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PRESS KIT

DESIGN-ITALIA

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February 2006

the on-line source of italian design

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AT THE HEART OF DESIGN

design-italia, the on-line source of Italian design

design-Italia was founded in 2000 to develop the portal **www.design-italia.it**, with the objective of promoting Italian design around the world. This ambitious and innovative initiative has, within a short time, become one of the main international reference points for the entire cultural, industrial and commercial community of Italian design.

design-italia is the first portal dedicated to Italian design currently in its bilingual version (Italian – English) and **in the near future also in Mandarin, Russian and Japanese**. A meeting point – today not only virtually – for the sector's professionals: designers, companies, experts and students, as well as for the wide audience of design enthusiasts and collectors.

Recognition and appreciation for design-italia originates firstly from the quality of its contents, made possible by the expertise of the professionals who constitute the editorial team, with their in-depth knowledge of the sector (design-italia is a registered on-line title), but also by the aspiration to create a network for exchanging and sharing information about design.

The relationships with companies, academic and cultural institutions have helped make design-italia a real opinion leader, guaranteeing a direct involvement at the heart of design, providing constant and up-to-date information for its loyal readers, and generating over 1 million visits, per annum, from all over the world.

Evolving towards a multi-channel project

Over the years, the activity of Design-Italia has developed and evolved. Today, the company has commenced on a new and exciting journey, transforming itself into a "multi-channel" reality, both on-line and off-line, but one that still maintains the same strategic goal: that of promoting Italian design around the world.

The partnership with BE361°, the contemporary communications agency, specializing in integrated marketing solutions for companies producing high-end goods and services (www.BE361.com), has generated a broad-based marketing strategy with the objectives, on the one hand, to entirely update the on-line its on-line presence and institutional image; and on the other hand, to establish new partnerships, nationally and internationally, expand the products and editorial services offerings, and to realize new initiatives including the opening of Design Library, the first library entirely dedicated to design, created with Recapito Milanese.

Design-italia is sponsored by ADI – Association for Industrial Design.

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A MULTI-CHANNEL OFFERING

design-italia offers a significant number of services and activities, both on-line and off-line:

on-line

- Daily news, in-depth articles, reviews, opinions and interviews on industrial design, businesses and communications.
- Updated agenda of international design events.
- On-line Design Museum, the historical archive of Italian design, from 1945 to date.
- Design Address Book, the database of Italian Design contact information
- Design Shop (e-commerce), a virtual showroom offering a selection of some of the best products of Italian design
- Direct marketing services, leveraging an impressive database of over 10,000 registered users and over 1,500 international media contacts
- Advertising and communication initiatives targeting a specific target
- Italian and English content, to be translated into Chinese (Mandarin) from 2006, and into Russian and Japanese from 2007.

off-line

- Editorial initiatives, guides and magazines, such as:
"Design www", a guide dedicated to the on-line presence of Italian design companies; "Design Destinations", design itineraries in Italy; "Italian Design Diary", in collaboration with Nava, a Free Press design publication.
- A mutual collaboration with ADI, currently being defined, to enhance national and international visibility for the ADI Design Index, the important annual selection of the Osservatorio Permanente del-design-ADI.
- Design Library - launching April 2006, in Zona Tortona, Milan- the first research and consultation centre for Italian design.
- Workshops, conferences and meeting dedicated to Italian design
- Organization of international design competitions
- Participation at all the key international design exhibitions and events:
Salone del Mobile, 100% Design in London, Maison Objet in Paris, IFFT in Tokyo, ICFF in New York.

A UNIQUE SERVICE: THE ON-LINE DESIGN MUSEUM

design-italia offers its audience an unrivalled instrument: an archive of Italian design from 1945 to date, a valuable resource for the sector's professionals and enthusiasts.

A very informative, complete and updated body of information and know-how, created with the objective of enhancing and communicating the history and current reality of Italian design: 7000 index cards dedicated to

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companies, designers, products, critics, journalists and design experts, supplemented with images and historical videos.

DESIGN LIBRARY

The first library entirely dedicated to design

Design Library will open in Zona Tortona, Milan - a former industrial area now internationally renowned as a magnet for design and creativity.

This **multi-function space, designed by James Irvine**, will open in **Via Savona 11**, next to Recapito Milanese (design-Italia's partner for the initiative), during April Salone del Mobile - a location for all the professionals, companies, experts and enthusiasts of design.

Design Library is a natural extension of the activities developed by design-italia over the past five years, for the diffusion and promotion of the culture and products of Italian design, around the world.

Books, magazines, annuals, international publications, catalogues, market researches, videos, as well as information regarding the design system, will be available for consultation. In collaboration with publishers and corporations, selected design books and other publications will provide a resource for research, analysis and documentation on design, business enterprises and communications. **A knowledgeable team** will also be on-hand to help, providing information and advice in on related and specific subjects.

