

PROMOTE DESIGN

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DESIGN
FOR 2015
Il libro che unisce designer e aziende



D E S I G N
FOR 2015
Il libro che unisce designer e aziende

BROCHURE

DESIGN FOR 2015

PROMOTE 
design

PROMOTE DESIGN

Promote Design is a collective of designers and architects promoting design and creativity. Through the portal it connects all the actors in the design and architecture industry by offering several services as news, events, training and contests by giving space to a notice board, videos, legal area where discussing useful subjects for professionals in this fantastic sector.

All users have the possibility to create a personal profile where they can upload images of products, concepts and developing projects with their descriptions and also their biography.



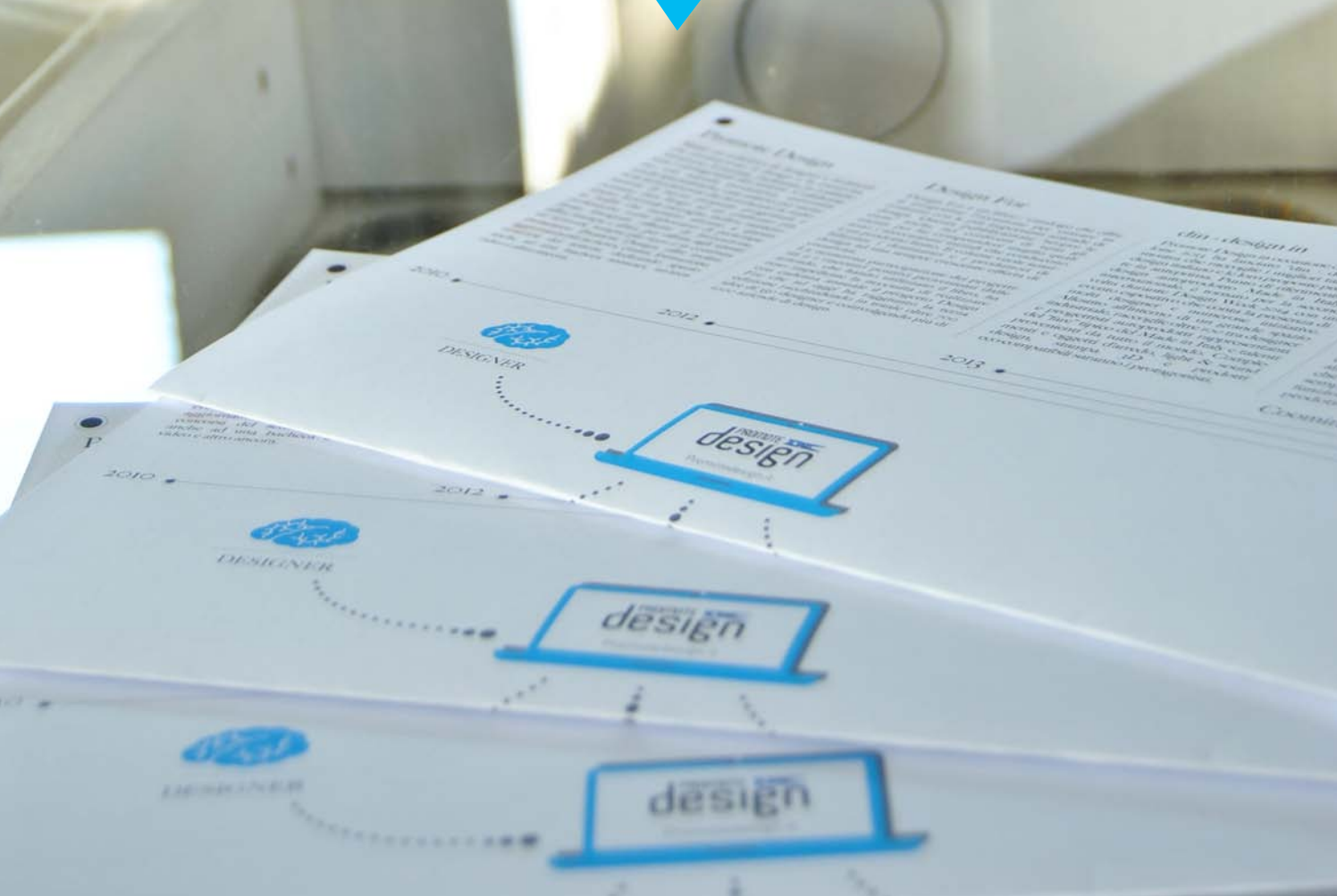
DESIGN FOR

Design For is a book catalogue, founded in 2011 from an idea of Promote Design to bring together designers and companies by reducing the distance between the two categories. In particular, proposing good design ideas to companies, trying to put forward the demand for creativity coming from the market. The theme of the projects is mainly furniture product. However, there is a precise category to refer to. In any case, it is necessary to submit concepts that have important characteristics of manufacturability. The editorial staff makes the selection of the best projects according to those who most deepen the themes of today's use, always paying attention to the quality of design, aesthetics and manufacturability. Participation in the competition is open to architects and designers "professionals" and "students" enrolled or graduates at Institutes of Design (Public and Private), Academy of Fine Arts, Faculty of Architecture, Faculty of Design and similar with no age limits.

The book will be published again by Fausto Lupetti Publisher , now an important partner of the initiative, with a new graphic and distributed to bookshops throughout Italy, as well as delivered to 350 Italian companies and 5,000 foreign companies in the the design industry.

During the Salone del Mobile 2015, the book will be promoted during an official presentation and several other events as happened for the first three editions .

Publishing concepts in the Design For also provides a proof (the official date of release of the book), or undeniable proof that the work is prior to any other reproduction, publication or recording carried out by third parties afterwards. This means greater protection of all project published.



OPPORTUNITIES



ALESSANDRO DI VITA AND
GIUSEPPE GIOMPADA



Thanks to Design For 2014 we have known designers with different skills and we have proposed them to launch an online platform for 3D printing



PAOLO FRIGERIO



After the publication of Design For the newspaper "La Provincia di Como" published an article about me and that flatters me!



STEFANO MAZZUCCHETTI



Thanks to Design For one of my items has been produced and as a result I had significant profit.



ELENA PICCOLBONI



Even people which are not in the Design industry could read Design For and from the very first pages the book has drawn their attention arousing much enthusiasm. Promote Design team? ... Kind, efficient and professional



DANILA QUATTRONE AND
FRANCESCA BELLOCCO



Design For turned out to be a great reference when introducing and proposing to companies.



INNOVATEDESIGN



We think that this kind of initiatives can build a direct and immediate relationship between designers and companies; relationship, which is usually very complicated to establish. Among other things, we have been able to verify the effectiveness of the initiative, as we have been contacted by company interested in one of our projects published in the first edition of Design For.



