



**PRESS RELEASE**

Milan, 24th April 2018

**Din – Design in 2018:  
The triumph of international design  
In the Lambrate Design District**  
**#Din2018**

On Sunday 22nd April one of the most awaited and engaging weeks of the city of Milan ended. Many events have animated the city, promoting their excellence in the districts located throughout the metropolis. Undoubtedly **Din - Design In** stands out, an event organized by **Promotedesign.it for the sixth consecutive year** in the underground setting of the **Lambrate Design District**. Many visitors have admired, photographed and appreciated the exhibited works, contributing to the success of this edition.

**130 exhibitors** this year have animated the hangar in **Via Massimiano 6 / Via Sbodio 9**, of which 20% are Italian and 80% from all over the world. Designers, companies, design academies and international organizations have exhibited their products and projects. The products range from light design to furnishings, up to the accessories for the kitchen and home furnishing accessories. However, the space dedicated to innovation could not be missing, with experimental projects of schools and design organizations.

The wide exhibition area for products coming from important design universities, such as **NID, New Institute of Design, Paula Chacartegui, student presented by IED BARCELONA, Academy of Arts, Architecture and Design in Prague and Academie Artemis of Amsterdam**. Six students of the Artmis Academy have provided visitors with a visual interpretation of great impact, investigating the most important developments in society and showing how these can take shape in innovative solutions. Yeelen Tavilla, Stephanie Morianner, Hannah Braeken, Sandra Benningen, Angelique Kuijpers and Willie Janmaat presented their personal opinions on what is relevant to the future of interior design, fashion, media and society as a whole.

**Acoustic Caves**, a project presented by the Czech Academy, which aims to explore and test architectural limits. Five exhibited works questioning the possible interpretations of the building, of the space and of the architecture, through seven differentiated examples that change according to the architectural typologies and the current methods of computational design.

**NID, Nuovo Istituto di Design in Perugia**, proposes two different projects. **CLAYSTATION**, where the Umbrian ceramic tradition becomes experimentation through an installation that comes from a



transversal study on the potentialities of terracotta and a deepening of the relationship between form and sound, and WASTED Rebel Object, a project that collects items of objects intolerant to their alienated and anonymous condition.

The projects presented **in collaboration with the European Union** have attracted great interest: on the one hand, the **LUMENTILE** concept, born from a research project of the European Commission H2020, whose aim is to develop a bright and intelligent tile that, inspired by the classic ceramic tile, is enriched with electronics that allows new features. On the other hand, **BaltSe@nior**, which with a 3D Age Simulator allows visitors to feel the limits of an elderly body and therefore develop an empathy and a better understanding of the elderly users. The aim of the project is to offer the user the most emphatic vision possible in the world of the elderly and consequently facilitate the process of inclusive design, having in mind that the instrument had to be as simple, economical and usable as possible.

Important is also the space dedicated to international design organizations, who have exhibited their excellence at the Lambrate Design District. **Czech Design Week** presented the products of the three most talented designers selected from the week of Czech design: 440 AUDIO, Dominika Petrtylova and Kristyna Mikolaskova. It also shows its excellences **KPD**, a Russian designer collective that offers innovative and international crafts products, starting from their symbol, the image of Nevalyashka.

The Temporary Shop set up by Be Different was also very successful, where **Artistarjewels.com**, an annual project of international contemporary jewelry, exhibited creative pieces of contemporary jewelry created by designers and artists from all over the world.

Perfect the recreational setting of **WEating 2018**, foodtruck festival in the internal garden of Din - Design In, with its studied selection of Food Truck in a dedicated space and set up like a real event inside the event.

