

DESIGN FOR 2015



# INFORMATIVE BROCHURE

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DESIGN FOR 2016

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We are  
at the  
*5th edition*

We are a collective of designers and architects *focused on promoting design and creativity*. Through the web portal we put into contact with all the key players in the design industry by offering a number of services. We work together with *companies, universities, postgraduate schools and publishing companies* to establish different ways of helping the creation of new project proposals and giving rise to a better exchange of views.

The portal also contains a number of different organizations involved with this profession such as, *prototyping workshops, photographers, processing workshops, press offices* and more, in order to create a ever-moving and bigger network which represents a business tool and an opportunity of collaboration among stakeholders.

Users have the possibility to create a professional profile where they can manage all their personal information independently. Within the profile, users can upload *photos of their products and / or concepts and projects* being developed, publish a product description, *biography / CV*. The system is addressed to designers, companies and all the organizations involved with this field.

Subscribers can enjoy a wide range of services useful for promotion, training and professional updating, thanks to ongoing proposals such as, contests, workshops, events, business partnerships and much more.



# Design For

Goals and potential

Design For is a *book-catalogue that collects projects considered as valiant*, unique and manufacture-oriented in terms of furnishing and more. Design For was conceived in 2011, with a specific intent: *closing the gap between designers and companies*.

The volume distribution to companies has enabled them to identify the potential of projects' ideas with the ultimate goal of producing them. On the other hand, *the presence in Italian and international bookstores*, allowed Design For to be a useful tool for design and architecture lovers in search of inspiration, ideas and contacts with professionals.

The ambition of Promotedesign.it project, *the strength of designers' ideas and the ongoing attention to innovation in the industry* have improved and enriched the different editions, reaching a total of over *700 valued designers, 1400 published ideas* and more than *10,000 companies* involved.

The high visibility achieved by the published concepts has helped setting up partnerships with other professionals, as well as attracting the attention of the press. Promotional *events, workshops and meetings with various experts* in the sector during the presentations of the volume have also contribute to increase the visibility of Design For.

*Design For is innovation, creativity, opportunity!*



# Design For

To whom it is addressed

Design For is a book catalogue, founded in 2011 from an idea of Promote Design to *bring together designers and companies* by reducing the distance between the two categories. In particular, proposing good design ideas to companies, trying to put forward the demand for creativity coming from the market. The theme of the projects is mainly furniture product. However, there is a precise category to refer to. In any case, it is necessary to submit concepts that have important characteristics of manufacturability. The editorial staff makes the selection of the best projects according to those who most deepen the themes of today's use, always paying attention to the quality of design, aesthetics and manufacturability.

Participation in the competition is open to *architects and designers “professionals” and “students”* enrolled or graduates at Institutes of Design (Public and Private ), Academy of Fine Arts, Faculty of Architecture,

*Faculty of Design and similar with no age limits.*

The book will be published again by Fausto Lupetti Publisher, now an important partner of the initiative, with a new graphic and *distributed to bookshops throughout Italy*, as well as delivered to *350 Italian companies and 5,000 foreign companies* in the the design industry.

During the Salone del Mobile 2016, the book will be promoted during an official presentation and several other events as happened for the first four editions. Publishing concepts in the Design For also provides a proof (the official date of release of the book), or undeniable proof that the work is prior to any other reproduction, publication or recording carried out by third parties afterwards.

This means greater protection of all project published.

...Open to  
Architects and  
Designers

... It collects  
300  
projects

...Available  
in Italian  
bookshops

...Sent to  
5350 international  
companies

...Introduced  
during the  
Milan Design Week

# How to partecipate

In order to be published in Design For 2016 it is required that projects are distinguished by:

- . Innovative idea
- . Manufacturability of the product
- . Current design
- . Sales force.

Below we list the procedure to be followed in order participate in the Fourth edition of Design For.

1.

To participate in the selection you need to send 2 or more projects to [designfor@promotedesign.it](mailto:designfor@promotedesign.it) by using wetransfer.

2.

The jury of Design For 2015 will communicate the outcome of the selection, by e-mail or by telephone within a few days

3.

Within 10 days of receipt of the outcome of the selection, it is necessary to confirm the participation at Design For 2015, by sending the contract to [designfor@promotedesign.it](mailto:designfor@promotedesign.it).

4.