ROBERTO CORAZZA



In my opinion a work like this was missing. Personally I had a great experience with the first publication of "Design For." Following to this publication, I have been contacted by two companies for the production of my concept and a number of private contacts interested in purchasing it



DE SANTI DESIGN



Initiatives such as the book Design For are very important for the Design industry thanks to their ability to create connections and collaborations between young designers and small and medium-sized companies . Last year we were contacted by a producer interested in Marco's library published in the first edition of Design For. Hence we have started a collaboration which is still going on. We must thank Design For.



ENRICO MARALDO AND PAOLO SADOCCO



Following the publication of the book a company of outdoor furniture contacted us because was interested in one of our two projects which was very interesting for them.



MATTEO MASIERO



After shipping the book to companies two of them contacted me to offer to draw more lamp concepts. One of these is of great interest and it is about to be produced. I did an interview for the lamps published in the book. I must thank all the staff for their support and for the work done



ROBERTO ROSSI



I started to produce one of my two concepts (already patented with a trademark by me when I studied at UIBM) for some companies in Forlì-Cesena. In particular the table / tray for beach umbrellas " Happy hour on theBeach @ " published in the book . I have also received requests from a distributor of this kind of products based in the Marche Region and I signed one-year contract for patent license.

PRESS REVIEW

Design For has drawn the attention of the press in the industry, publishing numerous insights on various magazines and on the web.

Promote Design has been flattered by critics for the successful project.

Many journalists contacted personally the designers to dedicate some insights on their projects.

Below there are some articles of newspaper and on line magazines devoted to Design For.

- 2Night
- 2Righe.com
- Abebooks
- Affaritaliani
- Agora' news
- All events
- An arreda negozi
- Archiportale
- Architettare
- Architetti
- Architettura facile
- Arredamento
- Arredativo
- Arredoscout.it
- Art & multimedia design
- Arte artisti
- Artribune
- At casa
- Blog del designer
- Businesspeople
- Bzcasa
- Canapa industriale
- Ciao
- Clic lavoro
- Comunicati.net
- Corriere del mezzogiorno
- Creatività italiana
- Culturame.it
- Ddn
- Deastore
- Desainer

- Design context
- Design diffusion
- Design fanpage
- Design me
- Design outfit
- Design republic
- Design street
- Designboom
- Designdesign blog
- Designer blog
- Diggita
- Domus
- Edilportale
- Espoarte
- Eventiper.me
- Excelsior milano
- Fashionblaba
- Fausto Lupetti Editore
- Giornaleradio
- Google books
- Hoepli
- I think magazine
- lbs
- Il ghirlandaio
- Il pensiero artistico
- Il pensiero artistico
- llas
- Informazione.it
- Italent magazine
- La console fatale tumblr
- La provincia di Como

- Libero
- Libero gossip
- Living corriere della sera abitare
- Lunedì
- Man in job
- Marco Sorito blog
- Marcoiannicelli.it
- Marie Claire
- Mixdesign
- Moma non moma
- Moma style
- Mondadori
- Moscow design museum
- Mug magazine
- Musica da Milano
- Muvonapp
- Mymi
- Mymogi.it
- Nanopress
- Ottagono
- Paperblog
- Pdf4it
- Pizza digitale
- Popscreen
- Professione architetto
- Promote design
- Quotidiano casa
- Relooking casa
- Rizzoli
- Room decorating

- Russia beyond
- Social design magazine
- Stampare in 3d
- Stylecult
- Switch magazine
- Tutto fiere
- Unilibro
- Viverlacasa
- Wherevent
- Zero

DESIGN VINCENTE FORMATO FAMIGLIA

I varesini Marco e Fabio De Santi tra i protagonisti di "Design For 2013" Sono giovani, hanno talento e idee chiare sul mondo che abiteremo



Design è una delle parole ripetute con più frequenza, nell'ultima settimana. Tra Salone del mobile e Fuorisalone, la Design Week milanese ha riservato eventi a raffica a cornice del mondo dell'arredo. Ma sono emersi anche nomi nuovi, di giovani progettisti di cui sentiremo parlare parecchio, nell'immediato futuro. Perché, come i fratelli Marco e Fabio De Santi hanno un talento in grado di imporsi. Rispettivamente Interior Designer e architetto, con studio in città, i De Santi figurano nel volume "Design For 2013" (Lupetti), una sorta di catalogo dei creativi più interessanti dell'ultima generazione, presentato giovedì sera alla libreria Hoepli di Milano e nato dalle costole del network nazionale "Promote Design".

Formazione con radici artigiane. In un momento in cui l'innovazione, nel settore dell'arredamento-interni, sembra segnare il passo, a favore di una tendenza rivolta al recupero dei "maestri", alle resistenze continue di "classici". Basti pensare alla "Superleggera" di Gio Ponti o alla poltrona "Willow" di Charles Rennie Mackintosh) o alla produzione di "treccini" di grandi salotti (come la poltrona "Cubo", disegnata dai fratelli Castiglioni nel '57, star dell'ultimo Salone), la proposta dei fratelli De Santi merita attenzione, anzitutto per il profilo dei progettisti. «Lavoriamo in diversi ambiti disciplinari legati al design - spiega a La Provincia - interni, prodotto, architettura, artigianato, materiali, scenografia e ricerca. Mescoliamo gli insegnamenti di una tradizione familiare artigianale, a una passione per l'innovazione maturata in seguito a collaborazioni con team di ricerca universitari e gruppi di sperimentazione artistica». Lo stile dei fratelli varesini si può sintetizzare in questo motto: «La crea-



zione è un gioco di forme e colori - ag di copie. Nel frattempo nuovo e vengono formulati design non solo non è non ci prova nemmeno vinca". Il celebre storico De Micheli - preside di detto che non c'è più in che una scelta in un bar - si pare contemporari ni dei De Santi, emerge della crisi dei designer - ti. C'è soltanto una st propri "concept", termi mere idee finalizzate i progettista deve ridare fessione attraverso un g ta da un'analisi attenta rambella».

Il corpo misura di tutte le cose. Non è affatto facile, per porsi sul mercato. Con i Sacchi di Poli.Design nico di Milano, il dialogo richiede "punti" soci promozionali. Ma qui proprio stile? E perché invece la più impo red - la vita dei design il settore è saturo di cisti, puntualizzano i du pongono sempre le ste te in forme e colori - ag di copie. Nel frattempo nuovo e vengono formulati design non solo non è non ci prova nemmeno vinca". Il celebre storico De Micheli - preside di detto che non c'è più in che una scelta in un bar - si pare contemporari ni dei De Santi, emerge della crisi dei designer - ti. C'è soltanto una st propri "concept", termi mere idee finalizzate i progettista deve ridare fessione attraverso un g ta da un'analisi attenta rambella».

