



## PRESS RELEASE

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# Din - Design In is reconfirmed among the unmissable dates of the Fuorisalone 2019

It ended Sunday, April 14th one of the most awaited and engaging weeks of Milan, which doesn't need too many presentations: the Milan Design Week. Every year the number of events and of the districts, which brighten the city in the name of Design increases exponentially. Among these stands out Din - Design In, an event organized by Promotedesign.it for the seventh year in the underground setting of the Lambrate Design District. Many visitors admired, photographed and appreciated the exhibited works, contributing and confirming the success of this iconic appointment of the Lambrate Design District.

100 are the brands and designer from all over the world who exhibited their products and ideas at Din - Design In 2019. Among the protagonists: independent designers, companies, design academies and artists, ranging from experimental installations to rediscover new materials. *"We are really happy to always dedicate space to students, who brought a breath of fresh air into the district, with their creativity and their projects. We are very happy of the achieved results: Din - Design In 2019 once again proved to be a must-visit place for design lovers."* - says **Enzo Carbone**, CEO of **Prodes Italia**.

Visitors were involved in the exhibition: the installation **"Beyond the Wall"** by the artist **Erika Calesini** stood out on the outside wall of the location, sculpture of lower limbs crossing the wall of the venue. The artistic project aims to convey the message of: "Do not give up, go beyond, overcome barriers when we are confronted with difficult situations." Another protagonist was the project created by the artist **Andrea Crespi** in collaboration with **Forwart Magazine**, which invited visitors to take photos in a domestic environment, starring a golden bathtub full of banknotes, as criticism of the fake and ostentatious wealth on social media.

The students from the **Architecture Department of the University of Naples** of the DBE - Master of Science in Design for the Built Environment - have experimented with a design method aimed at exploring the potential of an innovative production process. The prototypes of 5 lamps were made using the AM (additive manufacturing) technique, working with a known and economical lamp available on the market, reinventing it in a completely new key.

In a district focused on sustainability, the Microgreen dining table by **Grrreenware X Pratt Frameworks** stands out: a bold piece of furniture that allow to reuse food waste and bring fresh food into your home. The lower shelf of the table, which work as a real greenhouse, allows the consumer to have its own domestic vegetable garden without taking additional space, having a large top. The



ceramic module that contains the soil, as well as the components of the table are 3D printed, containing all kinds of waste. The product made by **Max Pratt and Kaitlyn Cirielli** represents sustainability as a luxury item.

Several the materials presented: from the basalt of **Unknown Furniture**, to the concrete of **Kohoutek**, to the colourful paper used by **Papirho**, to the ceramics of **Dgsign Pottery**. Interesting combinations of brass and wood experimented by designer **Stefano Cavalli**, as well as the shades of resin by **WAT 1988**, the brand founded by **Andrea Toffanin**.

Funny and original is the section dedicated to light design, with lamps and lighting at the limit of provocation. The colourful lamps of **MyPixxels**, the Punk Heads of **DUYGU AZUN KOPRULU**, and the Luminous Brains of **BrainOn Project**. Minimal and clean instead the designs of **Solloggetti** and **Erminio Serpente**.

The Temporary Shop organized by **Artistarjewels.com**, an annual project of international contemporary jewellery, reconfirmed itself as a great success. Every year, it selects and displays creative pieces of contemporary jewellery, created by designers and artists from all over the world. The display cases were created thanks to the Partnership with **Sekkei**.

The WEating 2019 recreational setting was a perfect food court set up by Lembo Bistrot and Luigi's in the garden of Din - Design In: a great location to relax and share ideas.

Promotedesign.it is already working on the Milan Design Week 2020, with new ideas for the eight edition of Din - Design In.

