe, dove verranno svelati i modelli 3D in realtà aumentata di edifici certificati LEED progettati da importanti studi di architettura internazionali.

Corso Giuseppe Garibaldi, 99

Scopri di più



"True To Nature": Signature Kitchen Suite celebra il legame con la natura

Un'esperienza immersiva che prende il via nella galleria esterna adiacente agli archi di Porta Nuova per proseguire lungo i tre piani dello showroom.

6-12 giugno Via Alessandro Manzoni 47 Scopri di più



IKEA torna al Fuorisalone con un Festival di eventi e installazioni

Appuntamento negli spazi di BASE Milano con un ricco programma di incontri ed esperienze immersive, accanto alle nuove collezioni firmate da designer e collaboratori esterni.

6-12 giugno Via Bergognone 34 Scopri di più



Box NL DaybyDay



Event page

-83

IKEA Festival







IKEA Festival: eventi ed esperienze immersive per raccontare il futuro del design

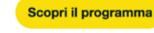
Con la partecipazione all'edizione 2022 della Design Week, IKEA celebra la vita in casa con IKEA Festival: un ricco palinsesto di eventi ed esperienze immersive per raccontare il futuro del retail e del design, indagare come si è evoluto il rapporto delle persone con la propria casa e mostrare come sia possibile migliorare la vita quotidiana vivendo gli spazi domestici in modo consapevole.

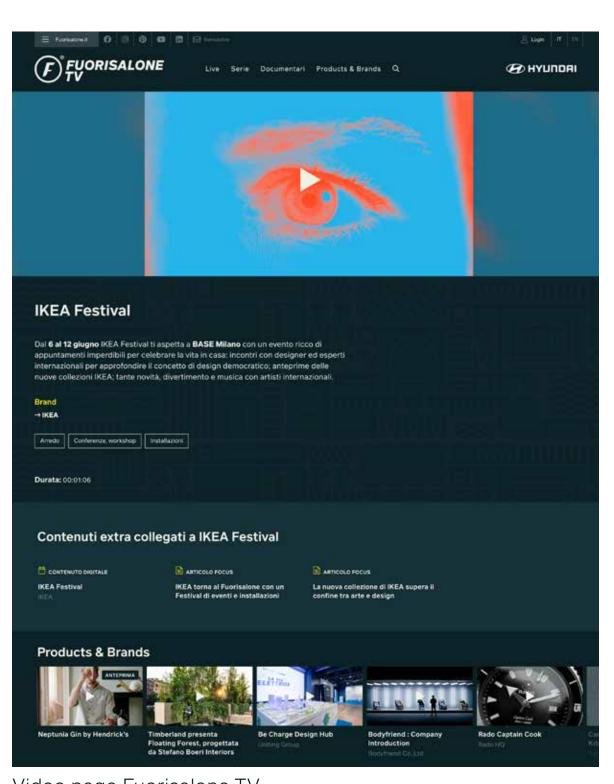
Per tutta la settimana, sarà possibile visitare Ögonblick - A Life at home exhibition, un'avvincente installazione fisica e digitale che si ispira ad H22, un progetto che ha preso vita ad Helsingborg, in Svezia, al quale IKEA partecipa con l'obiettivo di costruire "la città sostenibile del futuro".

Inoltre, in omaggio alla città capoluogo del design italiano, nello spazio esterno prenderà vita una classica "casa di ringhiera" milanese, che condurrà i visitatori alla scoperta di abitazioni che racchiudono la vita di tre diverse famiglie e raccontano la storia di chi le abita.

E per tutti coloro che desiderano immergersi ulteriormente nel mondo del design, il ventaglio di esperienze che IKEA offrirà durante il Festival sarà ampio: dalle preview delle prossime collezioni ad incontri in compagnia di collaboratori di lunga data e designer di talento legati al brand. Tra questi, Fredrika Inger, Global Range Manager di IKEA of Sweden, il Design Manager Johan Ejdemo, i designer interni Mikael Axelsson e Friso Wiersma, la designer britannica Ilse Crawford e la designer Sabine Marcelis, basata a Rotterdam.

Sarà inoltre possibile vivere esperienze musicali ed eventi serali con artisti internazionali. Infine, IKEA Festival proporrà al pubblico una food experience tipicamente svedese.