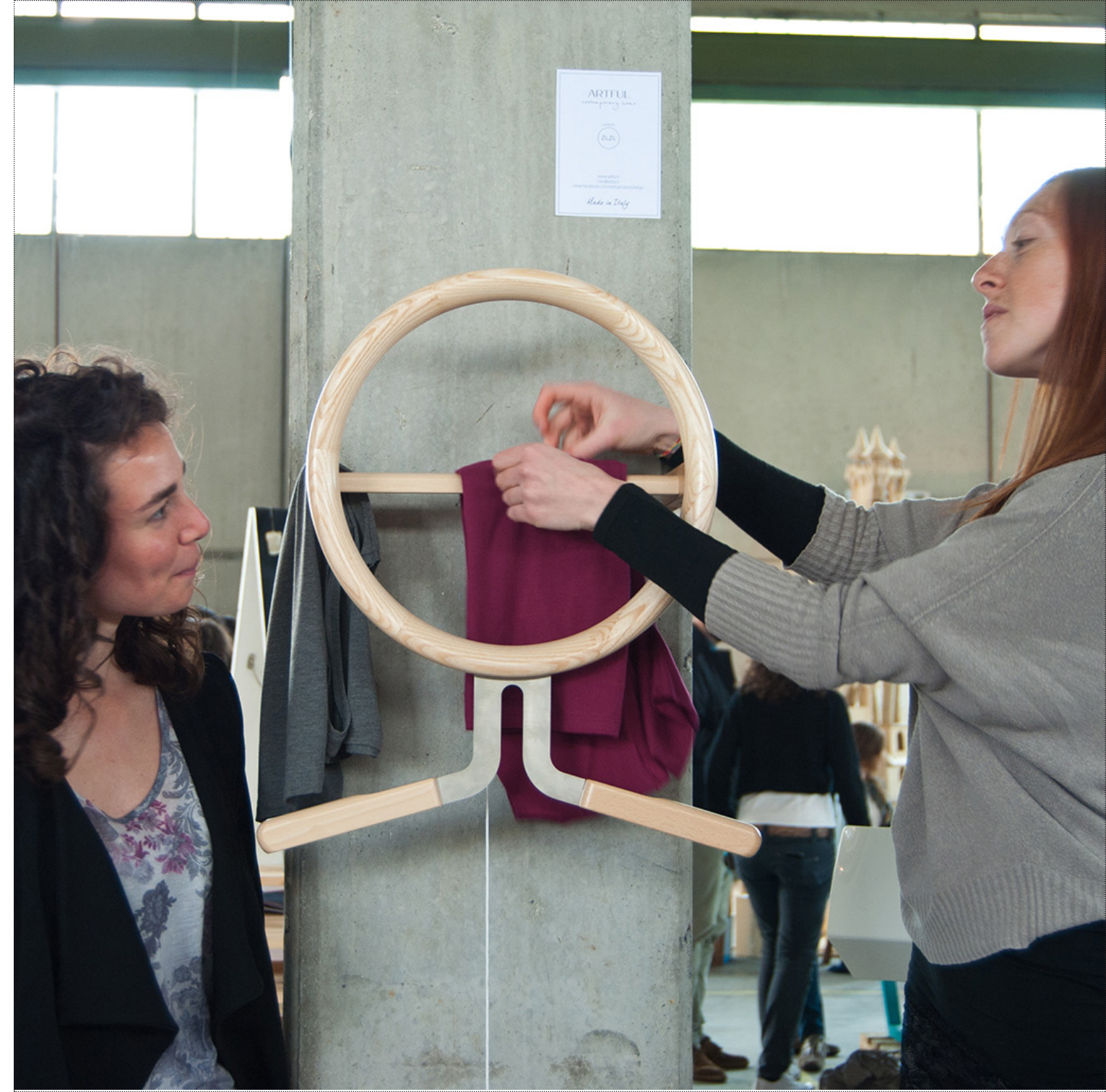
Within 15 days of signing the contract it is necessary to process the payment of the fee in order to complete the registration.

5.

Within 30 days of signing the contract you must send

- . DESIGNER FORM e PRODUCT FORM
- . PHOTO o RENDERING dei progetti
- . PHOTO PROFILE

The deadline to participate in the selection is **15th of September.**



# What's new in the Fifth Edition and Design For Awards

This year Design For offers new contents and important innovations aiming to increase the visibility of the book and those who decide to join.

Thanks to the success of the previous edition Design For renews its presence abroad enabling foreign designers to publish their concepts in Design For 2016 and involving international companies too.

In addition to this there are *Design For Awards*, that encourage creativity and professional growth of designers.

. 3 PARTICIPANTS will be selected by the Design For jury to exhibit for free during the Milan Design Week, within *Din Design in 2016*.

. 12 PARTICIPANTS will be invited to attend a project workshop, chaired by an internationally renowned designer.

. 4 PARTICIPANTS will be invited to take part in the Advanced Graduate Training Courses, organized by Poli.Design.

Design for Wellness & Spa  
Temporary Shop & Retail  
Hotel Design Solution  
Design For Restaurant & Food Retail

Moreover, all participants will be entitled to receive a complimentary copy of the book and 40% discount on any additional copy purchased.



# Packages and participation costs

- Package A >>>> 350.00 Euro VAT included  
Publication of two product fiches in addition to the services listed under SERVICES
- Package B >>>> 500.00 Euro VAT included  
Publication of three product fiches in addition to the services listed under SERVICES
- Package C >>>> 600.00 Euro VAT included  
Publication of four product fiches in addition to the services listed under SERVICES

# Service

- The fee ensures the participation in the entire project “Design For 2016” which includes:
- posting some pictures, depicting two concepts in the book “Design For 2015” accompanied by a brief text description
  - distribution of the volume through national bookshops, and 350 Italian companies in the design industry
  - distribution of digital volume to 5000 foreign companies and 1000 journalists
  - participation in the selection for Design For Awards
  - complimentary copy of the book
  - 40% discount off the cover price for any additional copy
  - press office who will be responsible for the promotion of the entire project for a period of 12 months.

# Comparing Design For editions

TITLE SUBTITLE
PUBLISHER
LANGUAGE
italian
english
EDITION
Book
Digital Book
DISTRIBUTION
national
international
YEAR OF PUBLISHING
ISBN CODE
PUBLISHED DESIGNER
PUBLISHED PROJECT
RECEIVING COMPANIES
RECEIVING JOURNALIST
DESIGNER NATIONALITY
italian
foreign
COMPANIES NATIONALITY
italian
foreign
DISCOUNT
Free copy
Discount for complimentary copies
Fuorisalone Exhibition
Workshops

2012	2013	2014	2015	2016
Design For 2012, il libro che unisce designer e aziende	Design For 2013, il libro che unisce designer e aziende	Design For 2014, il libro che unisce designer e aziende	Design For 2015, il libro che unisce designer e aziende	Design For 2016, il libro che unisce designer e aziende
Logo Fausto Lupetti Editore	Logo Fausto Lupetti Editore	Logo Fausto Lupetti Editore	Logo Fausto Lupetti Editore	Logo Fausto Lupetti Editore
✓	✓	✓	✓	✓
✗	✗	✗	✓	✓
✓	✓	✓	✓	✓
✗	✗	✗	✓	✓
✓	✓	✓	✓	✓
✗	✗	✗	✓	✓
2012	2013	2014	2015	2016
978-88-95962-931	978-88-97686-28-6	978-88-97686-28-2	978-88-68740-83-2	t.b.d.
92	119	116	150	t.b.d.
184	238	232	300	300
150	250	350	5350	5350
✗	✗	✗	1000	1000
✓	✓	✓	✓	✓
✗	✗	✗	✓	✓
✓	✓	✓	✓	✓
✗	✗	✗	✓	✓
✓	✓	✓	✓	✓
✓	✓	✓	✓	✓
✗	✗	✗	✓	✓
✗	✗	✗	3	5















# Content

DESIGN FOR is released every year and this enables a good screening of the projects as well as the inclusion of the book within the promotion activities launched by the web portal Promotedesign.it.

