



PRESS RELEASE – FOR IMMEDIATE RELEASE

Milan, 22nd March 2017.

Big news for the new edition of Design For – Book, contest and workshop.

DESIGN FOR 2017 ONLY IN THE BEST LIBRARIES

#designfor2017

Design For, annual editorial initiative by Promotedesign.it and now at its sixth edition, is again the great showcase for young designers that wants to propose their ideas to the manufactures.

Design For 2017 presents to a large audience of readers **165 projects** created by **89 designers coming from all over the world**, and great special contents of well-know personalities in the design sector. The readers will then be cheered up by the interviews of **Moroso, Kristalia** and **Alias** and from the internationally known designers **Odoardo Fioravanti, Alessandro Dubini** and **Lorenzo Damiani**, where they tell the stories of success and useful advices to all the younger designer.

Design For 2017 is always filled with important factors, as the internationalization of the project, already introduced in the previous edition with the participation of international designers and the production of the bilingual book, distributed to more than 5,350 firms in the design sector, both in Italy and abroad, and since last year a pretty good number of journalists joined it, that from 1,000 of 2015 went up to 2,000.

Since promotion and communication are concepts that go together, Design For included the Design For Adwords, activities with the goal of expanding the visibility's channel of the designers.

In particular among all the participants of Design For 2017 3 designers will be selected and they'll have the possibility of exhibit for free their prototypes during the Din Design In 2017 event in Lambrate from the 4th to the 9th of April during the Milan Design Week, 8 designers will then won the participation to the high specialization courses promoted by POLI.Design and 12 more designers will be involved in the participation of a projectual workshop.

The designers selected for the free exhibition Din Design In 2017 are:

Paolo Bandiello with the project **Kinu**: created with a structure in solid wood and container with two doors, in MDF, lacquered, Kino is a container with linear shapes, whose graphics has been made with digital printing, directly on MDF. Kino wants to integrate Home Design and Street Art.

Luisa Cappelli, creators of **S.O.P. (Sale Olio e Pepe)**, are enameled ceramic food containers with the hybrid form of a penguin, that seem to be precariously balanced on the table as if to remind us of the clumsy and awkward walk of this cute animal.



LAMAA, Laura Longhi – Marco Poli, creators of Lift Me Up, a reading lamp emanating a soft light. The body consists of two wooden parallelepipeds with external natural finishing; by rotating the first parallelepiped upwards, the light turns on and the color of the lamp internal face appears.

We then give you appointment for the 4th of April with the presentation of Design For 2017 that will start at 6 pm at Triennale di Milano – Teatro Agorà (Viale Alemagna, 6 – Milano), for which we'll speak **Enzo Carbone**, founder of Promotedesign.it; **Daniele Lupetti** editor of **Fausto Lupetti Editore**; **Paola Pozzoli and Marco Allegri** of the team **Digital Strategies**; **Odoardo Fioravanti**, product designer; **Alessandro Dubini**, product designer; **Gianpietro Sacchi**, director of the course of POLIdesign; **Alberto Zanetta**, coordinator of the POLIdesign's courses.

The projects developed by Promotedesign.it are:

Design For, a book/catalogue with the best design-concepts carefully chosen by Promotedesign.it; a really useful tool for all the producer-companies that can select the best ideas from international designers.

Din-Design In, an expositive event created to give the chance to self-produced-designers to exhibit their creations to an international audience and having the possibility of a better spreading of their concepts.

Treneed.com, an e-commerce channel dedicated to all the people who loves or creates design and through the website they can make purchasing and selling products

[More info](#)



Promotedesign.it

Since 2009 Promotedesign.it has been promoting design and creativity through a web platform connecting a big collective of designers and architects. Through the portal all registered users can create a professional profile from which they are able to manage personal information, contacts, pictures of products, concept, and developing projects, descriptions and biographies. The system has been conceived to get in touch all the actors in the sector, designers, companies, prototyping labs, photographers, machining workshops, press offices and communication to update and implement a network continuously changing. It is an instrument and an occasion to build new collaborations among different realities. Moreover Promotedesign.it offers disclosure on news, events, training and contests by giving space to a notice board, videos, legal area where discussing useful subjects for professionals in the sector . www.promotedesign.it

PRESS INFORMATION

Press office Promotedesign.it

Phone number: 02.36.58.02.08

Mobile: 320 016 7255

Email: press@promotedesign.it

Press kit containing press release, company profile, low and high resolution images are available to the following link: [press kit](#)

Website: promotedesign.it

Facebook: facebook.com/Promotedesign

Twitter: [@Promote_design](https://twitter.com/Promote_design)

YouTube: youtube.com/user/PromoteDesign

Instagram: instagram.com/promotedesign.it

#designfor2017