



## PRESS RELEASE

Milan, 27th April 2015

Over 100.000 visitors at the event organized by Promotedesign.it

# DIN 2015, SUCCESSFUL FIRST NUMBER

**#din2015**

**Excellent results for the third edition of the exhibition din - design in, organized by Promotedesign.it during the Milan Design Week, from 14<sup>th</sup> to 19th April. Within 2000 square meters of industrial warehouse in the heart of Lambrate district, more than 100 self-produced designers, both Italian and foreigners, showcased their projects to an audience of over 100,000 visitors.**

If "din" means "noise" we can claim that this year the event organized by Promotedesign.it had great resonance and let feel its echo in the whole Lambrate district as a leading showcase for the **self-produced quality design**. Professionals, journalists, design lovers and visitors were able to admire the projects of more than **100 exhibitors** from Italy, Germany, Switzerland, Spain, Denmark, Sweden, England, Ireland, Portugal, Belgium, Hungary, Russia, Japan, China, USA and South America. From the bookcase to the kitchen accessory, from hanging lamps to audio broadcasting systems and comfortable and extravagant objects for pets, everything in the name of innovation. It is also important not to forget the area devoted to high-tech industry and the temporary shop for contemporary art jewelry.

The large venue was fully set up using industrial material, mainly palette and cardboard, which have mapped out a **thematic path** among the exhibition islands, giving equal visibility to designers and allowing a smooth flow of visitors between the two opposite entrances, one from Via Massimiano and the other one from Via Sbodio.

The Art director of the event has previously selected the projects to be showcased among a number of nominations received by the editorial office of Promotedesign.it, in order to offer the public a high quality event, where emerging designers could exhibit together with the most known ones: **13 Ricrea s.a.s di Mensi, A. & C., 2-LA Design / Xiaoxi Shi, A&ZETA STUDIO / Daniela Zorzi & Paolo Aina, Alberto Iannucci, Alberto Leoni, ALBORNO / GRILZ, Alessandra Fagnani, Alessandra Francesca Borzacchini, Alexander Zhukovsky for D&K, Alfredo Galdi, ALPADESIGN di ALFREDO PAPPALARDO, Andrea Manzoli, Andrea Pirrone, Andrew Simeoni, ANIMADVERTE / Laura Tolfo design, Architetti.Artigiani.Anonimi / Annarita Aversa, Artful - contemporary home, Ash Allen, Be-ars di Donati Beatrice, Beluga Concept, Boris Design Studio, Chiara Scaldaferrì, Christina Kazakia, Corazón Moreno, Cosma Frascina, Crea-Re Studio / Maria Fiter, Creativi in VDA, Davide Montanaro studiodsgn, design Inmovimento / Federica Felisatti, Dichotomy Works / Adolfo Martinez, Ivana Serizier Moleiro, DIFF - MAURIZIO OLIVIERI, Disenape, Dögg Design / Dögg Gudmundsdóttir, Duygu Azun, Ecotono, Ekaterina Kokurina, Fabio Crimi / krayms A&D, FEDERICA GUARESCHI + MARIO GHIRETTI, Fish Design Market, FORME NOBILI, GATTO MATTO DESIGN, Giorgio Scorza Priano, Glassworks, Matteo Gonet GmbH / Gonet Matteo, Honeydew Rabbit / Junghye Yoon, Bongyoel Yang, INVENTOOM - design italiano, Kirsten Bruchner, Krøyer-Sætter-Lassen, LimeLab / Roberto Carisi, Luca Giraudò, MANIFOLD design / Karen Lemmert & David Naill, Marina Aprofitola, Martin Breuer Bono, Matija Dusic, Me1st / Arnaldo Pasotti, Mikael Löfström, N+M studio / Nick Maltese Architetto, Novotono, Obliquo.Design, Olaf Riedel, PARNASSIUS, Pascal Koch, Peter J Pless Photoliu, Lana & Dizainar, Ronel Jordaan, Rosi & Rufus, SERENA FANARA, SILVA ARTIS / Ciprian Manda, Silvia Desideri,**



**SOB by spazioFARE, Stefania Galante, Studio Pineapple / Giorgio Mussati, STYLEZATO, Tecnomarmi, Tiziano Casesa, Tonki, Umlaute Designbureau / Elaine Dea Simonsen, Verbeeren Joke, ZATOO, DESIGNSTUDIO+GMC / VALERIO TUNESI - MARTINA ZAPPETTINI.**

Inside the venue, in addition to the food area, run by **LuBar**, a special bar that moves on three wheels, there were a bookshop, a conference area hosting numerous workshops and the high-tech area featuring **Wacom** in partnership with **Adobe**.

Place of honor for **the temporary shop**, allowing the e-commerce ArtistarJewels.com and Treneed.com to escape from the virtual to propose themselves to a wider audience of visitors.

