



PRESS RELEASE

Milan, 18th March 2015

Promotedesign.it has renewed its presence at Fuorisalone 2015
With over 150 international designers

DIN-DESIGN IN 2015

#din2015

Reference point of self-made Italian and international design, Din - Design In 2015 is back for the third year during the upcoming Milan Design Week. The exhibition features international designers and a number of initiatives that will enliven the entire week in conjunction with the Salone Internazionale del Mobile.

Din - Design In 2015, event organized by **Promotedesign.it**, will be fully set up within a large industrial space and host more than 150 self-produced designers representing Made in Italy design and talents from all over the world . Italy, Germany, Switzerland, Spain, Denmark, Sweden, England, Ireland, Portugal, Belgium, Hungary, Japan, China, USA and South America; countries featuring multicultural design and restless creativity, looking for new frontiers of design.

Furnishing components and objects, light & sound design, 3D printing and a wide range of **eco-friendly products** will find space among individual and collective exhibition islands, relax and coffee areas, and a bookshop. A path of experimentation and innovation highlighting the smartest and cutting edge ideas. It consists of a spotlight for talented designers seeking visibility.

Inside the venue the temporary shop **Artistar Jewels**, entirely dedicated to **contemporary handcrafted jewelry**, will showcase collections of **wearable artworks** created by artists from the community **Artistar.it** . The **Pet Design Area** will host projects aimed at pet care and welfare as well as prototypes of the **Design For Pet contest** winning projects, launched by **Promotedesign.it** in partnership with **Clappet.com** and **Skorpion Engineering**. **Din - Design In 2015** will be the occasion to officially launch **Trenned.com**, the new online platform created with the goal of promoting and commercializing, at an international scale, products with a highly innovative content, with a different character and fit for those determined to stand out.

With the purpose to redefine the approach connecting creativity and production, **Promotedesign.it**, with the contribution of **Skorpion Engineering** and **Wacom**, is the organizer of a free workshop on the subject "From design to prototype: how to build the perfect 3D files ", an opportunity to discover the secrets to create a 3D file perfectly suitable to all Rapid Prototyping technologies, from the classic to the most innovative ones.

During the upcoming **Din - Design In 2015** there will be special moments, numerous events within the event, dedicated to the presentation of the book **Design For** and the Award ceremony for the winners of the contest "**Design Meets Functionality And Innovation In The Kitchen**". The jury, chaired by Paolo Barichella, well-known Italian food designer and composed by Enzo Carbone, founder of Promotedesign.it, Corinna Pavoni, AD Pavoni Italia, and Francesca Russo Editor of DDN Magazine, has selected the best ideas according to the criteria of originality and consistency to the theme of the contest.



EVENTS CALENDAR

Tuesday, 14th April 2015, 2.00 pm

Paolo Paci: Archikiller in collaboration with Gianpietro Sacchi e Alberto Zanetta Director and Coordinator of the Courses for Higher Education of the Poli.Design Consortium of Politecnico di Milano

Wednesday, 15th April 2015, 5.00 pm

Russian Pavilion Design: Ekaterina Kokurina & Alexander Zhukovsky (D & K)

Presentation of the international program for the promotion of Russian designers and brands. Milan, Florence, London, Beijing, Singapore.

Thursday, 16th April 2015, 9.00 am

From design to prototype: how to build the perfect 3D file, in collaboration with Skorpion Engineering and Wacom

Friday, 17th April 2015, 11.00 am

Elena Marinoni: *Trend Forecast* in collaboration with Gianpietro Sacchi e Alberto Zanetta Director and Coordinator of the Courses for Higher Education of the Poli.Design Consortium of Politecnico di Milano

Friday, 17th April 2015, 5.00 pm

Award ceremony for the winners of the contest "Design Meets Functionality And Innovation In The Kitchen" by Promotedesign.it in partnership with Pavoni Italia

Saturday, 18th April 2015, 11.00 am

Robotic Engineering and Industrial Design: how comes the need for aesthetics care in robotics and prosthetics by Studio D'Arc, with Rosa Topputo, Alessio Tommasetti and their staff, Scuola Superiore Sant' Anna di Robotica e Bioingegneria with Prof. Christian Cipriani, engineers Marco Controzzi and Alessio Ghionzoli and Wacom as technical sponsor.

Saturday, 18th April 2015, 5.00 pm

Presentation of the book "Design For 2015" by Promotedesign.it

INFORMATION FOR THE PRESS

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

INFORMATION AND CONTACTS FOR VISITORS

DIN - Design In, 14th- 19th April 2015

Via Massimiano 6 (Ventura Lambrate area)

Opening times: everyday, 10 a.m. to 8 p.m.

Free entry

Website: promotedesign.it



Facebook: facebook.com/Promotedesign

Twitter: [@Promote_design](https://twitter.com/Promote_design)

YouTube: youtube.com/user/PromoteDesign

Instagram: instagram.com/promotedesign

Pinterest: pinterest.com/promodesign

Hashtag: #din2015

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