

Design Italia srl

Via Tortona, 4/F

20144 Milano

T +39 02 45478749

F +39 02 45478285

info@design-italia.it

www.design-italia.it



PRESS RELEASE

design-italia presents its "renewal" to the design community and evolves into a multi-channel project, which continues to promote Italian design, around the world, through a range of important on-line and off-line activities.

Its new characteristics include:

- ▶ **a new company structure**
- ▶ **fresh editorial projects**
- ▶ **significant partnerships for innovative initiatives, such as the collaboration with ADI – Association for Industrial Design**
- ▶ **the opening of Design Library**
- ▶ **www.design-italia: new contents for the portal and a renewed coordinated corporate image.**

Milan, February 2006 – design-italia celebrates its first five years and present its new image to the design community. More than just an on-line activity, www.design-italia.it, today the company has evolved into a "multi-channel" reality, which continues to operate with the same strategic purpose: that of promoting Italian design around the world. Going forward, design-italia will organize a number of new off-line initiatives, in collaboration with important corporations and institutions.

The developments include: a new company structure, fresh editorial projects, key partnerships aimed at promoting Italian design domestically and around the world, and the opening of Design Library, the first library entirely dedicated to design. In addition, the coordinated image and the portal www.design-italia.it have been completely renewed, and the on-line contents will be soon be available in Mandarin, Russian and Japanese.

A new company structure

Today design-italia continues to evolve, thanks to the current **management, which includes the recent addition of a new shareholder, Maurizio Ribotti, joining Valerio Castelli - the founder of design-italia - who has always supported and managed the project.**

Valerio Castelli, founder and shareholder, is design-italia's Chairman. He has also established several other successful companies in the field of 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, company shareholder, holds the position of Managing Director of design-italia. He is also the founder of BE361° -

the on-line source of italian design

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a contemporary communications company, providing integrated marketing solutions to clients producing high-end goods and services (www.BE361.com). BE361° has developed the new marketing and communications strategy for design-italia, renewing the entire coordinated image and restyling the navigation and graphics of the website.

Editorial projects

design-italia is set to launch various new editorial projects (publications, guides and magazines) the subject matter of which is connected to Italian design and the web, but is not currently well covered by other initiatives:

- ▶ **Design www**, a guide dedicated to the on-line presence of Italian design companies
- ▶ **Design Destinations**, design itineraries in Italy
- ▶ **Italian Design Diary (2007)**, in collaboration with Nava
- ▶ **Free Press**, a design publication

Strategic partnerships and future initiatives

design-italia has established key partnerships with important institutions and innovative corporations operating in the world of design. These include ADI - Association for Industrial Design, Triennale of Milan, Material ConneXion Milano, Zona Tortona and Art Book Triennale. The agreements aim to leverage the partners' specific expertise in order and to realize projects and activities on and off-line. Included in the main planned initiatives are:

- ▶ **an expanding collaboration with ADI (details of which are being finalized)**

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.

- ▶ **the opening of Design Library**

During the 2006 Salone del Mobile, **Design Library - the first library entirely dedicated to design**, will open in Via Savona 11, Milan, in the heart of Zona Tortona. Designed by James Irvine and developed with Recapito Milanese (design-italia's partner for this initiative), Design Library will be a multipurpose resource, rich in material, created for design professionals, companies, experts and for the large audience of design enthusiasts. The location aims to become a space for meeting and learning for the entire design community.

Design Library will be carried out in collaboration with Electrolux.

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www.design-italia.it: new contents for the portal and a renewed coordinated image

Underlining the important new initiatives of design-italia, is the completely revised and graphically updated interface of the portal. Created by BE361°, the new layout is easy to navigate, with a logical content structure and a clearer delineation between the different areas. A new graphic design for the "new" design-italia: providing the latest news and in-depth articles, updated in real-time, as well as new sections and additional content.

In particular and thanks to the creative collaboration of designers, graphic designers, photographers and artists, a **window on the home page will display videos, animations and images** relating to the specific content and analysis published on-line that week.

A new section of the portal organized in collaboration with Art Book Triennale - the international bookstore specializing in design and architecture publications - offers users the opportunity to read reviews about and, in the near future, buy on-line, the most interesting publications selected by the editorial team.

The website will have **an updated area featuring the latest design materials in collaboration with Material ConneXion Milano**, as well as **the Design Address Book** (a contact database for Italian design), **interviews on industrial design, industry news and communications, and an up-to-date agenda of all international events.**

As the on-line reference point for the entire design community, from companies to designers, experts and design enthusiasts, design-italia is a multi-channel reality, established in 2000 with the aim of promoting Italian design around the world. Through the portal www.design-italia.it and its diverse communication channels - competitions, editorial publications and events, Design Library - design-italia reaches and influences a wide national and international audience. Quality contents and authoritative information are generated through the expertise of the editorial team and the project's strategic partnerships with leading institutions and companies of Italian design.

For press information please contact:

Alessandra de Antonellis +39 339 3637388
a.deantonellis@design-italia.it

Tatiana Tonizzo +39 02 45478749 +39 339 6913824
t.tonizzo@design-italia.it

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