



PRESS RELEASE

Milan, 13th November 2018

DIN – DESIGN IN 2019

Call For Entries now open for the seventh Edition

"Around the world in 2.000 square meters"

(Io Donna)

The Din - Design In selections are officially re - opened. Din - Design In is an international design event that will take place **from 9 to 14 April 2019 during the Milan Fuorisalone**. After the success of the 6 previous editions it confirms its presence in the most stimulating district of the Milan Design Week: **the Lambrate Design District**, where visitors can get lost in quality exhibitions created by designers and independent entrepreneurial realities, schools and international academies.

The exhibition site is a **former industrial warehouse of 2000 square meters**, where Promotedesign.it will create an **experiential path**, discovering and carefully selecting **innovative brands, young labels and historical brands to show the best that the contemporary design scene has to offer**. In the 6 previous editions Din - Design In has hosted **over 600 companies** from more than 30 different countries that have shown their idea of design, told the design process that led to the creation of the object and highlighted the distinctive features of every single country.

"During the 2018 edition - says **Enzo Carbone, CEO of Prodes Italia**, a company that founded Promotedesign.it in 2010, - we have pleasantly noticed in the eyes of visitors the amazement in finding so many international and innovative companies within a single but large space. For 2019 we are already actively working to involve organizations and Design Weeks from all over the world, which can enhance the design of their country in Lambrate. "

To extend the commercial network, even after the intense week of the Fuorisalone, Promotedesign.it gives designers and selected brands **the opportunity to publish their products within the Design For Catalog**, now in its 8th edition. To give participants the opportunity to further increase their distribution channels, the volume, published by Fausto Lupetti Editore, is distributed internationally and sent free of charge to over 5,000 commercial contacts worldwide: concept stores, architecture studios and showrooms multibrand will be able to contact designers to purchase items and make collaborations.



Within the industrial space also reconfirms its presence the **Temporary shop of about 300 square meters signed Artistarjewels.com** and dedicated to the sale of unique and creative creations of contemporary jewelry. In the outdoor area instead, dedicated to food, a winter garden will be created, ready to welcome visitors from all over the world will create stimulating synergies with the designers involved in the exhibition.

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