



PRESS RELEASE

Milan, May 12th 2014

The book catalogue connecting designers to companies launches a brand new edition

Promote Design opens selections for Design For 2015

Also this year, Promote Design opens the selections for Design For, the book catalogue that connects designers to companies with a renewed edition, focusing on the international market: an opportunity for large-scale promotion of new ideas and creativity. The deadline for receiving applications is 31 July 2014.

Since 2009 **Promote Design** has successfully worked to reduce the gap between designers and manufacturers and the annual publication of **Design For** is an important part of its activities for the promotion of creative young designers. The book aims to collect the best concept in search of producers and submit them to companies, trying to put forward the demand for creativity from the market. A rich collection of projects ready to be produced, presented with a graphics made with special care including the detailed contacts of designers. The brand **Promote Design** provides both designers and companies the expertise of those who have worked for many years as a link between the two categories. After the success of the previous three editions, the last one was introduced during the exhibition **din - in design in** at the Fuorisalone 2014, **Design For** is preparing to meet the increasing demand and the needs of a wider market, **with an edition full of news**; one of these is the opening of the selections to International designers and gathering concepts from the five continents, presented with texts in Italian and English. The book, published this year again by **Fausto Lupetti Publisher**, now an important partner of the initiative, **will be then distributed worldwide: 350 Italian companies will receive the printed book, while 5,000 foreign companies and 1,000 journalists will receive the digital version.**

As for past editions, the book will be introduced in Milan during the **Salone del Mobile 2015**.

Projects submitted to the editorial office of **Promote Design** will be selected on the basis of criteria of **productivity and functional use**. Preference will be given to ideas that will meet the specific requirements of the market.

Participation in the selection is open to architects and professional designers, students or recent graduates enrolled at Institutes of Design (public and private), Academy of Fine Arts, School of Architecture, Faculty of Design and similar, without age limits.

Among the designers selected three of them will be able to participate free of charge with their projects at the event that **Promote Design** will organize, during the Fuorisalone 2015, whereas another eight will be able to participate in a workshop to be held in collaboration with **Paul Barrichella**, food designer well known worldwide.

Selections : 12th May – 31st July 2014

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PROMOTEDESIGN.IT Since 2009 Promotedesign.it has been promoting design and creativity through a web platform connecting a big collective of designers and architects. Through the portal all registered users can create a professional profile from which they are able to manage personal information, contacts, pictures of products, concept, and developing projects, descriptions and biographies. The system has been conceived to get in touch all the actors in the sector, designers, companies, prototyping labs, photographers, machining workshops, press offices and communication to update and implement a network continuously changing. It is an instrument and an occasion to build new collaborations among different realities. Moreover Promotedesign.it offers disclosure on news, events, training and contests by giving space to a notice board, videos, legal area where discussing useful subjects for professionals in the sector .
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