



COMUNICATO STAMPA

Milano, 16th February 2016

Cousin and design... tastefulness rules in the Fuorisalone – DIN Design In

DIN-DESIGN IN 2016

#din2016

It's the topic of most of our conversations, the protagonist of several TV series, countless books are dedicated to it, the most popular social media are full of pictures depicting it... needless to say that we are talking about food. Nowadays we go crazy for it and it's largely accepted that the food is not simply expression of costumes and traditions, but it represents a symbol able to communicate contemporary trends. For this reason, it will be one of the contents characterizing the **DIN-Design In that, during the Milan Design week**, will exhibit the ideas of more than 150 designers coming from all over the world.

The strategic location in Massimiano Street, 6 / Sbodio Street, 9 will host a selection of innovative design projects along with a temporary shop and, most important, a **food area** proposing a very rich and interesting offer of food and beverage. Here everyone will find what he/she is looking for: the ones researching the high quality genuine products and the ones sure that the aesthetics is very important too while talking about food.

Among the realities playing a very important role in this context, is **Bedda**, that represents the Sicilian **street food** and sells the **Pane (bread) Cunzatu** as one of its flagship product. This dish comes from the Sicilian popular traditions. While facing very difficult crisis, poor people made the best of what they had: since they missed the rich products to eat with bread, they made this simple recipe with cheap ingredients. The recipe has evolved over time and here is proposed with more refined elements.

So the Milanese Design week is coloured and scented by the South Italy breeze: not only Sicily's, but also Puglia's gastronomic culture is represented. Thanks to **Aperia** we will discover the **Flavour of Salento**, where the street food is intertwined with the history but it's still living in contemporary times. At the basis of Aperia organization is the purpose to spread the Salento's cooking traditions by a vehicle that is the symbol for the Southern Italy: the Ape is travelling around Italy in order to carry the perfumes, the flavours and the colours of Puglia from city to city

Not only cooking excellences from the south of Italy but from the North too, are the protagonist of the Fuorisalone 2016. By following the trends of the period, DIN-Design In selected a product largely consumed at different levels: beer. There are people simply loving it for what it is, others are looking for its finest qualities, tasting it as if it is wine. **Baladin** will accomplish everyone's desire thanks to its very rich offer. Litres of beer will be poured in the Lambrate's district thank to **Beer Bike Baladin**. An organization that, with its track, will bring in Milan the hand-made beer produced by the famous brand Baladin coming from Turin.

The Common Denominator between the before-mentioned realities is the passion for taste, the love for their own territories and, most important, the exemplary attention for the shape, the box containing the results of a so careful and hard work. Considering the ways they



express themselves, **Baladin, Aperia e Bedda, show a high aesthetic taste** and a strong awareness of what requires the target of customers they address to. Din – Design In, wants to give space to these excellences by proposing to the visitors an experience rich in emotions, cultural contents and fun.

DIN-Design In is an initiative realized by Promotedesign.it. Below, all the projects developed by Promotedesign.it.:

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

INFORMATION FOR THE PRESS 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

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)

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Hashtag: #din2016