Il designer PAOLO FRIGERO
«Viva la semplicità nello stile di Munari»



«L'italia non tutela il giovane design»



«L'italia non tutela il giovane design»

Design emergenti
ONZICALATI



«Tutto mi ispira»



«Tutto mi ispira»

DESIGN FOR, DESIGN IN, DESIGN WITH

Anche quest'anno Promotedesign.it sarà presente alla Design Week milanese con una serie di iniziative che renderanno il portale reale punto di riferimento per il settore del design autoprodotta, uno dei protagonisti principali del prossimo Fuorisalone. Con l'obiettivo di avvicinare e sensibilizzare i destinatari e i produttori di design a una sempre crescente offerta di creatività, promotedesign.it conferma la sua presenza con tre importanti appuntamenti. Durante la settimana che va dall'8 al 13 aprile sarà presentata la terza edizione del libro catalogo Design For 2014, che raccoglie quest'anno 212 concept ideati da 116 progettisti e che continua nell'intento di favorire l'incontro di talentuosi designer con le più importanti aziende del settore. Il catalogo si conferma per il secondo anno l'evento espositivo Din - Design in che approda in una location di oltre 2000 metri quadrati nel cuore della zona Ventura Lambrate, per accogliere in anteprima le collezioni di 100 talenti creativi. In questo ambito il visual contest #WTHH - design WITH food premia tre progettisti selezionati da una commissione presieduta dal food designer Paolo Baricella, chiamati a raccontare attraverso uno storytelling digitale la loro personale "relazione" con il cibo. Ispirazioni, visioni, suggerimenti in un'ottica di sostenibilità ed eco-compatibilità. Ogni designer che aderisce all'iniziativa, potrà interpretare il tema stabilendo il proprio approccio: ambiente, etica, riuso e riciclo, utilizzare differenti

Design For, Design In, Design With: gli eventi dedicati all'autoproduzione Design Promote Design
Design For, Design In, Design With: self-production events by Promote Design

Settimana milanese del design, cuore creativo di Ventura Lambrate, spazio industriale di ben 2.000 m² e autoproduzione. Questi gli ingredienti scelti da Promotedesign.it, la piattaforma on line che mette in mostra le novità dei progettisti italiani e stranieri attraverso tre iniziative. La prima di carattere istituzionale - se così si può dire - consiste nella presentazione del libro-catalogo Design For 2014 pubblicato da Logo Fausto Lupetti Editore. Il volume presenta più di 200 concept realizzati da oltre 100 progettisti e contenuti aggiuntivi come interviste, biografie e approfondimenti dedicati a designer del calibro di Paolo Baricella e Marcello Zanini

Con gli ingressi sulle strade principali del quartiere (via Massimiano e via Sbodio), la mostra è il fulcro della manifestazione che ospita più di 100 progettisti e le loro nuove collezioni presentate in anteprima. E infine, novità assoluta di quest'anno è il visual contest #WTHH - design WITH food. Il concorso invita interior, product, graphic, food, textile e digital designer a riflettere sul tema "A designer engaged with food": immagini fotografiche, ispirazioni, visioni e suggerimenti in un'ottica di sostenibilità ed eco-compatibilità. Non solo tendenze ma anche mutazioni come salute dei popoli, tematica di più ampio respiro legata all'Expo 2015. La cerimonia di premiazione si svolgerà l'11 aprile (dalle 17.00 alle 20.00) presso lo spazio espositivo.

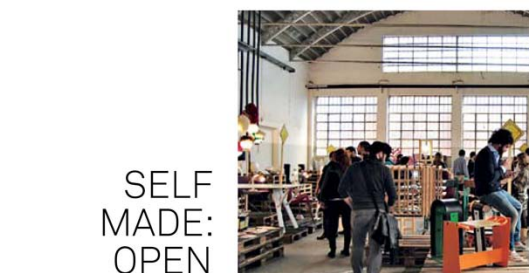
DEAR n.18 Febbraio 2014
DESIGNERAZIENZE



IN USCITA LA III EDIZIONE DEL LIBRO "DESIGN FOR", FIORE ALL'OCCHIELLO DI PROMOTE DESIGN



IN USCITA LA III EDIZIONE DEL LIBRO "DESIGN FOR", FIORE ALL'OCCHIELLO DI PROMOTE DESIGN



SELF MADE: OPEN DOORS
Russella D'Orta



I nuovi oggetti di design di Niccolò Raffaelli nel libro Design for 2014

Sotto da: Patricia Chimera - domenica 23 febbraio 2014

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Niccolò Raffaelli ci propone i suoi nuovi oggetti di design, pubblicati anche nel volume *Design for 2014* edito da Fausto Lupetti: scopriamo insieme il suo coffee table e i suoi accessori da cucina.

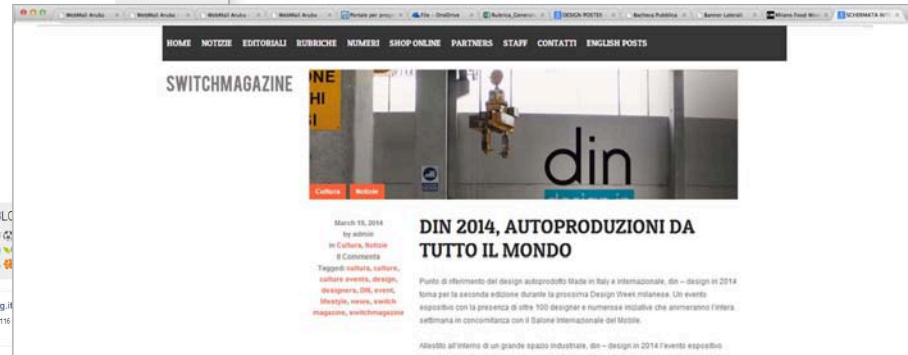


Niccolò Raffaelli, giovane designer italiano, ci presenta le sue

I MAGAZINE DI BLOCCO

designer

MI PIACE 3116



DIN 2014, AUTOPRODUZIONI DA TUTTO IL MONDO

Punto di riferimento del design autoprodotta Made in Italy e internazionale, din - design in 2014 torna per la seconda edizione durante la prossima Design Week milanese. Un evento espositivo con la presenza di oltre 100 designer e numerose iniziative che animeranno l'intera settimana in concomitanza con il Salone Internazionale del Mobile.



