



**At the Milano Design Week 2019, Lambrate Design District explores unprecedented potential and goes beyond the traditional boundaries of the Contract**

Milan, 8th November 2018 – **At the Milan Design Week 2019, Lambrate Design District explores unprecedented potential and goes beyond the traditional boundaries of the Contract that will be told in a modern, sometimes futuristic, through a series of events, exhibitions and installations spread over 13,000 square meters of exhibition space.**

With more than **85,000 visitors in the 2018 edition**, Lambrate Design District further strengthens its relationship with the indigenous companies and responds to the many requests for Italian and international new entries. **The aim of Lambrate Design District for the 2019 Design Week is to consolidate its leadership for innovation and avant-garde and to amplify the real meeting between supply and demand** through the involvement of strategic international players that will promote moments of contact, exchange and comparison (conferences and workshops) among designers, companies and entrepreneurs. In addition, for the second consecutive year the call for entries of the **Codega Awards 2019 - International Design Prize** has been confirmed, an award dedicated to solutions and achievements of excellence in lighting, a reference appointment for the world of lighting design with the participation of important international design studios from all over the world.

The flow of visitors will therefore intertwine with entrepreneurship, thus generating an extensive commercial and communication network with an international dimension.

### **The protagonists**

For the seventh consecutive year, at the iconic location of via Massimiano 6 / via Sbodio 9, will be held the collective exhibition of international designers **Din - Design In**. Organized by Promotedesign.it, Din - Design In will talk about the products and projects more than 100 designers, companies and design academies from all over the world - 70% of the participating designers will in fact be foreigners - in an impressive industrial warehouse of 2,000 square meters. Also confirmed for 2019, in conjunction with the event, the presence of an area of about 300 square meters dedicated to the Temporary Shop with the creations of contemporary jewelry selected by Artistarjewels.com, while in the outer space, usually occupied by food truck, a winter garden with sensory installations.

**Social Hotel Regeneration designed by Simone Micheli, in the spaces of Officina Ventura 14**, will return for the second year and **will turn social for 2019**. Hospitality, smart technology, and avant-garde design will merge to give life to a happening in which they normally make up the hotel structure (sleeping area, bathroom area, suite, hall, bar, co-working space, conference room, locker room, wellness area) take on unexpected shapes, based on the changed needs of contemporary man and aimed at favouring the interaction, information exchange and hybridization of functions. All the elements will be connected to a main network, the heart of the installation, which will catalyse the attention and guide the different spatial and functional responses based on the live interaction that will take place with visitors to the exhibition.

Carimati, a historic company from Bergamo area, will celebrate the centenary **in 2019 with a special installation in Via Ventura, 6**. It has always been known for the creation of bar counters, today Carimati thanks to the experience gained in the use of materials and the constant updating on technologies and new trends, is able to offer a "tailor-made" service, from furnishings for public places, hotels, franchises, shops, shopping centers to the execution of projects for private residences. For the occasion, the space will be designed and set up in collaboration with Poli.Design founded by the Milan Polytechnic, through a dedicated workshop. The project will have the aim of realizing a hospitality environment able to satisfy the expectations of an increasingly demanding and "connected" user.



## **About Lambrate Design District**

The district of Lambrate, located north-east area of Milan, is an historic Italian industrial site that, since 2000, has been the subject of a redevelopment that still lives right through its continuous evolution. Given the importance and the contribution that Lambrate offers in promoting Milan as a reference point and an international showcase for the design-system, the district is supported by the Comune di Milano – Assessorato Politiche del lavoro, commercio, moda e design.

As in 2018, the management of communication and the coordination of the events of Lambrate Design District, and therefore of the Fuorisalone, are entrusted to the Prodes Italia Group operating worldwide in the field of high jewelery, design and art and creator of the Promotedesign.it projects, Din-Design In, Design For, Artistarjewels.com, Treneed.com, Bestwinestars.com and Weating.it.

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