Video page Fuorisalone TV





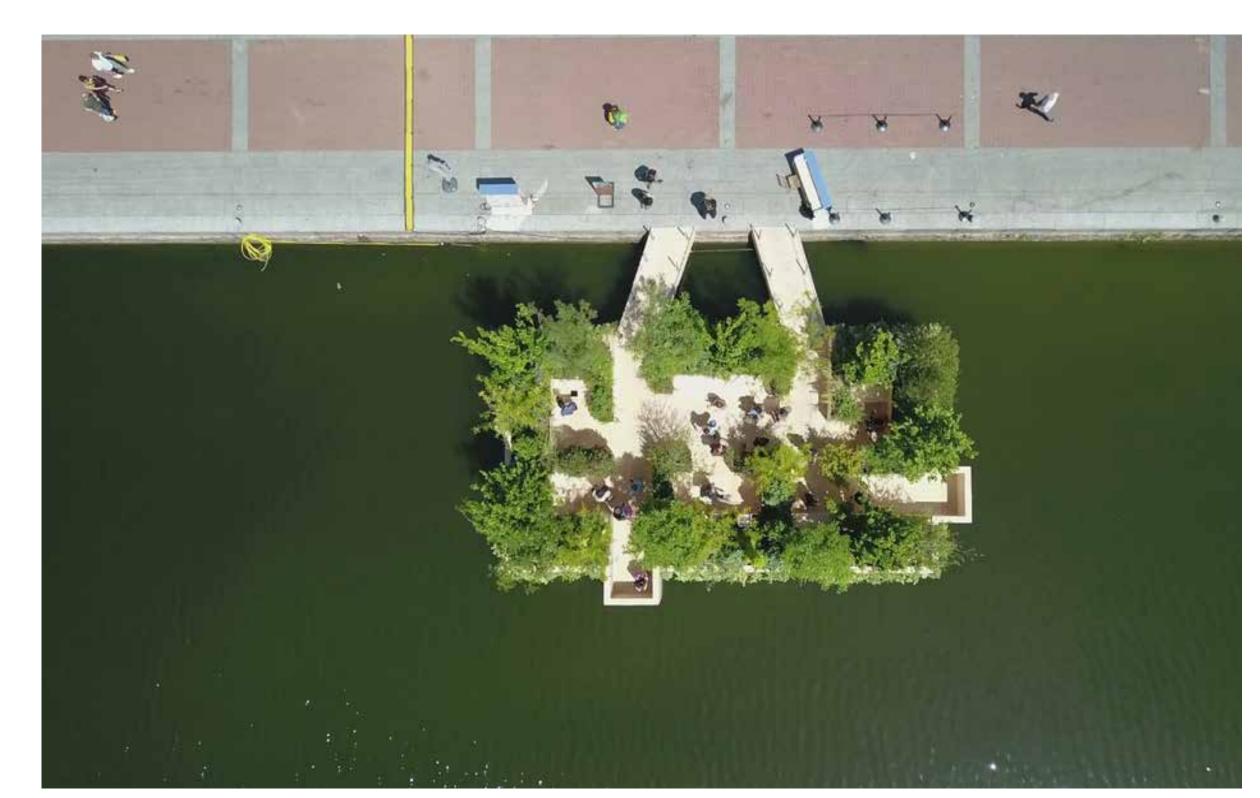


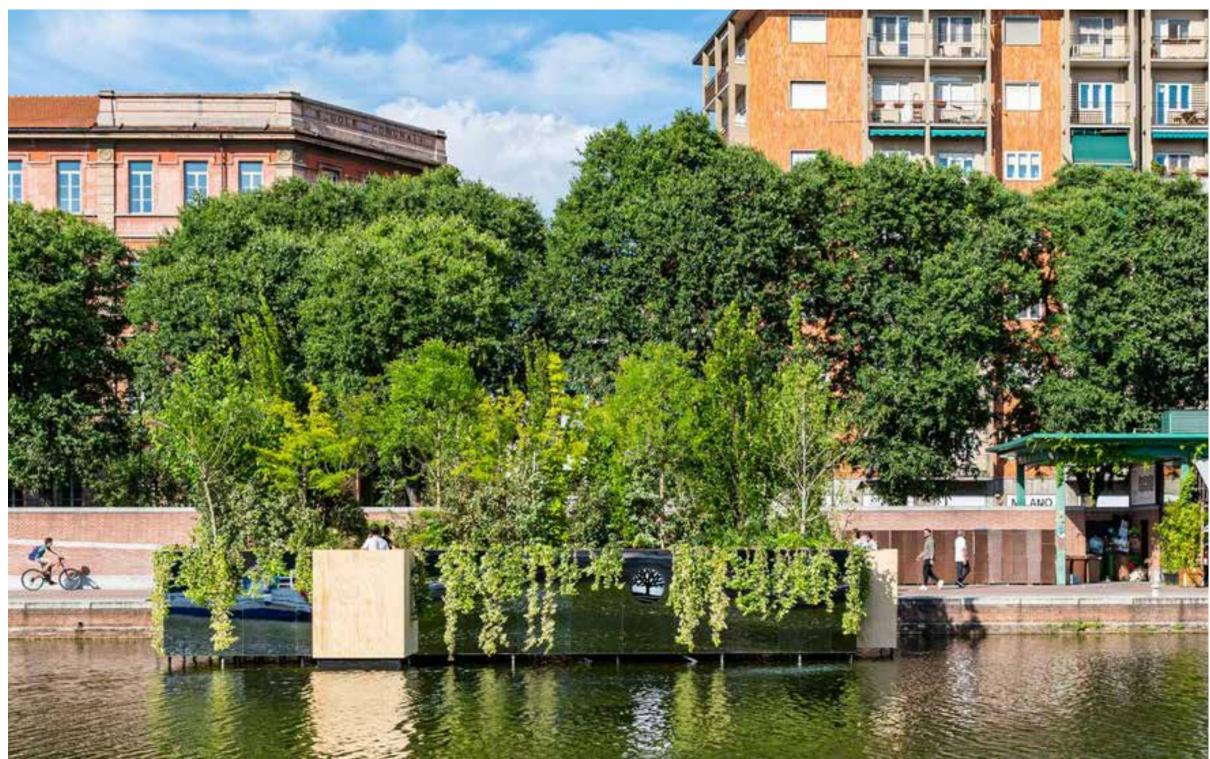


Instagram story Instagram and Facebook post Dedicated NL

Timberland 1/5







Floating Forest 2022 - Darsena Milano



Timberland 2/5



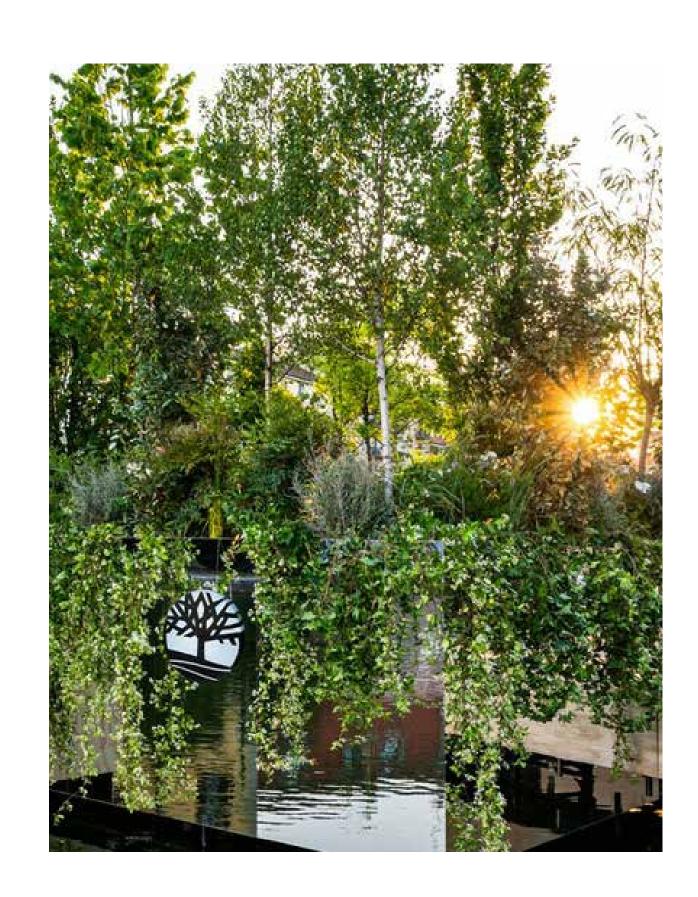
The brief

How to promote: an installation during Milan Design Week

- Promotion of the Floating Forest installation by Stefano Boeri Interiors.

The goals

- Reaching out to the Design Week community, inviting them to discover and immerse themselves in the floating installation.
- Promoting the values of sustainability, an integral part of the brand, conveyed during Milan Design Week through the installation.





Timberland 3/5



The concept

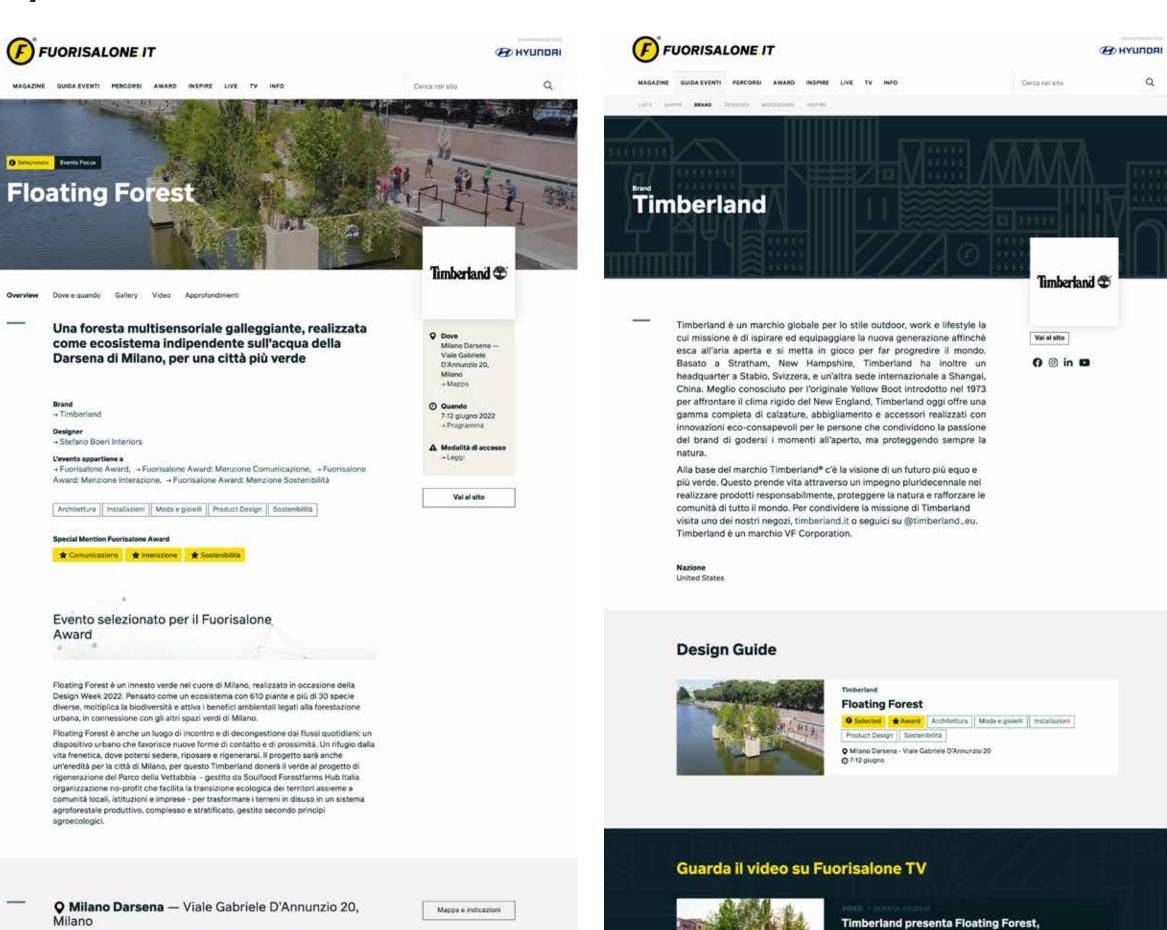
Through the creation of branded content, it was decided to tell the story of Floating Forest: a floating multisensory forest, created as an independent ecosystem on the water of Milan's Darsena, for a greener city.