## [PRESS AREA](#)

**Promotedesign.it Press Office**

Tel: 02 365 80 208

Email: [press@promotedesign.it](mailto:press@promotedesign.it)

[Website](#) // [Facebook](#) // [Instagram](#)



## **Academies**

Academy of Arts, Design and Architecture in Prague, ACADEMIE ARTEMIS, NID

## **Special Content**

BaltSe@nioR project, co-financed by the EU, Czech Design Week selection, KPD Russia

## **Book Shop**

Fausto Lupetti Editore

## **Brand**

2LA Design, Active Chair, AG, AGRIM SINGHAL / MORPH DESIGN COMPANY, Alba Arribas, Alberto Ornaghi, Alex Koban Design, Anale Chong, Anya Gupta, Max Pratt, Marc Librizzi, Be Different, Caroline Ficker, Cassat & Dehais, Damian Kozlik, Daniel Skoták, Daniele Balangero/Balume, Darren Fry, Design Espresso, DESIGNSTUDIO ZM / FORMZ, D-TAB / Slang Tm, Edvin Klasson, Elisa Campana, Emotivi s.r.l., Estudio Labuta, FB Light Works di Babato Federico, Fcadesign Federico Pellegrini, FLAPstudio, Geovana Dalarosa Montagna, Heitor de Macedo Menezes, Marco Antônio Feltrin Brasil, Giacomo Talon GIORY, Giovanni Ghiggi Perone - G2P design, HsinWen Tsai, INVENTOOM - design italiano, Jose Avila, Jouni Leino Design Studio, Kamaro'an, KASSA STUDIO, Koot Engel SPARX Living, Laura Itkonen, Leave The Sign, LEVEL WAVES by, Nad studio, LOUIS BOS, Lu Xu, Zihan Zhang / ABOVE, Lumentile, Ly Oslo, Marco Gallegos / This That & The Other, Marco Manders, MARCO RUBINI ARCHITECT, Matej Štefanac, Medes Metal design, Michael Papanikolaou, Made by Michael, MO.CA - Centro per le Nuove Culture, MOAK STUDIO, Monica Correia Design, Netali Hernandez, Noémie Guillory, Noi - New Ordinary Items, Novotono, Paola Sakr, Patricia Lascano, Estudio Lascano, Paula Chacartegui -Benaïa (With IED Barcelona), Pleatform - wooden tableware, POSITION Collective, Ristart, Santiago Rubio Design, Sara Vignoli / MO.NAT Modular Nature, Sebastian Stümpel/ Rootpecker, Sherry Qian + Serena Pu, Sofia Chapa Ibarguengoitia / MX URBANO ESTUDIO, SOO SENSITIVE, Stringimi Design di Fabrizio Degaetano, Taeg Nishimoto, Takuma Yamazaki, TIPIQA, Tsigaras Christos, VENETICA, VERDEGIUNGLA, VLUV brand by HOCK Design, Wai Ho Cheung, Yunzhu Wang Studio

## **Artistar Jewels Area**

agnès WO, Andrea Blaschke - X by AB Jewelry Design, ARIEL.C, Bettina T. jewelry, Drif Draf, by Giulia Morselli, Elena Sala / Fusa Bijoux, EsserCi bijoux&accessori, FRANCESCA ROASENDA, Francesco Barbato, Irene Palomar, Iris Nijenhuis, Ivon Wong / IVONOVI PTE LTD, Jewellery Design Anke Hennig, Julia Abadovskaya /Jewel Fish, Karibu Bijoux di Defendenti Giulia, Kiki Jewelry Designs, Lore Segers, Loustalot Dorothée, Maria Dolores, MARIA HEES, Midzo, Ordibehesht Jewelry by MARYAM MOUSAVI, Paparesta Accessories, Tea OatCakes, TIZIANA REDAVID ATELIERS, vanessa yanow, V DESIGN LAB Jewellery by Valeria Vigliani, Vane Jiménez, Workshop 85 Sophia Emmett

## **WEATING**

Ape Cesare, La Puccia, Las Bravas, Luigi's, Marchese - Cannoli on wheels, Meatball Family, Moto Grill Guzzi, O'liva, Open Baladin On The Road, Pizza Pig

# PROMOTE design

Artistar  
JEWELS

GUEST

Wealing

exibart

  
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