



ASIA DESIGN MILANO

**Tortona district
8th - 14th April 2019**

ASIA DESIGN MILANO

The **first edition of Asia Design Pavilion Milano** has been launched last April, during the Design Week 2018, at Megawatt Court, via Watt 15 Milan, with an encouraging feedback from exhibitors and public. The exhibition has gained the **patronage of the Milan Municipality** and it has been included in the **official program of the Milano Design Week**.

Asia Design Milano is the **first showcase of design, architecture and art** projects from different parts of Asia (Thailand, China, Japan, Korea, India, Qatar, Iran, Turkey), conveying a peculiar point of view on the ongoing evolution and transformation of the continent.

Asia Design Milano 2019 (8th - 14th april) will be a carefully **curated selection** of established artists, brands and upcoming designers, presenting their products within the eye-catching backdrop of one of the most exposed venues in Torona district.



THE REASONS OF A BIG SUCCESS

There is plenty of reasons why you cannot miss the **opportunity to be part of the new ASIA DESIGN MILANO** event:

- it means exhibiting in an extraordinary location in Tortona district and being sure to be promoted and communicated as a special event of the “fuorisalone” - Milan Design Week;
- it means not to be “a drop in the ocean”, one among the hundreds of exhibitions taking place in Milan in the same dates;
- it means to be part of a distinctive design context that represents ASIA with its multifaceted identity, a consistent concept focusing the attention of those really interested in Asian design;
- to be an Asian design landmark, the Asian design hub in Italy during one of the world’s most famous “design weeks”;
- to be part of a future oriental “Salone del Mobile” in Milan;
- to be part of a project that begins with your participation in ASIA DESIGN MILANO but continues throughout the year in designing and creating new projects, collaborations and opportunities, both cultural and economic, between East and West.

Get in touch and learn how to participate as an exhibitor or sponsor.



WHERE AND HOW

The exhibition ASIA DESIGN MILANO 2019 will take place in the very heart of the Tortona area, in a wide and central location easy to reach and fully equipped, that will be the new headquarter of the project.

Display areas will be available for Companies, independent designers, academies, universities, design institutions, trade promotion centers, can apply to exhibit in the ASIA DESIGN MILANO context.

The exhibition layout will encompass different functional areas: exhibition, meetings, seminars&conferences, food&relax, chillout.

All subjects above can apply for a “solo” exhibition area (min footage available, approx. 50 m2) or for a small corner in the collective area focusing on young talents.

ASIA DESIGN MILANO is a curated event. Our curators will do a careful selection of applications in order to guarantee an interesting mix of proposals, a good quality level and a consequently high appeal towards the public.

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MARKETING & COMMUNICATION

The event is supported by a press office activity, and a marketing and PR plan meant to create a buzz before the event, communicate with the international media, highlight the most interesting topics, arrange interviews and publications and give the event a full coverage on the international media.

The press office will operate before-during-after the event, starting from January 2018. Agreements with international media partners both in Europe, China and other Eastern Countries are currently under way.

ASIA DESIGN MILANO will be part of the official programme of the Milano Design Week. It will have a dedicated section and adv on the webportal and official app **fuorisalone.it**.

Leaflets about the exhibition, mentioning all participants, will be printed and distributed during the week in Tortona and in other key-spots across the city.



REVIEW:

ASIA DESIGN PAVILION 2018

EXHIBITORS

Over **30 designers, artists, makers**, have lined up this year for the first time, enjoying a great chance to actively participate in the Milano Design Week.

Here below the list of exhibitors:

- DIFFUSIONE ITALIA INTERNATIONAL GROUP with ZHANG HONG MEI and YANG LIN
- DEPARTMENT OF INTERNATIONAL TRADE PROMOTION THAILAND - SLOW HAND DESIGN 2018
- MOSTAFA ARVAND
- DESIGN CLINIC INDIA
- KOY - STUDIO HAUS
- OTHMAN KHUNJI
- WESTLINE STUDIO
- LIFENG LIN
- STUDIO AKKA with BYUNGCHAN LEE and SEUNGYEA PARK
- HERITAGE OF SANG IL
- KAZUYO KOMODA + BK1
- XIJING XU + TIAN WU + YUE LIU
- DSL COLLECTION + SECOO
- PG ART GALLERY + UMBERTO DATTOLA
- YUEHUI LIU + CHATEAU D'AX
- ANNA ROBERTA BRIA BERTER
- FW STUDIO
- ROU MEDIA LAB
- HUA GALLERY with LE GUO
- HANDS ON DESIGN SELECT SHOP
- JIHYUN DAVID



