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Din-Design in 2017



weating consciously Fuorisalone - Din - In Design

DIN-DESIGN IN 2017
din2017 # wEating2017

Populated by masses of onlookers, fans and industry professionals. That between an industrial recovery and the other one you can rest and refreshment eating a sandwich or drinking a coffee, among the hundreds of commercial operators who participate every year most visited exhibition in the city.

What you discover today is that this year Din - Design In 2017 presents the zero edition of weating 2017, where the concept of inflated food truck, used and re-used,

mistreated, and then put back in vogue, here is reborn from its ashes, creating a new hybrid: the food truck, which is not a design object and is not simply street food.

Within the strategic location of Via Maximian 6 / cable Sbodio 9 Din - Design In acquires a new and larger space to give light to weating 2017. With a studied selection of some truck, for the first time during the Fuorisalone, cease to represent simple bridges of passage between the exposures, gaining a dedicated space and set up as a real event within the event.

This first edition is the starting point of a renewed connection between food and design that aims to provide quality foods feature prominently than in previous years, drawing on food trends of recent years. So materializes weating, just during an event like the Fuorisalone, loved and followed by a very diverse audience, a lover of good food and always looking for the tasting areas scattered around the city.

The event takes place in two spaces adjacent to the location of Din - In Design, set up as a real dining area with tables, chairs and design furniture. The truck featured here offer a focused and studied in relation to the context and dedicated to the excellence of the food. Among the organizations that will revive this initiative: ApeBedda, spokesman for the Sicilian street food and that makes the bread cunzatu his forte. This product comes from the habits of the Sicilian people, which in times of crisis, made a virtue of necessity: in the absence of a rich relish, bread was accompanied by tastes and smells of little cost and easy availability. The recipe has evolved over time, and here is revived with more abundant and refined ingredients. Sicily also Marchese - Cannoli on wheels with its Carretto purely recalls the colors and lines of typical Sicilian carts, equipped with a patented system that allows the cheese refrigerated to maintain its ideal temperature, ensuring the customer always a fresh product but especially quality. A method that allows the wafer to be always crisp in every bite.

Fuorisalone 2017 is colored and intoxicates the sea breeze of the South Italy: not only Sicily but also Puglia will be richly represented by the gastronomic point of view. Thanks to Aperia discover the flavors of Salento, where street food is part of the ancient tradition but also of everyday life of today. The idea is to spread the culinary traditions of this land through the southern half of Italy symbol: the Bee, that he will carry the scents, flavors and colors of Apulia from city to city. The Puccia with the typical sandwich Salento soft inside and crunchy on the outside thanks to a natural leavening process, using durum wheat semolina flour, extra virgin olive oil and baking in a wood oven, stuffed with handicrafts. With its refined and delicately bitter beers and the inevitable Salento wine.

Trying to pander to the trend of the moment, Din - In Design has selected a widely produced and consumed at different levels: the beer. For lovers of beer Baladin offers a variegated range of this product, with fine quality for enthusiasts. Beer will flow rivers so the exhibition, in Lambrate thanks to Beer Bike Baladin, which, with his truck, will bring to Milan craft beer produced by the famous company from Turin.

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Also present at weating Brianza that feeds a Consortium of excellence, which has chosen the right form of a consortium with a view to represent the territory of the whole Brianza, unique in its typical but varied in its many representative forms of social and cultural businesses. For the creation of an integrated system and the programming of interventions and events that correspond to the local characteristics. And if the restaurant Giorgione's branded FROM PARMESAN gourmet street food menu offers a typical Parmesan, COOL Gelato Naturale instead bases its philosophy on respect for individuals and the environment, the production of ice cream strictly follows the rhythm of the seasons. In addition to choosing high quality raw materials and, where possible, biological and / or km. 0, COOL uses organic and recyclable materials in the laboratory and in stores. Electricity is generated from renewable sources and separate collection characterizes the phase of waste disposal. From production they are banned industrial preparations, dyes and chemical additives.

It closes with European influences in Las Bravas offering culinary experience by Iberian flavors bringing a corner of Spain on board a blue trailer shaped Citroen Hy, an authentic tapas bar on wheels.

Common denominator between the reality presented above is the passion for taste, love for the land and its products, but above all the impeccable attention to form, the container enclosing the fruit of hard work. And Din - In Design, wants to make of these excellences their excellence, to offer visitors an experience full of excitement, variety of culture and entertainment that is not only supportive, but it goes some way to complete the experience exposure.

www.weating.com

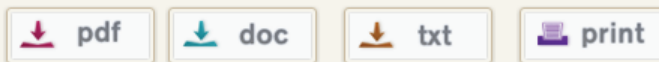
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For design, book / catalog of the best design concept carefully selected from Promotedesign.it; a particularly useful tool for all companies that can select the best ideas from international designers.

Din - In Design, exhibition event created to give opportunities to all designers auto manufacturers and companies to exhibit their creations to an international audience and wider distribution of their concept and products.

Treneed.com, online sales channel dedicated to all producers, self-producers and design enthusiasts, who through the site, they can enter into commercial negotiations.

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