Design For aims to establish connections between designers and design companies. Designers can publish two or more concepts in Design For 2016 and present them through high-resolution images (rendering or photos) and a brief technical / concept description.

Design For 2016 will be divided into categories and each project will be published in the relevant category. The final pages of the book will be devoted to designers' contact details.

Through the Special Contents it will be possible to read the points of view of those companies selected by Design For as a point of reference for the relevant category.

Design For Furniture	54				55				Design For Furniture
	<div>Flap by Francesco Binfrè</div> 				<div>Boa by Fernando e Humberto Campana</div> 				
	  				  				
<div>Tipologia inedita di divano contenuto in soli quattordici centimetri di spessore che rinnova il concetto tradizionale di seduta e moltiplica le prestazioni.</div> <div>An original typology for a sofa contained in only fourteen centimeters of depth, that renews the traditional concept of sitting, and multiplies performance. The sleek shape of the upholstered b</div>				<div>È un ampio nido intrecciato. Un abbraccio avvolgente. Un invito a esplorare diverse posizioni sdraiandosi tra i suoi cuscini. Vi si può sedere, sdraiare o rannicchiare. Privo di struttura, è composto di</div> <div>It is a large woven nest. A soft embrace. An invitation to explore different positions lying between its pillows. You can sit on it, lie down or curl up. With no frame, it consists of 120 meters o</div>					
Project Category	Detail Image	Main Image	Description	<div><div><div>Marta Szymkowiak, Italy 001626 399 1897 austinyangdesign@gmail.com austinyangdesign.com</div></div><div><div>Xiaoxi Shi, China 001626 399 1897 austinyangdesign@gmail.com austinyangdesign.com</div></div><div><div>Alfredo Galdi, Italy 001626 399 1897 austinyangdesign@gmail.com austinyangdesign.com</div></div><div><div>Austin Yang, USA 001626 399 1897 austinyangdesign@gmail.com austinyangdesign.com</div></div><div><div>Maurizio Bernabei, Spain +39 3284836546 info@mauriziotot.com mauriziotot.com</div></div><div><div>estudio ji architects, Spain 001626 399 1897 austinyangdesign@gmail.com austinyangdesign.com</div></div></div>					
				Designers' photo and contact details					

# Design For 2015

## MORE INFO



# Design For 2012 Presentation

WHEN  
Friday April 20th 2012

WHERE  
Bookstore Hoepli Milan

SPEAKERS  
Enzo Carbone Design For  
Founder,  
Daniele Lupetti, Publisher,  
Carlo Bimbi, Designer,  
Armando Bruno, Architect and  
Director  
of Marco Piva Studio,  
Matteo De Vecchi for  
Vhernier De Vecchi Design,  
Laura Fiaschi and Gabriele Pardi  
Designer for GumDesign,  
Valia Barriello, Chairman.

LOOK THE VIDEO



# Design For 2013 Presentation

WHEN  
Thursday April 11th 2013

WHERE  
Bookstore Hoepli Milan

SPEAKERS  
Vera Fisogni, Journalist,  
Riccardo Chiozzotto, Digital  
Media Strategist - Pr - Journalist,  
Gianpietro Sacchi, Director of  
the Advanced Training Course  
- Design for Wellness & SPA by  
POLI.design,  
Consorzio del Politecnico, Milan  
Massimo Iosa Ghini, Architect  
and Designer, Interpreter of the  
International cutting edge of  
design, Founder of the Bolidism  
cultural movement,  
Valia Barriello, Chairman

LOOK THE VIDEO



# Design For 2013 Parolario

WHEN  
Saturday, September 7th 2013

WHERE  
S2 Style Concept Store

SPEAKERS  
Enzo Carbone, Founder of Design For,  
Daniele Lupetti, Publisher  
Riccardo Chiozzotto, Digital  
Media Strategist - Pr - Journalist,  
Roberto Borghi, Chairman

LOOK THE VIDEO



# Design For 2014 Presentation

WHEN  
Saturday, April 11th 2014

WHERE  
din2014, Lambrate Area

SPEAKERS  
Enzo Carbone, Founder of Design For,  
Daniele Lupetti, Publisher,  
Paolo Barichella, Food Designer,  
Marcello Ziliani, Designer,  
Daniele Lupetti, Editor,  
Valia Barriello, Chairman.

LOOK THE VIDEO



# Design For 2014 Triennale of Milan

WHEN  
Giovedì 17 luglio 2014

WHERE  
Triennale of Milan

INTERVENTI  
Enzo Carbone, Founder of Design For  
Daniele Lupetti, Publisher,  
Paolo Barichella, Food Designer,  
Axel Iberti, Head of Product per  
Gufram,  
Francesca Russo, Editor DDN Giacomo  
Giustizieri, designer of Design For  
2014  
Erika Suzuki, Chairman.

[LOOK THE VIDEO](#)



# Design For 2015 Presentation

WHEN  
Sabato 18 aprile 2015

WHERE  
Din 2015, Lambrate Area

INTERVENTI  
Enzo Carbone, Founder of Design For,  
Axel Iberti, Head of Product per  
Gufram,  
Corinna Pavoni, AD Pavoni Italia,  
Paolo Barichella, Food Designer,  
Giovanni Levanti, Product Designer,  
I Fratelli ADRIANO, product designer,  
Flavia Chiavaroli, Chairman.