Artistarjewels.com is the e-commerce of art jewelery; unique and handcrafted pieces with a variety of techniques and materials ranging from Carrara marble to the polymer, from the 3d printing technique to crochet. Art pieces to wear created by the artists of the community Artistarjewels.com: **ABEL / Laura Turrini, ANNA MARIA GRANDI DESIGNER, ISA gioielli/ Isabella Galli, Primordiale, Davide Golzio / Wayfordesign, Eastcoast / Emanuele Rivosecchi, Evgenia Elkind, INEKE OTTE DESIGN, JF Project by Jessica Grespi, LALLA'S / Maria Laura Lucchetti, Lebole gioielli, LEEK Handmade Jewellery / Francesca Porro, Magma Laboratorio in Bologna, Nani & Co di Valentina Sibilano, Nodini di cotone / Paola Manni, Paola Oregioni, Pata Design, PeggyArte Jewellery, Pi. jewellery / Veronica Calcagno, Marmeria Bizzi / ROSSELLA BIZZI, TIZIANA REDAVID ATELIERS, Vacide erda zimic, Zolia Jewellery / Eleni Zolia.**

**Treneed.com** is an e-commerce, conceived as Trend Hunter, with the aim to promote and sell innovative products on an international scale. It consists of objects designed and self-produced by designers or brands carefully selected such as: **Gianfranco Conte, Sabrina Fossi, B-signs, Lebole, Lepalle.it, Less is Home, anonima|Mente design, Andrea Vecera for MOGLIAlab, DESIGN185 by R.ELY DESIGN, Microstudio, Marakita, Stick-lets, Chiara Ricci Design, Andrea Pirrone and StudioAlchemico.**

Great success for the **Pet Area Design**, space dedicated to all projects related to the care and welfare of pets and to the prototypes of the winning projects of the contest **Design For Pet**, launched by **Promotedesign.it** in partnership with **Clappet.com** and **Skorpion Engineering: Toro Seduto** designed by **Valeria Salvo e Giulia Solero, Evergreen** designed by **Cristina De Agostini (Playdesign)** and **Squiddy** designed by **Nicola Bonriposi.**

Six intense days in which **Din - Design in** was the setting of fruitful networking among professionals, with a full calendar of events, starting with the presentation of **Design For**, the book catalogue connecting designers and companies, edited by Promotedesign.it and published by Logo Fausto Lupetti Editore, now in its fourth edition. The presentation took place on Saturday 18<sup>th</sup> April at 5 pm in the Din conference area with the speakers, **Enzo Carbone** founder of **Promotedesign.it**, **Giovanni Levanti and Fratelli Adriano, Axel Iberti**, Head of Product of **Gufрам and Paolo Barichella**, Food Designer.

The meeting was followed by the Award ceremony for the winners of the contest "**Design Meets Functionality And Innovation In The Kitchen**", organized by Promotedesign.it in partnership with Pavoni Italia, **Corinna Pavoni**, CEO of Pavoni Italia, who reiterated the importance of the role of a designer in the creative and productive cycle of a successful company and **Gianmarco Sirtoli**, General Manager of Pavoni Italia. Among the winners **Alex Borzaga** with the project **La Sincera**, **Michela Censori and Laura Cappelletti** creators of the project **Hula** and finally **Valeria Salvo and Giulia Solero** awarded for the project **Kli**.

**Paolo Paci** and **Elena Marinoni** helped to enliven Din - Design In with the workshops "**Archikiller**" and "**Trend Forecast**", both organized with the support of **Gianpietro Sacchi** and **Alberto Zanetta**, director and coordinator of courses at POLI.design, Consorzio del Politecnico di Milano, **Skorpion Engineering** and **Wacom**



with the subject **"From design to prototype: how to build the perfect 3D file"**, and finally **Studio D'Arc** organizing the workshop **"Connection between robotic engineering and industrial design: how comes the need of aesthetic care for robotics"**. The speakers were **Rosa Topputo, Alessio Tommasetti** and staff, Scuola Superiore Sant'Anna di Robotica e Bioingegneria with the **Prof. Christian Cipriani, engineers Marco Controzzi** and **Alessio Ghionzoli** and **Wacom** as technical sponsor.

Satisfaction for the great success of the event is also expressed by the founder of Promotedesign.it Enzo Carbone: "... for this third edition the numbers were really great ... the organization has been brilliant and allowed exhibitors to create important contacts, there were more than 1,600 buyers and journalists from all over the world, the interest shown towards over 600 exhibits has been really high, all this confirms that once again Promotedesign.it is the ideal network for every professional in the industry ... we are already excited about the 2016 edition, new ideas and opportunities in order to offer more and more possibilities. "

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