Design Library will be a multi-purpose centre, that may also be used as **location for events**, exhibitions, cultural exchanges, presentations of products and publications - all relating to the world of design. It will also provide a unique service: a **database of design** - divided into categories and constantly updated, this will facilitate personalized searches and the selection of target names for strategic marketing operations.

Design Library will be carried out in collaboration with Electrolux.

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PARTNERSHIPS

design-italia has developed **strategic partnerships with important cultural institutions and leading corporations from the design sector**. Agreements have been made with the following companies in order to integrate all the specific skills and realize particular projects and activities, both on-line e off-line:

- ADI - Association for Industrial Design
- Triennale of Milan
- Material ConneXion Milano
- Zona Tortona
- ArtBook Triennale

ADI – Association for Industrial Design

design-italia and ADI, the association that brings together designers, companies, schools, universities and publishing houses from the sector, and whom shares the same goal to promote and support Italian design. Design-italia will provide Design Library as a venue for the entertainment and communications activities promoted by ADI and, currently a strategy is being developed to provide enhanced national and international visibility for the ADI Design Index, the important annual selection of the Osservatorio Permanente de design-ADI.

Triennale of Milan

design-italia and Triennale of Milan, an institution that organizes important events and exhibitions to promote design culture, aim to make available material and knowledge relative to the historical and current design scene. In the future, a project will be developed for the *Realization of the Italian Design Resource*, to be located within the Design Museum, and leveraging the archive of Italian design developed by design-italia over the years.

Material ConneXion Milano

The partnership between design-italia and Material ConneXion Milano, the largest global resource specializing in the research of new and innovative materials, available on the portal for design professionals, and offering the latest selection of the most advanced technical research and market trends.

Zona Tortona

Zona Tortona is the location for design-italia's offices and in April 2006, in collaboration with Recapito Milanese, it will also become the home to the newly opened Design Library. Zona Tortona and its activities, have played a key role in the development of this large area of the city that has now become a key reference point for the design and fashion industries.

Art Book Triennale

The agreement between design-italia and Art Book Triennale, the international book distributor specializing in design and architectural publications, makes it possible for the users of the portal to read insightful reviews of selected books, that may also be purchased on-line.

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A KNOWLEDGEABLE TEAM WITH A PASSION FOR DESIGN

From the outset, the founding members of design-italia brought with them an in-depth knowledge of design, an international vision and a wide network of contacts. They combined these characteristics in a single project – design-italia- aimed at promoting Italian design around the world.

Over five years, the team of professionals has continued to expand, and today includes experts in industrial and interior design, architecture, marketing and communications, as well as academic researchers, writers and journalists. Together, they form a highly competent and talented team, driven by the common goal: to share and communicate their passion for design.

MANAGEMENT AND KEY INDIVIDUALS

Valerio Castelli

Founder, shareholder and Chairman, he has also established several other successful companies in multimedia communications and design, including Garage, Orchestra, Domus Academy and the magazine Modo.

In 2004 he has been appointed Art Director for the re-launch of Olivetti.

Maurizio Ribotti

Shareholder and Managing Director, he is the founder of BE361°, the contemporary communications company, providing integrated marketing solutions to companies producing high-end goods and services (www.BE361.com). He has also created SO//ON, a new enterprise dedicated to "music branding" that offers innovative solutions for a similar target market.

Alberto Bassi

Co-founder and Editorial Director of design-italia, he is a design historian and critic. He teaches at the Faculty of Design and Art at IUAV University, Venice, and writes for a number of leading magazines of the sector, like "Casabella", "Auto & Design" and "Il Sole 24 ore" Sunday supplement.

Paolo Tamborrini

Architect and Industrial Design researcher at the Polytechnic of Turin, he has been Editor-in-Chief of design-italia since 2001. He is a contributor for several publications in the area of design, including "Il Giornale dell'Architettura".

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OUR CREDENTIALS

design-italia is **global in its reach**: with more than 43% of the current audience comes from abroad, in particular from USA and Asia.

The coming months, will see further consolidation of the international presence with **website content translated into Mandarin**, by 2006, and **Russian and Japanese** in 2007, adding to the current Italian and English versions.

In 2005 design-italia registered **1 million visits over the year**, a 19% increase from 2004.

In 2005, over **360,000 unique users** visited the portal, **staying on-line for an average of nearly 15 minutes**. This significant figure confirms that design enthusiasts and all those wanting to stay up-to-date, choose to navigate the portal, as well as many experts and designers who use it as a professional tool.

On average, the registered daily visits are about 3,800 from Mondays to Saturdays, and 1,000 on Sundays and bank holidays.

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