



Italy is a door. The design is the key | 4-9 April, Fuorisalone – Lambrate district, Milan

— By [giovanni silvanini](#) on 28 March 2017

DIN – Design In 2017 | Actual expository events

4-8 April from 10 am to 8 pm

9 April from 10 am to 6 pm

Extraordinary opening: Wednesday 5th April from 10 am to 12 am

For one week a year, Italy becomes a reference point, a meeting place and exchange between business and culture, between abstract and physical, a real stage for industrial design, making the history of design and of furnishing of yesterday, today and tomorrow.

We at [PlayWood](#), this year like last year, will be at the [Milan Design Week](#), an event that was for many young designers a real springboard, an international showcase in which to proudly exhibit their creations.



An offer of innovative products that combine quality and technology, the result of the creativity of thousands companies in the field, able to develop its business by investing every day in the development of products and solutions for the home.



For Italy, it is not just an opportunity to show to the world its own strengths, but it is also a time to redevelop the hidden beauties in the history of this country.

Any examples? This year, there will be the new [Central Ventura](#) project in which the city of Milan regains the ex Magazzini Raccordati, placed under the tracks of the station (about 40 thousand square meters unused for fifteen years) . Just like the Lambrate district, the historic center of production, one of the most visited places in the past as well as today, which since 2000, has undergone a renovation that will bring the whole district to a continuous development and rediscovery of its spaces.



The portion of area among via Massimiano, via Ventura, via Sbodio and via Oslavia in particular, in which the [DIN – Design In 2017](#) event takes place, is defined "central" thanks to the numerous connections with the major urban and interurban transportations and to its forever original selection of products that capture the attention of thousands of visitors every year.

In the last few years, the Lambrate District has been the most popular among the key figures of the design universe. Journalists, trend setters, buyers, firms and marketing experts attend on a daily basis our location, which has become a must-see during the [Fuorisalone](#).



People from all over the world come to contribute, over 2,000 exhibitors occupy an exhibition area larger than 200,000 m² this year.

Important numbers that, along with the thousands of products display here in preview, confirm the deep value of this event which expects more than 300,000 visitors from over 165 countries.

This desire to express themselves that manifests itself in increasingly folly create in our eyes, ideas and connections between people that have big dreams.

This chance to see innovation up close cannot be missed. It is an opportunity to change the approach to what we daily call home.

Come to meet us.

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