[LOOK THE VIDEO](#)



# The opportunity



GIACOMO GIUSTIZIERI

“

Before receiving Design For 2015 at home, a company called me telling me that they were interested to the handle. I had designed. Currently we are working together on a new collection



MARCO DE SANTI

“

Thanks to Design For 2015, an architecture firm noticed my concept and now I work with them as we have followed the same mood for the construction of an exhibition pavilion at Expo 2015.



ROBERTO CORAZZA

“

In my opinion a work like this was missing. Personalmente ho raccolto ottimi risultati partecipando a Design For. Personally I had a great experience. Thanks to this publication, I have been contacted by two companies for the production of my concept and a number of private contacts interested in purchasing it and thanks to the fourth edition are selected to participate in the Maker Faire in Rome, great experience to know a new world, in continuous expansion, dalle infinite potential.



MONICA ROCIO BOHORQUEZ

“

Design For 2015 gave me the opportunity to attend the workshop “The coffee out of the cup: Methods project” and there I met the food designer Paolo Barichella where I learned his design approach, his experiences with companies and its relationship with products designed to facilitate the consumption of food in different contexts and in general his relationship with the world of food.



DANILA QUATTRONE E  
FRANCESCA BELLOCCO

“

Design For turned out to be a great reference when introducing and proposing to companies.



CHIARA RICCI

“

Design For 2015 gave me the opportunity to attend the workshop “ The coffee out of the cup : Methods project “ ... it was useful to hear Paul for me and it was great to deal with other professionals and exchange views on the various case studies



ROBERTO PAURA  
GIORGIO LORENZETTI

“

Thanks to Design For 2015 we attended to the Maker Faire in Rome. Here you can see live a new technology in action is an exhilarating experience that I recommend to anyone in the industry or not.



PAOLO FRIGERIO

“

In seguito alla pubblicazione di Design For, il quotidiano La Provincia di Como, mi ha riservato un articolo e ciò mi lusinga!



ENRICO MARALDO E  
PAOLO SADOCCO

“

Initiatives such as the book Design For are very important for the Design industry thanks to their ability to create connections and collaborations between young designers and small and medium-sized companies . Last year we were contacted by a producer interested in Marco's library published in the first edition of Design For. Hence we have started a collaboration which is still going on. We must thank Design For.



MATTEO MASIERO

“

After shipping the book to companies two of them contacted me to offer to draw more lamp concepts. One of these is of great interest and it is about to be produced. I did an interview for the lamps published in the book. I must thank all the staff for their support and for the work done



ROBERTO ROSSI

“

I started to produce one of my two concepts ( already patented with a trademark by me when I studied at UIBM) for some companies in Forlì- Cesena. In particular the table / tray for beach umbrellas “ Happy hour on theBeach @ “ published in the book. I have also received requests from a distributor of this kind of products based in the Marche Region and I signed one-year contract for patent license.

# Quotation



AXEL IBERTI,  
Head of Product, Gufram

“

For design is a tool box. A sort of meeting place on paper, and this is an added value of authority in an area often too “fluid” and elusive. It is useful to the new proposals and the talents they want to be recognized, at the same time for companies is a key point of reference for scouting, find resources related to their style and also understand what will be the designer of such bet for the future. I have all the edition of Design For on my desk. I read them, I mark them and I put a post it on projects and profiles of the most interesting designers.



PAOLO BARICHELLA,  
Food Designer

“

Today, with great pleasure, I have received copies of Design For 2014. Great edition published by Promote Design, edited by Fausto Lupetti Publisher. I am proud to be present among the protagonists and very proud to have contributed to the contents of this important edition which I believe marks a new milestone in the world of design. ... I was very pleased to express my vision and tell the experience of my new approach to the profession that I'm experimenting with satisfaction, and was pleased not to be censored in any way for expressing my thoughts. I thank the guys of the editorial staff for the

courage and for being such focused, hoping they will achieve all the results they set themselves, and be able



VERA FISOGNI,  
Giornalista de La Provincia  
di Como

“

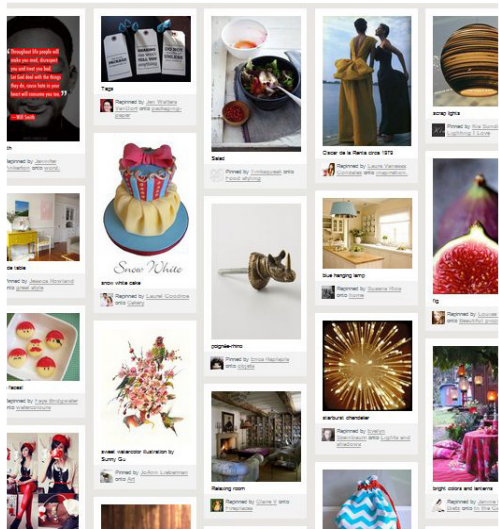
La Provincia di Como is a local newspaper dealing with the furniture in wood and silk. When I got the book I realized that it was not enough to talk about it in the traditional way through a review, because the strength of this catalogue is the direct participation of the designers.

It is a product capable to communicate and interest people like me who deals with information as it is structured to provide a window on the evolution of furnishing product. I was particularly

influenced by the critical aspect of this volume. Looking the cover I was struck by the highlight on the preposition FOR, that make me think about the question “Who is the Design For for?”. Leafing through the book, I realized that there are two answers to this question, two types of “for”: for the company, and for the manufacturer, and for those who want to delve into the issue of the object use. I believe that this difference arises from the approach on projects of designers. I found particularly interesting, from a philosophical point of view, “Dondò” by Diana Zabarella, a cot for children designed to become a “mini table” when the baby grows up and changes his

needs. This project develops an idea of invention which is not creativity, but an invention in the most classic sense of “inventio”, detection, discovery of the ability expressing the functional use. This issue is not trivial, because I believe that innovation is losing strength and quality. Even talking with specialists such as Iosa Ghini, Boeri, De Michelis this issue emerged by looking at the works of new designers. Marco De Michelis, dean of the Faculty of Architecture in Venice, also says that there is no more room for innovation itself; “We can only expand but not innovate going forward in discovery”.

