



## PRESS RELEASE

Milan, 12th March 2014

Self-productions from all over the world at the most awaited event of the Fuorisalone

# DIN 2014, OVER 100 SELF-PRODUCED DESIGNERS ON SHOW

**#din2014**

**Reference point of self-produced design Made in Italy and internationally, din - design in 2014 is back for the second edition during the upcoming Milan Design Week. An exhibition with the presence of more than 100 designers and a number of initiatives that will animate the entire week in conjunction with the Salone Internazionale del Mobile.**

Housed in a large industrial space, din - design in 2014, the exhibition organized by **Promotedesign.it**, will host more than 100 designers and self-produced designers representatives of the "doing" typical of Made in Italy 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 representing a multicultural design and creativity always restless and in search of new frontiers for design.

**Accessories and furnishing objects, light & sound design, 3D printing** and different types of **eco-friendly products** will find space among individual and collective exhibition islands, relaxation areas, coffee corners and a library. A path of experimentation and innovation to highlight the most brilliant and cutting edge ideas. A must for talent seeking visibility.

Inside the venue the temporary shop **Artistar Jewels**, entirely dedicated to **contemporary jewelery crafted by hand**, will present an exhibition of **wearable artworks** created by artists from the community **artistar.it**. Great expectations for the **Russian Design Pavilion** which will host a selection of Russian and Belarusian designers part of the **Rub Design Book**, the first editorial project aiming to create connections between the emerging creative heritage of the Eastern countries and the industry European market.

In an effort to redefine approaches that link creativity to production, **Promotedesign.it** in collaboration with **Momastyle.com**, organizes an open and free workshop dedicated to "**the self-made design and communication 2.0**": the relationship between designers and online communication, how to define its presence on the network, how to deal with influencers, these are some of the topics that will be covered by **Alessandra Pepe**, web editor and digital media specialist who will be joined by representatives from leading companies in the market for a direct and open discussion with the participants.

During the next **din - design in 2014** we will have special moments, real events in the event, dedicated to the presentation of the volumes and **Design For and Rub Design Book** and the award ceremony of the winners of the **design contest # WITH WITH food**. The commission assessing the work submitted by participants in the competition will be chaired by **Paolo Barichella**, one of the most successful Italian food designer.

*"Once again the organizers of Promotedesign.it has made great efforts to enter a big event in one of the initiatives of reference in the sector of Design as the Fuorisalone, says Enzo Carbone, founder and Art director of din - design in 2014, " with din we want to go on with the purpose to open the creative heritage of self-production as distinctive and original ethical choice, to a wide audience of enthusiasts and consumers"*





## **EVENT SCHEDULE**

### **Friday, 11th April 2014**

9.30 am/12.30 pm Workshop: Self-produced design and communication 2.0  
(organized by Alessandra Pepe)

5 pm/6 pm Rub Design Book Presentation

(speakers Anastasia Krylova and MariaTwardovskaya creators of the project Rub Design and founders of Russian Design Pavillon)

6 pm/ 6.30 Presentation Moscow Design Museum (speaker the Director Alexandra Sankova)

6.30 pm/7.30 pm Official presentation of the San Petersburg Design Week 2014

(Speaker : the President Ruslan Chernobaev)

RUSSIAN DESIGN PAVILION AWARD 2014 - Award Ceremony for the categories: Special Prize, Creativity, Design Quality & Innovation at KOKO MILAN Viale Regina Margherita, 30

00:00 PROMOTE DESIGN and Discoradio PARTY at Magazzini Generali Via Pietrasanta, 16 Milan7

### **Saturday, 12th April 2014**

9.30 am/12.30 pm Workshop: Self-produced design and communication 2.0

(organized by Alessandra Pepe, speaker Axel Iberti Head of Product Department for the Company Gufram)

5.30 pm/7 pm Presentation Design For 2014

(speaker Enzo Carbone founder of promotodesign.it, Paolo Barichella, food designer, Daniele Lupetti editor of the book catalogue and Marcello Ziliani, architect and product designer)

7 pm/7.30 pm Contest #WITH – design WITH food Awards

(speakers Paolo Barichella and Francesca Russo editor of DDN Magazine)

7.30pm /10 pm Cocktail party opened to the public powered by Langhiparma

## **FOR THE PRESS**

### **Promotedesign.it Press office**

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

## **INFORMATION AND CONTACTS FOR VISITORS**

### **DIN – Design In**

#### **8th – 13th April 2014**

Via Massimiano 6 (Zona via G. Ventura - Milano Lambrate)

Time: Every day from 10 am to 8 pm

Free entrance

Website: [promotedesign.it](http://promotedesign.it)

Facebook: [facebook.com/Promotedesign](https://www.facebook.com/Promotedesign)

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

YouTube: [youtube.com/user/PromoteDesign](https://www.youtube.com/user/PromoteDesign)

Instagram: [instagram.com/promotedesign](https://www.instagram.com/promotedesign)

Pinterest: [pinterest.com/promodesign](https://www.pinterest.com/promodesign)





## Hashtag: #din2014

**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 notice board, videos, legal area where discussing useful subjects for professionals in the sector . [www.promotedesign.it](http://www.promotedesign.it)

