



Milano Design Week: Salone del Mobile and Fuorisalone

Every year, in April, *Salone del Mobile* and *Fuorisalone* define the Milan Design Week, the world's most important event for the design and furniture industries.

Contrary to *Salone del Mobile* (staged in the pavilions of Rho Fiera) *Fuorisalone* is not a fair event, it doesn't have a central organisation and it's not managed by any Institution. It started spontaneously early in the 1980's thanks to the will of companies working in the furnishing and industrial design sectors. The aim of *Fuorisalone* is the promotion of design as an event, performance and installation in the urban fabric. A design that, by moving out of its official spaces, becomes accessible to all using custom tools and services.

The fair itself hosts every year more than 400.000 visitors coming from 188 countries; 1.841 exhibitors, 27% of them from abroad (33 countries), and the *Fuorisalone* has around 500.000 visitors (it's an assumption since there is no visitor's registration). It sums more than 1400 events organized in the different areas involved in the Milan Design Week. The *Fuorisalone* recorded this year an average increase in visits of 18% compared to the previous edition, making it as one of the liveliest weeks in Milan

Salone del Mobile and *Fuorisalone* 2019 took place in Milano from 8 to 14 April.

Innovation Norway and the Milano Design Week

The collaboration between Innovation Norway and the Norwegian furniture and design industry started several years ago with the organization of a Norwegian stand at *Salone del Mobile* and developed last year in a Norwegian area at *Fuorisalone* (a set of events distributed in different areas of Milan programmed in the same days of the Salone del Mobile).

This year **Innovation Norway** was active part in the organization of **JOIN by Norwegian Presence** a collaboration across organizations: **Design and Architecture Norway (DOGA)**, **Klubben** and **Norwegian Crafts**. **DOGA** works to promote innovation and change within businesses and the public sector through design and architecture.

Being a part of Milan Design Week contributes to increase production and is today a source of inspiration for designers, architects and artists from all over the world.

Visit Norway event at Fuorisalone

As **Visit Norway** Italy we believe in the power of these platforms to build awareness and influence of Norway that's why we decided to take the opportunity of the exhibition **JOIN by Norwegian Presence** to arrange, on April 11th, a cultural event in collaboration with **Norwegian Seafood Council** inviting journalists, tour operators and other key contacts.

Visit Norway Italy already cooperates with all industries that create experiences and with this event we wanted to create a **comprehensive - Norwegian event** showing what Norway has to offer in different fields: design, culture, food and tourism.

With the event we wanted to present to the Italian press and industry the work that is being done to make Norway a leading destination in sustainable tourism and culture-based experiences and strengthen Norway's visibility in Italy.

Another aim was to draw synergies from our collaboration with the Norwegian industry, Norwegian producers and designers with the opportunity to attract important new target groups for the future.

The collaboration with **Music Norway** gave us also the opportunity to promote Norwegian music by DJ Ida Helene Paulsen.

Some highlights of the event:

- Elisabeth Ones **Visit Norway** and Trym Eidem Gundersen **Norwegian Seafood Council** introduced the event focusing on tourism, gastronomy and design.
- Presentation of Norway and Norwegian fish by showing films on 2 large screens.
- Tasting of finger foods based on Norwegian fish ingredients.
- During the event the attendees had the occasion to get in touch with the essence of **JOIN by Norwegian Presence** having a look to prototypes and crafted objects from 21 designers and artists and the products of 7 Norwegian furniture manufacturers, all with environmental impact and sustainability high on their agenda

Results:

Despite the bad weather (heavy rain) a total of 87 people came to the event. These included, among the other, representatives of the industry associations and businesses in priority sectors for IN Milan and Norwegian Seafood Council, tour operators, and press. We achieved 29 new relevant media contacts as a result of this event.

By adding several different sectors, of cultural and commercial nature, under a common "Norwegian umbrella", we believe that we achieved a far greater effect of our initiative.

DATE: 11.04.2019 H. 18.30-21.00

VENUE: **JOIN by Norwegian Presence** - Officine Savona in Via Savona 35, Milano.

TARGET GROUP: Press from culture, and travel sectors, VIP collaborators, and tour operators. Ca. 80 personer.

PARTNERS: Innovasjon Norge Export Norway/ Kgl. Norske Ambassade i Roma/DOGA/Norges Sjømatråd/ Music Norway/Norsk Industri.