I found this book full of ideas on updates on what's new on the Italian way. It is also interesting the comparison between the young designers and the masters.



RICCARDO CHIOZZOTTO  
Digital Media Strategist -  
Pr - Journalist

“

Considero Design for 2013 molto più che uno strumento utile. Per il mio lavoro di giornalista pubblicista è senza dubbio una guida indispensabile a supporto della mia esplorazione nel panorama dei designer emergenti. Presenta uno scenario aggiornato e in fermento grazie al quale si ha la conferma di un tessuto produttivo che tesse le trame di un rilancio economico.

# Quotation

Una storia raccontata attraverso idee, talenti, progetti e oggetti, in cerca di produttori e visibilità, che costituiscono la forza di un inesauribile patrimonio creativo. Il design è per me una passione. Credo che sia importante sostenere il patrimonio creativo che in Italia vibra in maniera assoluta. Nei designer emergenti percepisco delle vibrazioni, delle energie; questo è un patrimonio creativo che va valorizzato e ha bisogno di essere comunicato. Trovo molto intelligente aver creato questa piattaforma che è un vero e proprio hub per la creatività attraverso il fascino ancora forte che la carta riesce a mantenere garantendo istituzionalità e autorevolezza. In questo periodo di forte crisi economica queste risorse devono tessere le trame per un vero rilancio del tessuto produttivo del nostro Paese in un settore che determina l'eccellenza del Made in Italy nel mondo. Grande iniziativa.

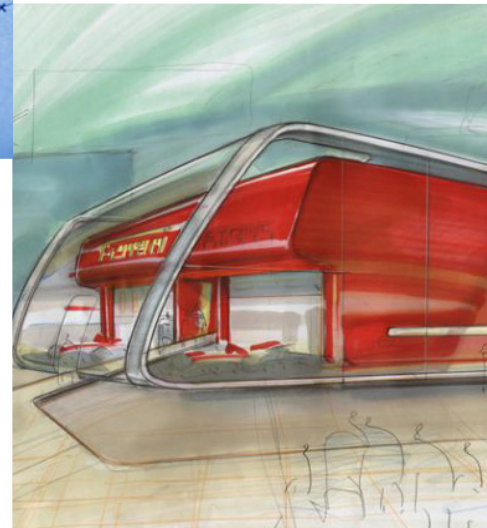


GIANPIETRO SACCHI  
Direttore Corsi di Alta Formazione Design for Wellness & SPA  
C/o POLI.design Consorzio del Politecnico di Milano



This book is successful because it gives voice to the designers and this is essential to the professional growth of young people. Design For is a fundamental tool also because the paper has a value that goes beyond the media. I find remarkable the way that makes the idea: from an image on the web becomes paper in the book and a real object through production. Especially considering the period we are living in from an economic and productive point of view. At Polidesign we train foreign young designers come over to learn “the Italian way”, or the “Italian approach on

design”, borrowing a statement of our General manager. I think this book will become a sort of “dictionary” also because working with young professionals I perceive great desire to do things and great enthusiasm.

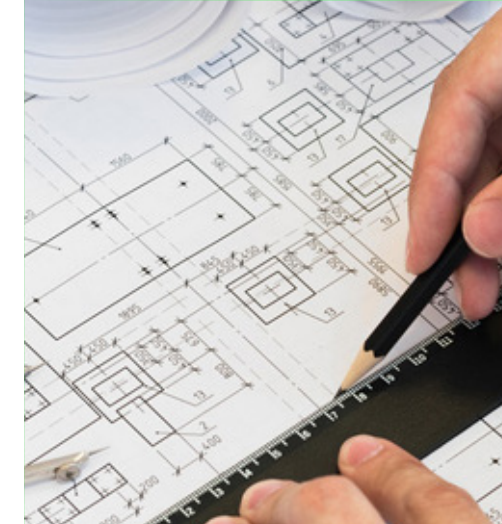


MASSIMO IOSA GHINI  
Architetto e designer



I like the democratic nature of the graphic design of the product that expresses the concept of the project. We are Italian and we live with beauty and creativity even if we do not notice it ... we realize this when we travel and we notice the difference of our way of being and thinking because we have sensitivity and tradition to improve the en-

vironment that surrounds us using the architecture and the “things”. This is part of our “savoir vivre” and we need to enhance it. When I started to “draw” I felt a great pleasure in doing it and I did not have a commercial mentality. Watching my young employees I find important that they are pleased to “draw” and “do.” In thirty years of business I have noticed that today’s young designers think perhaps too much to the economic aspect of design. In my opinion thinking only in terms of market and success does not generate quality. There is need for self-satisfaction for what you do. I am convinced that when you do something and you know this thing is done well and you are doing it for someone else you will get a benefit.



NICOLA R. TICOZZI  
Direttore Corsi HoReCa Design del POLI.design - Consorzio del Politecnico di Milano



Design for 2013 is a real inventory of new ideas and new ways of thinking about objects and solutions. It connects designers through their projects, with clear and complete cards, and companies that can evaluate them by contacting the authors. Pictures, descriptions of the concepts, a brief biography of the designers and useful contacts: more than a catalogue, more than a virtual database, it is a big showcase: giving value to objects, allowing you to focus on professionals in the sector, creating relationships between designers and companies, including those who create, produce and...simply look.

# Testimonials

## GERARO MARI

“... the book has arrived, it's very nice, thank you very much, and thanks for sending the PDF of the book as well.”

## ELSA CORTOPASSI

“... the book has arrived and I think it's awesome, especially the front cover, beautiful, simple and catching !!”