Diffusione Italia International Group with Zhang Hong Mei and Yang Lin, China







Rou Media Lab, China



Hua Gallery with Le Guo, China



Hands on Design select Shop, Japan

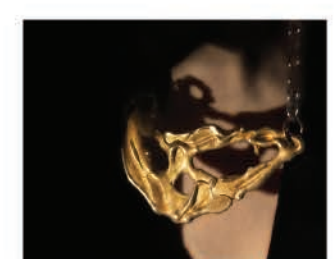
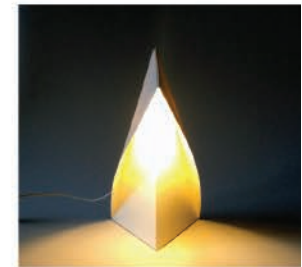
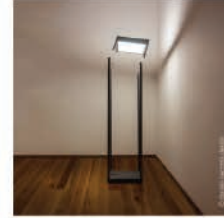


Jihyun David, Korea/Italy

REVIEW: ASIA DESIGN PAVILION 2018 ASIA produce-MI

ASIA Produce-MI has been one of the focuses of the Asia Design Pavilion event, a free exhibition space featuring carefully selected prototypes to be proposed to potential Asian design manufacturers, reaffirming the project's objective of becoming a connecting bridge between Asia and the western world, a platform to create opportunities for young and emerging creatives alike.

In the course of the exhibition, a few designers have already got interesting commercial contacts and commercial developments and underway.



ASIA
DESIGN
PAVILION



REVIEW: ASIA DESIGN PAVILION 2018 PRESS COVERAGE

ASIA DESIGN PAVILION has caught the attention of the Italian and international media, reaching an impressive number of press clippings: over 100 quotes, with appearances on the main lifestyle magazines and national newspapers. Some publications are still to come with the event's follow up, that will be published in the coming weeks.

This huge press review witnesses once again the interest raised by this newly launched concept. The full review is a 200-page file that follows separately, via wetransfer.



MAMe, 16/03/2018



archiportale eventi, 29/03/2018

OVERVIEW: MILANO DESIGN WEEK

The so-called “**Fuorisalone**” is the world’s most important event focused on design. The name Fuorisalone refers to the number of events, exhibitions and presentations taking place in the whole city of Milan at the time of the Salone del Mobile, the huge furniture fair housed in the official exhibition ground in the outskirts of the city. Every year, over 400 Fuorisalone events attract an international audience of approximately 500.000 people, both design enthusiasts and professional operators, eager to discover and share new concepts, innovative projects, hidden places off the beaten track and unmissable installations that can only be seen during the design week or never again.

Fuorisalone is a spontaneous, bottom-up event, that has its main focus in Tortona and Brera (city center); from here, it spreads out to the whole city, being a model for many initiatives and festivals all around the world that try to replicate it. Unsuccessfully, so far.



OVERVIEW: TORTONA DESIGN WEEK

With 200 events from 20 countries and more than 150.000 visitors counted in the last years, Tortona remains a key destination for the international design community and a symbol of the Fuorisalone.

Tortona district, the first city quarter to become a Fuorisalone circuit since 2001, has now become a creative hub with an international reputation, a successful case history of urban regeneration. Over a period of a few years, the old industrial buildings scattered in the area have been completely converted and turned into perfect venues for new creative industries. Design, fashion and culture converge here all year round, thanks to the tight calendar of events taking place in the area, the high number of fashion brands with permanent base here and the presence of prestigious cultural operators such as Armani/Silos, Mudec (Museo delle Culture) and BASE Milano, a new integrated hub for cultural and creative enterprises.

