

# EU B2B @MILAN DESIGN WEEK #FUORISALONE

*13<sup>th</sup>-14<sup>th</sup> April 2016, Milan*

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**Design, furniture, home textile,  
decorations and materials:**  
find business partners in these sectors  
during one of the most important design  
event all over the world: the Milan Design  
Week!



# WHEN

13-14 April 2016, during *Milan Design Week*

**Milan Design Week** is the most important event worldwide for design professionals and enthusiasts; the Salone Internazionale del Mobile and Fuorisalone are the main focus of the week.

**Salone del Mobile** is the world's largest home design exhibition: now in its 55th edition, it is the place where new furniture products are launched annually, and is the must-see sectoral appointment every year, continuously reaffirming Milan's role as the capital of design. Started in 1961, it now champions innovation and internationality. Following the success of the 2015 edition – attended by 310,840 visitors

**Fuorisalone** is a set of events distributed in different areas of Milan during the Salone Internazionale del Mobile. Every year, in April, Salone and Fuorisalone define the Milan Design Week, the most important event in the world for design addicted.

The Fuorisalone is the most important and prestigious event linked to the international design world. Over the years, various Design Weeks - including those of London, New York, Paris, Dubai, Miami and Beijing, have been set up on this format but no one has been able to near the capacity and numbers of Milan, which counts 400,000 visitors, business worth Euro 250 million, sector staff from 160 countries, 1,200 events registered in the city, and 1,000 companies exhibiting in the Salone at Rho Fiera. This is just some of the data bearing witness to the force and centrality of Milan in the international context.



# WHERE

*At Opificio 31, via **Tortona** 31*

*The Fuorisalone started spontaneously early in the 1980s through companies working in the furnishing and industrial design sectors in the **Tortona area**, still one of the most important design district in the city. In 2000 the creatros decided to extend their premises to host design as well as fashion, creating the first project of *Fuori Salone territorial branding*: **Zona Tortona**. Winding through the streets of Via Savona, Via Tortona and Via Forcella, this circuit pulsates with vitality, with a lot of events and special exhibitions, such as Mooodi (link), Kartel, Asus and other important brands.*

Furthermore, this year Tortona District will host a series of exhibitions organized in the context of the XXI International Exhibition of the Triennale of Milan, entitled “21st Century. Design After Design”, in prestigious locations in the area such as Mudec, the new Museum of Cultures (just in front of our location), and Base (ex Ansaldo space).

Opificio 31 will host “**The future of Italian heritage**”: a special exhibition of Italian artisanal enterprises in the design sector, showing high quality and excellence of Italian productions.