## #FEELDESIGN

“Today we have received the publication” Design for 2015 “ congratulations ... it's beautiful.. we like the cover, the page layout and the kind of paper as well...”

## FEDERICA FELISATTI

“Design For 2015 is finally here !!  
The book that connects designers and companies. Thanks to Promote Promotedesign for giving me this opportunity and publishing my colorful armchairs in the new catalogue! You can find it in the best bookstores.

## VALERIA CIFALÀ

“Congratulations, I like it very much! :-)”

## HENRY&CO

“We are happy to say that our collaboration with Promote-design has lasted for almost

two years.  
We immediately appreciated their professionalism and punctuality that enabled us to improve and expand the promotion of our work. We are determined to continue this fruitful relationship in the coming years as well.

## STEFANIA GALANTE

“First of all I want to thank you for all you did for us, for your availability and for the great results. I received copies of the book and I am very pleased“

## PETER PLESS

“I received my catalog yesterday and was very impressed with the quality and representation.”

## JULIEN GARNIER

Thank you very much for your email! I actually well received the book! It's really nice thank you for everything!

## TINA CONFORTI

Today I finally got the book Design For!  
I congratulate the staff who is really devoted to this project (you can perceive it) that has been going on for some years. I have been really impressed by this latest edition for the special care given to the la-

yout and the paper quality, I find it amazing and pleasant to the touch! Very good !!!

## ROBERTO PAURA

I congratulate for the publication, it's really good: the approach, clear information and variety of projects. I also want to personally congratulate for the cover, I find it very smart and accurate.  
Thank you once again, good job and have a nice day.

## DAVIDE A.

I wish to thank you: Today I have received the book. Truly a great publication.

## MARIA CARMELA S.

Design For ... I really like it! Congratulations and I hope to be part of it again next year... thanks for all this visibility!!!

## ANTONIO L.

Congratulations for this initiative and for the work done.

## EUGENIO B.

This morning I received the complimentary copy: interesting overview, excellent graphics, congratulations.

## TINA C.

... I just got the book Design For and I congratulate for the graphics and for the “easy to read” layout.

## LARA G.

...I am very pleased to receive material about the book and take this opportunity to congratulate for the excellent result . I am thrilled to have participated in an initiative like this because it helps young people to believe in themselves, in their work and in their future. Thanks again for the availability you have shown and for your help and care

## ELENA P.

Congratulations! The book is very well organized and has very eye-catching graphics especially in the selection of concepts and designers. I'm really happy for the opportunity to take part in the project . I think it will bring many innovations...

## DANIELE WILLIAM R.

It is a useful publication in the sector in order to be visible...

## YLENIA V.

I wanted to inform you that ... I have received the book. It 's great!...  
DOMENICO C.

... thank you very much, Fantastic! I wish to thank you for this opportunity, I have received the book and I find it very interesting and accurate! ...

## ROSSANA D. M.

... I wish to thank the entire team of Promote Design for their kindness, availability and the great opportunity they gave to me to publish my concept in Design For. PS: Design For is great and also very interesting. Well done!! ...

## EMANUELA B.

Finally...the book was handed in to me. Great job, I am satisfied!

## MARCO D. S.

...il libro è arrivato!!!! È figo per davvero! Complimenti!!! È gigante!!! Bello per grafica e per tutto!!!

## ANTONIO C.

...sicuramente a livello di presentazione è un buon biglietto da visita...

## ALESSANDRO P.

...sono contento di essere stato selezionato e poter così comparire con due miei concept sul Design For...

## DOMINGA C.

Congratulations for the wonderful book...

# What do the designer about Design For

## GIACOMO G.

.I wish to congratulate...  
your staff for the excellent  
achievement ...

We all come...to look at the  
book. There are some very in-  
teresting projects! You have  
done a great job! Again, thank  
you...

## STEFANO M.

Book...arrived...What can I  
say...  
Great! Thank you so much...

## VITO N.

...Thank you again for  
kindness shown to us.

## ANNA LISA P.

Design for...This was a great  
experience for us

## RILEVANTE.

Design for ... This was a gre-  
at experience for us

## ANTONIO S.

Finally...today I received  
the book Design For, I want  
to thank you for the excel-  
lent job regarding the new  
layout...

## DANILA Q.

The Book has arrived today...  
It's beautiful! Thanks for  
everything!!

## KEVIN C.



# Companies

For its three editions, Design For was delivered to a total of more than 800 Italian design companies. These were chosen on the basis of product category: first, there are those who work in the furniture field, but there are also specific categories interested in the projects that are published in the book. The list is then drawn up only after we have selected all the projects to be published. Here below there are some of the companies that have received the book.

A LOT OF brasil, *Spain*  
A. Brito Mobiliario S.A., *Spain*  
Aada Sisustus, *Finland*  
Ad Hoc, *Italy*  
ADC - Moveis e Estofos s.a., *Spain*  
Adele-C, *Italy*  
AIKAdesign, *Finland*  
al2, *Spain*  
Alberto Dias Barbosa Lda, *Spain*  
Albin i Hyssna AB, *Sweden*  
Album Srl, *Italy*  
Aleal - Indústria de Mobiliário, S .A., *Spain*  
ALEWATERS EN ZONEN, *Belgium*  
Alexander Lervik, *Sweden*  
ALEXANDRA SOPHIA DECOR, *USA*  
ALLTAG DESIGN, *Thailand*  
Almedahls, *Sweden*  
Altreforme - Fhome Srl, *Italy*  
AMERICAN K, *Belgium*  
Aneta Belysning / Scanlamps, *Sweden*  
Anki Gneib, *Sweden*  
Anna Kraitz, *Sweden*  
Anttiina Oy, *Finland*  
Aquarama® By Polirim, *Italy*  
Arnes International, *Italy*  
Articma Oy Ltd, *Finland*  
ARTIFACT FINE LIVING, *Thailand*  
Arvo Piironen Oy, *Finland*  
ASHER ISRAELow STUDIO, *USA*  
ASIAN DESIGN HOUSE CO., *Thailand*  
Askman Traevarefabrik ApS, *France*  
Assioma, *Italy*  
ATELIER DELALAIN, *USA*  
ATOCHA DESIGN, *USA*  
AVANDI, *USA*  
AVO, *USA*  
Axolo Turri Spa, *Italy*  
AYODHYA TRADE, *Thailand*  
Azienda, *Italy*  
BAANCHAA EXPORT , *Thailand*  
Bali Schaumstoff GmbH, *Germany*  
Ballerina - Küchen Heinz-Erwin Ellersiek GmbH, *Germany*  
BANGKOK CHAREONMIT CO, *Thailand*  
Barnickel Polstermöbel Walter Barnickel GmbH & Co. KG, *Germany*  
bartmann berlin, *Germany*

