



## PRESS RELEASE

Milan, February 3rd 2015

# DESIGN FOR 2015 BECOMES INTERNATIONAL; LOTS OF NEWS FOR THE NEW EDITION

**Design For 2015** is the fourth chapter of a story, that tells about people and objects and how to generate a product of design. In a landscape, in which the synergy between designers and companies has yet become a primary condition in the design circuit, the initiative of **Promotedesign.it** is getting even more transversal.

For this year, the book catalogue highlights **300 concepts of 150 international designers** presented with **more than 1500 images**, and special contents. For the first time, it's available in both paper and digital versions, with texts in Italian and English. Inside the volume, there are, in addition, unreleased photos, interviews, biographies and special inserts dedicated to famous companies of the design sector such as **Bosa, Gufram e Pedrali**, and to well-known international designers the likes of **Adriano Design, Giovanni Levanti e Makio Hasuike**.

Inside this edition, also with a view to Expo 2015, a particular attention is addressed to the very actual theme of **food design**, at the base of the contest *#With, A designer engaged with food*, hold in 2014, which rewarded the projects: **Infobite** by F. Buzzo, P. Giordano and S. Lambertoni; **Food Design for Happy Living**, by Chiara Ricci; **Platefulips**, by Tina Conforti.

With the aim to offer the creatives more visibility, this year, Design For awarded the 3 projects that most have raised the attention because of their original and innovative features: **Illuminasogni** by Babaulab, magic lamp for children, able to tell them fairy tales and audiobooks; **Paper-Wood Horse**, by Drill Design, a rocking horse built with intermitted layers of recycled paper and wood; **X-plus** by Xiaoxi Shi, eclectic creation which can be used as table, shelf or stool. The 3 projects will be exhibited during the Din Design In event, organized by Promotedesign.it in occasion of the next Fuorisalone, 14th-19th April 2015.

The last great innovation of Design For 2015 is the engagement of **15 designers, selected** between the participants, who will be allowed to follow up the **projectual workshop** about **food design** for free. This initiative will be coordinated by **Paolo Barrichella**, international food designer, the first who published the theory of Food Design in Italy, and today, thanks to the result of his researches, one of the most accredited opinion leader of the subject; next to this intervention, will come the one of **Mogi**, a company of Bergamo, acting in the coffee sector and born from an idea of Monica and Gianluigi, inspired by a long lasting family tradition.

The date is so fixed for the **Din-Design In** event, organized by Promotedesign.it during the **Fuorisalone, 14th-19th April 2015**, inside the space of **via Massimiano 6 / via Sbodio 9, in the Lambrate district**.

### INFORMATION FOR THE PRESS



**Press office Promotedesign.it**

Ph. +39 02 36580208

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

The press kit containing the releases, the company profile and the images is available at this [LINK](#)

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