# WHERE

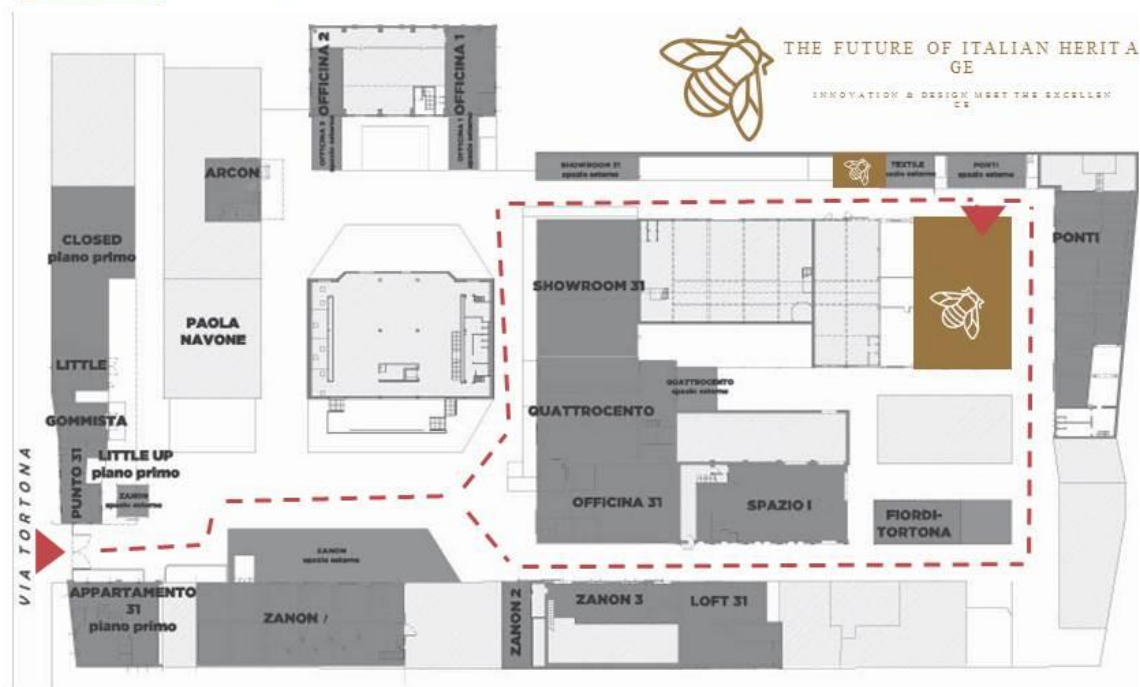


OPIFICIO 31

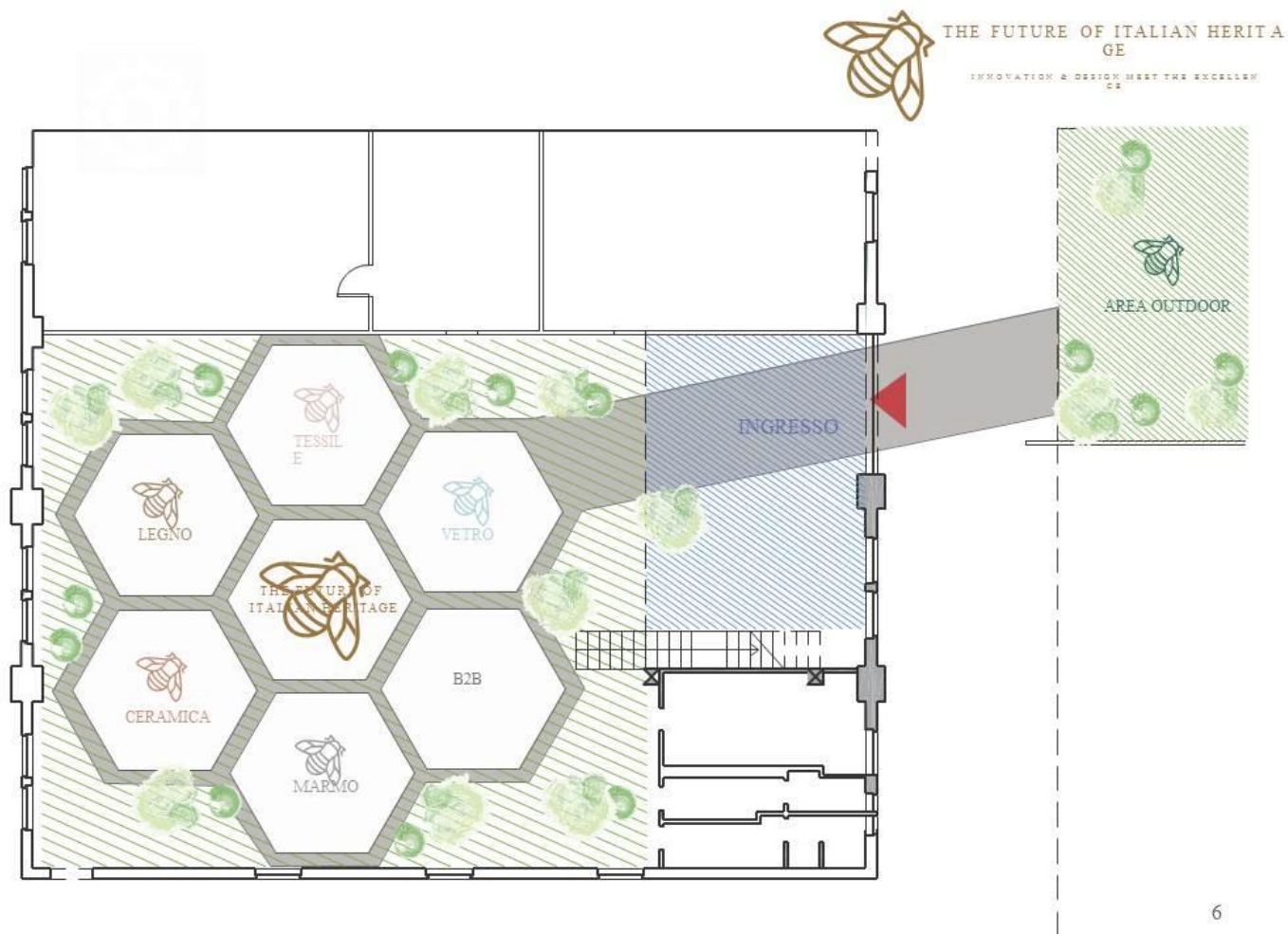
VIA TORTONA 31 - MILANO

A

400 MQ



# WHERE



## FOR WHO

Sector focus of the event is the design world: *from the idea to the production of innovative new solutions for everyday life and new lifestyles*

Main topics are:

- Design
- Furiniture
- Home textile
- Decorations
- Materials

Profiles interested in the event are: **producers, distributors, agents, buyers, retailers, wholesalers, service suppliers, designers, architects.**



***Thank you for the attention!***

For more information visit  
[www.b2match.eu/milandesignweek2016](http://www.b2match.eu/milandesignweek2016)

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