BATHROOM DESIGN CO, *Thailand*  
bau-for-mat Küchen GmbH, *Germany*  
Baxter Srl, *Italy*  
BCHC, *France*  
BEAU STUDIO, *USA*  
Belca Srl, *Italy*  
BELLBOY, *USA*  
BENJA COLLECTION CO., *Thailand*  
Borghi Giuseppe & Figli Sas, *Italy*  
Bossini Spa, *Italy*  
Bpa International Srl, *Italy*  
Brem Srl, *Italy*  
Brianform S.R.L., *Italy*  
Burger Küchenmöbel GmbH, *Germany*  
BY SANDENHOLT, *Denmark*  
C & S SUPERIOR, *Thailand*  
CARPET MAKER, *Thailand*  
Casamilano, *Italy*  
Catellani & Smith Srl, *Italy*  
CHATEAU D’AX, *Belgium*  
CHIC DECOR AND ENGINEERING, *Thailand*  
COCO’S, *Belgium*  
Colico Design, *Italy*  
Colombo Design Spa, *Italy*  
COMFORT FOR LIFE, *Belgium*  
CONSILIUM COPENHAGEN, *Denmark*  
CORNER 43 DECOR CO, *Thailand*  
COULEURCOULEUR, *Belgium*  
COZY LIVING, *Denmark*  
CPH LIGHTING, *Denmark*  
CREAZZI, *Belgium*  
CUIR N°1, *Belgium*  
D’HAENENS VERLICHTING, *Belgium*  
Daniel Rubinetterie, *Italy*  
D-CARLO, *Belgium*  
De Machinekamer, *Belgium*  
DE POORTERE FACTORY STORE, *Belgium*  
DEESAWAT INDUSTRIES CO., *Thailand*  
DESIGN CIRCUS, *Denmark*  
Dornbracht Italy Srl, *Italy*  
DYB DYBDAHL INNOVATION, *Denmark*  
DYBERG-LARSEN, *Denmark*  
Egoluce Srl, *Italy*  
Elbi S.P.A. - 21St-Design, *Italy*  
Emmemobili, *Italy*  
ENCODED, *Denmark*

ENGEN & ENGEN, *Denmark*  
EO DENMARK APS, *Denmark*  
Erba Italy Srl, *Italy*  
Erba, *Italy*  
Erco Illuminazione Srl, *Italy*  
Eumenes Srl, *Italy*  
Exteta, *Italy*  
Extra, *Italy*  
F.Lli Boffi, *Italy*  
FABULA LIVING APS, *Denmark*  
Fg Interior Design, *Italy*  
FLATLIGHT DESIGN, *Denmark*  
FLENSTED STUDIO, *Denmark*  
Foggini Jacopo Emilio, *Italy*  
Fosnova Srl, *Italy*  
FRANCK & FISCHER, *Denmark*  
Frascio, *Italy*  
Futura Srl, *Italy*  
Ghizzi & Benatti, *Italy*  
Giellesse, *Italy*  
Gloria Srl, *Italy*  
Grohe S.P.A., *Italy*  
Gspot S.R.L., *Italy*  
I 4 Mariani Spa, *Italy*  
Iain Howlett, *England*  
Il Loft Spa, *Italy*  
Industria Arredamenti Nespoli, *Italy*  
Jake Phipps, *England*  
Laufen Italy Srl, *Italy*  
Ligne Roset, *England*  
Live Iconic, *England*  
Lolli E Memmoli Srl, *Italy*  
Lucitalia Spa, *Italy*  
Lumen Center Italia Srl, *Italy*  
Lumina Italia Srl, *Italy*  
Lus - Metal Spot Spa, *Italy*  
Mamoli Rubinetteria Spa, *Italy*  
Maòli, *Italy*  
Marc Srl, *Italy*  
Mario Giampieri & C. Srl, *Italy*  
Martini’s Design, *Italy*  
Matteograssi Spa, *Italy*  
Matthew Elton Limited, *England*  
Melogranoblu Srl, *Italy*

Meridiani Srl, *Italy*  
Metea Srl, *Italy*  
Minelli Giovanni, *Italy*  
Minitallux, *Italy*  
Mussi Italy Srl, *Italy*  
Muvis Srl, *Italy*  
Neroacciaio Group, *Italy*  
Neutra By Arnaboldi Angelo Srl, *Italy*  
Novellini Spa, *Italy*  
Ochre, *England*  
Olo Multilayer Srl, *Italy*  
Omikron Design, *Italy*  
Orsenigo S.R.L., *Italy*  
OVERSTOCK, *Belgium*  
Palazzani Rubinetterie Spa, *Italy*  
Paul Crofts Studio, *England*  
Pedretti A &C, *Italy*  
Penta Srl, *Italy*  
Pulsar - Artistica Lampadari Srl, *Italy*  
Puntoacqua Srl, *Italy*  
Quattrifoglio 1964 Srl, *Italy*  
Richard Lampert, *Germany*  
Ridea Srl, *Italy*  
Rifra Mobili Srl, *Italy*  
Risalto Project, *Italy*  
Roca Srl, *Italy*  
Rossi Di Albizzate Spa, *Italy*  
Rubinetteria Gaboli Luigi, *Italy*  
Runtal Italia S.R.L, *Italy*  
Saporiti Italia Spa, *Italy*  
Sattler, *Germany*  
Sawaya & Moroni Spa, *Italy*  
Scab Giardino S.P.A., *Italy*  
Schneiderschram, *Germany*  
Schönbuch, *Germany*  
Schramm Werkstätten, *Germany*  
Scirocco H S.R.L., *Italy*  
Siteco Lithing System Srl, *Italy*  
Solzi Luce Sas, *Italy*  
Sommariva Rubinetterie Srl, *Italy*  
Status Srl, *Italy*  
Studio Hausen, *Germany*  
Sturm Und Plastic La Rosa

