



The book connecting designers and companies

## Design For 2017, the latest frontiers of design

Promotedesign.it officially starts the selection for the sixth edition of the book that connects the creativity to the design enterprise world.

Design For is a project realized by Promotedesign.it, that, since 2009 has been working successfully in order to reduce the gap between designers and producers. The annual publication of Design For, at its sixth edition, is an integral part of the promotion activities dedicated to young designers. **The book aims to collect the best concepts in search of producers** in order to submit them to the companies and to the media attention. The selected projects included in the publication, will be presented with a graphics made with special care, including also the designers' contact details. The brand Promotedesign.it guarantees both designers and companies, competence and authority typical of those realities that has been working for years as a mediator between the two categories.

The successful past editions of this project, made it possible to develop the format of the book, that, since 2015 has included also foreign designers. Design For has collected in total **613 participants, 1226 published concepts and 11.400 companies working in the sector**. Following The enthusiasm shown towards the innovations during past editions, Design For is preparing to meet the increasing demand and needs of a wider market, with an edition full of innovations.

Design For has the objective to create effective synergies between the world of designers and companies, also involving in a more active way, the industrial realities of the design sector. Being included in the volume for the design corporations, means to communicate their mission and their closeness to the world of young designers, through a special channel as the publishing industry.

The volume, in English and Italian version, will be sold in the main book shops both in Italy and in the main European capitals. Additionally, in order to implement the visibility of its protagonists, **the publication will be sent to 5350 companies working in the sector** and will be also delivered to **2000 specialized magazines**. Along with all this, the volume, will be **sold in its digital version, through the main online shops** dedicated to the ebook selling.

This year again Design For organized the contest **Design For Awards**, offering prizes reserved to designers with innovative ideas and aimed at encouraging creativity and professional growth. **Three winners will have the possibility to show their products at Din 2017, an event organized during the Fuorisalone 2017** and taking place during the Milan Design Week. Twenty designers will also have the chance to take part for free to workshops realized by prestigious educational organizations and institutions.

The book **Design For 2017, published this year again by Logo Fausto Lupetti Editore, will be presented in Milan during the Milan Design Week 2017.**

**The selection for Design For 2017 starts on the 13<sup>th</sup> of June.** The participation to the project Design For is open to professional architects and designers, to students or recent graduates from Institutes of Design (public and private), Academy of Fine Arts, School of Architecture and School of Design. The design projects will be evaluated by the staff of Promotedesign.it, and will be selected on the basis of criteria such as **reproducibility, use, commercial appeal and innovation**. With a special attention to those projects that more than others develop contemporary themes.



The book will be divided into categories reflecting the different areas to which the projects belong: **Design For Furniture, Design For Pet, Design For Textile, Design For Food, Design For Vehicle, Design For Packaging.**

**Submissions can be presented starting from June, the 13th** by sending an email to [designfor@promotedesign.it](mailto:designfor@promotedesign.it)

Further information can be found by reading the contest announcement at [promotedesign.it](http://promotedesign.it)

**PROMOTE DESIGN** We are a collective of designers and architects focused on promoting design and creativity. Through the web portal we put into contact with all the key players in the design industry by offering a number of services. We work together with companies, universities, postgraduate schools and publishing companies to establish different ways of helping the creation of new project proposals and giving rise to a better exchange of views.

The portal also contains a number of different organizations involved with this profession such as, prototyping workshops, photographers, processing workshops, press offices and more, in order to create a ever-moving and bigger network which represents a business tool and an opportunity of collaboration among stakeholders.

Users have the possibility to create a professional profile where they can manage all their personal information independently. Within the profile, users can upload photos of their products and / or concepts and projects being developed, publish a product description, biography / CV. The system is addressed to designers, companies and all the organizations involved with this field.

Subscribers can enjoy a wide range of services useful for promotion, training and professional updating, thanks to ongoing proposals such as, contests, workshops, events, business partnerships and much more.

[www.promotedesign.it](http://www.promotedesign.it)

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The press kit containing the press release, high/low resolution picture and the company profile, is available by visiting the following website: [press kit](#)

#designfor2017