The production

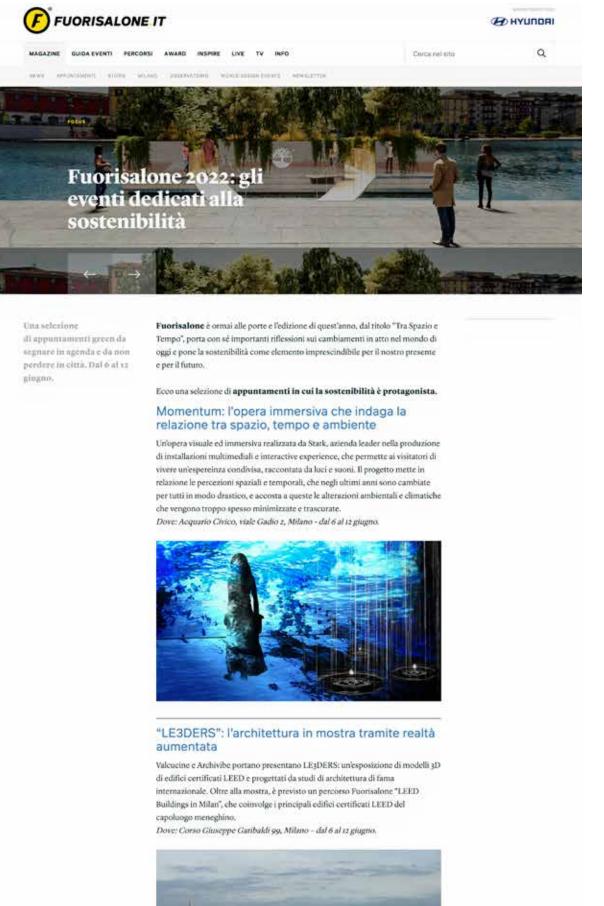
- Production of a branded article dedicated to the installation;
- Presence of the article in the weekly newsletter L'indispensabile;
- Sharing of the article on social channels Facebook, Linkedin and Instagram (via Stories);
- Creation of an event card dedicated to the installation
- Presence of the event card within the daily newsletter (DayByDay) during the event;
- Presence of a banner on the homepage and in the Events section;
- DEM newsletter dedicated to the installation.

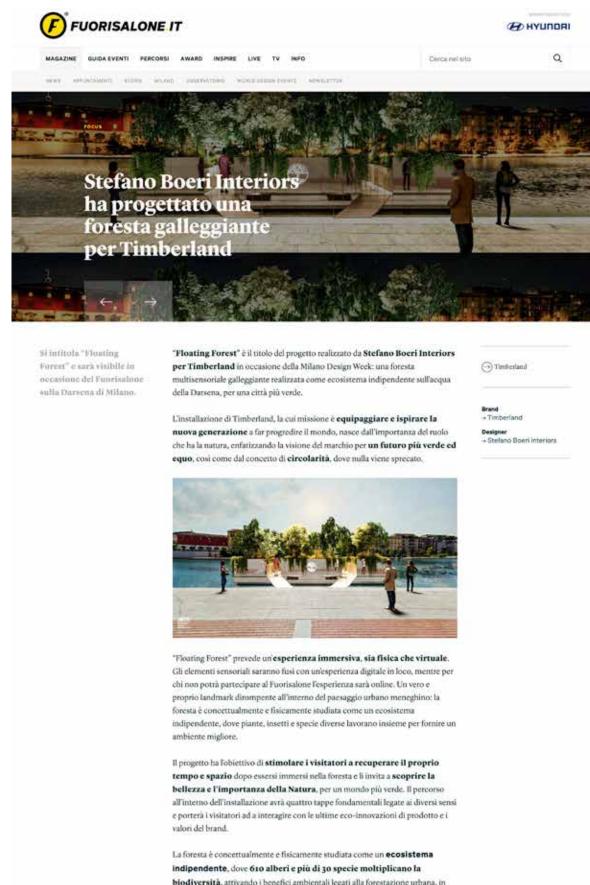


Timberland 4/5



Brand page





connessione con gli altri spazi verdi di Milano, Tra le varietà presenti ci sono Acero, Betulla e Malus; arbusti come Aronia Nera, Ortensia, Mahonia e

Editorial article

Timberland **4**

Box in multievent article



Event page

Timberland 5/5





Stefano Boeri Interiors ha progettato una foresta galleggiante per Timberland

"Floating Forest" è il titolo del progetto realizzato da Stefano Boeri Interiors per Timberland in occasione della Milano Design Week: una foresta multisensoriale galleggiante realizzata come ecosistema indipendente sull'acqua della Darsena, per una città più verde.

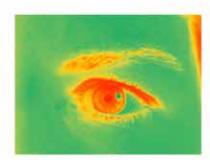
L'installazione di Timberland, la cui missione è equipaggiare e ispirare la nuova generazione a far progredire il mondo, nasce dall'importanza del ruolo che ha la natura, enfatizzando la visione del marchio per un futuro più verde ed equo, così come dal concetto di circolarità, dove nulla viene sprecato.

"Floating Forest" prevede un'esperienza immersiva, sia fisica che virtuale. Gli elementi sensoriali saranno fusi con un'esperienza digitale in loco, mentre per chi non potrà partecipare al Fuorisalone l'esperienza sarà online. Un vero e proprio landmark dirompente all'interno del paesaggio urbano meneghino: la foresta è concettualmente e fisicamente studiata come un ecosistema indipendente, dove 610 alberi e più di 30 specie moltiplicano la biodiversità, attivando i benefici ambientali legati alla forestazione urbana, in connessione con gli altri spazi verdi di Milano.

Il progetto ha l'obiettivo di stimolare i visitatori a recuperare il proprio tempo e spazio dopo essersi immersi nella foresta e li invita a scoprire la bellezza e l'importanza della Natura, per un mondo più verde. Il percorso all'interno dell'installazione avrà quattro tappe fondamentali legate ai diversi sensi e porterà i visitatori ad a interagire con le ultime

Inoltre, i materiali che compongono l'installazione sono volutamente assemblati "a secco". Questa tecnica permette una grande flessibilità di assemblaggio e di riassemblaggio nonché il riutilizzo dei singoli elementi prospettiva tecnologica nel XXI secolo, il brand di auto sportive esplora l'interazione tra natura e innovazione nella storica cornice di Palazzo

Leggi l'articolo



IKEA torna al Fuorisalone con un Festival di eventi e installazioni

Dal 6 al 12 giugno appuntamento negli spazi di BASE Milano con un ricco programma di incontri ed esperienze immersive.

