



## COMUNICATO STAMPA

Milano, 29<sup>th</sup> of March 2016

Big news for Design For's fifth edition - Book, contest and workshop.

# DESIGN FOR 2016, SOLD IN THE BEST BOOKSHOPS ONLY

**#designfor2016**

Design For, an editorial initiative organized by Promotedesign.it, confirms to be for its fifth time, a great mean of promotion for young creative talents aiming to propose their ideas and projects to those realities able to produce them.

Design For presents to its readers, **246 concepts** conceived by **123 international designers** along with special contents focused on organizations and personalities already famous in design sector. Readers so, will find interesting unreleased interviews taken by **Ever**, **Decastelli**, e **A4Adesign** and by big designers in the international landscape.

Design For 2016' fifth edition shows a series of important news. Since last year, the book is published in both English and Italian languages and it's delivered to more than 5350 companies working in the sector both in Italy and in other countries. Furthermore, the number of journalists receiving the book is much bigger than last year. Actually it redoubled: from: 1000 to 2000 journalists.

As it's commonly recognized, promotion and communication are sides of the same coin, for this reason, Design For 2016 adopts a series of measures aimed at improving the visibility of designers through the Design For Adwords.

In particular, among all the Design for 2016's participants, 3 designers will be selected to show their concepts during Din Design In 2016. This event is scheduled in Lambrate district between the 12th and the 17th of April, during the Fuorisalone in Milan. Moreover, 8 designers will take part to high specialization courses promoted by Poli.design and 12 designers will be involved in a design workshop.

The three designers selected for the free exposition of their concepts in Din Design In 2016 are:

**Paperwolf** with the project **Capuchin Monkey**, a paper collection with a high innovative content. This work is characterised by a strong visual impact thanks to the peculiar author's style and the vivid expression of the represented characters.

**Viktoria Maroti**, author of **Birdfeeder**, innovative bird's trough characterised by functionality and very interesting aesthetic features conceived to embellish the urban landscape.

**Michele Notturmo**, creator of **Goccia a Goccia**, a modular table with an iron structure and a solid wood support, presented also in a second version with a lamp.



Eventually, we are looking forward to see you on the 16th of April with the presentation of Design for 2016. This event will take place at the Din Design In location (Massimo street, 6 / Sbodio street, 9, Lambrate district Milano). During the presentation there will be various special guests: Enzo Carbone, Promotedesign.it founder; **Alex Iberti** Head of Product for Gufram; **Emilio Nanni**, product designer; **Joe Velluto**, product designer; **Gianpietro Sacchi**, PoliDesign courses director; **Alberto Zanetta**, PoliDesign courses coordinator.

For Info:

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#### **PRESS INFORMATION**

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The Press kit with press release, company profile, low and high definition images is available here: [press kit](#)

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## **#designfor2016**

**PROMOTE DESIGN.** Siamo un collettivo di designer e architetti nato nel 2009 e determinati a promuovere il design e la creatività. Attraverso il portale, mettiamo in contatto tutti i protagonisti del settore offrendo molteplici servizi. Collaboriamo con enti diversi, quali aziende produttrici, università, scuole specialistiche, case editrici per mettere in moto percorsi che favoriscano la realizzazione di nuove proposte progettuali e possano dare luogo ad un confronto più ampio. Il portale raccoglie, inoltre, numerose realtà che ruotano attorno a questa professione, come laboratori di prototipazione, fotografi, officine di lavorazione, uffici stampa e altro, per offrire agli utenti un network sempre più ricco e in continuo movimento, che sia strumento di lavoro e occasione per collaborazioni tra i soggetti coinvolti.

Tutti gli utenti hanno la possibilità di creare un profilo professionale da cui gestire autonomamente tutte le informazioni personali. Nel profilo si potranno caricare le foto dei prodotti, dei concept e dei progetti in fase di sviluppo, descrivere i propri progetti e pubblicare una biografia/curriculum. Il sistema funziona per i progettisti, per le aziende e per tutte le realtà che svolgono un servizio attinente.

Gli utenti iscritti potranno usufruire di una serie di servizi utili alla promozione, alla formazione e all'aggiornamento professionale. Costantemente vengono proposti concorsi, workshop gratuiti, partecipazioni ad eventi, partnership commerciali e altro ancora. [www.promotedesign.it](http://www.promotedesign.it)

**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 noticeboard, videos, legal area where discussing useful subjects for professionals in the sector. [www.promotedesign.it](http://www.promotedesign.it)