



PRESS RELEASE
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Too soon to talk about Fuorisalone?

Not for the Lambrate Design District

We are still in the middle of the summer, but the **Lambrate Design District** is already getting ready for the 2019 Milan Design Week. The district doesn't stop, especially after the success of the 2018 edition. The organizers of each event have already expressed their willingness to renew their proposals, remaining and firmly believing in the district of Lambrate.

Preparations for April 2019 are already in progress for **more than thirty local companies**. The collective exhibition of International designers from **Din - Design In** is being re-organized by **Promotedesign.it**, which in 2018 hosted more than 100 designers and design academies from all over the world. Reconfirmed the suggestive Spazio Donno gallery and the international event about contract curated by Simone Micheli in Officina Ventura 14. In addition to those there will also be the exhibition called **"Twenty Excellent Russian Designers"** organized by the **Saint-Petersburg Design Week** in via Ventura 6. New realities have also already been activated to be part of the district for April 2019, adding themselves to the already confirmed events.

The rough, the urban, the industrial: these are the characteristics of the streets of the Lambrate Design District that hit the visitors during the Milan Design Week. They have greatly appreciated the **quality of the design proposed** a few months ago, but with the desire to admire even more projects for the coming year. The goal is therefore certainly to increase the exhibition square meters, involving more and more prominent figures, international designers and design academies from around the world. The news of 2019 is the involvement of the **district's commercial spaces**, which will bring interesting exhibits into their spaces, transforming them into locations to experience and visit.

The events will be linked by a single common theme: **the world of Contract** explored at 360 degrees. Architecture, interior design, product design and communication will represent the main subjects involved in the exhibitions that will animate the neighborhood of the Milanese north-eastern suburbs.



The Lambrate Design District will consolidate with the 2019 edition its leadership for innovation and avant-garde, but above all for the proposition of experimental products and installations. The district will aim to amplify and guide the meeting between supply and demand, with extreme attention to involving all the actors present on the territory.

At Lambrate, in fact, not only Product Design exhibitions will be organized. Through the involvement of international players of great importance, many chances of contact, exchange, comparison (conference, workshops, meetings) will take place. These will be capable of generating interaction between designers, companies and entrepreneurs. The flow of visitors to the exhibition areas of the district will therefore intertwine with entrepreneurship, thus generating an extensive international sales and communication network.

In the coming months more news will be announced and a definitive schedule will be outlined, not only for the 2019 Fuorisalone but for the whole year. The commitment made in April 2018, that's to say the aim of making the neighborhood live for twelve month and not just a week, has led to the creation of successful events such as the Lambrate Summer District and the Fall Design Week, scheduled from 12 to 21 October 2018 and also full of design appointments.

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