#### Exhibitors

About Space (Italy), ACQUAFUOCO (Italy), AIDA ATELIER Tokyo (Japan), Alberto Vendrame (Italy), Alessio Tanzini – Alma Eterea Zero Waste Design (Italy), Andrea Toffanin / W.A.T. 1988 (Italy), Arnaud Auclair (France), BANNACH (Germany), BrainOn project by Francesco Cottone – Ivan Martini (Italy), Calcestudio (Italy), COLLI CASA (Italy), Daniela Oldani Ceramiche (Italy), Daniele Giovanelli – Dgsign Pottery (Italy), Daniele Robbiati (Italy), DBE\_DiARC\_Unina – TRASFORMER DESIGN (Italy), Dipartimento di Architettura / Università G. d'Annunzio di Chieti- Pescara (Italy), DoAC – Design of Art collection (Italy) , Duevì (Italy - Brazil), dukta - flexible wood (Switzerland), DUYGU AZUN KOPRULU (Italy), Encrypted Art Gallery (United Arab Emirates), Erika Calesini (Italy), ERMINIO ALEKOS SERPENTE / eas design studio (Italy), Fem Laboratorio Creativo (Italy), Folding Pets (Italy), Giovanni Barbieri (Italy), HOSKI / Andrzej Chomski ARBRE / Remigiusz Choluj ARBRE / Rafal Patoka (Poland), Iron Hive (Germany - Italy), Jucá Móbilía (Brazil), Julian Valentin (Switzerland), Kaitlyn Cirielli (Grrreenware) & Max Pratt (Pratt Frameworks) (USA), Kohoutek Old Wood Design (Czech Republic), LAMURRA (Romania), LEGSWERK (Pakistan), LyZadie Design Studio (New Zeland), Masterstudio Design (Switzerland), MAX KASYMOV INTERIOR/DESIGN (Russia), MYPIXXELS (Italy), Nap Design (Italy), NE Studio (Brazil - Italy), NID - Nuovo Istituto Design (Italy), NOTHING (USA), NOVE.3 (Italy), NURB (Italy), paolo colpo architetto – progetto piccola italia (Italy), PICTOOM (Italy), SEKKEI SUSTAINABLE DESIGN (Italy), Shijian Design (China), sid&sign (Italy), Solloggetti (Italy), SPARX Living (The Netherlands), Stefano Cavalli (Italy), Studio Dip (Italy), TOO (Australia), Unknown Furniture / The [BLACK] series (Denmark), Vittorio Scarnati (Italy), YU RONG (USA)

#### Temporary Shop by Artistar Jewels

ADRIANA GUELFHERRERA (Uruguay), Angie Wu / AWU Studio (China), Anna Hübner (Germany), AQVA & Co S.R.L (Italy), Atelier Kirie (Italy), Belle Paiva Jewelry (Brazil), Carolina Ravarini (Italy), Cynthia Nge - Minicyn (France), Dalia AbuSharar Jewelry (Jordan), DOMENIKA KONSTANTINIDI / LA LUPA DESIGNS (Greece), Farah Abdelhamid (Egypt), Francesca Paolin / Paolin 3D (Italy), Guido Guzzi - MYOWN© (Italy), Hawraa Almaqseed/ INDSOPH – aich Jewellery (Kuwait), IMMAGO jewels (Italy), INEKE OTTE (The



Netherlands), IVONNOVI (Singapore), LAURA VISENTIN (Italy), LEFFLOW.COM (Greece), Lunante (Italy), Malvina - Body Ornaments (Italy), MARCO DAL MASO (Italy), Midzo (Croatia), Natalia Ntefa Art & Jewellery (Greece), Nera Weiss (Italy - Germany), nooii (Italy), Olga Oblezina (Russia), Pikaya Jewellery (UK), PiLAR BAKER (USA), SEBNEM MELIS YARMAN / UBIK LAB (Turkey), Slate Jewelry by Christine Rio (Canada), Sonja Attar / Wild City (Austria), SUI fine geometry (Slovenia), Sunset Yogurt / Cosima Montavoci (Italy)

Outside

Dr. Hauschka Experience  
Erika Calesini  
Andrea Crespi x Forwart Magazine

Food Court

Beer Bike Baladin, Che Fico, Il Battello di Arona, Lembo Bistrot, Luigi's, MotoGrill Guzzi, Open Baladin On The Road, Ramen Oriental Street Food, Sicilandia

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