DIN 2014, OLTRE 100 DESIGNER AUTOPRODOTTI IN MOSTRA #din2014

Punto di riferimento del design autoprodotta Made in Italy e internazionale, din - design in 2014 torna per la seconda edizione durante la prossima Design Week milanese. Un evento espositivo con la presenza di oltre 100 designer e numerose iniziative che animeranno l'intera settimana in concomitanza con il Salone Internazionale del Mobile.

Altezza all'interno di un grande spazio industriale, din - design in 2014 l'evento espositivo organizzato da Promotedesign.it, accoglierà oltre 100 tra designer e progettisti autoprodotti rappresentati dal "faro" spazio del Made in Italy e talenti provenienti da tutto il mondo: Italia, Germania, Spagna, Cina, Francia, Svezia, Inghilterra, Svezia, Portogallo, Brasile, Giappone, Cina, USA e Sud America; paesi rappresentati da una progettualità multiculturale e di una creatività sempre in fermento e alla ricerca di nuove frontiere per il design.

Complementi e oggetti d'arredo, light & sound design, stampa 3D e differenti tipologie di prodotti eco-compatibili trovano spazio tra tante espositive individuali e collettive, zone relax, coffee corner e una library. Un percorso tra sperimentazione e innovazione per dare risalto alle idee più brillanti e all'avanguardia. Una realtà imperdibile per i talenti in cerca di visibilità.

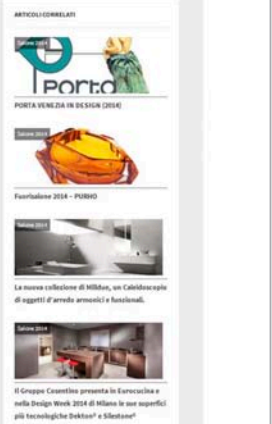
All'interno della location il temporary shop Artelier Jewels, interamente dedicato al gioiello contemporaneo realizzato a mano, presenterà una rassegna di oggetti d'arte da indossare creati dagli artisti appartenenti alle community artistiche. Grande attesa per il Business Design Pavillion che ospiterà una selezione di designer "real", ovvero i laboratori parte di Rub Design Book, il primo progetto editoriale che si prefigge l'obiettivo di creare commissioni tra il patrimonio creativo emergente dei paesi dell'Est e l'industria del mercato europeo.

Nell'intento di ridefinire gli approcci che legano creatività e produzione, Promotedesign.it in collaborazione con Homestyl.com, si fa promotore di un workshop aperto e gratuito dedicato al tema "Il design autoprodotta e la comunicazione 2.0": il rapporto tra designer e comunicazione online, come definire la propria presenza in rete, come rapportarsi con gli influencer, alcuni degli argomenti che saranno trattati da Alessandra Pope, web editor e digital media specialist che sarà affiancata da rappresentanti di aziende leader di mercato per un confronto diretto e aperto con i partecipanti.

Durante il prossimo din - design in 2014 non mancheranno momenti speciali, tra i quali eventi nell'evento, dedicati alle presentazioni del volume Design for 2014 e alla presentazione del vincitore del contest MOSTRA design WITH food. La commissione che valuterà i lavori inviati dai partecipanti al concorso sarà presieduta da Paolo Barichella, uno dei più affermati food designer italiani.

"Assicurare una volta la macchina organizzativa di Promotedesign.it ha profuso grande impegno per inscrivere un grande evento all'interno di una delle iniziative di riferimento del settore Design come il Fuorisalotto, sostiene Enzo Carboni, direttore e direttore artistico di din - design in 2014, "con grande orgoglio abbiamo voluto proseguire nell'intento di aprire a un vasto pubblico di appassionati e consumatori il patrimonio creativo dell'autoproduzione come scala distintiva etica e originale".

- CALENDARIO EVENTI
- Venerdì 11 aprile 2014
 - 17:30/18:30 Presentazione Rub Design Book Internazionali Anastasia Krizhka e Maria Tsvetnitskaya (ideatrici del progetto Rub Design e fondatrici del Russian Design Pavillion)
 - 18:00/19:30 Presentazione ufficiale San Petersburg Design Week 2014 (Interventi il Presidente Russian Chamber)
 - Sabato 12 aprile 2014
 - 10:15 Workshop: il design autoprodotta e la comunicazione 2.0 (a cura di Alessandra Pope, intervista a Axel Bert) responsabile della comunicazione e marketing dell'azienda Gultani)
 - 17:30/18:30 Presentazione Design for 2014 (Interventi: A. Barichella, P. Carboni, Interventore: Fausto Lupetti)



una chiacchierata con marcello ziliani inserita come contenuto speciale all'interno della pubblicazione *design for 2014*. il designer intervorrà anche alla presentazione del volume durante il salone del mobile sabato 12 aprile alle ore 17 presso DIN in via massimiano n 6 milano. zona ventura

// Marcello Ziliani



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Archivio

- marzo 2014
- febbraio 2014
- gennaio 2014
- dicembre 2013
- novembre 2013

*Un libro su

Come bene sapere MOGI è l'orgoglio sponsor tecnico dell'area relax di Pramote Design per questa edizione 2014 del fuorisalotto.

Beh, siccome il caffè it's on us perché non accompagnarlo con una veloce lettura del libro-catalogo *Design For 2014* che Pramote Design anche quest'anno ha curato per i tipi di Logo Fausto Lupetti Editore?

222 concept provenienti da 136 progettisti uniti dalla passione per il design, oltre 1000 immagini, interviste inedite, biografie e approfondimenti speciali su designer del calibro di Paola Barichella e Marcello Ziliani e con il contributo di aziende leader del panorama internazionale, quali Ayper, BAB Italia e Mogi.

Design For 2014 prosegue la sua missione per favorire l'incontro di talentuosi designer con le più importanti aziende del settore, ma soprattutto vuole far emergere anche presso un pubblico eterogeneo di "design lover" l'interesse per la creatività che traspare da ogni singolo prodotto presente nel volume.

Ovù dunque, beviamo un caffè e leggiamoci il libro!

Commenti speciali di:

- Paola Barichella
- Marcello Ziliani
- Ayper

COMPARING DESIGN FOR EDITIONS

	2012	2013	2014	2015
TITLE SUBTITLE	Design For The book connecting designers and companies	Design For The book connecting designers and companies	Design For The book connecting designers and companies	Design For The book connecting designers and companies
PUBLISHER DISTRIBUTION YEAR OF PUBLISHING ISBN CODE	Fausto Lupetti Publisher National- International 2012 978-88-95962-931	Fausto Lupetti Publisher National- International 2013 978-88-97686-28-6	Fausto Lupetti Publisher National- International 2014 978-88-95962-931	Fausto Lupetti Publisher National- International 2015 to be defined
PUBLISHED DESIGNER PUBLISHED PROJECT RECEIVING COMPANIES	92 184 150	119 238 250	116 232 350	200 400 6350
DESIGNER NATIONALITY COMPANY NATIONALITY	Italian Italian	Italian Italian	Italian Italian	National- International National- International



CONTENT

DESIGN FOR is published once a year and this enables a good selection of the projects including promotion related to the portal promotedesign.it. The aim of Design For is to establish connections between designers and design companies.

