

## Lambrate Design District 2020

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Lambrate Design District, always receptive and fertile ground for the most innovative ideas of Italian and international creatives, officially reopens the selections and reconfirms itself as a cutting-edge district also for the next FuoriSalone, from 21st to 26th April 2020.

Hundreds of exhibitors will express themselves through furnishing products, projects and installations mainly around the themes of sustainability and the circular economy in the sign of contamination between different sectors, where design is intertwined with art and jewellery.

A program, the one for the Milan Design Week 2020, in continuity with the April 2019 edition which registered 100,000 visitors and about 400 exhibitors protagonists of 25 different events. To remember, in particular, Din - Design In, a collective exhibition organized by Promotedesign.it which in 2019 gave voice to the projects of more than 100 designers, companies and design schools, including the Masterstudio Design of the FHNW Academy of Art and Design of Basel, the University of G. d'Annunzio of Chieti-Pescara and the NID - New Design Institute of Perugia and that in 2020 will return, for the eighth consecutive year, to the iconic location of Via Massimiano 6 / via Sbodio 9. The next edition of Din - Design In will be attended, among others, by entities such as LASALLE - College of the Arts in Singapore, High Society, innovative South Tyrolean studio that will present lamps and furnishing accessories resulting from upcycling activities focused in particular on the recovery of waste materials from the beer and coffee industries and the MASAYA by Asian Collection brand that will exhibit its special brass furnishings, whose production phases, from sculpture to casting to polishing, are entirely handmade. The presence of an area of approximately 300 square meters dedicated to the temporary shop with contemporary jewellery creations selected by Artistarjewels.com is also confirmed for 2020, also within Din - Design In.

The location of Via Conte Rosso 34 - corner Via Ventura is renewed as a hub for numerous workshops on sustainability and upcycling. Right there, in 2019, a series of activities took place to support the launch of Trash2Treasure, an online platform aimed at connecting companies - those who produce waste - with creatives, like designers, who are able to give new life to what would otherwise remain a waste. The project was born from the collaboration between Cosnova GmbH, a German make-up manufacturer, and the Latvian design agency Age5.

Even the iconic art galleries of Via Massimiano will come alive hosting international brands and design companies, which will present cutting-edge products and projects during Fuorisalone 2020.

The FuoriSalone 2020 of Lambrate Design District is at the third management of Prodes Italia, a company that has been active for years in the sectors of high jewelry, design and art, which has contributed, from edition to edition, to the growth in the number of participants and events within the district reinforcing the nature of a cosmopolitan destination, young and attentive to trends.

### About Lambrate Design District e Prodes Italia

The Lambrate district, located north-east of Milan, is a historic Italian industrial site that, since 2000, has been the subject of a redevelopment project that still today lives 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 Municipality of Milan - Department of Labor, Trade, Fashion and Design Policies. Lambrate Design District is part of the LAMBRATE DISTRICT, born in 2017 from the desire of all operators, designers, architects, owners and managers of location to the commercial activities of the area, to join together to make the Lambrate district, the new Milanese center, always active and smart. for Design, Art and Fashion, in accordance with the schedule of events organized by the Municipality of Milan. Also for 2020, the management of communication and the coordination of the events of Lambrate Design District, and therefore of the FuoriSalone, have been entrusted to the Prodes Italia Group operating worldwide in the sector of high jewelry, design, art and of wines and creator of the projects Promotedesign.it, Din-Design In, Design For, Artistarjewels.com, Treneed.com, Bestwinestars.com and Weating.it. In 2019 Prodes Italia also produced the first edition of the Milan Jewelry Week, a week entirely dedicated to the world of contemporary jewelry. Prodes Italia boasts 15 international publications and 80 events organized with more than 4,000 companies involved, for a total of over 2 million visitors.

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