



COMUNICATO STAMPA

Milano, 10 Aprile 2018

## Din – Design in 2018: 2k square meters of international design #Din2018

The most awaited event of the year is approaching: from April 17th to 22nd 2018 Milan will be full of Design, welcoming experts from all over the world. The district of Lambrate will be colored with creativity and innovation, to meet the expectations of the public.

At the heart of the **Lambrate Design District**, one of the most famous district of the Fuorisalone, Promotedesign.it. organizes **Din - Design In** for the second consecutive year. The location represents the style of the whole district: an industrial hangar of 2,000 square meters, the perfect frame to show the products of designers, academies and companies present at the event. There are **90 exhibitors** who will color the hangar in Via Massimiano 6 / Via Sbodio 9. Among these 20% are Italian, the rest 80% comes from all over the world: there are designers, companies, academies and world famous architects. The products range from light design to interior design, from kitchen accessories to home furnishings. Very important is also the space dedicated to innovation with experimental projects of design schools and design organizations.

In fact, there are two projects presented in collaboration with the European Union: on one side the **LUMENTILE** project, born from a **European research project H2020**, whose aim is to play a bright and intelligent tile that, inspired by the classic ceramic tile, is enriched with electronics that allows new features. On the other hand instead we find BaltSe@nior, which with a 3D age simulator allows visitors to actually feel the limits that an elderly body feels and therefore to 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.

There will also be large area dedicated to the exhibition of products coming from important design universities, such as **NID, New Institute of Design**, Paula Chacartegui, student presented by **IED BARCELONA**, **Accademia Umbrum of the arts, architecture and design of Prague** and **Academie Artemis of Amsterdam**. The six students of the academy from Amsterdam will provide a visual interpretation investigating the most important developments in society, showing how these can be translated into innovative and applicable solutions. Yeelen Tavilla, Stephanie Morianner, Hannah Braeken, Sandra Benningen, Angelique Kuijpers and Willie Janmaat will present their personal views on what is relevant to the future of interior design, fashion, media and society as a whole.



**The Academy of the Czech Republic** presents **Acoustic Caves**, a project that aims to explore and test architectural limits. There are five works on display that question the possible interpretations of the building, the space and the architecture, presenting seven different examples that change according to the architectural typologies and current methods of computational design.

An important space is also dedicated to the **Czech Design Week**, which presents in its area the products of the three most talented designers of their design week. Among the selected designers 440 AUDIO, Dominika Petrtylova and Kristyna Mikolaskova.

There will also be the **Temporary Shop area**, where **Artistarjewels.com**, an annual international jewellery project reconfirms its presence, after the undisputed success of the previous edition: it will be possible to buy creative pieces of **contemporary jewelry**, created by designers from all over the world.

Also reconfirmed is **WEating 2018, foodtruck festival** in the internal garden of **Din - Design In**, which will offer a studied selection of Food Trucks in a dedicated space set up as a real event within the event. The common denominator among the realities is the passion for taste, the love for the land and its products, but above all the irreproachable attention to the shape, representing a bridge between the exposures. The Lambrate Design District wants to make these excellences its strong point to offer visitors an experience full of emotions, cultural ideas and fun, which is not only supportive, but that completes the experience of the exhibition.

## [PRESS AREA](#)

### **Din – Design In**

From 17th to 22nd april 2018  
via Massimiano 6 / via Sbodio 9 - Milano  
17/21 april 2018 10am to 10pm  
22nd april 2018 10am to 6pm  
Special Opening 18th april til Midnight  
Free Entry

### **Isabella Castelli**

**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 Ibargüengoitia / 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 / IVONNOVI 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

SIA  
HOSPITALITY  
DESIGN



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lupetti  
editore



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FARM CULTURAL PARK



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