The book contains two projects for each designer, introduced with high resolution images (rendering or photo) and a brief technical / concept description. THE FORM also includes biography, photos and personal contacts.

The book thus offers the opportunity to know more about the emerging designers and is enriched with the SPECIAL CONTENT where you can read the point of view of some of the best professionals in the sector.



// Studiòvo – Design Lab

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Personal photo

Contact



// Profilo

Studiòvo è un laboratorio giovane e dinamico di idee, i cui campi applicativi spaziano tra il design di prodotto, l'architettura degli interni e la comunicazione grafica. Conseguita la laurea in Disegno Industriale all'Università di Firenze, Andrea Caturegli e Marco Vincenzi decidono di trasferirsi a Milano. Dopo un corso di alta formazione in Entertainment Design presso il POLI.design iniziano a lavorare per vari studi e agenzie, costruendo le loro esperienze nel campo del retail, fashion, interior e product design. Entrambi decidono di tornare stabilmente a Lucca nel 2010, dando vita a Studiòvo.

Biography

// Cadabra

Complementi / Accessori

È un orologio da parete ma non soltanto. È una sveglia, un timer e un appendino. Utile in cucina per prendere il tempo di cottura della pasta e appendere gli strofinacci, in camera da letto per svegliarci. È realizzato in resina termoplastica di vari colori.

Description of the concept



// Intervista

Filosofia progettuale • Provocazione. Provocare una reazione emotiva che porta inevitabilmente alla rottura di uno schema mentale. L'intenzione, non secondaria all'idea di creare un oggetto funzionale ed esteticamente attraente, è quella di portare noi stessi a porci domande sull'oggetto in questione e conseguentemente sul modo di approcciarci agli oggetti con cui quotidianamente interagiamo. **Punti di forza** • Crediamo che i nostri progetti parlino a tutti, e che abbiano una forte valenza comunicativa. È importante che gli oggetti interagiscano emotivamente con la sensibilità umana, che si aprano ad essa. I nostri progetti provocano, ma non escludono, non hanno "la puzza sotto il naso" e non hanno la pretesa di insegnare niente a nessuno, ma la speranza di evocare un pensiero. **Azienda** • Sogniamo di progettare con qualunque azienda condivida il nostro modo di guardare alle "cose". Il sogno nel cassetto è certamente Flou.

Photo / Rendering



// BonTon

Sedie / sgabelli / panche

Questa particolare sedia restituisce le ormai perdute buone maniere. Per mezzo di un cappello, simbolo di eleganza e distinzione, dona un po' di classe al maleducato che vi si siede. *BonTon* è realizzato in legno: naturale la seduta, laccato lo schienale.

Design For 2012: PRESENTATION

WHEN

Friday April 20th 2012

WHERE

Bookstore **Hoepli** Milan

SPEAKERS

Enzo Carbone Design For Founder,
Daniele Lupetti, Publisher,
Carlo Bimbi, Designer,
Armando Bruno, Architect and Director
of Marco Piva Studio,
Matteo De Vecchi for
Vhernier De Vecchi Design,
Laura Fiaschi and Gabriele Pardi
Designer for GumDesign,
Valia Barriello, Chairman.

LOOK THE VIDEO



Design For 2013: PRESENTATION

WHEN

Thursday April 11th 2013

WHERE

Bookstore **Hoepli** Milan

SPEAKERS

Vera Fisogni, Journalist,
Riccardo Chiozzotto, Digital Media
Strategist - Pr - Journalist,
Gianpietro Sacchi, Director of the
Advanced Training Course - Design for
Wellness & SPA by POLI.design,
Consorzio del Politecnico, Milan
Massimo Iosa Ghini, Architect and
Designer, Interpreter of the International
cutting edge of design, Founder of the
Bolidism cultural movement,
Valia Barriello, Chairman

LOOK THE VIDEO



Design For 2013: PAROLARIO

WHEN

Saturday, **September 7th 2013**

WHERE

S2 Style Concept Store

SPEAKERS

Enzo Carbone, Founder of Design For,
Daniele Lupetti, Publisher
Riccardo Chiozzotto, Digital Media
Strategist - Pr - Journalist,
Roberto Borghi, Chairman

[LOOK THE VIDEO](#)



Design For 2014: PRESENTATION

WHEN

Saturday, **April 11th 2013**

WHERE

din2014, Lambrate district

SPEAKERS

Enzo Carbone, Founder of Design For,
Daniele Lupetti, Publisher,
Paolo Barichella, Food designer,
Marcello Ziliani, Designer,
Daniele Lupetti, Publisher
Valia Barriello, Chairman

[LOOK THE VIDEO](#)



QUOTATIONS



PAOLO BARICHELLA,
Food Designer



Today, with great pleasure, I have received copies of Design For 2014. Great edition published by Promote Design, edited by Fausto Lupetti Publisher.

I am proud to be present among the protagonists and very proud to have contributed to the contents of this important edition which I believe marks a new milestone in the world of design.

... I was very pleased to express my vision and tell the experience of my new approach to the profession that I'm experimenting with satisfaction, and was pleased not to be censored in any way for expressing my thoughts.

I thank the guys of the editorial staff for the courage and for being such

focused, hoping they will achieve all the results they set themselves, and be able to grow as they deserve.



VERA FISOGNI,
Journalist

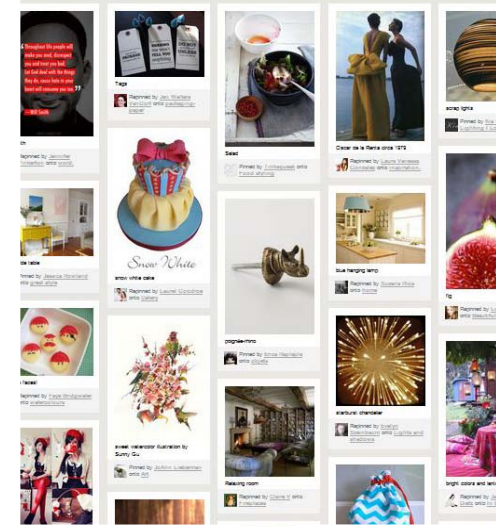


La Provincia di Como is a local newspaper dealing with the furniture in wood and silk. When I got the book I realized that it was not enough to talk about it in the traditional way through a review, because the strength of this catalogue is the direct participation of the designers.

