



PROGETTO DI:



## > ORGANISING COMMITTEE

The event was born out of the **partnership between three important realities** operating in the field of Milanese and international design

### > DOMUS ACADEMY

Founded in Milan in 1982 as an open project around the Italian experience of Design and Fashion Design. Throughout the years it asserted as an international institution for post-graduate education and as a research and consultancy centre on the themes of project innovation.

### > POLI.DESIGN

Consortium of the Politecnico di Milano, active in the field of applied research, post-graduate education, publishing as well as communication and organisation of events.

### > ZONA TORTONA

Territorial marketing project that in the last five years has transformed the city area between Pta.Genova and Via Solari into the reference pole for creativity, design and fashion design. Especially, during the week of the Fuorisalone, it is internationally acknowledged as the most interesting city circuit of events parallel to the 'Salone'.

## > THE EVENT

### > THAT'S DESIGN

A new **event-container** aimed at proposing an **exhibition of the most important design schools worldwide and of the young emerging designers** during the *Salone Internazionale del Mobile* (International Furniture Fair): a window, where universities, academies and young professionals will have the chance to present themselves through their projects, products and creative ideas.

A place where to **discover talents**, to **experience new languages** and to **get to know new trends**.

An event with a **strong international character** that sees young designers and worldwide academic realities as protagonists. The location will be the prestigious **Zona Tortona®**, renowned in the Milanese context of the *Fuorisalone*.

Apart from offering an **exhibiting space** to design schools and young designers, the initiative becomes a **meeting place** for other events that will be hosted within the same area.

That's Design! intends to propose itself as a **moment of cultural research and experimentation** through two main themes.

> **The event is organised between the 18<sup>th</sup> –23<sup>rd</sup> April 2007 during the Salone del Mobile**

## > THEMES

### > DESIGN

The organisation of **theme exhibitions** is planned, in collaboration with selected companies.

### > VIDEO-ART-MUSIC

Considering the typology of public that an event of this kind is able to attract, it is believed that the organisation of a dedicated space for music and **sound-vision performances** is particularly interesting: a **pole of research, experimentation and entertainment**.

The installations and video-performances will be presented and produced by the most famous artists and designers of the national and international video-art scenario.

The selection will be curated by **Studio Azzurro**.

Studio Azzurro is an artistic research domain able to express itself with the languages of new technologies, through **video-environments, sensible and interactive environments and theatre and movie performance**. Its pathway is internationally recognised by numerous and important art and theatre events.

The project is articulated in three main areas of intervention: the exhibiting part, the organisation of exhibitions and events, the supply of support services.

## >THE PROJECT

### > EXHIBIT DESIGN PROJECT

The exhibitors will be **internationally renowned design schools and young designers**.

The schools (approx. 50) will be asked to select the best projects developed by their students or alumni, showing, through the quality of the works and not through institutional communication formats, their modality of work in the field of design education. **In order to ensure the quality of the presences, some prestigious schools and young designers associations will be directly invited by the organising committee.**

### > EXHIBITIONS / EVENTS

Besides the exhibiting area, other exhibitions and events will be organised. The events will take place in three different city's areas - **Zona Tortona, Zona Bovisa and La Fabbrica del Vapore**, that are considered strategic venues in order to guarantee to the That's Design! initiative a great and diffused visibility. A media partner will support the organisation of events.

### > DESIGN PLATFORM / A SCHEDULE OF MEETINGS

Design Platform intends to be an intangible platform of convergence between companies and young talents. A schedule of meetings promoted by companies close to the world of design will be drafted. The objective is to strengthen the dialogue and to promote new initiatives such as awards for emerging designers, design competitions, job opportunities and special projects.

### >ADDITIONAL SERVICES

The organisation will provide the participants with some additional services: **from the press office to services to support the stay** of the young designers.

## >COMMUNICATION

The **communication plan of the event** is aimed at **covering in an effective and spread way** the promotion of the initiative, both **before and during the event itself**.

A campaign will be planned through **different media** that will communicate the event at a national level.

The information and communication activities for dedicated and non-dedicated press – **planned and defined in collaboration with the partners** – will take place **between January and June 2007** with **actions before, during and after the event**. These actions will be studied in order to make the event appealing for the press under different angles, in order to widen the area of interest and the mediatic impact.

## >MAIN CHARACTERISTICS

> an **international event**

> **more than 60.000 visitors** coming from all over the world in 7 days

> exhibiting context of **great visibility** and able to attract the most important **international media**

> a promotional event addressing **young emerging talents** worldwide

> an event dedicated to a **young public**, to discover and get to know the most prestigious and innovative international design academic realities

> an event dedicated to **professionals and companies** in search of talents and projects

> an event dedicated to the **press** in search of novelties and news

> an event for a **curious public** that loves discovering new trends

## >Participation proposal

**That's Design!** offers great advantages to international universities and schools which will have the chance to present their best students' works to a large international public as well as to improve their own network in the field of design education.

**That's Design!** offers the following facilities:

- >a considerable **exhibit space in a fashionable area** of the city at reasonable prices;
- >a great **visibility** to this extraordinary concentration of schools considered as the crib of the design community;
- >organizational and communicative support – **press and promotional** documents will be published for the whole initiative stressing also on single events;
- >a wide variety of side events, exhibitions, meetings, music and art performances able to attract a large audience during this incredible week;
- >privileged contact with companies, which will present to universities and schools their own initiatives, awards and propose future design contests.

Through your participation, **That's Design!** hopes to bring together a community of designers and schools who will make out of this annual appointment a fruitful and creative meeting point for the future.

## >Costs

### >In SUPER STUDIO 13 – Via Forcella

Schools can hire from 1 to 2 modules of 18 m<sup>2</sup> each

Dimension	Euro
1 = 3x 6 = 18 m <sup>2</sup>	3.000
2 = 36 m <sup>2</sup>	6.000

### >In SUPER STUDIO 6 – Via Forcella

Schools can hire up to 80 m<sup>2</sup>

Dimension	Euro
From 36 m <sup>2</sup> to 80 m <sup>2</sup>	120 per m <sup>2</sup>

### >Costs include:

communication services  
spaces and divisions and panels  
basic lighting installation  
insurance