Leggi l'articolo



Stefano Boeri Interiors ha progettato una foresta galleggiante per

Si intitola "Floating Forest" e sarà visibile in occasione del Fuorisalone sulla Darsena di Milano.

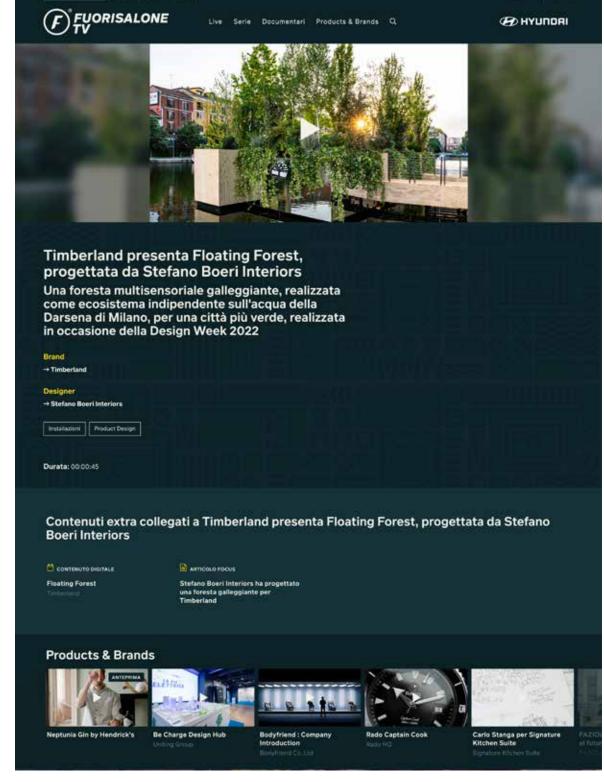
Leggi l'articolo



Casavo racconta la casa con gli oggetti di chi la

Nel vivace Tortona District, Casavo allestisce uno spazio per pensare alla vita, ai cambiamenti vissuti, quelli ancora da vivere e le cose che portiamo con noi. Casa dopo casa

Box NL L'indispensabile



Video page Fuorisalone TV



Timberland **4**





Persone raggiunte Interazioni

↑ +4,3x superiore Punteggio di distribuzione

Metti in evidenza il post

Instagram and Faceboox post

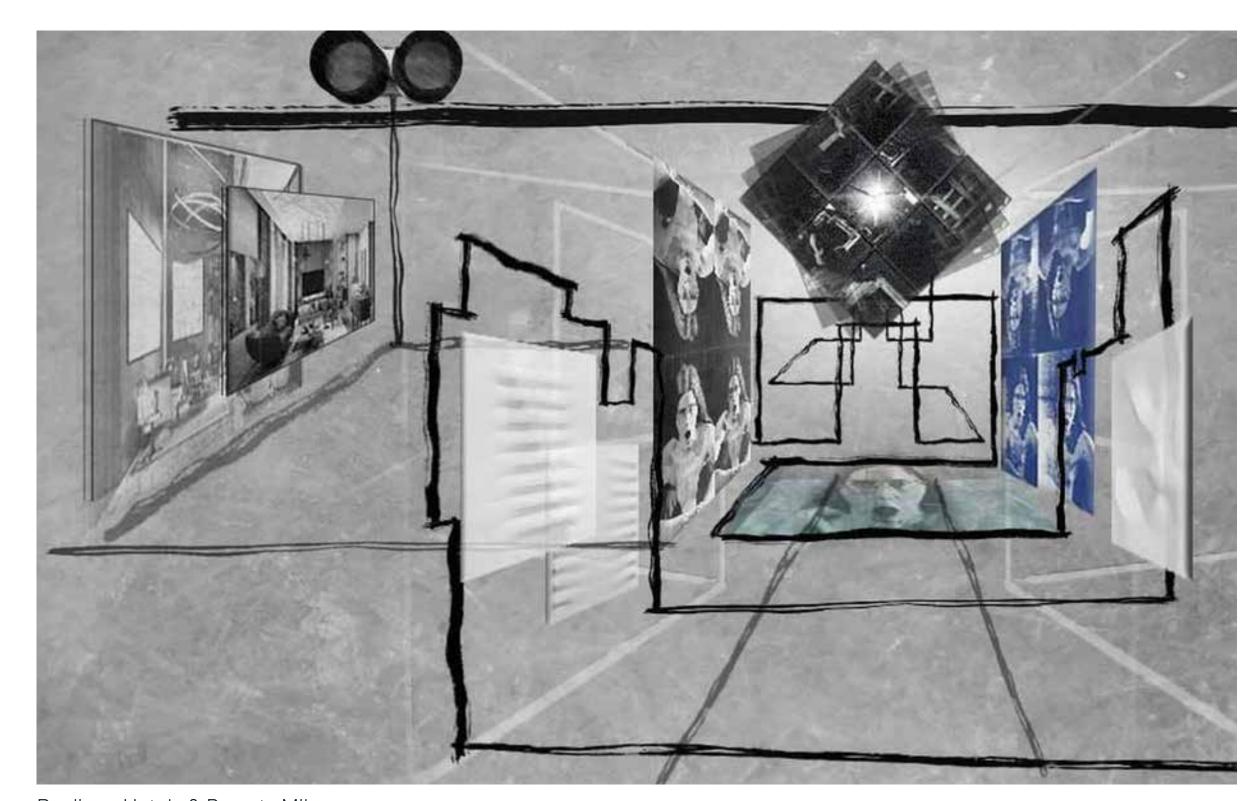
Fuorisalone.it
Pubblicato da Dunya Hadfaoui • 18 maggio • •



Dedicated NL

Baglioni Hotels & Resorts







Bagliono Hotels & Resorts Milano



Baglioni Hotels & Resorts



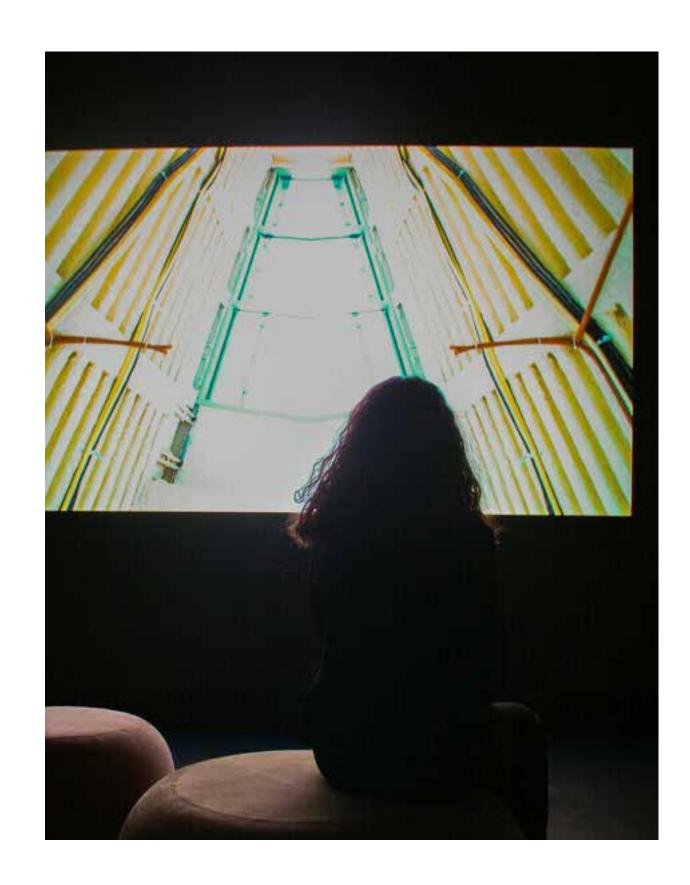
The brief

How to promote: opening a new hotel

- Promoting the opening of the new Baglioni Hotels, signed Spagnulo & Partner, which will take place by the end of the year.
- Generating traffic to the exhibition during Design Week.