It is a product capable to communicate and interest people like me who deals with information as it is structured to provide a window on the evolution of furnishing product. I was particularly influenced by the critical aspect of this volume. Looking the

cover I was struck by the highlight on the preposition FOR, that make me think about the question "Who is the Design For for?". Leafing through the book, I realized that there are two answers to this question, two types of "for": for the company, and for the manufacturer, and for those who want to delve into the issue of the object use. I believe that this difference arises from the approach on projects of designers. I found particularly interesting, from a philosophical point of view, "Don-dò" by Diana Zabarella, a cot for children designed to become a "mini table" when the baby grows up and changes his

needs. This project develops an idea of invention which is not creativity, but an invention in the most classic sense of "inventio", detection, discovery of the ability expressing the functional use. This issue is not trivial, because I believe that innovation is losing strength and quality. Even talking with specialists such as Iosa Ghini, Boeri, De Michelis this issue emerged by looking at the works of new designers. Marco De Michelis, dean of the Faculty of Architecture in Venice, also says that there is no more room for innovation itself; "We can only expand but not innovate going forward in discovery". I found this book full of ideas on updates on what's new on the Italian way. It is also interesting the comparison between the young designers and the masters.



RICCARDO CHIOZZOTTO
Digital Media Strategist -
Pr - Journalist



I consider Design for 2013 much more than a useful tool. For my work as a journalist it is an indispensable guide to support my exploration of emerging designers. It presents an updated scenario through which we have the confirmation that we are starting an economic recovery from production. A story told through ideas, talents, projects and objects, looking for manufacturers and visibility, which constitute the strength of an inexhaustible creative heritage. The design is a passion for me. I think it's important to support the Italian creative heritage. In the emerging designers

I perceive vibrations, energies; this is a creative heritage that must be valued and needs to be communicated. I found very clever creating this platform that is a real hub for creativity through the appeal, still strong, of the paper which maintains institutionalism and authority. In this period of economic crisis these resources must be the voice of the production of our country in a sector that determines the excellence of "Made in Italy" in the world. Great initiative.



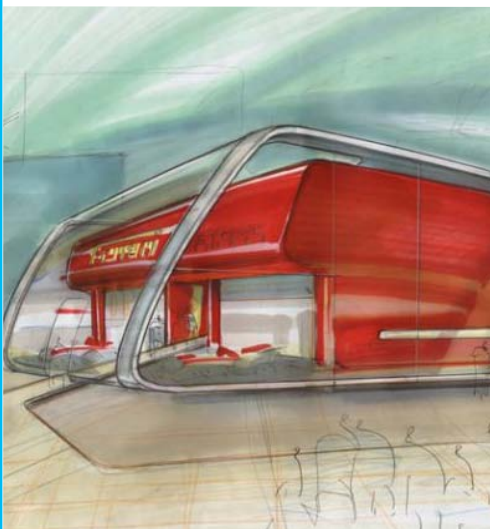
GIANPIETRO SACCHI
Director of Advanced Training
Course Design for Wellness & Spa
C / o POLI.design Consorzio del
Politecnico - Milano



This book is successful because it gives voice to the designers and

QUOTATIONS

this is essential to the professional growth of young people. Design For is a fundamental tool also because the paper has a value that goes beyond the media. I find remarkable the way that makes the idea: from an image on the web becomes paper in the book and a real object through production. Especially considering the period we are living in from an economic and productive point of view. At Polidesign we train foreign young designers come over to learn “the Italian way”, or the “Italian approach on design”, borrowing a statement of our General manager. I think this book will become a sort of “dictionary” also because working with young professionals I perceive great desire to do things and great enthusiasm.



MASSIMO IOSA GHINI
Architect and designer



I like the democratic nature of the graphic design of the product that expresses the concept of the project. We are Italian and we live with beauty and creativity even if we do not notice it ... we realize this when we travel and we notice the difference of our way of being and thinking because we have sensitivity and tradition to improve the environment that surrounds us using the architecture and the “things”. This is part of our “savoir vivre” and we need to enhance it. When I started to “draw” I felt a great pleasure in doing it and I did not have a commercial mentality. Watching my young employees I find important that they are pleased to “draw” and “do.” In thirty years of business I have noticed that today’s young designers think perhaps too much to the economic aspect of design. In my opinion thinking only in terms of market and success does not generate quality. There is need for self-satisfaction for what you do. I am convinced that when you do something and you know this thing is done well and you are doing it for someone else you will get a benefit.



NICOLA R. TICOZZI
Director of Design Courses HoRe-
Ca POLI.design -
Consorzio del Politecnico- Milan



Design for 2013 is a real inventory of new ideas and new ways of thinking about objects and solutions. It connects designers through their projects, with clear and complete cards, and companies that can evaluate them by contacting the authors. Pictures, descriptions of the concepts, a brief biography of the designers and useful contacts: more than a catalogue, more than a virtual database, it is a big showcase: giving value to objects, allowing you to focus on professionals in the sector, creating relationships between designers and companies, including those who create, produce and...simply look.

TESTIMONIALS

DAVIDE A.



This morning I have received a complimentary copy: interesting overview, great graphics compliments.

LARA G.

Thank you very much...Awesome! I take this opportunity to thank you, I have already received it and had the opportunity to see the book that I find very interesting and nice! ...

Beautiful graphics and for all!



I want to thank you : Today I have received the book . Truly a beautiful publication.

TINA C.



...I am very pleased to receive material about the book and take this opportunity to congratulate for the excellent result . I am thrilled to have participated in an initiative like this because it helps young people to believe in themselves, in their work and in their future. Thanks again for the availability you have shown and for your help and care

ALESSANDRO P.

DANIELE WILLIAM R.



It is a useful publication in the sector in order to be visible...

MARIA CARMELA S



I have just received the book...Design For ...congratulations for the graphics and the "easy to read" layout



...I'm happy to have been selected and thus be able to appear with two of my concept in Design For...

YLENIA V.



Design For ... I like it very much! Congratulations and I hope to be part of it again next year...thanks for this visibility!

ROSSANA D. M.

ANTONIO C.

ELENA P.



I wanted to inform you that ... I have received the book. It 's great!...

ANTONIO L.



I thank the entire Promote Design team for kindness and availability shown. You gave me a great opportunity through the publication of my concepts in Design For . PS: Design For is gorgeous and also very interesting. Good job!

.Definitely ... It is a great opportunity!...

EMANUELA B.



Congratulations for the initiative and for the work done.



Congratulations! The book is very well organized and has very eye-catching graphics especially in the selection of concepts and designers. I'm really happy for the opportunity to take part in the project . I think it will bring many innovations...



