

## Press Release

Milan, 16th April 2014

More than 100.000 visitors for the event organized by Promotedesign.it

# LARGE RESONANCE FOR DIN 2014

## #din2014

**The second edition of the exhibition din - design, organized by Promotedesign.it during Milan Design Week, from 8th to 13th April was a great success. Within an industrial warehouse of 2000 m2 in the heart of the Lambrate district, more than 100 self-produced designers, both Italian and foreign, have exhibit their subjects to an audience of over 100,000 visitors.**

If "din" means "noise" we can claim that this year the event organized by Promotedesign.it had great resonance and let feel its echo in the whole Lambrate district as a leading showcase for the **self-made quality design**. Professionals, journalists, fans and visitors were able to admire the projects of more than 100 exhibitors from Italy, Germany, Switzerland, Spain, Denmark, Sweden, England, Ireland, Portugal, Belgium, Hungary, Poland, Japan, China, USA and South America. From the library to the kitchen accessory, from the hanging lamp to the camping tent, from the couch to the rocking horse and the jewels, everything in the name of innovation and eco-friendliness.

The large venue was fully set up using industrial material, mainly palette and cardboard, which have mapped out a thematic path among the exhibition islands, giving equal visibility to designers and allowing a smooth flow of visitors between the two opposite entrances, one on Via Massimiano and the other on Via Sbodio. It was essential for the setting up and the creation of the industrial "mood" the collaboration with RI.CRE.AR, a company specialized in the production of furniture, furniture components and fittings, made with materials coming from the recovery of wood packaging, which provided the materials for the location furnishing.

The Art director of the event has previously selected the projects to be exhibited among the many nominations received by the editorial office of Promotedesign.it, in order to offer the public a quality event, where emerging designers could exhibiting together the most known ones: **Acquadicollia** Scenografia d'Arredamento, **Adamantx®**, **Adamlamp**, **Agorà Design Group**, **Mario Alessiani**, **Daide Giulio Aquini**, **ArchIngegnare**, **Archventil**, **Massimiliano Arnone**, **Arte Arreda**, **Duygu Azun**, **Pietro Baraldi**, **Andrea Bella Concept**, **Giò Belviso**, **Maurizio Bernabei**, **Fabio Biavaschi** with Ernesto Bosisio, **Boatti Verga Studio**, **Giorgio Bonaguro**, **Stefano Bottino**, **Alexander Britt** for Xbritt Moebel, **Flavio Bullo** for Meggreen, **Valeria Cifalà**, **The Clorofilas**, **Debou**, **Decor Style**, **Degas Switzerland**, **Ecoepoque**, **Estudio Disolvente**, **eXpoint**, **FishDesignMarket**, **Salvatore Franzese**, **Federico Gaudino**, **Hayo Gebauer**, **Emilio Giobbi**, **Gruppo Estia**, **Silvia Guarnieri** in collaboration with **SPECTACULARCH!**, **Hanieh Heidarabadi**, **Marco Hemmerling & Ulrich Nether**, **Til Hennen**, **Home Studio** by Roberto De Santi, **Ana Hospitaler** e **LaSelva Studio**, **Marco Iannicelli**, **Sylwia Kaden**, **Magdalena Karasinska**, **Christian Kayser**, **Kriliko Ideas Container**, **Giulia Kron Morelli**, **L&P Fine Art Lamps**, **Lamp Couture**, **Ledaros GMBH**, **Dahm Lee**, **Annamaria Litterio**, **Gráinne Lyons**, **MADE designlab**, **Madesignproject**, **Andrej Malinin**, **Andrea**