Spa, *Italy*  
Swan Italia Srl, *Italy*  
Syn Design Srl, *Italy*  
Tre Ci Luce Spa, *Italy*  
Trilux Italia Srl, *Italy*  
Valenti Srl, *Italy*  
Valli&Valli Srl, *Italy*  
Vibieffe 85 Srl, *Italy*  
Villa Srl, *Italy*  
Wet, *Italy*  
Zeus - Noto Srl, *Italy*

# Press Review

Design For has drawn the attention of the press in the industry, publishing numerous insights on various magazines and on the web. Promote Design has been flattered by critics for the successful project. Many journalists contacted personally the designers to dedicate some insights on their projects.

Below there are some articles of newspaper and on line magazines devoted to Design For.

- 2Night
- 2Righe.com
- Abebooks
- ADMNetwork
- Affaritaliani
- Agora’ news
- All events
- An arreda negozi
- Archiportale
- Architettare
- Architetti
- Architettura facile
- Architime.ru
- Arredamento
- Arredativo
- Arredoscout.It
- Art & multimedia design
- Art&multimediasdesign
- Arte artisti
- Artribune
- At casa
- Auto & Design
- Blog del designer
- Businesspeople
- Bzcasa
- Canapa industriale
- Cercabando.it
- Cercabando.it
- Ciao
- Clic lavoro
- Comunicati.net
- Corriere del mezzogiorno
- Creatività italiana
- Culturame.it
- Ddn
- Deastore
- Desainer

- Design context
- Design diffusion
- Design fanpage
- Design For in Russia
- Design me
- Design outfit
- Design republic
- Design street
- Designboom
- Designsdesign blog
- Designer blog
- Designerblog
- Design-thinker.lifejournal.com
- Design-union.ru
- Diggita
- Domagazine.ru
- Dominterior.ru
- Domus
- Edilportale
- Espoarte
- Euromag
- Eventi e Sagre
- Eventiper.me
- Excelsior milano
- Fashionblabla
- Fausto Lupetti Editore
- Giornaleradio
- Gomez.dibaio.com
- Google books
- Hoepli
- I think magazine
- Ibs
- Il ghirlandaio
- Il Pensiero Artistico
- Il pensiero artistico
- Il pensiero artistico

- Ilas
- IlGhirlandaio.com
- Ilpensieroartistico
- Informazione.it
- Informazione.It
- Italent magazine
- La console fatale tumblr
- La provincia di Como
- Lavorincasa.it
- Libero
- Libero gossip
- Living corriere della sera
- abitare
- Living.Corriere.it
- Lunedi
- Man in job
- Marco Sorito blog
- Marcoiannicelli.it
- Maremagnum
- Marie Claire
- Milano arte expo
- Mixdesign
- Moma non moma
- Moma style
- Mondadori
- Moscow design museum
- Mug magazine
- Musica da Milano
- Muvonapp
- Mymi
- Mymogi.it
- Nanopress
- Ottagono
- Paperblog
- Pdf4it
- People\_of\_design
- Pizza digitale

- Popscreen
- Professione architetto
- Promote design
- Quotidiano casa
- Relooking casa
- Rizzoli
- Roeroilluminazione
- Room decorating
- Russia beyond
- Smalta-id.ru
- Social design magazine
- Stampare in 3d
- Stylecult
- Switch magazine
- Tafter.it
- Tiragraffi.it
- Tutto fiere
- Unilibro
- Viverlacasa
- Wherevent
- Zero



Will I find the book in all bookshops?

The book will be distributed in bookshops throughout Italy. It is easy to find it in the big Italian Stores like Feltrinelli, Mondadori, Hoepli, etc., while it may be not on shelves in small shops. Upon request it is possible to receive it either in these stores.

Can I publish projects made by collaboration?

Yes, all the projects made by collaboration with other designers will be published by specifying designer's details.

Can I submit a selection of projects submitted for other contests?

Yes, The important thing is that these projects are free from contracts that limit the publication and/or production.

Once published, will the projects remain my property?

Yes projects remain in any case property of the designer.

In case of being contacted by a company Do I have to give No. The negotiations for the production of the concept remain private between companies and designers.

Can I also publish photos of the concept or just rendering?

It is possible to publish both photos of prototypes and rendering. The important

thing is that they are images of excellent quality.

How much will the book cost?

The cover price will be around € 30.00.

Even in 2014 there will be the official presentation of the book?

Yes, the book will be officially presented during the Salone del Mobile in Milan.

How many projects can I submit for the selection?

You can submit any selection of projects. The editorial staff will choose two items for publication.

For the selection do I have to send images with particular characteristics?

It is not important images quality for selection. You can send pdf, jpg, scans, etc.. only for publication it will be required to produce rendering or high-resolution photos according to brochure requirements.

Is there a cost for the selection?

No. The fee has to be paid ONLY in the case of participation and after the signing of the contract. The selection is free.

Will the projects submitted for selection be published?

No. The projects submitted for selection will be not in any way disclosed.

# DESIGN FOR 2016

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