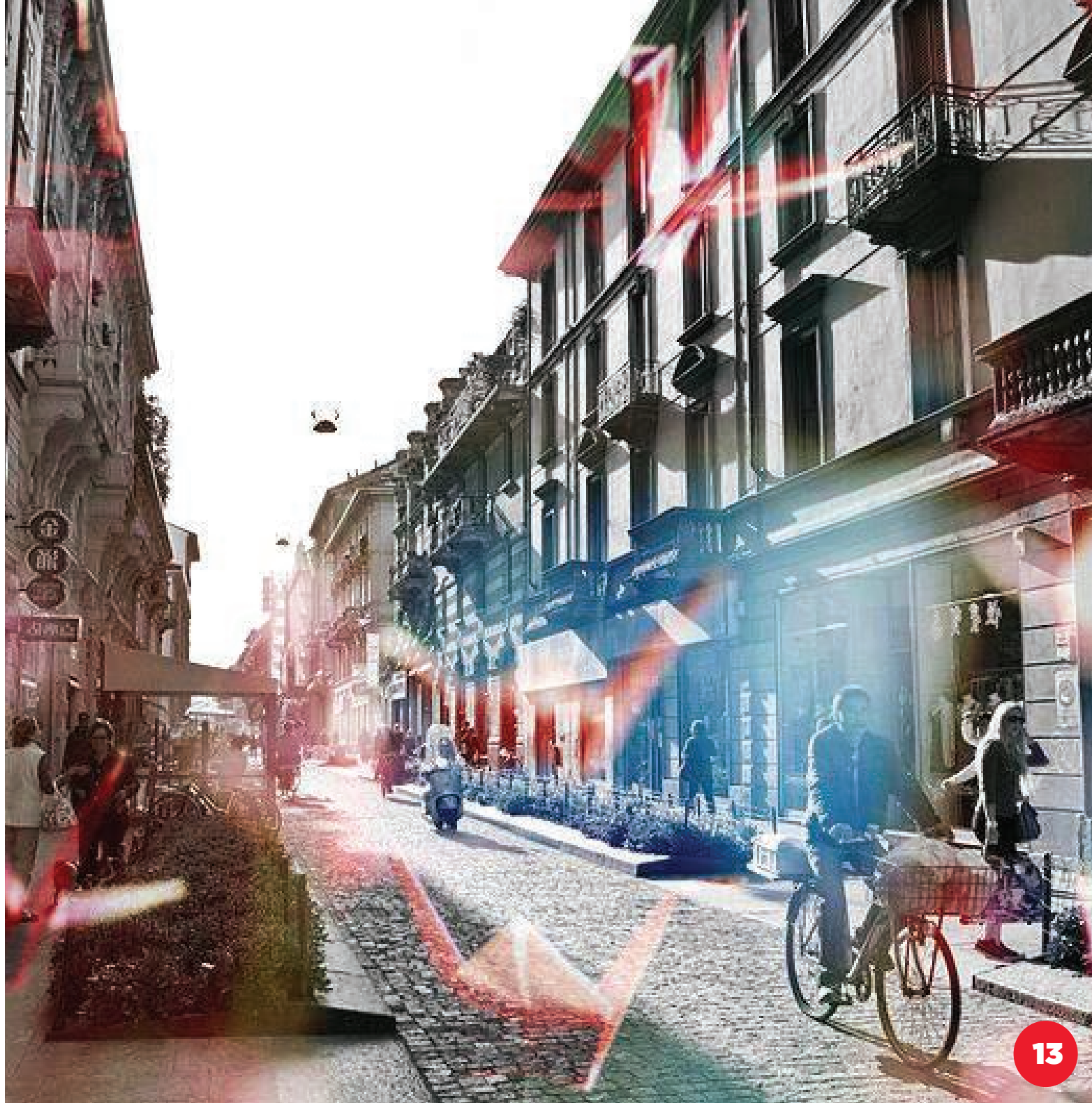


WHO WE ARE

Sarpi Bridge_Oriental Design Week and **Milano Space Makers**

and joined forces to create an unprecedented focus on Oriental Design, in the framework of the Milano Design Week: a window on the most dynamic continent, with a vast number of Countries engaged; an interdisciplinary insight on a wide range of design and cultural initiatives.

- **Sarpi Bridge_ Oriental Design Week**, is the unique and only oriental design week in Italy and Europe, which takes place in Milan since 2013. It is a cultural association based in Turin and Milan, whose mission is to stimulate cultural and economic development, to give opportunities to new designers and pave the way for new market possibilities. Sarpi Bridge_ODW is not just an event but a systemic network. In fact, it is permanently engaged in the organization and coordination of a few additional outstanding projects: HOMI ASIA DESIGN亞洲設計 in partner with -



HOMI FieraMilano "(www.homimilano.com), cultural and commercial area of asian design in one of the most important international fairs of trends and lifestyle; HOMI ASIA DESIGN AWARD, the prize of asian design excellence, an all-Italian award that promotes the quality of the exhibitor in the Italian and European Market; OO!ASIA with art, design and foods, a window on ASIA, a cultural/commercial center that promotes East and creates opportunities for West; EDEN_Earth Design Excellence Notions, a certified design master for young asian designers/students in the best cultural cities of Italy.

Sarpi Bridge_Oriental Design Week aims to create a bridge between East and West, between City and City proposing design, research, experimentation, innovation, contemporary art and creativity. A careful organization, a good selection of exhibitors, based on criteria of creative quality and content makes Sarpi Bridge_Oriental Design Week a very interesting reality for its special identity and internationality.



-Milano Space Makers is one of the main players in Zona Tortona, having under its control a circuit of approximately 30 exhibition spaces, big and small, scattered in the district. Milano Space Makers operates all year round in the organisation of fairs and events, and promotes the Tortona area by converting abandoned industrial venues, that are revamped respecting their architectural DNA and turned into temporary event spaces or exhibition galleries. During the Tortona Design in particular, MSM runs and coordinates some of the strongholds in the district, such as Opificio 31, Megawatt Court, Padiglione Visconti.





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米兰国立大学孔子学院



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Asia Design Pavilion is organised and curated in partnership by Sarpi Bridge - Oriental Design Week and Milano Space Makers.



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