MILAN DESIGN WEEK 9-14 APRIL 2013
MAKING THE MOST OF YOUR VISIT

27 March 2013
6-8.00 pm

Speakers:
Piers Roberts (Designersblock)
Dieneke Ferguson (Hidden Art)

With support from UKTI

www.designersblock.org.uk
www.hiddenart.com
OUTLINE

• Overview of Milan Design Week
• Getting around Milan
• Salone de Mobile & Salone Satelite
• iSalone – events taking place in the city, design districts & night life
• Designersblock in Milan 2013
• Previous Designersblock events Milan
• The Milan Audience
• questions
Overview of Milan Design Week

Milan Centre of publishing and manufacturing.

Milan as the place to get ideas.

Milan is fully geared to Milan Design Week

Much more important than fashion
Overview of Milan Design Week

Started in 1961 – initially only exhibited old-style furniture. Changed in 1965, when design was rediscovered and a special design area was created.

In 1961 opened up to foreign exhibitors every other year, in 1991 it became every year.

In 70s focus on innovation and creativity, anti-design
Overview of Milan Design Week

1980s - fashion and fads dominate, postmodernism, anti-design.

1991 - Salone moves to April.

1990s - build up of global network of young designers


2006 – moved to Rho Pero

Designersblock
Salone de Mobile

Largest furniture fair in the world
April each year
2012: 965 Italian, 290 foreign exhibitors
2012: 103,791 Italian & 188,579 foreign visitors
14 pavilions in total
Pre-order tickets through website - trade only
Location: New Milan Fairgrounds, Rho-Pero
www.cosmit.it for further info
SALONE DE MOBILE

- In 2006 new location Fiera Milano in Rho-Pero
- Tuesday 14 - Sunday 19 April (Sunday public day)
- Euro 20.00 one day entrance card (online, Euro 23 at fairgrounds)
- Euro 40.00 three day entrance card (Euro 45)
- Euro 65.40 six-entrance card online only
- Pre-order tickets through website - trade only

- Opening Hours: 9.30 a.m. - 6.30 p.m.
- www.cosmit.it for further info
TRAVEL IN MILAN

How to get there

• Salone Satellite - Metro station **Rho-Fiera Milano** (Fieramilano)(end of red line – MM1)
• Around 4.00 euros roundtrip - special single tickets to Rho-Fiera Milano
• Trade Fair Ticket - **24hr travel card 5.70 euros**. On sale at ATM / Tabacheria outlets only used when shows open at Fiera Milano
• Entrance **CARGO 1** at Fiera (free entrance for Salone Satellite only)
• Entrance through main gate with entry pass
• Free bus to Salone Satellite from car park right side entrance
SALONE DE MOBILE
SALONE DE MOBILE – SALONE SATELITE
Salone de Mobile

Exhibitors include:

- Baleri Italia
- Cappellini
- Moroso
- SCP
- Vitra
14 pavilions
Pavilions: 1-13, 15
(6, 8, 10 & 12 most interesting in 2010)
Euroluce
(9, 11, 13, 15)
Salone Ufficio (22-24)
Salone Satellite (22-24)
SALONE SATELITE

• In Pavillion 22/24
• Dedicated to young creative designers exhibiting prototypes with the intent to get into production
• Admission is free - open to trade and public
• 2012: 700 exhibitors
• www.cosmit.it for further info
HIDDEN ART IN MILAN

Hidden Art in Milan since 2002
Started at Designersblock then
Superstudio 13, at Zona Tortona

In Superstudio Piu

First Year in Salone Satellite in 2006
Hidden Art stand Salone Satelite 2010
ISALONI

• Shows outside the main fair site (all over Milan)
• Listed in Interni magazine (with private view details)
Map of the city
red banners outside venues

• Most free to visit
• www.fuorisalone.it for further info and interactive map

Designersblock
ISALONI

Zona Tortona – associated with Cappellini – Tortona Design Week

Brera – many Italian exhibitors

Lambrata – Many Dutch and Established & Sons

Important to be in right district to get good visitor numbers and potential contacts/ buyers

Designersblock
ISALONI

Suggested:
- Designers block
- DesignJunction
- Most
- Superstudio Piu
- Established & Sons
- Zona Tortona
- Triennale
- Droog Design
- Vitra

Triennale

Designersblock

Ingo Maurer

100% British Design, Rinacenta, 2009
ISALONE

The Magazzini at Porta Genova
Bar Basso
Navigli

Private views (Interni guide or other guides)

Designersblock Party

Bar Basso
Designersblock in Milan 2013

**Due** – two shows

**Designersblock Milano Edition 13**
7000 Square Metre OFFICINE CREATIVE
ANSALDO, Via Tortona

**Maggazzini**
Collaborating with ARTSTHREAD at the Magazzini:

Maggazzini creative hub featuring:
- Global design-led brand Heineken,
- Global design network Pecha Kucha,
Cool Hunting, a digital publication about innovation and creativity,
- Digital design pioneer Joshua Davis
- Vectorfunk artist Matt W Moore and TUTTOBENNE.

Designersblock
Designersblock events in Milan since 2001

2009

Designersblock

2009

2011
Designersblock events in Milan since 2001
The Milan Audience –
Who exhibits, who visits, the Milanese

Massive social event – most important event in the year.

Major global and UK brands – such as Moroso, Kartell, SCP etc
Major magazines and journalists – Elle Deco, Icon etc
Major department stores
Young designers

Global trends are set for rest of the year
TIPS

Before going

Prepare in advance list of what/ who you want to see and what you want to get out of it

In Milan
Network, find out key contacts, visit stands of companies interested in

Network and find out about latest trends and business models

Find out type of customer/company that will buy your product(s)

Enjoy!