The goals

- Activate the Design Week community by previewing the Baglioni Hotels project through an art event open to all.





Baglioni Hotels & Resorts



The concept

Through the creation of branded content, it was decided to narrate the art exhibition IN-BETWEEN. Tra Arte e Design hosted at the hotel site during the Milano Design Week. An itinerary curated by the Spagnulo & Partners studio that describes the delicate relationship between art and design.

The production

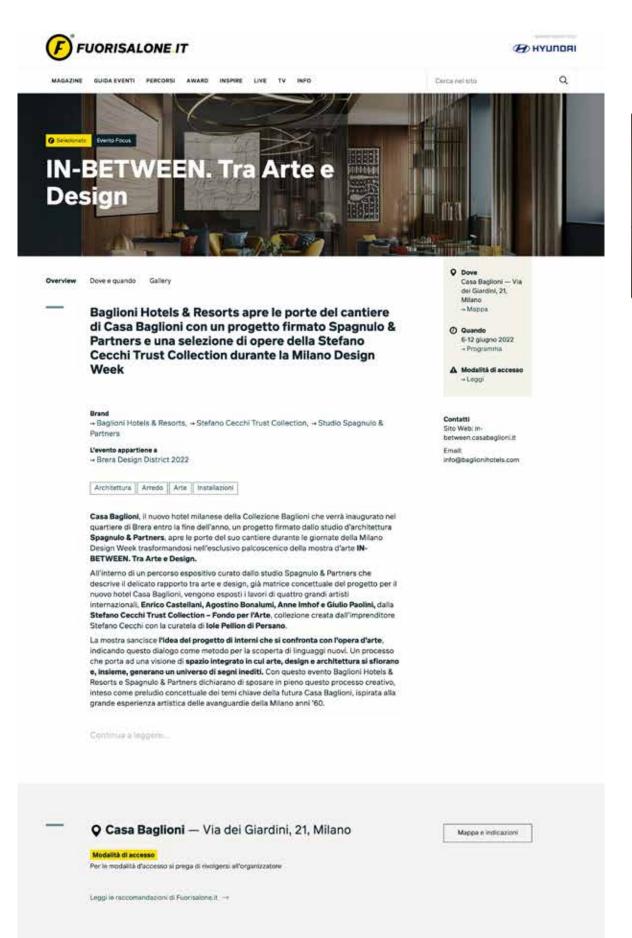
- Creation of a branded article dedicated to the exhibition;
- Production of a branded article dedicated to the official opening of the hotel;
- Presence of the articles in the weekly newsletter L'indispensabile;
- Sharing of articles on social channels Facebook, Linkedin and Instagram (via Stories);
- Creation of an event card dedicated to the exhibition;;
- Presence of the event card within the daily newsletter (DayByDay) during the exhibition;
- Presence of a banner on the homepage and in the

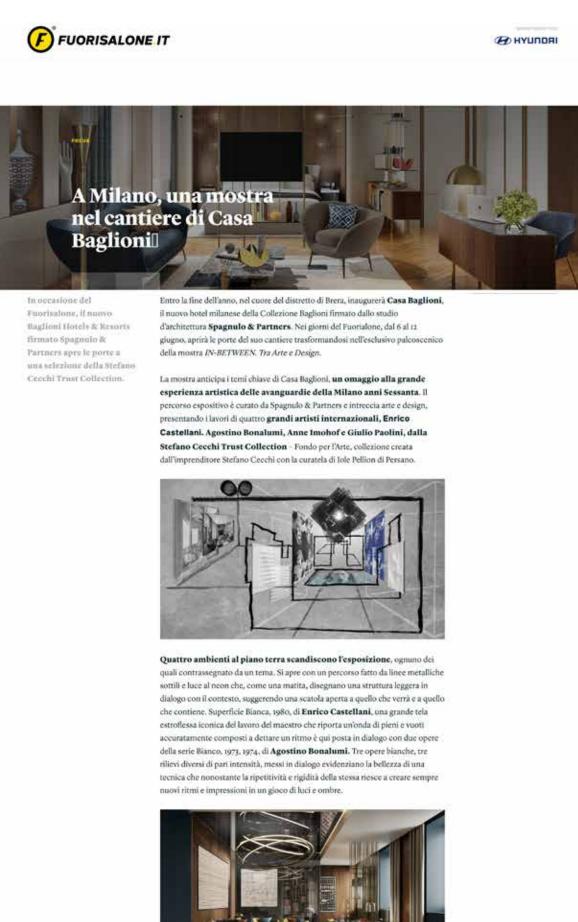
Events section;

- DEM newsletter dedicated to the exhibition.



Baglioni Hotels & Resorts





Editorial article





6

6-12 Giugno 2022



F FUORISALONE.IT

all'interno della nostra Guida Eventi.

Buon Fuorisalone!

Fuorisalone Award 2022

Ci siamo: ha ufficialmente preso il via la Milano Design Week, un'edizione

speciale in formato estivo che quest'anno vivremo interamente in

Le vie e i distretti della città tornano a popolarsi di appuntamenti nel segno del design: quest'anno sono oltre 600, li abbiamo raccolti

Per aiutarti a districarti tra novità di prodotto, progetti di designer

internazionali ed emergenti, mostre, installazioni e talk, ecco gli

Un percorso espositivo, a cura di Archivibe, presso lo showroom Valcucine Milano Brera dedicato ai modelli di architettura 3D di edifici certificati LEED.

6-12 giugno Corso Giuseppe Garibaldi 99 Scopri di più

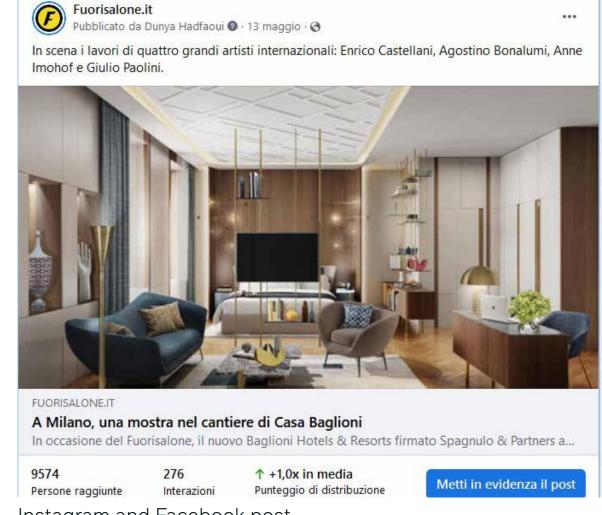
Una mostra nel cantiere di Casa Baglioni

Il nuovo Baglioni Hotels & Resorts firmato Spagnulo & Partners apre le porte a una selezione della Stefano Cecchi Trust Collection

