





Design, furniture, home textile, decorations, materials, smart manufacturing and green technology: find business partners in these sectors during one of the most important design event all over the world: **the Milan Design Week!**





WHEN

19 – 20 April 2018, during the ***Milan Design Week***

Milan Design Week is the most important event worldwide for design professionals and enthusiasts; the Salone Internazionale del Mobile and Fuorisalone are the main focus of the week.

Salone del Mobile is the world's largest home design exhibition: now in its 57th edition, it is the place where new furniture products are launched annually, and is the must-see sectorial appointment every year, continuously reaffirming Milan's role as the capital of design. Started in 1961, it now champions innovation and internationality. Following the success of the 2016 edition – attended by more than 300,000 visitors

Fuorisalone is a set of events distributed in different areas of Milan during the Salone Internazionale del Mobile. Every year, in April, Salone and Fuorisalone define the Milan Design Week, the most important event in the world for design addicted.

The Fuorisalone is the most important and prestigious event linked to the international design world. Over the years, various Design Weeks - including those of London, New York, Paris, Dubai, Miami and Beijing, have been set up on this format but none has been able to near the capacity and numbers of Milan, which counts 400,000 visitors, business worth Euro 250 million, sector staff from 160 countries, 1,200 events registered in the city, and 1,000 companies exhibiting in the Salone at Rho Fiera. This is just some of the data bearing witness to the force and centrality of Milan in the international context.

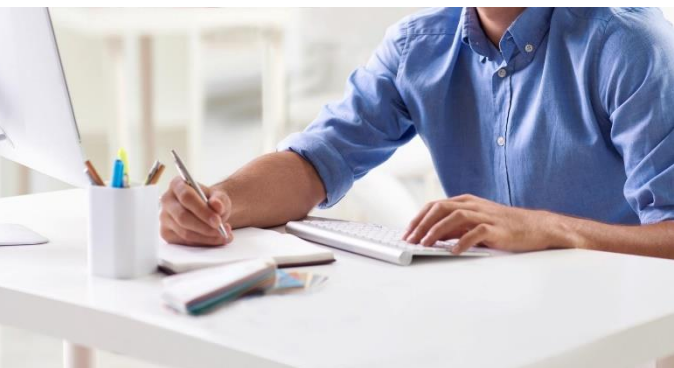


WHERE

At BASE Milano – Via Bergognone, 34

*The Fuorisalone started spontaneously early in the 1980s through companies working in the furnishing and industrial design sectors **in the Tortona area**, still one of the most important design district in the city. In 2000 the creatros decided to extend their premises to host design as well as fashion, *creating the first project of Fuori Salone territorial branding: **Zona Tortona***. Winding through the streets of Via Savona, Via Tortona and Via Forcella, this circuit pulsates with vitality, with a lot of events and special exhibitions, such as Moooi (link), Kartel, Asus and other important brands.*

BASE Milano will host “[Re] Design”: a special exhibition of Italian SMEs in the design sector, showing high quality and excellence of Italian productions facing the challenge of the 4th Industrial Revolution.



FOR WHOM

Sector focus of the event is the design world: *from the idea to the production of innovative new solutions for everyday life and new lifestyles*

Main topics are:

- Design
- Furiniture
- Home textile
- Decorations
- Materials
- Smart Manufacturing
- Green Technology

Profiles interested in the event are: **producers, distributors, agents, buyers, retailers, wholesalers, service suppliers, designers, architects.**



HOW

Register for the event using the B2match platform:

<https://milan-design-week-2018.b2match.io>

Deadlines:

27th February – 16th April: **Registration** and
publication of cooperation profiles

1st April – 16th April: **Booking of B2B meetings**

18th April: Personal meeting schedule

19th – 20th April: **Bilateral meetings**

From 10.30 to 13.30

From 14.30 to 18.00

Thank you for the attention!

For more information visit

<https://milan-design-week-2018.b2match.io>

Or contact

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