



PRESS RELEASE

Milan 30th November 2015

The book catalogue that connects designers and companies has announced a new edition full of innovations

Last position available to participate to Design For 2016

Also this year Promotedesign.it has opened the selections for Design For, the book catalogue connecting designers and companies with a renewed and increased edition, focusing on international market: a unique opportunity to promote new ideas and creativity on a large-scale. The deadline for receiving applications is December 23th 2015.

Since 2009 **Promotedesign.it** has been working successfully in order to reduce the gap between designers and producers. The annual publication of **Design For** is an integral part of its promotion activities of young designers. The book aims to collect the best concept in search of producers and submit them to the companies, trying to anticipate the demand for creativity coming from the market. A rich collection of projects ready to be produced, presented with a graphics made with special care including designers' contact details.

The brand Promotedesign.it guarantees both designers and companies, competence and authority of those who worked for years as a mediator between the two categories.

After the success of the past four editions, the last one was introduced during the exhibition **Din - Design In**, on the occasion of Fuorisalone 2015, Design For is preparing to meet the increasing demand and needs of a wider market, with an edition full of innovations.

One of these is represented by the Design For Awards, reserved to designers with innovative ideas and aimed to encourage creativity and professional growth.

The enthusiasm shown towards the innovations during past edition has allowed Promotedesign.it to confirm also for Design For 2016 the opening of the selections to international designers by collecting concepts from the five continents and presenting them with contents in Italian and in English. The book, published also this year by **Logo Fausto Lupetti Editore**, major partners of the event, **will be distributed worldwide: 350 Italian companies will receive the printed book, whereas 5,000 foreign companies and 2,000 journalists will receive the digital version.**

Like past editions, the book will be presented in Milan during the **Milan Design Week 2016**. The projects submitted to the editorial staff of Promotedesign.it will be selected on the basis of criteria such as **reproducibility** and **use**. Priority will be given to ideas that will meet specific market requirements. Participation in the exhibition is open to professional architects and designers, to students or recent graduates from Institutes of Design (public and private), Academy of Fine Arts, School of Architecture and School of Design, with no age limits.

The theme of the project is mainly product design and the book will be divided into five categories: Design For Furniture, Design For Pet, Design For Textile, Design For Food, Design For Vehicle, Design For Packaging. Among the participants three designers will be selected to exhibit their projects free of charge within the exhibition Din-Design In, organized by Promotedesign.it during **Fuorisalone 2016**. Twelve designer will be able to participate at a **project workshop**, whereas eight designers will take part for free to an advanced graduate training course on interiors organized by Poli.Design. - Consorzio del Politecnico di Milano: **Design for Wellness & Spa, Temporary Shop & Retail, Hotel Design Solution, Design For Restaurant & Food Retail.**

Selections: 15th June - 23 th December 2015

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Press kit containing press release, company profile, low and high resolution images are available at the following link: [Press Kit](#)

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