6-12 giugno Via dei Giardini 21 Scopri di più







Instagram and Facebook post



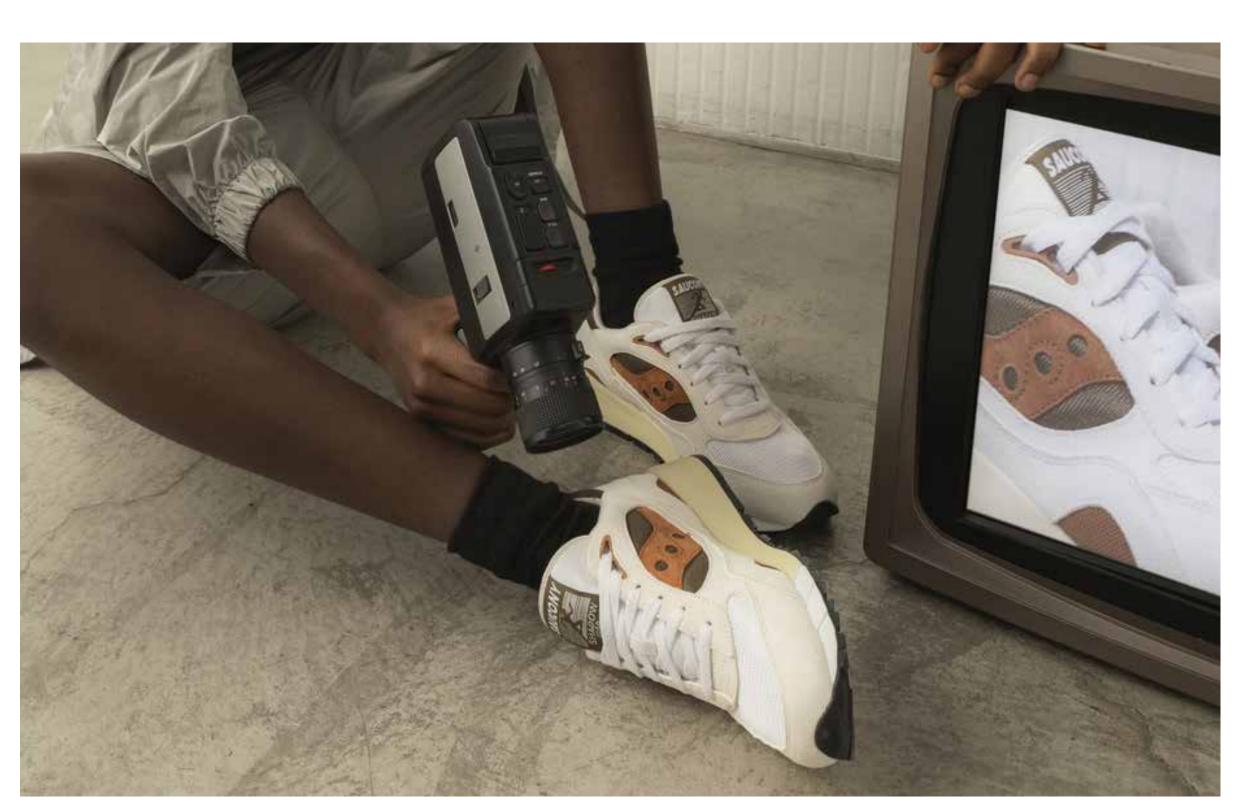


- 93

Saucony 1/5







Wall Saucony Corso Garibaldi Milan and product shooting



Saucony 2/5



The brief

How to promote: new product launch, installation at **Fuorisalone**

- Promotion of the 30th anniversary of the iconic SHADOW 6000 trainer.
- Promotion of the installation realised on the occasion of Milan Design Week: an 80 square metre mural in the Brera Design District signed by the street artist EricsOne.

The goals

- Reach out to the Design Week community through the development of branded content telling the brand values;
- Generate traffic to the installation during Design Week.





Saucony 3/5



The concept

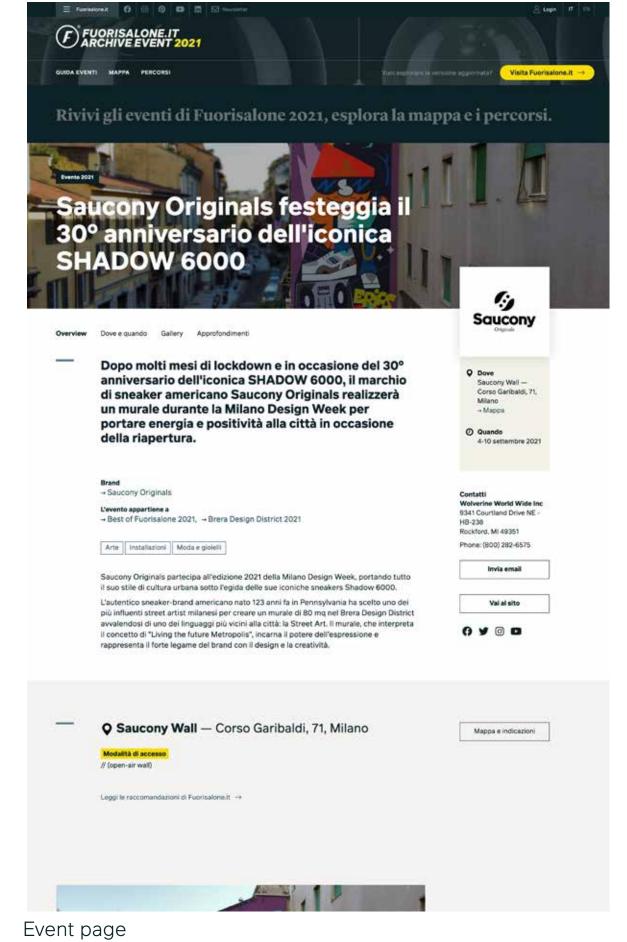
The Californian brand's relationship with design and creativity was illustrated by unveiling the collaboration with street artist EricsOne and the trainer proposed for the occasion in an exclusive limited edition that interprets the classic version of the original model in a modern key.