MARCO D. S.



Finally...the book was handed in to me. Great job, I am satisfied!

EUGENIO B.

DOMENICO C.



... the book has arrived!! It's really cool! Congratulations! It's massive!



TESTIMONIALS

DOMINGA C.



Congratulations for the wonderful book...

...Thank you again for kindness shown to us.

ANNA LISA P.

DANILA Q.



The Book has arrived today...It's beautiful! Thanks for everything!!

encouragement, and even at the "Fuori Salone", the publication is a significant reference that has allowed us to introduce ourselves with greater credibility to: Project Managers, Company managers, etc...

GIACOMO G.



Design for...This was a great experience for us

KEVIN C.



.I wish to congratulate...your staff for the excellent achievement ...

RILEVANTE



We all come...to look at the book. There are some very interesting projects! You have done a great job! Again, thank you...

STEFANO M.



Design for ... This was a great experience for us

DANILA Q., FRANCESCA B.



Book...arrived...What can I say... Great! Thank you so much...

ANTONIO S.



Design For...The experience was great for us. There have been some news, we had the opportunity to show our concepts published in the book to companies such as: Zanotta, Casamania, Agape, Arper during the Salone del Mobile. We have received

VITO N.



Finally...today I received the book Design For, I want to thank you for the excellent job regarding the new layout...



RECIPIENT COMPANIES

For its three editions, Design For was delivered to a total of more than 800 Italian design companies. These were chosen on the basis of product category: first, there are those who work in the furniture field, but there are also specific categories interested in the projects that are published in the book. The list is then drawn up only after we have selected all the projects to be published. Here below there are some of the companies that have received the book.

Ad Hoc
Brem Srl
Scirocco H S.R.L.
Ridea Srl
Runtal Italia S.R.L.
Bossini Spa
Aquamara® By Polirim
Puntoacqua Srl
Album Srl
Catellani & Smith Srl
Melogranoblu Srl
Trilux Italia Srl
Solzi Luce Sas
Penta Srl
Rubinetteria Gaboli Luigi
Daniel Rubinetterie
Dornbracht Italia Srl
Palazzani Rubinetterie Spa
Frascio
Colombo Design Spa
Casamilano
Minelli Giovanni
Scab Giardino S.P.A.
Baxter Srl
Borghi Giuseppe & Figli Sas
Bpa International Srl
Brianform S.R.L.
Emmemobili
Giellesse
I 4 Mariani Spa
Marc Srl
Orsenigo S.R.L.
Pedretti A & C

Altreforme - Fhome Srl
Futura Srl
Matteograssi Spa
Meridiani Srl
Mussi Italy Srl
Vibieffe 85 Srl
Adele-C
Swan Italia Srl
Martini's Design
Metea Srl
Neutra By Arnaboldi Angelo Srl
Assioma
Axolo Turri Spa
Rifra Mobili Srl
Egoluce Srl
Erba
Erco Illuminazione Srl
Eumenes Srl
Exteta
Extra
F.Lli Boffi
Foggini Jacopo Emilio
Fosnova Srl
Gloria Srl
Grohe S.P.A.
Il Loft Spa
Industria Arredamenti Nespoli
Arnes International
Laufen Italia Srl
Lolli E Memmoli Srl
Lucitalia Spa
Lumen Center Italia Srl
Lumina Italia Srl

Lus - Metal Spot Spa
Mamoli Rubinetteria Spa
Mario Giampieri & C. Srl
Muvis Srl
Neroacciaio Group
Omikron Design
Pulsar - Artistica Lampadari Srl
Quattrifoglio 1964 Srl
Risalto Project
Roca Srl
Sawaya & Moroni Spa
Siteco Lithing System Srl
Sommariva Rubinetterie Srl
Status Srl
Sturm Und Plastic La Rosa Spa
Syn Design Srl
Tre Ci Luce Spa
Valenti Srl
Valli&Valli Srl
Villa Srl
Zeus - Noto Srl
Ghizzi & Benatti
Novellini Spa
Fg Interior Design
Maòli
Rossi Di Albizzate Spa
Saporiti Italia Spa
Wet
Belca Srl
Colico Design
Azienda
Erba Italia Srl
Minitallux

Olo Multilayer Srl
Gspot S.R.L.
Elbi S.P.A. - 21St-Design
A.Tipico
Abert S.P.A.
Acam S.R.L.
Acierno Woodesign Spa
Leader Srl
Altaplana
Arrmet Srl
Art & Form
Misura Emme
Bardi Spa
Billiani Srl
Birex
Bk Italia Spa
Blifase Srl
Calia Trade Spa
Ciacci Piero & C Srl
Corradi Spa
Grassevig Spa
D-Line Italia Srl
Dal Segno S.P.A.
Eurobi S.R.L.
Dessié Srl
Equipe Sas
Andromeda International
Ethimo
Eumenes Srl
Europeo
Antrax It Srl
Cordivari S.R.L.
Ridea Srl

Deltacalor S.R.L.
Brem S.R.L.
Ghidini Pietro Bosco S.P.A.
Elma Srl
Paini S.P.A.
Treemme S.R.L.
Rcr Cristalleria Italiana Spa
Salviati S
Glas Italia
Olivari
Wet
Ferplast S.P.A.
Camon S.P.A.
Marchioro S.P.A.
Imac S.R.L.
Frabosk S.P.A.
Gaggia S.P.A.
Rdl S.R.L.
Design For 2
Adrenalina Domingo Salotti Srl
Accademia Potocco S.P.A.
Azzurra Ceramica Spa
Domitalia Spa
Talentì Srl
Scab
Glass
Dimensione Disegno
Outlook Design Italia Srl
Gaber
Venini
Luci Italiane
Kartell
Metalco
Prandina
Calligaris
Casamania
Gruppo Sintesi Spa
Acerbis International S.P.A.
Alias
Slamp
Minital Lux Srl
Krea Design
Cini & Nils Srl
Antonangeli Illuminazione
Alma Design Srl

Besana
Bruline Srl
Desalto
Enrico Pellizzoni
Gallotti&Radice
Kappa Salotti
Living Divani S.R.L.
Meritalia Spa
Misuraemme – Sede
Nube Italia Snc
Porro Industria Mobili Srl
Ycami Spa
Serralunga
Porada
Ydf S.R.L.
Citterio Spa
Arflex
Frigerio Poltrone E Divani Srl
Gufram Srl
Minotti Spa
Ozzio Design - Pozzoli Group
Rivolta Srl
Rcr Cristalleria Italiana Spa
Salviati S
Glas Italia
L.A. Vetreria Di Appiani
Fornasetti
Kundalini Srl
Ligne Roset Roset Italia
Mano Mano Design
Memphis Srl
Mobilcrab Srl
Oluce Srl
Pandora Design
Paola C. Srl
Roda Srl
Felicerosi Srl
Robots Spa
Rexite Spa
Skitsch
Targa Italia Srl
Externa Outdoor Design
Contral Srl
Ad Maiora Milano
Alivar Srl

