



## THE FUTURE OF ITALIAN HERITAGE

INNOVATION & DESIGN MEET THE EXCELLENCE



### "THE FUTURE OF ITALIAN HERITAGE"

CNA & MILAN DESIGN WEEK 2016

**From 12th to 17th April** Milan will host a new appointment with the FuoriSalone by CNA, the National Confederation of Crafts and Small and Medium-sized Enterprises, with the event **THE FUTURE OF ITALIAN HERITAGE - INNOVATION & DESIGN MEET THE EXCELLENCE**.

In a prestigious location, Opificio 31, in via Tortona, the heart of one of the most important and well-known design districts during the international Milan Design Week, CNA will bring crafts and high-quality, Made in Italy products.

A new vision of Italian excellence rediscovered with a modern and future-oriented view, where artisanal skills connect with innovation, design and internationality; the recovery of tradition at the service of new lifestyles and new needs typical of modern times.

The logo of the exhibition is a bee: it symbolizes hard work, quality and creativity; features that craftsmen always transfer to their products.

A beehive is also the inspiration for the concept of the project: an exhibition composed of thematic "isles" that will showcase the most important raw materials used for the traditional Italian production. The visitor will walk through different "artisan's worlds", each showing the manufacturing starting from a specific material and each highlighting the excellence in the specific sector through special settings.

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*Un evento*





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13th and 14th April the exhibition will also host a special B2B event aiming at enhancing international business cooperation through meetings with foreign companies. Through the following link you can register for the event for free and get to know the participants: [www.b2match.eu/milandesignweek2016](http://www.b2match.eu/milandesignweek2016). The event is organized by the Enterprise Europe Network, one of the largest network in the world, supported by the European Commission, providing information and support for SMEs in the fields of international business cooperation, innovation, knowledge and technology transfer and cooperation in EU programs.

Two high quality enterprises associated to CNA will be technical sponsors for the exhibition: Atelier Descartes by Chiara de Sanctis with its incredible paper creations, and Decolife by Marco Marchini specialized in the production of resin decorations in collaboration with Gobbetto (famous producer of resins in Milan) and Censeo (young enterprise from Brescia specialized in renovation).

We will wait for you...and enjoy FuoriSalone!

***Per info:***

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