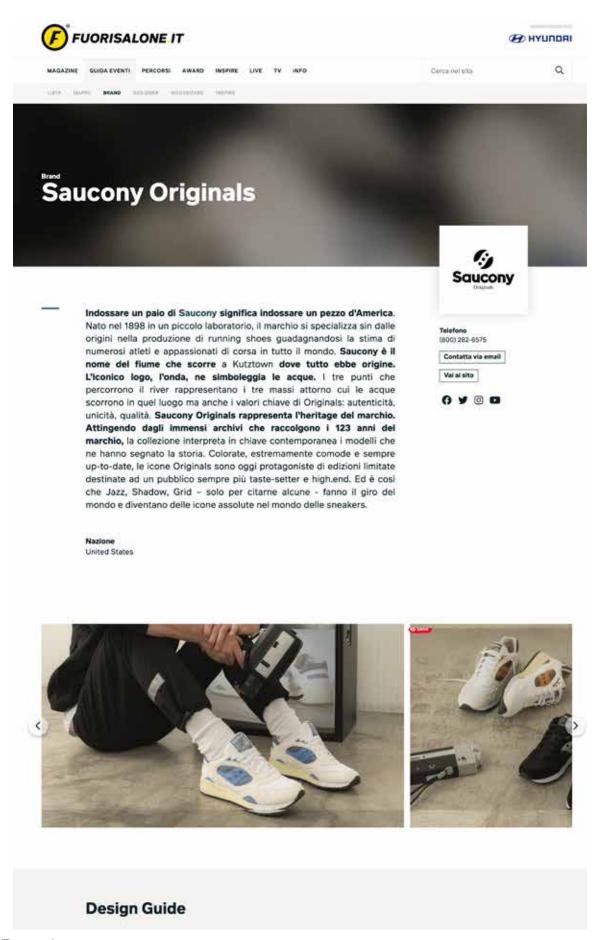
The production

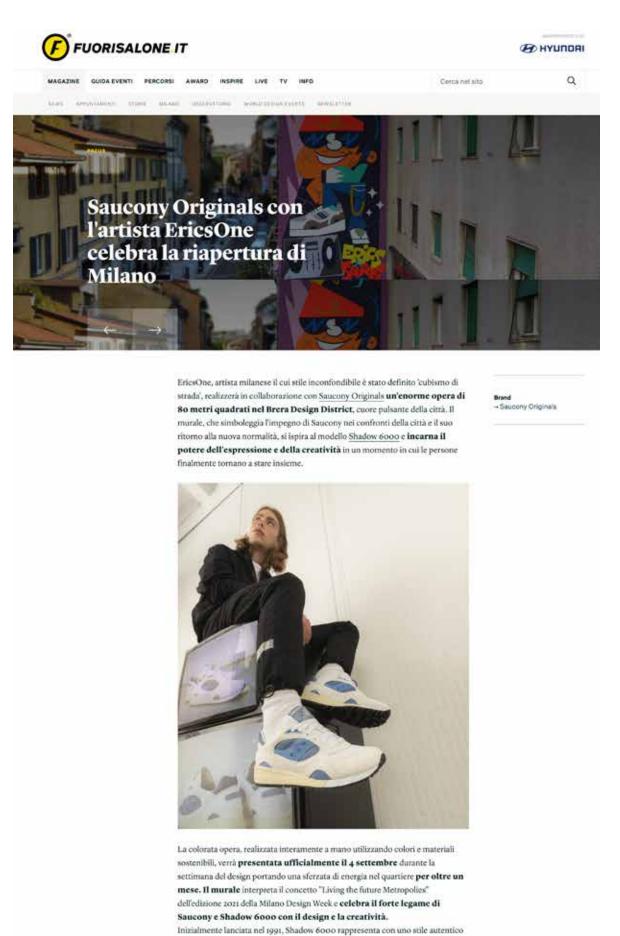
- Creation of branded articles in Fuorisalone Magazine: a news item dedicated to the anniversary of the SHADOW 6000 trainer and an interview with EricsOne, Milanese artist born in 1983, author of the work in the Brera Design District;
- Creation of a featured event card within the Fuorisalone.it Events Guide.
- Creation of a dem newsletter promoting the event;
- Presence of the event card within the daily newsletter (DayByDay) during the event.
- Sharing of articles on social channels Facebook, Linkedin and Instagram (via Stories).

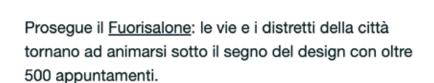


Saucony 4/5









Saucony

Ecco la nostra selezione di quelli da segnare in agenda, tra novità di prodotto, progetti di designer affermati ed emergenti, mostre, installazioni e talk.

Si ricorda che l'accesso ai singoli eventi è regolamentato dagli organizzatori, nel rispetto delle norme anti-Covid. Scopri di più

Gli highlights del Fuorisalone



Il murale di EricsOne per Saucony

Nel cuore di Brera Design District, il brand di sneaker americano celebra il 30esimo anniversario del modello SHADOW6000 con un'opera verticale che interpreta il concetto di "Living the future Metropolis".

4-10 settembre Corso Garibaldi 71 Maggiori info sull'evento



Signature Kitchen Suite celebra la terra, la natura e i sapori autentici

Lo showroom meneghino del brand si trasforma in un giardino immersivo con le installazioni vegetali di P'arcnouveau, il popup farm market sotto gli archi di Porta Nuova e le degustazioni a tema True to Food.

4-10 settembre Via Manzoni 47 Maggiori info sull'even

Brand page Editorial article Box NL DaybyDay



— 97

Saucony 5/5







Guarda verso l'alto e rimani sintonizzato: Saucony Originals è pronto a festeggiare un'icona.

Un autentico sneaker brand americano con 123 anni di storia. Uno degli Street Artist più influenti della scena milanese. Un muro di 80 m2 nel Brera Design District. Con "Living the Future Metropolis" Saucony Originals partecipa all'edizione 2021 della Milano Design Week portando il suo stile urbano sotto l'egida delle iconiche sneaker Shadow 6000.

Dopo molti mesi di lockdown e in occasione del 30° anniversario dell'iconica Shadow 6000, il marchio di sneaker americano Saucony Originals realizzerà in Corso Garibaldi a Milano un murale in collaborazione con lo street artist milanese EricsOne durante la Milano Design Week per portare energia e positività alla città in occasione della riapertura.

Il murale, che simboleggia l'impegno di Saucony nei confronti della città e il suo ritorno alla nuova normalità, si ispira al modello Shadow 6000 e incarna il potere dell'espressione e della creatività in un momento in cui le persone finalmente tornano a stare insieme.

Portando una sferzata di energia nel quartiere per oltre un mese, la grande opera sarà visibile in Corso Garibaldi 71, Milano, dal 4 al 30 settembre 2021.

Al debutto il 6 settembre, la nuova Shadow 6000 OG rappresenta con uno stile autentico l'iconico heritage del marchio. Nuovi drop in edizione limitata in arrivo nelle prossime settimane. Iscriviti per rimanere sempre aggiornato ed essere il primo!













Dedicated NL Instagram story Instagram and Facebook post Instagram story

Faema 1/5

FAEMA





Images from FAEMA promo videos



Faema 2/5

FAEMA

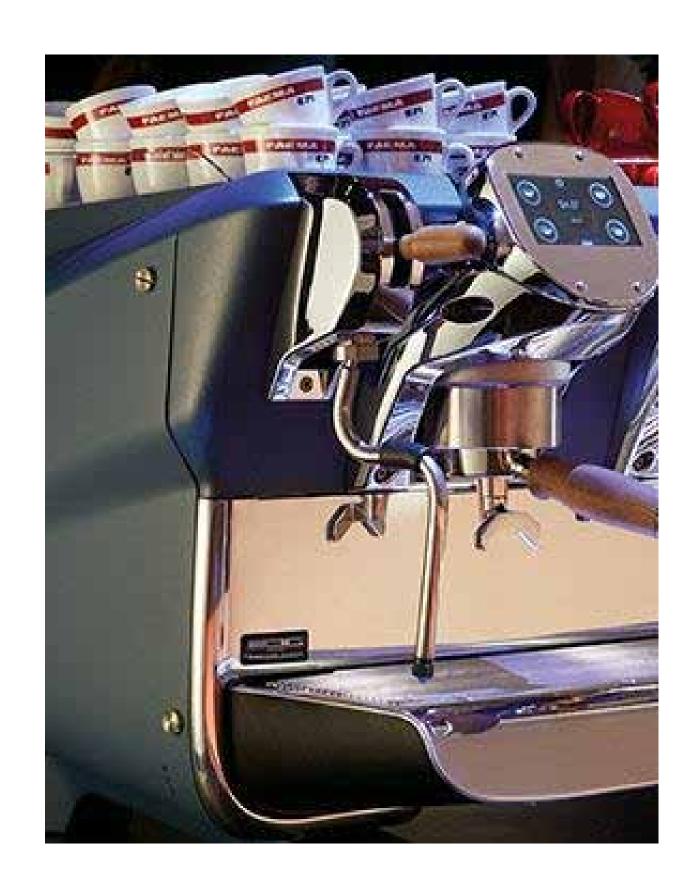
The brief

How to promote: launching a product at Milan Design Week

- Promotion of Faemina, the new coffee machine with which Faema enters the Home and Small Business segment for the first time

The goals

- Reaching out to the Design Week community through an engaging narrative that showcases Faemina's innovation and design features, able to offer an excellent performance in terms of quality to both coffee experts and those who aspire to a complete, high-level emotional coffee experience.
- Generate attention and raise awareness of the Faema world.





Faema 3/5

FAEMA

The concept

It was decided to make an author's video in collaboration with director Patrizio Sacco and thanks to the involvement of four eclectic figures from the worlds of design, fashion, graphics, art and food: Fabio Fantolino (designer and architect), Francesco Franchi (Art director), Nic a Ricciardi (Miart director), Luisa Bertoldo (P.R.) and Andrea Vigna (Chef).