**Manzoli, Enrico Marcato, Marek Marczak** for Norla Design, **MB objects, Alessandra Meacci, Damiano Meneghetti** for Henry&co., **Roberto Mora, Matteo Muci & Michele Volontè, Stefania Murra e Irene Don Giovanni, Giorgio Mussati** for Studio Pineapple, **Novotono, Objecps** Cristiana Puleo, **Officina Quack!, Officine Gualandi, Guido Parma** for Ecologicaldesign, **Francesco Perdichizzi, Adriano Pernazza, Maria Luisa Perri Drago, Punto Soave, Puzz'le design, Romina Quaglieri, Danila Quattrone e Francesca Bellocco, RE+ By Mariplast, Giuliano Ricciardi** for d-Lab studio, **Mette Risbæk, Gianluigi Roman, Antonio Sansonna, Scatto Italiano, Clara Scharping, Sherwood Redistribution srl, Juan Soriano Blanco, Stefania Spaccavento, Cristian Sporzon, Margot Stummer, Studio Giffin'Termeer, Jesper Su Rosenmeier, Alice Tebaldi** for Modulor progetti, **Anna Tilche Studio, Carlo Tinti, Stefano Tranzi, Carlo Trevisani** for Meme Design, **Umenodesign, Urgedesign, P. Venturi e F. Bighè** for Nuvole in Viaggio, **Arianna Vertuani, Vezzini & Chen design, Vidonori, Visign, Zaditaly, Zattoo Designstudio, Marco Zongoli.**

Among all these exhibitors, **the public could vote for their favourite designer** through a contest made possible through a collaboration between Promotedesign.it and **DDN Magazine**. The winner, **Boatti Verga Studio**, will have an article dedicated to his work in the June 2014 DDN Magazine edition. Boatti Verga Studio, design studio located in Milan and founded by Paolo Boatti and Manuela Boatti Verga, presented at **din - design in Baretto**, a small home bar from the reuse of the plastic box used for the delivery of glass bottles at home. Recycling and re-interpretation of a product and then giving life to an object of exclusive design which was awarded by the public at **din**.

Inside the venue, as well as a food area, a specialized bookshop and conference area, there was the Russian **din Design Pavilion**, which exhibit the objects by a selection of Russian designers already present in the volume **Rub Design Book**, first edition of a project aiming to connect the creative heritage of the emerging Eastern countries to the European market industry.

Place of honor for **the temporary shop of contemporary jewellery Artistar Jewels**, edited by Artistarjewels.com, the e-commerce of art jewellery. Unique creations made by hand in a variety of materials ranging from nautical rope to the polymer, from paper to scrap pieces of electronic equipment. Objects of wearable art created by artists of the community **artistarjewels.com**: **Alienina by Eliana Venier, Appallottolandocelo by Julia Ceccarelli, Flaminia Barosini, Michela Bruni, Veronica Caffarelli, Gwendolyn Chinca, JF Project by Jessica Grespi, Barbara Del Rio, Duecentogrammi by Chiara Curreli, Francisk by Francesca Buccheri, Lorraine Giuffrida, Marisa Lanzafame, Lebole women Casanova by Monia Rossato, LuthOpika by Giusy Sibilano, Mieko, Paola Mirai, Fabiola Pontecorvo, Anna Retico, Tiziana Redavid.**

Six intense days in which **din - design in** was the setting of fruitful networking among professionals, with full calendar of events in the event, starting with the presentation of **Design For**, the book catalogue that put in contact designers and companies, edited by Promotedesign.it and published by Fausto Lupetti, now in its third edition. The presentation took place on Saturday 12<sup>th</sup> at 5 pm in the meeting area. The speakers were **Enzo Carbone** founder of **Promotedesign.it**, **Francesca Russo**, editor of DDN Magazine, **Paul Barichella**, food designer, Daniele Lupetti publisher of Design for, **Marcello Ziliani**, architect and product designer. The meeting was followed by the Award ceremony for the winners of the contest **# visual WITH - WITH design food: Eat bite**, by **Francesco Buzzo, Piera Lambertoni Jordan and Serena**, Food Design for happy living by **Chiara Ricci**, and Platefulips by **Tina Conforti**, awarded as the best project of food design inspired by

the theme "A designer and his relationship with food."

The presentation of the **Rub Design Book**, held on Friday 11<sup>th</sup> at 5pm, helped to enliven **din - design in**. **Anastasia Krylova** and **Maria Twardovskaya** creators of the project Rub Design and founders of the Russian Design Pavilion, and the double appointment with the workshop " **The self-produced design and communication 2.0** ", presented by **Alessandra Pepe**, digital media specialist and web editor **Momastyle.com**, with the presentation of **Axel Iberti** ,Head of product, **Gufam**.

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