



## Press Release

Milan, December 17th, 2015

Promotedesign.it renews its attendance at Fuorisalone 2016 with more than 150 international designers

# DIN-DESIGN IN 2016

## #din2016

Even for Fuorisalone 2016 **Promotedesign.it organizes the huge exhibiting event Din-Design In**. Exactly like the previous edition, there will be the chance to admire the ideas of more **than 150 designers** from all over the world. **The Milanese Design Week will begin on Tuesday 12th April 2016** and it will finish on Sunday night 17th April 2016. The event, positioned in a **strategic location in Massimiano street, 6/ Sbodio street, 9**, in the **Lambrate** area, will exhibit more than **600 ideas conceived by 150 designers**. The exhibited products comprehends i-tech items, environment-friendly solution objects and very innovative and trendy creations.

This year again the Din - Design In will become the **temple of the product design with a special attention to the international self-produced design**. The event will be one of the most important and visited at Fuorisalone 2016, even thanks the organization of numerous initiatives, such as free workshops, editorial launches, happy hour following specific themes, **meetings with important multinationals corporations of the sector**.

Promotedesign.it will try to surprise the **Din - Design In** visitors by presenting different thematic areas where, along with the exhibition of products and concepts, it will be possible to buy home accessories and jewels at the Temporary Shop specifically set up for the selling of innovative products selected by the ecommerce **Artistarjewel.com e Treneed.com**. **Design and attention for details will also characterize the Food&Beverage areas, the relax areas and the conference point**.

Promotedesign.it aims at approaching and making aware the design-producers and addressees of a bigger and bigger creativity offer. For this reason it tries to surprise all the experts in sector with lots of different initiatives. One of these is **Treneed.com**, an online retail-channel for all those who appreciate or create design.

Promotedesign.it develops different projects:

**Design For**, a book/catalogue with the best design-concepts carefully chosen by promotedesign.it; a really useful tool for all the producer-companies that can select the best ideas from international designers.

**Din-Design In**, an expositive event created to give the chance to self-produced-designers to exhibit their creations to an international audience and having the possibility of a better spreading of their concepts.

**Treneed.com**, an e-commerce channel dedicated to all the people who loves or creates design and through the website they can make purchasing and selling products.



**PROMOTEDESIGN.** 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)

#### **INFORMATION FOR THE PRESS**

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Press kit containing press release, company profile, low and high resolution images are available to the following link: [press kit](#)

#### **Information and Contacts for the Visitors**

**DIN - Design In**

**Dal 12 al 17 aprile 2016**

Via Massimiano 6 / via Sbodio 9 (Zona Lambrate)

Opening times: everyday from 10 a.m. to 8 p.m.

Free entry

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

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

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

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

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

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**Hashtag: #din2016**