Softline All Kit Surl
Alma Design Srl
Alpa Salotti Srl
Emu
Arketipo Spa
Arper Spa
B-Line S.R.L.
Barazzoni Spa
Bonaldo Spa
Bosa Di Italo Bosa Srl
Bross Italia Srl
Calderoni F.Lli S.P.A.
Cameggi Srl
Cerruti Baleri
Cierre Accessories
Cinova B-Design Srl
Com.P.Ar Srl
Coroitalia S.R.L.
Covo Srl
Creativando Srl
Danese Srl
De Padova Srl
De Vecchi Milano 1935
Euro 3 Plast S.P.A.
Celato Srl
Eppi's S.R.L.
Desalto Spa
Diamantini & Domeniconi Srl.
Dieffebi Spa
Disguincio Srl
Element-S By Coideas Srl
Emporium Srl
Enrico Pellizzoni Srl
Antonio Frattini Srl
Aqualife Srl
Ferlea
Flexform Spa
Flou
Fmn Martinelli S.P.A.
Fabbian Illuminazione Spa
Opinion Ciatti Srl
La Cividina Srl
Metalco Srl
Studiocittà S.R.L.
City Design S.P.A.

Helios Arredo Urbano Srl
Modo S.R.L.
Manital Srl
Swan Italia Srl
Martini's Design
Art & Form
Bitossi Diffusione S.P.A.
Carlo Nobili S.P.A.
Miniforms S.R.L.
Euroform K. Winkler S.R.L.
Cuproom By Celato Rito
Valsecchi S.P.A.
Ilcar Di Bugatti S.R.L.
Lagostina S.P.A.
Eurosintex S.R.L.
Abbondinterni Srl
Arredaesse Headquarters
Dauphin Italia Srl
Icf Spa
International Office Concept
S.P.A.
Haworth S.P.A.
Faram S.P.A.

WHAT'S NEW IN THE IV EDITION

DESIGN FOR this year is enriched with new content and major news to increase the visibility of volume and of those who decide to join it. Previous editions have collected exclusively ideas and concepts from Italian designers, sending the volume only to Italian companies.

This year DESIGN FOR, considering the success of previous editions, has decided to extend the boundaries enabling foreign designers to participate and involving international companies.

Hence the decision to publish a bilingual volume, in both print and digital edition.

THREE major innovations have been added:

THREE PARTICIPANTS will be selected by the jury of Design For to exhibit free of charge during the DESIGN WEEK in Milan, within din2015, succesful event during the Fuorisalone.

EIGHT PARTICIPANTS will be invited to attend a design workshop chaired by the Food Design Paul Barichella.

STUDENTS UNDER 26 and are entitled to a 10 % discount off the participation fee.

In addition, all participants will be entitled to receive a complimentary copy of the book and a 40 % discount on any additional copy purchase.

LANGUAGE

Italian

Italian / English

EDITION

Paper

Paper / Digital

DISTRIBUTION

BOOKSTORES

YES

YES

ITALIAN COMPANIES

300

350

FOREIGN COMPANIES

NO

5000

JOURNALISTS

YES

1000

COMPLIMENTARY COPY

YES

YES

DISCOUNT

40%

40%

EXHIBITING AT FUORISALONE

NO

SI

ATTENDING THE WORKSHOP

NO

SI

PARTICIPATION FEE

Previous Editions

Design For 2015

Design for 2015 will be in Italian and English version, the edition is both paper and digital.

It will be distributed to all national bookstores and sent to the most important national and international companies.

You will receive a complimentary copy, and you can purchase other copies at 40% off

Some designers will be selected to exhibit during the DESIGN WEEK and attend a workshop

HOW TO PARTICIPATE

In order to be published in Design For 2015 it is required that projects are distinguished by :

- . Innovative idea
- . Manufacturability of the product
- . Current design
- . Sales force.

Below we list the procedure to be followed in order to participate in the Fourth edition of Design For.

1.

To participate in the selection you need to send 2 or more projects to designfor@promotedesign.it by using wetransfer.

2.

The jury of Design For 2015 will communicate the outcome of the selection, by e-mail or by telephone within a few days

3.

Within 10 days of receipt of the outcome of the selection, it is necessary to confirm the participation at Design For 2015, by sending the contract to designfor@promotedesign.it.

4.

Within 15 days of signing the contract it is necessary to process the payment of the fee in order to complete the registration.

5.

- Within 30 days of signing the contract you must send
- . THE DATA FORM, completed in all its parts.
 - . 4/5 PICTURES or RENDERING of each project at 300 dpi, format 3500x3500 px, on white background.

THE DEADLINE TO PARTICIPATE IN THE SELECTION IS **31th of July**.



FAQ

Will I find the book in all bookshops?

The book will be distributed in bookshops throughout Italy. It is easy to find it in the big Italian Stores like Feltrinelli, Mondadori, Hoepli, etc., while it may be not on shelves in small shops. Upon request it is possible to receive it either in these stores.

Once published, will the projects remain my property?

Yes projects remain in any case property of the designer.

The cover price will be around € 30.00.

be required to produce rendering or high-resolution photos according to brochure requirements.

Even in 2014 there will be the official presentation of the book?

Yes, the book will be officially presented during the Salone del Mobile in Milan.

Is there a cost for the selection?

No. The fee has to be paid ONLY in the case of participation and after the signing of the contract. The selection is free.

In case of being contacted by a company Do I have to give

Can I publish projects made by collaboration?

Yes, all the projects made by collaboration with other designers will be published by specifying designer's details.

No. The negotiations for the production of the concept remain private between companies and designers.

How many projects can I submit for the selection?

You can submit any selection of projects. The editorial staff will choose two items for publication.

Will the projects submitted for selection be published?

No. The projects submitted for selection will be not in any way disclosed.

Can I also publish photos of the concept or just rendering?

It is possible to publish both photos of prototypes and rendering. The important thing is that they are images of excellent quality.

For the selection do I have to send images with particular characteristics?

It is not important images quality for selection. You can send pdf, jpg, scans, etc.. only for publication it will

Can I submit a selection of projects submitted for other contests?

Yes, The important thing is that these projects are free from contracts that limit the publication and/or production.

How much will the book cost?

D E S I G N
FOR 2015
Il libro che unisce designer e aziende

Design For 2015

is a project of Promotedesign.it

PROMOTE 
design