The production

- Realisation of the video series Un caffè al Fuorisalone;
- Sharing of the series on Fuorisalone TV;
- Sharing of the series on Furisalone's Instagram channel;
- Production of a branded article dedicated to the story of the Un caffè al Fuorisalone project;
- Sharing of the article on social channels Facebook, Linkedin and Instagram (via Stories);
- Creation of a dem newsletter promoting the Un caffè al Fuorisalone project;
- Presence in the weekly newsletter L'indispensabile.



Faema 4/5





Gli appuntamenti imperdibili della Milano Design Week 2021



Ciao,

Prosegue il Fuorisalone: le vie e i distretti della città tornano ad animarsi sotto il segno del design con oltre 500 appuntamenti.

Ecco la nostra selezione di quelli da segnare in agenda, tra novità di prodotto, progetti di designer affermati ed emergenti, mostre, installazioni e talk.

Si ricorda che l'accesso ai singoli eventi è regolamentato dagli organizzatori, nel rispetto delle norme anti-Covid. Scopri di più

Gli highlights del Fuorisalone



Il nuovo showroom di Porcelanosa a Milano

A due passi da Piazzale Cadorna, uno spazio di 600 metri quadrati distribuiti su due piani, rivolto ai professionisti dell'architettura, dell'interior design e del design, dove godersi un aperitivo.

4 - 10 settembre Piazza Castello 19 Maggiori info sull'evento



Il caffè come al bar con

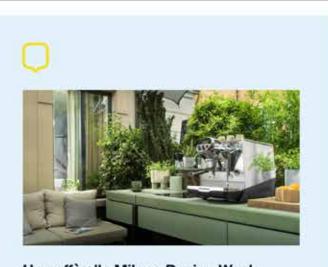
segmento home con una nuova macchina per il caffè espresso dal design unico. E per l'occasione invita cinque professionisti a godersi un buon caffè: Fabio Fantolino, Francesco Franchi, Nicola Ricciardi, Luisa Bertoldo e Andrea Vigna.

Il Gruppo Cimbali entra nel

Maggiori info sull'evento

Box NL DaybyDay Box ADV NL L'indispensabile





Un caffè alla Milano Design Week

Fabio Fantolino, Francesco Franchi, Nicola Ricciardi, Luisa Bertoldo e Andrea Vigna sono ospiti dello spazio Faema. Tra una degustazione di caffè e la visita dello spazio raccontano il loro lavoro e le loro passioni, il risultato è una chiacchierata intima tra amici, una pausa di riflessione condivisa.

(Guarda i video



Stefano Mancuso progetta l'ufficio del futuro insieme a Kengo Kuma

Il botanico di fama internazionale contribuirà allo sviluppo del progetto Welcome, feeling at work, che sorgerà a Milano nell'ex area Rizzoli.

FUORISALONE IT



Gruppo Cimbali entra nel segmento home con

L'esclusiva macchina per il caffé espresso firmata ItalDesign accompagna il rituale del caffè nella la vita quotidiana di cinque professionisti che

In occasione della Milan Design Week 2021, Gruppo Cimbali presenta Faemina, una nuova macchina per il caffè espresso dal design unico ed esclusivo disegnata per l'ambiente domestico e gli small business come gli spazi di co-working, boutique, concept store, bistrot.

mondo del design, dell'arte, della grafica, della culinaria e della comunicazione che raccontano come è nata la passione per il proprio lavoro, Gruppo Cimbali ci guida alla scoperta di alcune professioni la cui quotidianità è spesso, se non sempre, accompagnata dall'intramontabile rito del caffe, preparato questa volta con Faemina.

Cinque professionisti che amano godersi un buon caffè. A casa propria.

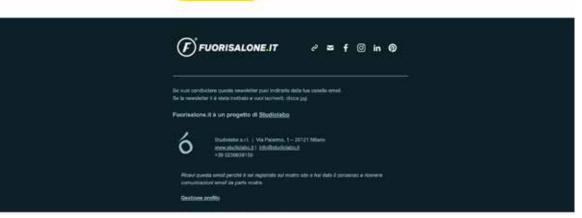
Fabio Fantolino (designer e architetto), Francesco Franchi (Art director). Nicola Ricciardi (Direttore Miart), Luisa Bertoldo (P.R.) e Andrea Vigna (Chef) sono ospiti dello spazio Faema.

Tra una degustazione di caffè e la visita dello spazio raccontano il loro lavoro e le loro passioni, il risultato è una chiacchierata intima tra amici, una pausa di riffessione condivisa nella quale il rito del caffè è goduto in maniera straordinaria grazie a Faemina.

La nuova macchina a brand Faema si fa così interprete dell'ormai costante trend in crescita dell'home bar portando così a casa il rito e il placere del caffè di qualità.

Faemina è una macchina in cui l'estetica non è fine a sé stessa: combina sapientemente innovazione e design per offrire una performance eccellente in termini di qualità sia agli esperti del caffè ma anche a coloro che aspirano ad una emotional coffee experience completa e di alto

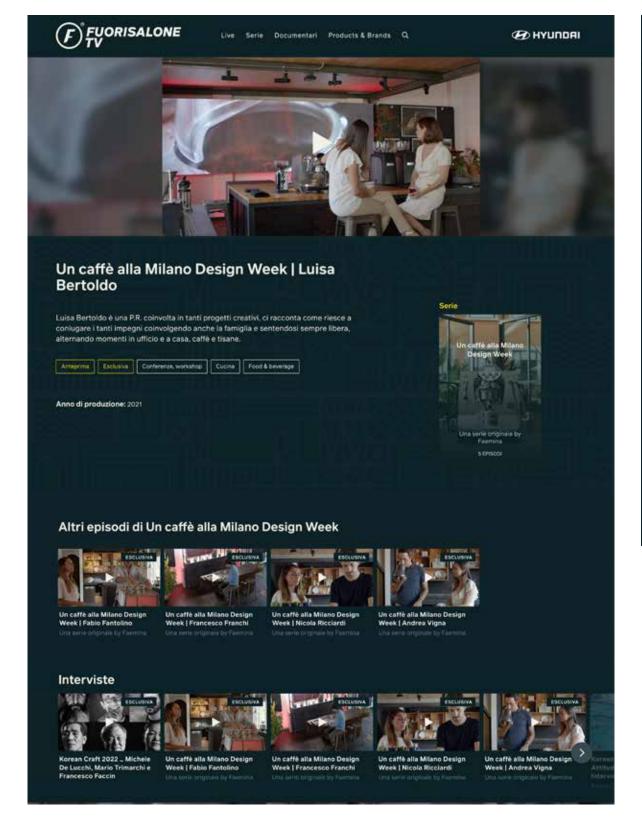
Guarda la serie



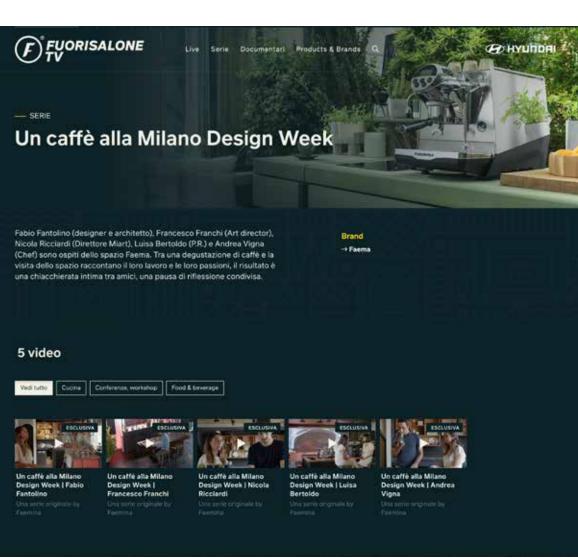
Dedicated NL

Event page

Faema 5/5



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Instagram story



FAEMA



Instagram and facebook post

Guarda i video su Fuorisalone TV

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